

HPE GreenLake Partner Brochure

Understand and
Develop your
HPE GreenLake
Business



Hewlett Packard
Enterprise



“Helping customers to understand how HPE’s vision of Everything-as-a-Service can help them get more value from their IT investments to fuel future business growth.”



Understanding and Solving Customer Challenges

In this brochure, you'll find the key information you need to help you get more out of the Hewlett Packard Enterprise GreenLake offering, increase your understanding of how the GreenLake solutions and platform can better solve your customers' unique challenges and IT requirements, and recognise opportunities.

It will also cover which audiences to target and walk you through some common customer challenges. This will help you discover your customers' desired business and technical outcomes and change the conversation to one which highlights how HPE GreenLake solutions can help solve your customers' strategic data and cloud challenges.

By the end of the brochure, you'll have a deeper knowledge of the use cases, features, and benefits of HPE GreenLake options and new insights into your customers' current data management problems. You can then use this to differentiate against competitors and frame your offering in a more strategic way, helping customers to understand how HPE's vision of Everything-as-a-Service can help them get more value from their IT investments to fuel future business growth.

Understanding HPE GreenLake

For sales teams, understanding the core solutions of HPE GreenLake is crucial at a time when businesses are looking for trusted experts to help find the right solutions to meet their many modern data management and cloud environment challenges.

We've compiled some high-level details by solution for you. If you're interested in training your team in selling and positioning HPE GreenLake to customers or becoming GreenLake certified, please contact your Arrow team and schedule a time for a certification workshop.

“The HPE GreenLake cloud services business is rapidly growing, with over \$4.8 billion in total contract value and more than 900 partners selling HPE GreenLake.”

HPE GreenLake Essentials

A Trusted Solution



\$7.1B*

TVC under contract

*Approx.



107%

growth in as-a-service orders
YoY for Q2 2022



96%

customer retention rate



1575+

enterprise customers



10

years' experience delivering



56

countries served

HPE GreenLake cloud services provide customers with a powerful foundation to drive digital transformation through an elastic as-a-service platform that can run on-premises, at the edge, or in a colocation facility. It combines the simplicity and agility of the cloud with the governance, compliance, and visibility that comes with hybrid IT.

HPE GreenLake offers cloud services for compute, container management, data protection, HPC, ML operations, networking, SAP HANA, storage, VDI, bare metal, and VMs. The HPE GreenLake cloud services business is rapidly growing, with over \$4.8 billion in total contract value and more than 900 partners selling HPE GreenLake.

Use Cases and Solutions

Infrastructure Sales Plays

HPE GreenLake for Compute

Gain speed and flexibility for your compute infrastructure on-premises with a range of purpose-built ways to run your bare metal workloads, ready to scale up or down, delivered on a pay-per-use basis, and operated for you with HPE GreenLake. With modular building blocks, you can order, receive, and implement your compute resources fast and grow capacity ahead of demand. HPE leads the market in consumption-based solutions and has the ecosystem to incorporate the key vendors your business depends on.

Key Messages:

- Simplified IT operation
- Scale up or down on demand
- Cost transparency
- Configuration for any workload

DRIVERS

Customers today want technology delivered as-a-service, on their terms.

OUTCOMES

Offers choice, flexibility, and control, deploying infrastructure faster, so customers can continue to innovate.

RISK-TIME-COST

Customers choose SLAs, flexible pay-per-use, and scaling, improving risk, cost, and time outcomes, which is ideal for net zero IT.

UTILISATION

HPE continually right-sizes the environment, so customers can scale as they grow.

CLOSE

Workload-optimised business outcomes let IT teams focus on higher-value tasks.

HPE GreenLake for Storage

HPE GreenLake offers a set of workload-optimised services built on an intelligent data platform. These service offerings are powered by industry-leading intelligent storage that delivers the performance, reliability, efficiency, and protection you require. You can consume Storage-as-a-Service (STaaS), giving you the simplification, economics of scale, and control you need to transform your business.

Key Messages:

- Faster time-to-value
- The capacity you need when you need it
- Pay for what you use
- Free up IT resources

DRIVERS

Many organisations are repatriating storage from the public cloud because of exorbitant charges (i.e., egress costs) to extract their own data.

OUTCOMES

Is your organisation trying to provision or repatriate new workloads or services? Which ones? Now or in the future? Move to the next generation of provisioning.

RISK-TIME-COST

HPE handles capacity planning as the organisation grows for higher ROI and utilisation and incremental growth aligned to technology and business needs.

UTILISATION

With HPE GreenLake, customers can right-size to meet business requirements right at the start, then continue to pay-per-use and scale as they grow.

CLOSE

Now's the perfect time to move to GreenLake and consumption billing. Why not start with a particular workload, so you can see the full value GreenLake can deliver?

HPE GreenLake for Virtual Machines

Gain more speed and flexibility when you deploy VMs with HPE GreenLake. HPE offers a range of purpose-built ways to run your VM-based workloads, ready to scale up or down, delivered on a pay-per-use basis.

Key Messages:

- Significant cost savings
- Pay only for what you use
- Easy to configure, easy to consume
- Configurations to suit your business and your workloads

DRIVERS

Public cloud forces customers to have new versions of often incompatible environments.

OUTCOMES

More control and flexibility. Customers can control version levels of the environment with their management or HPE's.

RISK-TIME-COST

Customers get the security and latency of on-premises with the cost structure of consumption billing for their VMs. They choose when to upgrade workloads or how to manage migrations and can manage solutions or let HPE help.

UTILISATION

We measure consumption and finely tune the initial system size to meet business needs. We plan ahead with the customer and measure in real-time, so when additional capacity is needed, it's available, and they don't pay for it until they use it.

CLOSE

We keep adapting compute capacity based on actual usage. Why not start with a particular workload to see the value HPE GreenLake can deliver?

HPE Networking

Aruba Managed Connectivity Services

Networking-as-a-Service (NaaS) addresses a major challenge in managing networks while optimising performance to stay ahead of business goals.

Aruba Managed Connectivity Services - Use Cases:

- Limited staff and need for managed network connectivity, expansions, and renewals
- Network refresh desired and need to maximise financial flexibility
- Requires as-a-service model, requests monthly subscription
- Remote worker solutions essential in times of uncertainty

DRIVERS

Organisations are struggling to diagnose network problems and effectively manage their networks.

OUTCOMES

With Aruba service intelligence and HPE GreenLake, customers start faster, better, and with higher performance levels.

RISK-TIME-COST

Customers get predictable, standard monthly subscription charges rather than upfront networking costs. We'll help redirect high-value IT staff by supporting the network with experts and data-driven service delivery for maximum ROI, low TCO, and faster time-to-value.

CLOSE

If customers want to move into HPE GreenLake faster, they can integrate new network segments with their existing network. It can manage third-party components, including Cisco. Why not start with a particular network segment, so you can see the full value that HPE GreenLake can deliver?

Workload Sales Plays

HPE GreenLake for VDI

HPE GreenLake offers organisations with on-site, remote, or mobile workers a unique, secure, as-a-service option to keep workloads on-premises, scale simply, and pay per user per month. Some apps need processing and data close together, which we enable with HPE GreenLake, but cloud options often do not.

HPE's multi-vendor remote work solutions and comprehensive capabilities with HPE GreenLake Management Services enable company applications and collaboration with a cloud-like experience and flexibility. With HPE GreenLake for VDI, HPE is poised to redefine end-user experience and productivity at the edge. Fully compatible with Citrix, VMware, NVIDIA, and Nutanix.

Key Messages:

- No capital outlay or upfront costs
- Proven leader for every need
- Scalability without compromise
- Higher levels of customisation
- Modular based on standard building blocks

DRIVERS

Today's organisations need to secure systems and data. They may also be struggling with ageing VDI infrastructure, a lack of expertise, and trying to free up IT resources.

OUTCOMES

Application, device and data security, and business continuity for remote workers are critical, but so are good employee experience and productivity. Simplifying management for IT teams is also important to streamline IT processes.

RISK-TIME-COST

Employees expect uninterrupted access to a secure network, but IT must be able to prevent users from downloading sensitive data or uploading unauthorised software.

PARTNER

A wide range of solutions with no vendor lock-in.

CLOSE

With HPE as a partner, organisations have access to the largest architectural options with full support and management, all from the industry leader in VDI.

HPE GreenLake for Data Protection - Value Proposition

A huge opportunity for partners!

IDC research shows that by 2024, more than 75% of infrastructure in edge locations will be consumed/operated via an as-a-service model, as will more than half of data centre infrastructure. HPE GreenLake's end-to-end solutions make protection effortless, enabling businesses to scale on demand, free up IT resources, and pay only for what they use. Customers can also better leverage their data and unlock its value, modernise their backup and recovery, and enjoy the agility of the cloud with cloud-ready data protection—all with no data egress costs or vendor lock-in.

With multiple configuration options and compatibility with leading backup software, including Veeam, Commvault, and Cohesity, HPE GreenLake makes backing up and recovering data effortless and automated from rapid recovery to long-term retention.

Key Messages:

- An effortless data protection experience
- Remove the complexity, align the budget
- Better leverage your own insights

DRIVERS

Organisations want to better manage their time and resources as too much is spent on infrastructure and meeting SLAs. They want to plan and scale to meet infrastructure needs.

OUTCOMES

Centralises and simplifies backup across the environment with a fully managed, policy-based solution to meet business and regulatory backup compliance requirements.

RISK-TIME-COST

Customers want to scale, make backups invisible to ransomware attacks, reduce management complexity, and better utilise IT teams.

PARTNER

Unifying backup across their storage ISVs is a priority, as is improving data security, and simplifying operations and management.

CLOSE

With HPE, organisations get the support and solutions they need to protect their data with no egress costs, improved security, and quicker recovery, with faster RTO/RPO.

HPE GreenLake for Containers - Value Proposition

Companies that want to run enterprise workloads on containers at scale are looking for integrated solutions with enterprise-grade security that accelerate deployments and simplify the container environment.

HPE GreenLake for containers is an optimised solution that runs on the HPE Ezmeral Container Platform, providing a powerful solution to deploy Kubernetes at scale for a wide range of use cases—from app modernisation to cloud-native applications—for on-premises workloads, with a pay-as-you-go model.

HPE service teams perform the on-site installation, and HPE GreenLake Management Services provides complete management of the solution, a single point of contact for support, and a technical team who knows the customer's environment and business. A standardised hardware and software build eliminates the complexities of a custom deployment.

Key Messages:

- Enterprise-grade performance and security
- Cost transparency
- Simplified provisioning and orchestration
- Do more with less
- Cost controls and analytics

DRIVERS

IT management often struggles with getting adequate resources to provision, manage, and support containers at scale. They are under pressure to satisfy business owners with quick Kubernetes cluster provisioning and free up IT staff for high-value tasks.

OUTCOMES

Easily track consumption and predict growth for worry-free operations with no lock-in.

RISK-TIME-COST

As well as making operations easier, IT management can apply consistent security and governance practices using shared services with HPE GreenLake for containers. In addition, they benefit from cost transparency, with full visibility into who is using containers, not just what is being used.

PARTNER

HPE Ezmeral has certified vendors in the marketplace, and as it's based on open source Kubernetes, it can be integrated with open source CaaS ecosystem tools.

CLOSE

With HPE GreenLake for containers, IT management can deploy and manage containers faster and easier, benefiting from a public cloud-like experience with on-premises performance and security.

For more information on the HPE GreenLake ecosystem, solutions, and alliances, please visit:
<https://www.hpe.com/us/en/greenlake.html>

*“HPE GreenLake can help IT be the hero
for the business by giving them more
control while reducing shadow IT.”*



Know Your Audience

Value Propositions by Persona

As you engage with traditional IT customers, remember that HPE GreenLake can help IT be the hero for the business by giving them more control while reducing shadow IT. Use role mapping to plan your best approach to engage the proper roles and buying centres at the right time.

STRATEGIC PERSONAS: FOCUS ON BUSINESS OUTCOMES					
CIO TEAM		CFO		LOB	
Cares about	Talk about	Cares about	Talk about	Cares about	Talk about
<ul style="list-style-type: none"> Streamlining operations LOB moving to public cloud Current amount they're spending Workload control Capacity and ability to scale Availability and security Meeting compliance requirements Funding IT transformation Satisfying key stakeholders Reducing costs and vendor lock-in 	<ul style="list-style-type: none"> Spinning up services quickly Supporting business in need to innovate Easily adding services as needed Better utilizing available data More predictive operations Reducing shadow IT Monetizing in-place assets for investment in new IT Quickly spinning up new infrastructure platforms 	<ul style="list-style-type: none"> Achieving TCO reduction Improving cash flow Innovating faster Operational efficiencies Reducing IT costs Visibility of total IT spend Accounting treatment Increasing total customer value Managed costs and predictable budgeting 	<ul style="list-style-type: none"> Business value of a consumption-based model Improving resource utilization KPIs they'd like to improve Critical initiatives held back due to in-year budget concerns Avoiding lock-in SLA options US only: The new FASB standard + benefits of private cloud for SOX Compliance 	<ul style="list-style-type: none"> Reducing latency and reaction time Improving customer experience Increasing speed and agility Maximizing time to value Improving IT productivity Eliminating downtime and reducing churn Brand image 	<ul style="list-style-type: none"> Accelerating time to value and time to market Improving ability to innovate Using data to improve customer outcomes and experience How they're differentiating themselves from the competition Having IT resources focused on value-added tasks Meeting desired SLAs Accelerating customer onboarding Increasing customer lifetime value
TACTICAL PERSONAS: FOCUS ON TECHNICAL OUTCOMES					
HEAD OF IT AND INFRASTRUCTURE		SYSTEMS ARCHITECT		PURCHASING	
Cares about	Talk about	Cares about	Talk about	Cares about	Talk about
<ul style="list-style-type: none"> Trusted partnership Lowest bid quote Cloud and platform management Data security and availability Meeting surge demands Stranded workloads Insecure environments Reducing time and resources for operations and maintenance Investment in training for staff, knowledge gaps 	<ul style="list-style-type: none"> Meeting desired business outcomes with rapid scalability Spinning up new services quickly Reducing downtime due to unforeseen events Less to manage without sacrificing control Enhanced asset utilization Consolidation of fragmented environments Providing IT as a managed service to internal customers 	<ul style="list-style-type: none"> Support and responsiveness Meet business demands within tight capital budgets Configuring or investing in the datacenter Eliminating service downtime Improving business innovation and productivity Ensuring scalability and ease of integration Existing infrastructure 	<ul style="list-style-type: none"> No capital outlay Running business with minimum overhead Clear pane of glass view with HPE GreenLake Central Transformation initiatives on the roadmap Lead time from identification of need to acquisition of capacity Integrating fragmented environment 	<ul style="list-style-type: none"> Simplified invoicing Transparency of IT asset use Pay as you go flexibility Predictable billing Managing tight budgets Meeting business requirements Driving change with project-focused budgets 	<ul style="list-style-type: none"> SLA flexibility One single monthly bill for everything Meeting business needs and quickly spinning up revenue-generating services Reducing shadow IT Aligning IT with business needs

The HPE GreenLake Opportunity

HPE GreenLake offers a huge opportunity for channel partners to drive significant profit margins with recurring revenue and large, long-term deals.

Why HPE GreenLake Now?

- Cloud services is a growing market with a 58% CAGR
- CapEx is declining, while as-a-service is growing
- Key workloads like AI, HPC, VDI, and web infrastructure are driving demand
- Everything-as-a-Service is a high-growth area with a CAGR of 24%

HPE GreenLake Partner Benefits

Long-Term Value to the Partner

- Partner owns the customer relationship and the HPE GreenLake service contract
- Partner owns the monthly billing and margin percentages
- GreenLake has a 96% retention rate, so it creates an ongoing annuity
- GreenLake engagements result in long-term, multi-year hardware/services contracts
- Drives “stickiness” for HPE products and services, locking out the competition
- Greenlake promotes solution selling

Financial Value to the Partner

Partner compensation is generally equal to or better than a traditional purchase.

The HPE Partner Compensation Plan

- 17% on the initial reserved value of the contract term
- 17% on change orders when new infrastructure is added
- 17% on quarterly usage above the reserved value
- Reoccurring annuity revenue with monthly customer billing

Consumption Model Benefits for Customers

- Accelerate response to business demands
- Eliminate overprovisioning
- Avoid slow procurement and time to value
- Improve siloed operations
- Cash flow savings with metering
- Vendor risk sharing
- Cloud-like experience with control, compliance, and security
- Reduce upfront spend to reinvest in the business
- Scale up and down on demand

Why Should Customers Choose HPE GreenLake?

- Immediately and continuously optimise usage and costs
- Reduce upfront cost from a traditional purchase
- Align workloads with capacity
- Get an integrated view of cost, governance, and performance,
- Streamline operations and security
- Reduce risk and vulnerability
- Simplify procurement with as-a-service delivery
- Reduce time-to-market for competitive advantage
- Free IT team for more strategic initiatives

How to Sell HPE GreenLake

How is the selling process different?

Selling with HPE GreenLake calls for a dramatically different conversation. Successful HPE GreenLake sellers never mention the specific technical solutions, or at least don't mention them until late in the buying process. The upfront conversation is spent exploring the customer's desired business outcomes and corresponding IT goals. Use the tips below to get started with this much more strategic framing of business problems and your customers' options.

Qualify extensively: Ensure the organisation is a good fit. Determine IT maturity, cost, workloads, growth expectations, and key roles in the sale, and work with your customer to define their migration path to HPE GreenLake.

Start with a workload conversation: What is your customer doing? How can IT support the business, and how can we help IT deliver greater value than ever?

Sell the vision: One seller describes the shift to selling HPE GreenLake as selling an idea elevated beyond the technical: "I'm going to give you the power to provide your workloads at a lower cost, and you only pay for what you use. It's that simple."

Frame in terms of value: Begin your conversation with outcomes customers want to achieve, framed in the dimensions of cost, time, and risk to showcase specific dimensions of value.

HPE GreenLake Sales Process

Your goal is to have the initial customer conversation and position HPE GreenLake as the right answer. Then bring in your HPE GreenLake specialists to help you propose and close.

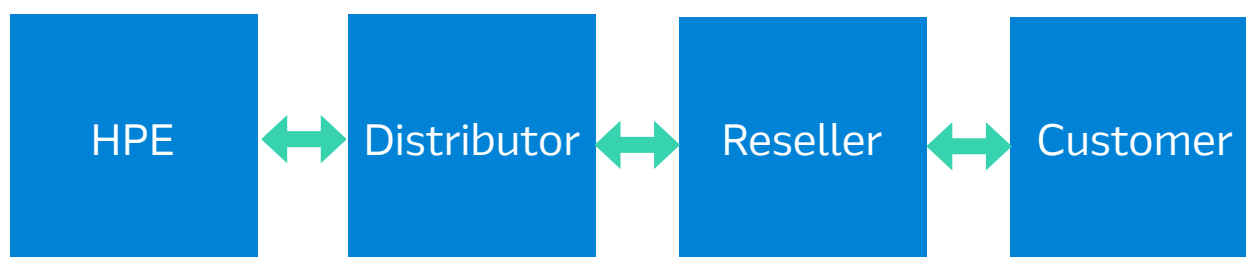
STEPS	STEP 1—ACCOUNT PLANNING	STEP 2—QUALIFY	STEP 3—PROPOSE	STEP 4—CLOSE
PRE-WORK	<ul style="list-style-type: none">– Industry and company research– Relationship map/workload worksheet– Identify coach/exec sponsor	<ul style="list-style-type: none">– Engage HPE GreenLake team– Review expectations with client– Gather client data	<ul style="list-style-type: none">– Build proposal– Develop ROI case– Storyboard to link to outcomes	<ul style="list-style-type: none">– Begin close process– Validate business case– Gather feedback
OBJECTIVES	<ul style="list-style-type: none">– Business/consumption trends– Define workload status– Cost per workload– Hybrid IT/cloud decisions to date– IT budget	<ul style="list-style-type: none">– Baseline current IT maturity/cost– Identify select/size workloads– Define growth expectations– Define migration path– Link business challenges	<ul style="list-style-type: none">– Demo/CEC– Outcomes-based proposal– Review workload alignment– Business/technical ROI– Migration approach– Release SOW	<ul style="list-style-type: none">– Business case approval– Finalize SOW– Release final pricing
OUTCOMES	<ul style="list-style-type: none">– Documented business and technical requirements– Agreement to define required workloads	<ul style="list-style-type: none">– Data for an HPE GreenLake proposal– Customer agreement to review/sponsor– Proposal	<ul style="list-style-type: none">– Customer agreement to outcomes and ROI– Approval to proceed	<ul style="list-style-type: none">– Close and book– Lock program dates– Assign transition team
TO WHOM	Coach/Sponsor	Coach/Sponsor, CxO, IT, Finance, Application Owner, Infrastructure Owner	Coach/Sponsor, CIO, CFO, Application Owner, Infrastructure Owner, IT Finance	Coach/Sponsor, Program Manager, Procurement, Executive Sponsor

Engagement Tips

- Offer assessments at the beginning
- Lead with a consumption conversation
- Sell proactively off-cycle to begin customer learning
- Consider your HPE Datacentre Care base opportunities
- Manage third-party components under HPE GreenLake
- Emphasise the value of metering and proactive services

Channel Flow

HPE GreenLake is a flow-through model for pricing – Statement of Work (SOW), invoicing, and customer payment.



There are several primary roles in the sale:

- Partner owns solutioning, pricing, the HPE GreenLake SOW contract, and customer negotiations
- HPE Sellers collaborate with the Reseller and the Customer
- The Distributor and the Reseller collaborate as they would in any Channel engagement

Distribution assistance to the Reseller includes HPE GreenLake pre-sales support, business planning, and market development.

Let's talk!

We can help you get you up and running with HPE GreenLake.

Contact your local Arrow team to learn more about the HPE GreenLake opportunity or schedule a demo.

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Arrow Electronics guides innovation forward for over 220,000 leading technology manufacturers and service providers. With 2021 sales of \$34.48 billion, we develop technology solutions that improve business and daily life. Learn more at **arrow.com/fiveyearsout**

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