



# Modernize data protection across hybrid cloud with HPE Storage

**HPE**   
**GreenLake**

## The importance of data protection

Data plays an increasingly vital role in your modern enterprise. And as you leverage the hybrid cloud to grow and innovate, the volume of data requiring protection continues to expand, with ever-increasing malware and ransomware threats.

Traditional backup and recovery offerings are a fragmented mix of point solutions for backups, targeted storage, and long-term data retention. This creates a siloed scenario, with each silo designed on proprietary hardware and software with its maintenance and support contracts. In many cases, you can perform backup jobs only once a day, with such jobs sometimes affecting production windows. The result? Performance degradation. And multiple hours are needed to recover triggering inefficiencies and possible revenue impact.

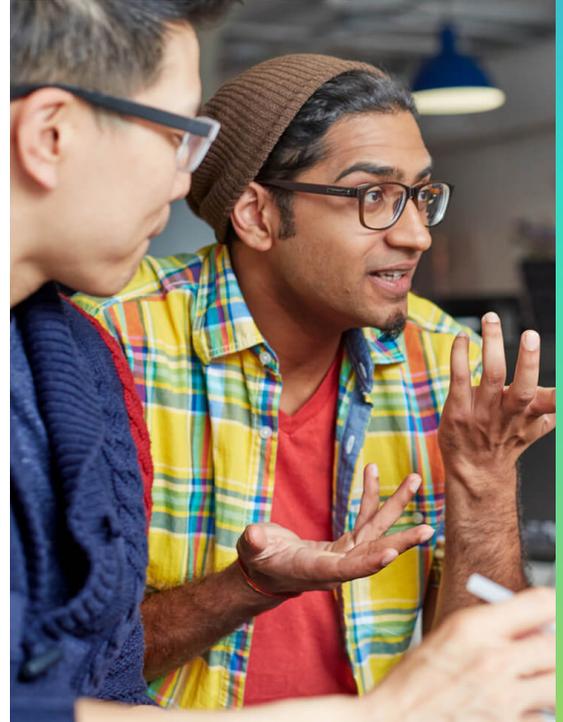
All this adds up to data protection, which can be complex and costly. Your business needs a simpler, more modern choice.

## Modernize data protection with HPE Storage

Modern data protection is the key to keeping pace with today's changing hybrid cloud environments, ensuring data and applications achieve always-on availability. Hewlett Packard Enterprise can help simplify how you protect on-premises and cloud-native workloads across the hybrid cloud, with a cloud operational experience and backup delivered as a service. Neutralize threats as you quickly back up and recover your data while streamlining operations, meeting demanding service-level agreements, and reducing costs.

## Get started with HPE GreenLake for Backup and Recovery

HPE GreenLake for Backup and Recovery delivers the simplicity of the cloud while seamlessly protecting both on-prem and cloud-native workloads. Managed from a single console, it enables you to meet every backup SLA with built-in protection from threats, including ransomware. Setup takes minutes, with no additional proxies, virtual appliances, media servers, or software needed. There's no hardware or software to size, configure, and manage. No scripts or code to develop. With just a few clicks, you're ready to start protecting your workloads.



## Simple and automated

- Protect your workloads within minutes with a few simple steps
- Manage and visualize workload protection status
- Establish automated protection of virtual machines into protection groups

## Highly efficient and cost optimized

- Deliver up to 8x<sup>1</sup> better storage efficiency than comparable backup solutions
- Benefit from cost-efficient, long-term retention in the cloud
- Gain consistent protection across hybrid cloud

## Secure by design

- Build on the secure HPE GreenLake edge-to-cloud platform
- Mitigate threats with built-in security features
- Store backup copies away from the production environment

Try HPE GreenLake for Backup and Recovery—[90-day free evaluation](#)

<sup>1</sup> Based on HPE internal testing conducted in October 2022 comparing HPE GreenLake for Backup and Recovery with four competing on-premises and AWS cloud native backup solution

## Learn more at

[HPE.com/us/en/HPE-GreenLake-backup-recovery.html](https://HPE.com/us/en/HPE-GreenLake-backup-recovery.html)

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