



Explore HPE Storage

Simplify data management and
accelerate your data-first modernization

HPE 
GreenLake

Store, manage, and protect your data—without the complexity

Data is the life force of your organization. To accelerate data-first modernization goals, your business needs to harness and manage an unprecedented amount of data. At the same time, you need to address new data threats and find ways to advance data management capabilities across hybrid cloud. This is what makes simplifying data management so critical to today's modern data-first businesses.

Make a plan to move ahead faster

The increasing adoption of hybrid cloud—not to mention changing workload demands—sets up key areas where you need to evolve and simplify the complexity of data across its lifecycle. Your business needs a new approach to help you:

- Move beyond siloed data architectures that add complexity and cost
- Address unpredictable data growth and meet new workload demands
- Store, manage, and protect data across hybrid cloud through an intuitive, unified platform

Change the game with an intuitive cloud experience

An intuitive cloud experience for all your workloads—across hybrid cloud—can be a game changer for your transformation goals. According to a study from ESG commissioned by Hewlett Packard Enterprise, 91% of IT leaders agree that mature cloud operations on-premises is the single most important step to eliminating complexity.¹ Simple data management plus self-service agility for line-of-business owners and application admins is key to this experience.

¹ ESG Data Management Maturity Study of 750 IT Decision Makers, commissioned by HPE, November 2021 as summarized in this [eBook](#)

Open new opportunities with a cloud experience everywhere

Being a data-first business means you have more opportunities to bring the agility and flexibility of cloud operations to all workloads and datastores, wherever they reside. So, you can drive transformation that spans from IT operator to service provider as you align storage with business demands. You'll have more time to focus on accelerating outcomes and less on managing infrastructure. HPE Storage is here to help you achieve these goals and accelerate your business.





Be a data-first leader with HPE Storage

HPE Storage and data management can help you open up new opportunities in three different ways.

1 Transform with flexible, intuitive enterprise storage

With HPE Storage, you can start by helping eliminate the things that slow you down—storage silos, scale-out limitations, app disruptions, and management complexity—and then move on to:

- **Simplify mission-critical storage with a single platform and management experience**—Increase agility and lower TCO for multiple workloads and use cases, from departmental to large-scale enterprise deployments, with 100% data availability guaranteed for mission-critical apps.²
- **Boost agility with an AI-driven cloud experience everywhere**—Deploy new apps and services quickly and easily with mission-critical storage designed for a hybrid cloud world.

2 Modernize data protection across hybrid cloud

As you embrace the cloud experience everywhere, you need to keep pace with today's changing hybrid cloud environments. Modern data protection solutions are essential. They work to help you simplify operations, meet demanding SLAs, neutralize threats, and reduce costs. This way, you can quickly back up and recover data and help maximize the value of that data.

HPE Data Services give you the flexibility to modernize data protection—from rapid recovery to ransomware protection to long-term data retention. With HPE, you can secure data against ransomware, recover from any disruption, and protect workloads effortlessly across cloud environments. Whether on-premises or in the public cloud, operational simplicity is baked in, so you can meet every SLA at the right cost. End-to-end hybrid cloud data protection means you can protect your business against data loss and recover faster from ransomware attacks.

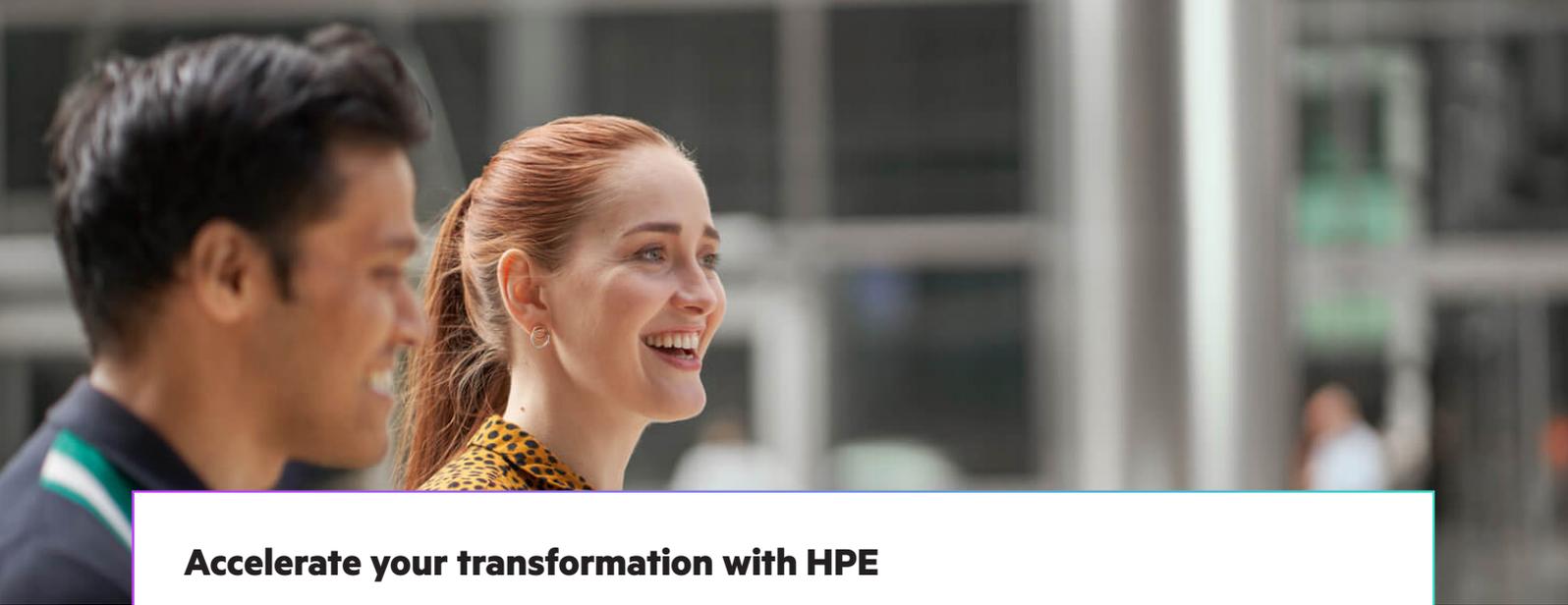
3 Power edge to cloud with no-compromise HCI

It's the most-often-heard IT mantra—Streamline operations. Unlock agility. Do more with less. Traditional hyperconverged infrastructure (HCI) is one way to simplify deployment, management, and infrastructure upgrades. But this approach comes with compromises at scale that include wasted resources, overprovisioning, poor performance, and business risk. All-in-one appliances also bring compromises around higher costs, lack of built-in data protection, and poor data efficiency across multiple sites.

HPE Storage products and data management services can help you get the hyperconverged experience minus the compromises as you:

- **Build a self-service cloud on demand wherever you need it**—Streamline IT operations with intelligent HCI and simplify hybrid cloud protection and virtual machine (VM) mobility with cloud-based management and self-service agility
- **Help maximize infrastructure efficiency and cost savings with disaggregated scale-out storage**—Configure a system that scales to meet the specific capacity and performance requirements of your current workloads and nondisruptively upgrades resources as needed

² "HPE Storage substantiation," HPE, 2022



Accelerate your transformation with HPE

HPE Storage delivers:

- One unified cloud experience for simpler storage and data management everywhere
- One universal architecture for block and file offers better economics and greater flexibility
- One integrated experience for data protection across hybrid cloud
- One portfolio for all infrastructure, powered by global AIOps

Advance as a data-first business and simplify data management

As the cornerstones of our HPE Storage portfolio, HPE Alletra and HPE GreenLake for storage deliver a cloud operational experience that empowers you to reduce risk, unleash agility, and innovate faster.

While every business is at a different transformation stage, we're poised to help you transform faster and protect your data along the way. Learn how we can power your enterprise from cloud to edge, recover from a ransomware attack, and unlock the value of your data.

Learn more at

hpe.com/storage

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