

# HPE GREENLAKE

## IT CONSUMPTION DRIVING BUSINESS AGILITY



Hybrid disruption and differing consumption models are putting you and your customers under pressure. This period of accelerated innovation creates a sense of urgency for your customers to embrace this opportunity and:

- **SIMPLIFY IT:** Increase control and do more with the same
- **INCREASE SERVICE VELOCITY:** Spin up responsive and differentiated services
- **REALIZE CLOUD ECONOMICS BENEFITS:** Pay-per-use allows your customers to free up cash and better leverage capital

Hewlett Packard Enterprise (HPE) GreenLake is an enterprise-class solution delivered in a hybrid pay-as-you-go model. Now your customers can benefit from the economics of the cloud, while retaining control, speed, and manageability of on-premise hardware. HPE GreenLake hybrid solutions offer proven price parity with popular public cloud solutions, and a unique advantage to you when selling against competing solutions.

### BECOME A MORE RELEVANT PARTNER IN YOUR CUSTOMER'S CLOUD JOURNEY

With a traditional purchase model, resellers are often not brought into the purchase discussion until after major architectural decisions have been made and the decision to go on-premise or cloud-based have been made. After that point, resellers compete for the opportunity, many times based on price.

When you have HPE GreenLake services to offer, you can engage with your customer earlier and take on a more advisory role to help them decide between public cloud, hybrid cloud, or a traditional hardware model. The earlier you are able to engage in their decision making, the more trust you will have earned when it comes time for Deal Registration and customer pricing.

### THE GROWING ROLE OF FLEXIBILITY & CONTROL IN IT SPENDING

Many IT managers are realizing that smaller ongoing costs (OpEx) vs. cyclic infrastructure builds (CapEx) is key to acting more quickly to address the demands of the business and open doors to new technologies and market opportunities.

#### HPE GreenLake: Channel-Ready & Higher Compensation

**New Economics:**  
20-25% total margin with 90% renewal rate

**New Offers:**  
Four reference model architectures

Resellers like you that offer HPE GreenLake services can flourish in this environment. You'll move from the one-time, lump-sum purchase price to a manageable, recurring, stable, and more profitable revenue stream.

## RESPOND TO THE SPEED OF BUSINESS AS BUSINESS EVOLVES AND GROWS

With traditional on-premise models, most of the time customers purchase more compute capacity than they need. This overprovisioning ties up valuable CapEx. HPE GreenLake is a service contract and includes resources that will help reduce the amount of time the customer's IT staff spends on maintaining infrastructure, which then allows the IT staff to spend more time working on more revenue-generating projects. In addition, resellers typically see change orders for increased capacity within 9 months of deployment, so additional sales opportunities are likely after the initial purchase.



### USE-BASED COSTS

Customers have a pay-as-you-go model on par with public cloud costs.



### INCREASE CONTROL

Gain transparency into usage and cost while maintaining compliance, privacy, and data security.



### FASTER TIME TO VALUE

Customers can grow and evolve, with capacity in minutes, not months.

## Is Your Customer a Good Candidate for HPE GreenLake?

### OPTIMAL CHARACTERISTICS

- Overprovisioning of capacity from traditional capital purchase
- Understand utilization and has metrics
  - Forecasting of demand is challenging
  - Variability in business demand
  - Migrating to new technologies where capacity needs are unknown
- Growth typically 10%+ per year
- Has or is developing a Hybrid IT strategy
- Current experience for long procurement cycle
- Need for on-premises capacity
- If approved by HPE Pointnext Services, inclusion of third-party SW/HW, Aruba, or Nimble should be no more than 30% of total deal

### NOT A GOOD FIT

- We haven't understood or qualified customer's business processes or pain points
- Customer focused on capital acquisition cost
- Does not support right sizing environment
- Customer "sweats" assets years beyond reasonable life cycle
- Third-party SW/HW, Aruba, or Nimble is more than 30% of total deal

## HPE GreenLake for Mid-Market:

**DESCRIPTION:** Streamlined, entry-model for HPE GreenLake Consumption

### SOLUTIONS:

- **Storage:** General-use storage, backup and recovery, data repository, and more
- **Compute:** Virtual-station platform

## PROFITABILITY WITH HPE GREENLAKE SERVICES

When you sell HPE GreenLake solutions, you're in control and will benefit from "Uncompeted Growth" as change orders happen throughout the life of the HPE Greenlake contract. You determine the solutions offered, the pricing, the SOW, and handle all negotiations with your customer. Ultimately, you're selling an outcome. How you get there is up to you and your customer.

### HPE GreenLake Deals:

**How you get paid:** Upfront rebate, paid within 45 days of SOW signature, monthly annuity, rebate on "over-usage," rebate on capacity growth via change order

## Ready to Get Started?

For more information, contact:

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