HPE ProLiant Easy Connect Managed Hybrid Solution
Drive predictable revenue and increased profitability

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Quick Reference Guide to Adding HPE Easy Connect Solution to Your Practice

Hewlett Packard Enterprise

Easy Connect Managed Hybrid Server Center

Learn more about the new partner revenue model driven by the ProLiant Easy Connect Managed Hybrid Server

The guide also provides the information and links to:

- Business Valuation Calculator
- Customer and partner use case videos and documents
- Partner and product resources – financing, training, marketing

This guide will walk you through the following topics:

Market Opportunity for Hybrid IT:
- Analyst research and value propositions for the SMB and education markets

Use Cases:
- Customer profiles to help understand buyer motivation & solution benefits

Partner Business Case:
- Financial valuation analysis of the HPE Easy Connect Solution vs DIY models

Next Steps:
- How to start delivering the HPE Easy Connect Managed Hybrid Solution

Partner Commitment From Hewlett Packard Enterprise

Partner Leaders,

The growing demand for hybrid cloud IT solutions is changing the way traditional partners' business models operate. The challenges associated with configuring, managing and supporting both on-premise and cloud-based IT infrastructures are not trivial. Hewlett Packard Enterprise has therefore created a channel-ready, on-premise hybrid cloud server solution that bundles all the IT needed for your small, mid-sized business, remote or branch office and education customers.

The HPE Easy Connect Managed Hybrid Solution provides a recurring revenue model for partners to offer an integrated, IT in-a-box solution that fits into their own managed services practices. Partners can augment the solution with their own value added services allowing them to focus on higher value – and margin - services.

This guide to serves as a quick reference to help you understand the market opportunity and financial value the HPE Easy Connect solution delivers to you and your customers. It also provides business value calculator and additional resources to help you succeed.

Thank you,
The HPE Team

"Our partners are at the center of everything we do."

MEG WHITMAN
Hewlett Packard Enterprise President and CEO

Hybrid Cloud Helps Migrate Select IT from On-Premise to Cloud-based IT

Finding ways to leverage both the cloud and on-premise resources is one of biggest challenges today for IT executives in SMB, remote/ branch office (ROBO) and education market segments. While spend on traditional IT will continue, the real growth in IT for partners will be driven by cloud infrastructure adoption and the value added services to deploy and maintain them. Partners need to address both to survive and are demanding solutions to jump start this trend without sacrificing higher value business opportunities. **Hybrid cloud is the way.**

Currently Deploying Cloud IT Services[1]

Small and Medium Businesses

75%

Education Establishments

74%
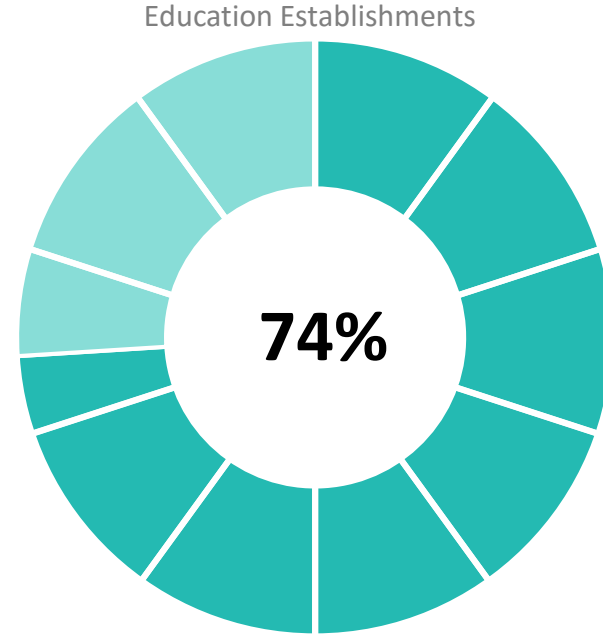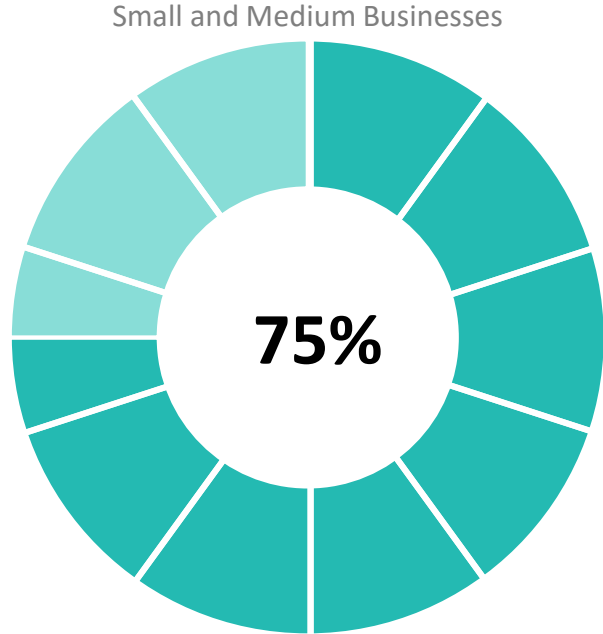
N=455, Source: IDC SMB IT Survey, 2016
N=151, Source: IDC Educational Establishments IT Survey, 2016
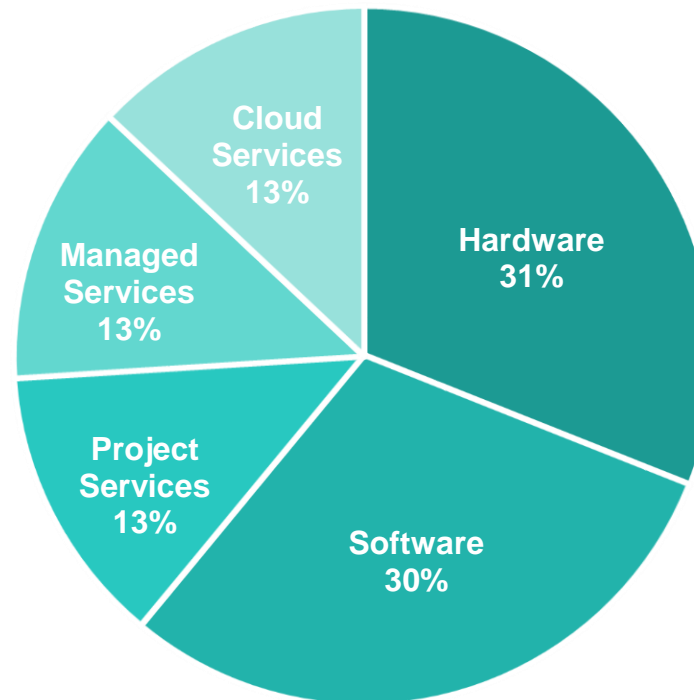
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Partner Model Shifting to a Services Ecosystem

Professional services models are evolving from traditional break fix to more complex managed services so as cloud services grow, partners are developing their own value added practices around those services. Hardware and software business models are adjusting accordingly while services become increasingly difficult to scale for smaller partners. An all-in-one bundled hybrid cloud IT solution is ideal for these markets.

Projected IT Spending: Nearly 40% of end-user IT budgets devoted to cloud services

> HPE partners now have the opportunity to expand their existing business by adding hybrid cloud-based IT solutions to their practice to meet this growing demand for cloud services.

Pie chart:
- Hardware 31%
- Software 30%
- Project Services 13%
- Managed Services 13%
- Cloud Services 13%

According to IDC, cloud IT services are critical enablers when the majority of small businesses and education establishments are spending less than $1,000 monthly on IT.[1]

Q: What percent of your organization's anticipated 2016 IT budget was or will be spent on the following types of products or services? (N – 244; Mean)

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Market Segments Share Challenges

Security and cost are still among the top concerns[1]. For HPE partners, hybrid cloud presents an enormous opportunity for them to act as trusted advisors to evaluate and recommend the most efficient, secure and effective hybrid infrastructure to meet their mission critical concerns.

Additional challenges include:

- Scaling on-premise infrastructure to manage legacy apps with the same effectiveness as cloud apps

- Transitioning to cloud services as replacements rather than additions to current IT infrastructure

… And Hybrid Cloud Benefits

Managing remote offices and IT operations efficiently and effectively is critical. Of equal importance are control, reliability, flexibility and expandability[1]. Partners deploying hybrid cloud relieve their customers from the hassles of managing, updating, standardizing and securing their IT infrastructure and help to:

- Drive higher levels of IT performance and agility while avoiding the need to add excessive staff

- Offload maintenance and support to third party partners to free up IT staff time for higher-value projects

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Partners are at Different Stages of the MSP Journey

Resellers
- Little to No Managed Services

New Managed Service Provider
- Managed Services but hard to scale

Established Managed Service Provider
- Managed Service practice seeking efficiency and scale
- Focused on higher margins

HPE is Helping Partners deliver Hybrid IT more effectively

Remotely Managed and Monitored

Monthly Billing

IT as a Service

Automation
(Patches and Upgrades)

Scale, Hyper-converged

Preconfigured

Data Security

Performance

Reliability

"HPE understands that small and mid-sized businesses want to focus on running their business, not IT."

"The HPE Easy Connect delivers a worry free solution that provides the security, performance and control of an on-premise environment, with the flexibility ease and scale of the cloud."

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Empowering Managed Service Providers with Easy Connect

Productivity impact of cloud for business is undeniable driven by..

Anytime, Anywhere Access

Scalable
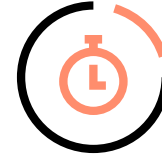
Provision in hours not days

IT as a Service

Interest in cloud adoption is high, so are concerns….

Data Security

Control
(access, data and apps)

Performance

Reliability

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HPE Easy Connect Solution Makes IT Easy
Scale your business and focus on higher value services

Why sacrifice your valuable resources to build a hybrid IT solution from scratch when the HPE Easy Connect solution combines the hardware and so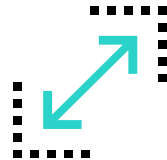ftware that offers the flexibility and scalability of the cloud with the security and control of on-premise IT? Delivered as a service, the solution will transform partner revenue models by providing increased margins and consistent, high annual recurring revenues and renewal rates.

Partner Challenges in the Small Business, Remote/Branch Office and Education Environment	→	• Balance Skills/Resources While Increasing Revenue • Need Secure On Premise Services • Demand Advantages of New Cloud Technologies
Value Proposition	→	• Predictable Monthly Cash Flow • Integrate Partner Services to Increase Revenue • Provides Cost-Effective Hybrid Cloud Solution
End User Use Cases	→	• SB Requiring No Capital Investment • K-12 Education with Limited IT Staff • Organizations with Remote or Branch Offices
Key Partner Benefits	→	• Low Upfront Investment – Monthly Subscription • Customizable Managed Services Offerings • Simple Management Consolez

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The Best of Both Worlds - Combining the Benefits of On-Premise and Cloud

By combining cloud-based applications with those on-premise, in multiple and remote locations, partners can address the challenges for security, standardization, centralized management, control and flexibility – all of which are key for SMB, ROBO and Education markets.

- Safe and secure
- LAN performance
- Reliability / Control
- Local data/apps
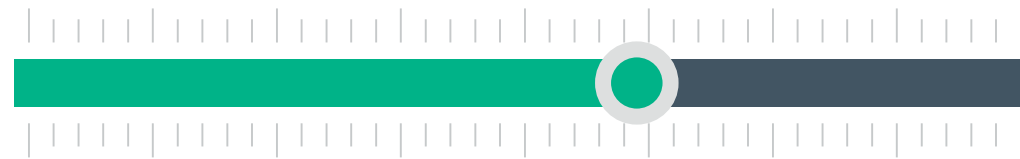
On Premise IT

Remote Cloud IT
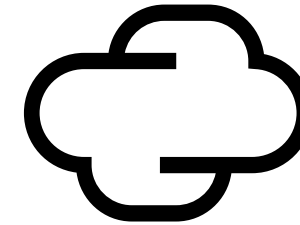
- IT as a service
- Scalable/flexible
- Anytime, anywhere access
- Off-site resilience/business continuity

Easy Connect Managed Hybrid Solution is developed specifically for partners to deliver the best of both infrastructures to SMB, ROBO and education markets.

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Customers Share Similar IT Challenges that Hybrid IT Solves

Small businesses, remote or branch offices and education institutions alike share many of the same IT challenges and are looking to the cloud to help address these concerns as they manage their growth. How do they manage costs when do-it-yourself models are cost prohibitive for organizations of this size? What is needed is an integrated hybrid cloud managed solution that combines their private cloud which delivers local IT services to maintain control and performance integrated with a public cloud for SaaS applications that supports flexibility, scalability and standardization.

Concerns....

Data Security

Control
(access, data and apps)

Performance

Reliability

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Typical Customer Motivators

While similar in technical needs, the same customers maintain unique requirements that an end-to-end, managed hybrid IT cloud solution addresses right out of the box. With access to a broader range of value add subscription-based services managed and supported by you, your customers can also budget more predictably and spend more time on their own business rather than their IT infrastructures.

SMB for 5 to 150 Users

✓ Flexibility for skills and resources

✓ Reduce physical infrastructure

✓ Internal systems consistency

✓ Quicker set up and deployment

✓ Improved ROBO service levels

Education for up to 300 Users

✓ Cater to digital classroom

✓ Secure web filtering control

✓ Speed and performance

✓ Reduce complexity

✓ Modernize IT infrastructures

Remote Office/ Branch Office/ Retail

✓ Efficiency and cost control

✓ Innovate Instore

✓ Intelligent analytics

✓ Enhance omni-channel experiences

✓ Standardized operations

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HPE ProLiant Easy Connect Hybrid Solution Customer Case Studies

Learn more about the needs of your customers and what draws customers to the standardized HPE ProLiant Managed Hybrid Cloud Solution. The solution delivers enterprise-grade IT with the same level of service and security for remote locations that a head-office enjoys, and an IT infrastructure that can be managed remotely to minimize cost and maximize business continuity.

Remote Office / Branch Office

- ✓ On-line and in-store channel integration
- ✓ Cost efficiencies
- ✓ Advanced applications and standardization
- ✓ Data storage
- ✓ Network function consolidation
- ✓ Scalability

Click here for the full case study

Education

- ✓ Affordable with low entry investment
- ✓ Predictable cost structure
- ✓ Secure and stable platform
- ✓ End-to-end integrated solution
- ✓ Single sign-on
- ✓ Small form factor

Click here to watch video testimonial

Small / Medium Business

- ✓ Speed and performance
- ✓ Modern infrastructure
- ✓ Hassle-free IT
- ✓ Performance and reliability
- ✓ Accessibility and disaster recovery
- ✓ Integration with legacy systems

Click here for the solution brief

Safe and secure

Local data / applications

LAN performance

Reliability / Control

IT as a Service

Scalable / Flexible

Off-site resilience / business continuity
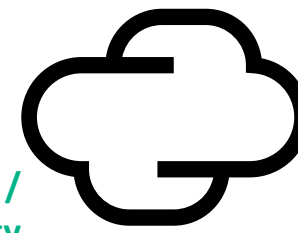
Anytime / Anywhere access

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The HPE ProLiant Easy Connect Managed Hybrid Solution

The HPE ProLiant Easy Connect Managed Hybrid Solution delivers all the IT you need in two simple unique designs, the 200a and ML100, that enable customers to scale on-demand, deliver advanced capabilities without complexity, all managed and kept current via the cloud, at an affordable monthly fee.

Management Platform
Industry-leading managed hybrid offering delivering enterprise-grade platform for worry-free IT

Purpose Built Appliance
Distinctive hybrid server with preloaded software for simple deployment and reduced complexity
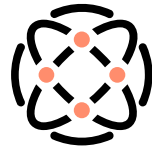
New Business Model
Hybrid IT is the best of both worlds for partners with on-premises & cloud IT delivered as a monthly subscription

EC 200a
Compact Form Factor
10"x10"x1.85"

ML110

Designed for Partners to Grow their Hybrid Cloud-based Practice

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Accelerate the path to the cloud
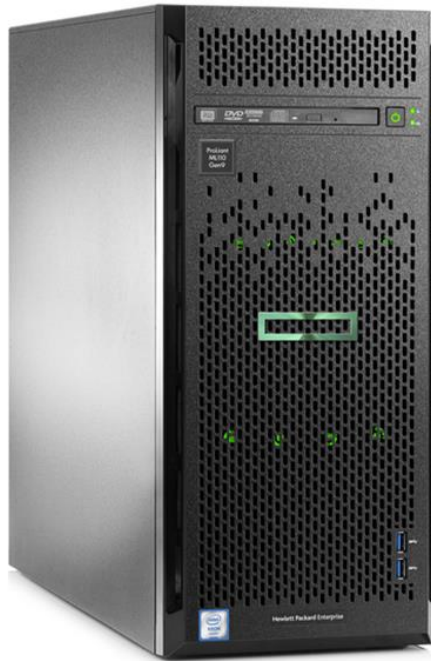
Customer Benefits:

- Expand Easy Connect to businesses with **50 to 150 employees**

- Deploy Easy Connect on **higher performance platforms** and enable **more complex workloads**

- **IT is made easy** for businesses with limited or no IT staff

- **Secure remote access** enables IT tech or MSP to perform diagnostics, repair or manage the server

ProLiant Easy Connect Portfolio

	EC200a Base	EC200a Premium	EC ML110 Base	EC ML110 Standard	EC ML110 Premium
IT Users	5 – 25	25 – 50	50 – 150	50 - 150	50 – 150
Virtual Machines	2 – 4 Small VMs	3 – 5 Small VMs	5 Large VMs	5 Large VMs	6 Extra Large VMs
CPU Cores	4	4	8	10	14
Storage (TB)	4 – 12*	8 – 24*	12	18	32
Memory (GB)	32	64	64	64	128
Form Factor	N/A	N/A	4U	4U	4U
Simplicity of Management	Managed by ProLiant Easy Connect				

* Storage Capacity with Storage Expansion Unit

HPE ProLiant Easy Connect – Hyper Convergence Positioning

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Introduction	Market Opportunity	Customer Use Cases	Easy Connect Solution	Partner Business Case	Enablement Path	Getting Started
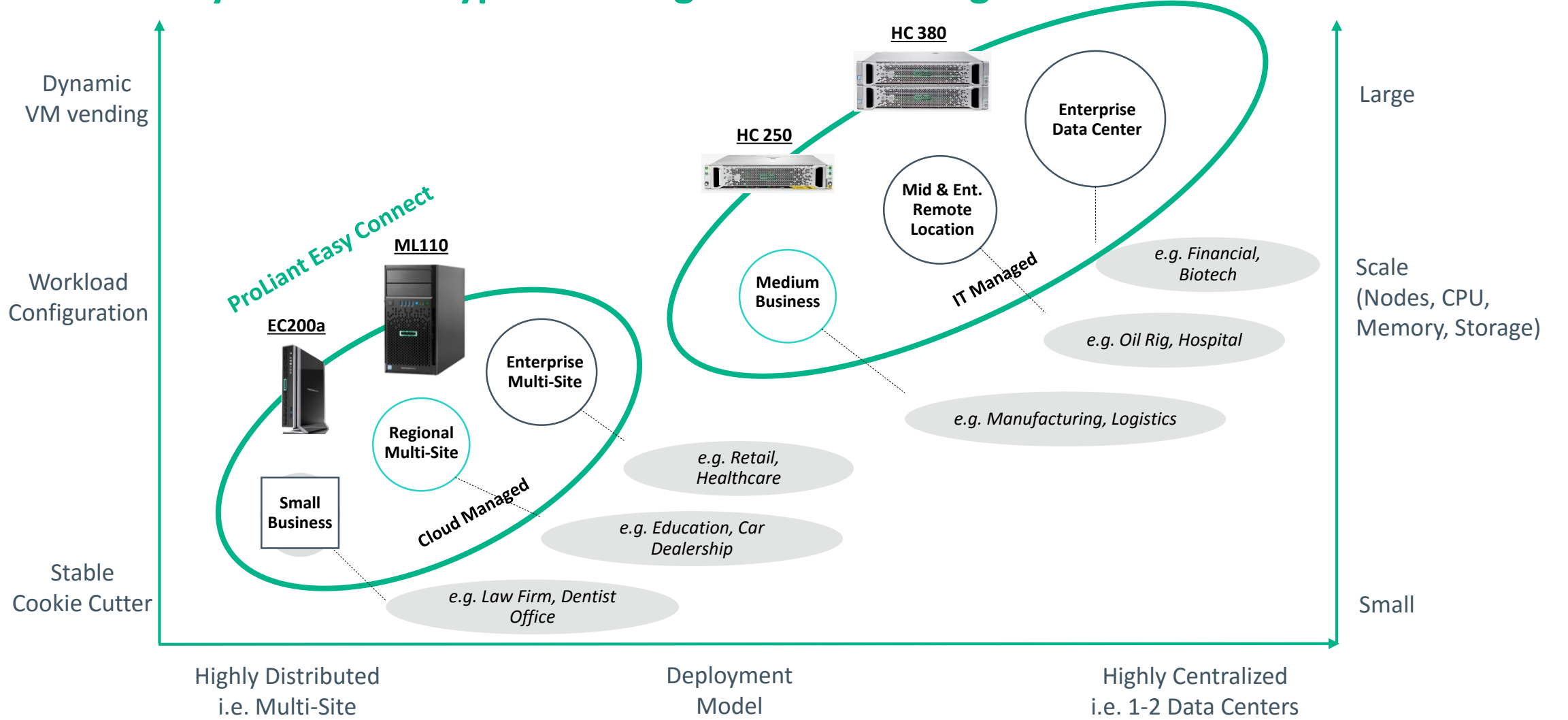
HPE ProLiant Easy Connect Managed Hybrid Solution Infrastructure

"Making IT Easy"

Local Apps
- Windows VMs
- Linux VMs

Add on Apps
- Advanced Firewall
- RDS
- Cloud Backup/DR

Core Apps
- Local Backup
- Internet Gateway
- Security
- Print Server
- File Server
- Active Directory

Hardware
- Compute
- Storage
- Network

HPE Easy Connect Servers

Public/Private Cloud Services

Office 365

Windows Azure

The Internet

HPE Cloud Management Platform

Local Managed Service Provider

Telco Service Provider

Corporate HQ IT

Management Console

Monitoring Tools

Update Service

Monthly Subscription thru HPEFS

Simplicity – Ready-to-use, plug-and-play with simple management
Reliability – Tested and proven to improve network performance and availability
Affordability – Cost-effective and flexible financing options in a monthly subscription

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Easy Connect Solution Components and Expansion Options

Partners benefit from the ability to add on their own value added cloud services to the HPE Easy Connect Solution. The solution includes the core software and services needed for a hybrid cloud environment.

Managed Hybrid Server Appliance(s)

Local Backup

File & Print Management

Security

Network Gateway

User Identity Management

Windows Server

Cloud Platform

Encrypted Cloud Backup

Updates & Upgrades

Disaster Recovery

Integration

Monitoring & Management

Integration
Office 365

Integration

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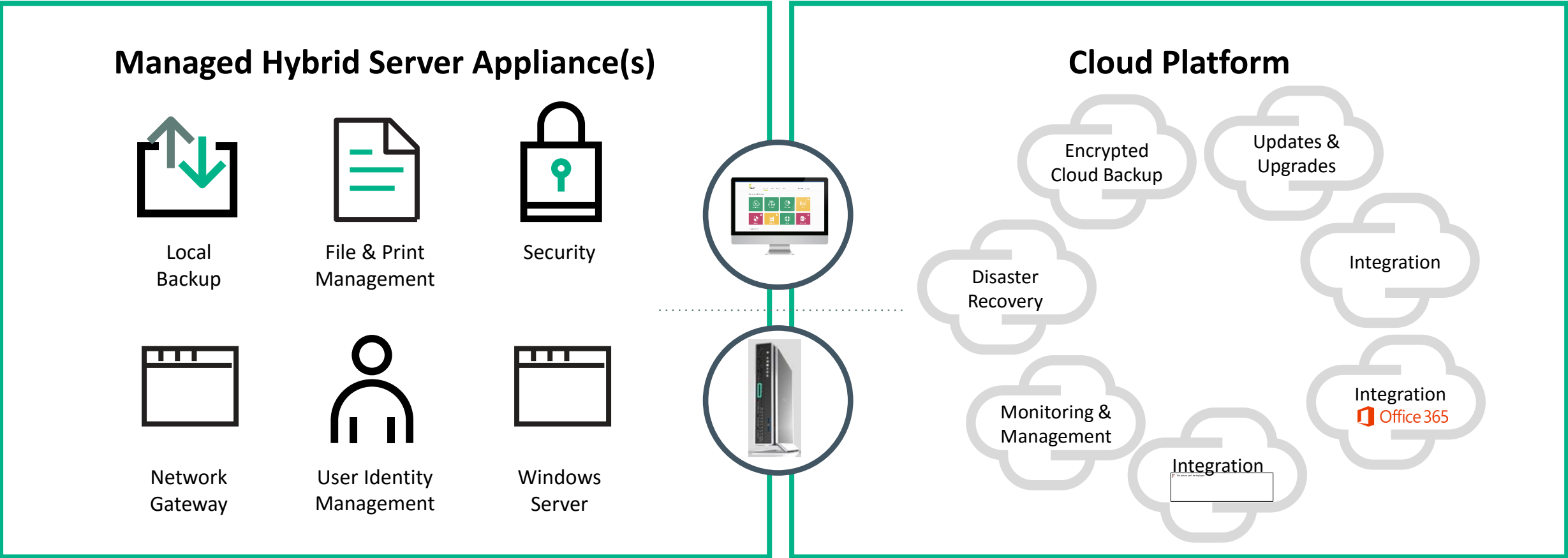
Secure Deployment of Managed Hybrid Server

Embrace the cloud with confidence knowing your assets are safe. The HPE ProLiant Managed Hybrid Servers help to accelerate the path to the cloud with confidence by combining the flexibility and scalability of the cloud with the security and control of on-premises IT.

Internet Service Provider

Router

Network Switch

Client Devices
PCs/Laptops/Printers/WAPs

Managed Hybrid Server

WAN

iLo

LAN

VMs

Security

Protect
Firewall / Virus Blocker / IPS / Phish Blocker

Filter
Web Filter / SSL Inspector

Perform
Web Cache / Bandwidth Control

Connect
IPsec VPN / OpenVPN / Captive Portal

Manage
Policy Manager / Directory Connector / Reports

Add-Ons
Branding Manager

ProLiant Easy Connect EC200a High Availability

Safeguard your customers' revenue when access to their data resources and critical business applications is disrupted

Hardware Resilience: Removes single-points-of-failure from the solution by clustering two physical servers, delivering 99.9% service availability.

Distributed: Data and VMs are automatically distributed across the two servers in the HA cluster

Fail-over: If hardware issues occur, all services running on the failed server are automatically switch to the working server with minimal user disruption.

Solution: The Easy Connect system consists of two EC200a servers running identical Easy Connect software. These servers must be configured with the Communications Board option, as it allows for the four additional network ports required for cluster networking.

LAN Switch

WAN Switch

- LAN
- WAN
- Cluster interconnect (data replication)
- Cluster interconnect (network traffic)
- ILO cross-connect

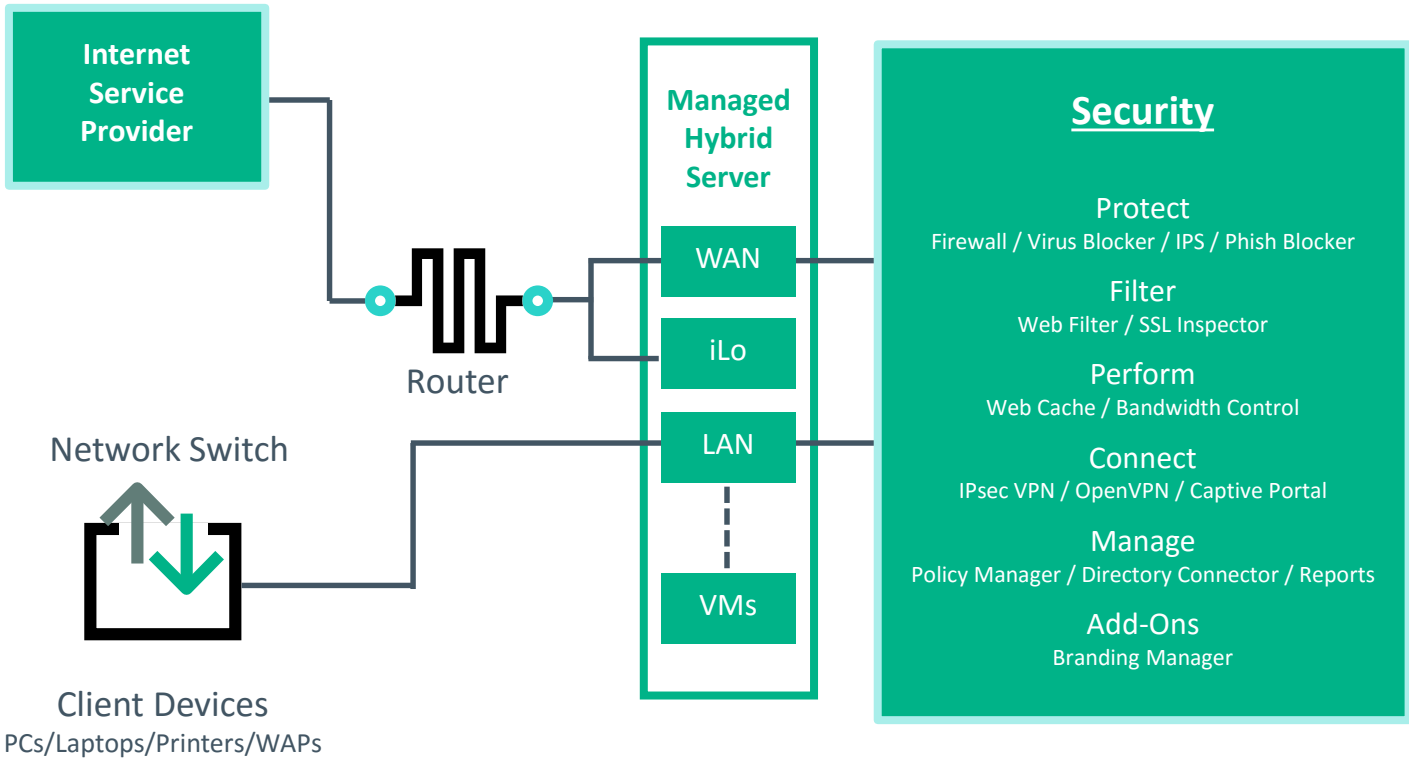| Introduction	Market Opportunity	Customer Use Cases	Easy Connect Solution	Partner Business Case	Enablement Path	Getting Started
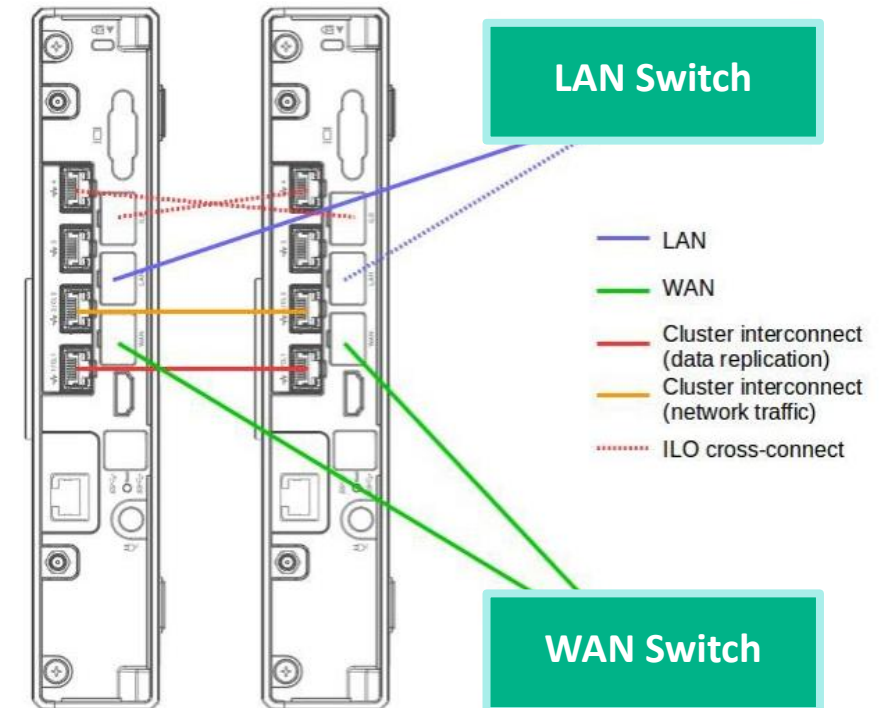
Business Continuity with Backup & Disaster Recovery

Client Partition

Management Server

Domain Controller | File Server

Client Partition (Optional VMs)

Remote Desktop Services

Windows Custom VM | Linux Custom VM

Configurations Backup

Security Detection & Analysis

Firewall

Local Backup →

Backup Partition

Backup Server

Backup Storage

Scheduled Nightly at 11 PM local

Streams Off-Site After Local Backup Completes

Cloud Backup →

Azure
Backup Store

Backup Data Encrypted

Data is encrypted on server using AES256
Data is sent over a secure HTTPS link

File Restores – Self Service
- The File Server maintains hourly snapshots.
- File recovery is performed by using Windows client's Previous Version function
- Period of time that previous versions are available depends on the File Share capacity

Cloud & System Restores – HPE Support Executed
- Cloud storage is sized so that it can hold enough historic data to ensure the server can be restored back to its previous state when the last good backup was taken, in the event of a major loss of data.

Disaster Recovery
- Integrated Cloud Backup and Disaster Recovery provides 4 hour response time
- Recover Virtual Machines
- Connect Client Devices to Recovered Virtual Machines for Business Continuity

Protection Against Ransomware (Cryptolocker)
- Local Recovery - File & System recovery can be performed from the local backups on the condition that the local backups have not been overwritten.
- Off-Site Recovery – File & System recovery can be performed from the cloud backups as long as the 30 day retention window has not passed.

ProLiant Easy Connect Deployment Architecture
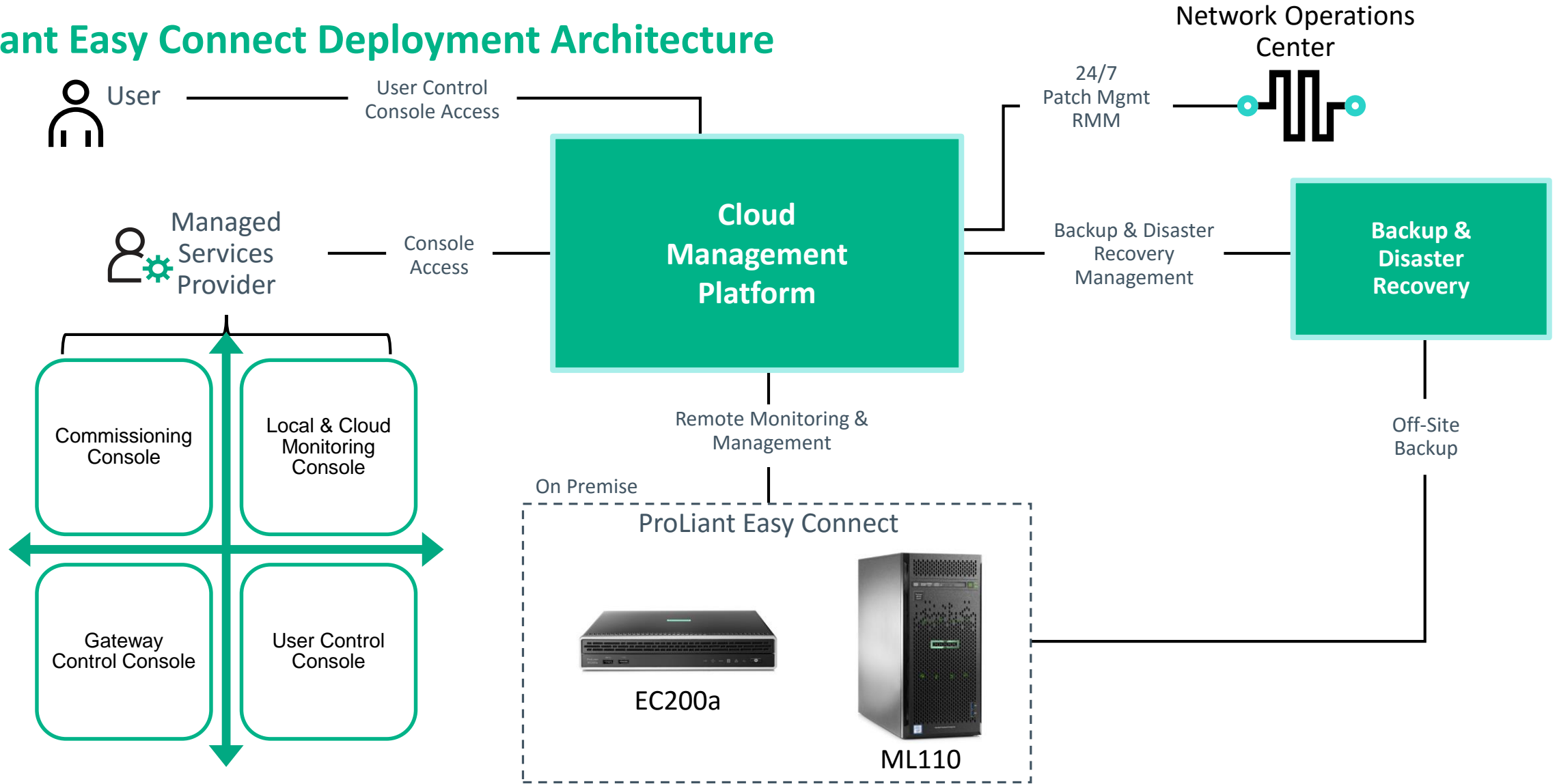
HPE Aruba Cloud-Managed Wi-Fi & Easy Connect: 1+1=3

Enabling integrated end-to-end IT service delivery
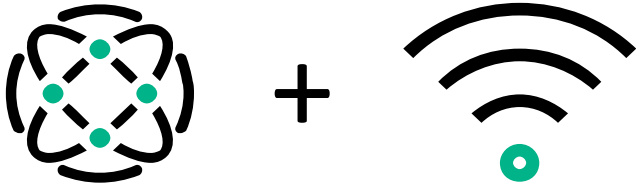
How does it benefit the MSP

- Improve productivity with a single dashboard

- Enhance Wi-Fi experience to the customers

- Increase revenue with integrated offering

- Achieve customer satisfaction through enhanced SLA

Easy Connect - Aruba Central Integration
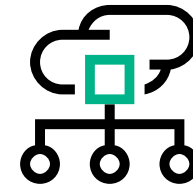
Simplified Delivery for MSPs

- Centralized management in the cloud

- WPA2/Enterprise security

- Single Sign on integrated

- Integrated with Active Directory

- VLAN-secured guest Wi-Fi access

- Monitoring access point status

New in ProLiant Easy Connect 2.1

Simplified partner management with Professional Services Automation (PSA) integration

Integration Platform

HPE

PSA
(ConnectWise or AutoTask)

Client Portal   MSP Portal

Open APIs

ConnectWise Integration

Cloud Platform

Autotask Integration

Open APIs   Ticketing

NOC
Cloud Management Platform

Portal   RMM

Monitoring Data

Customer

MSP Support

ProLiant Easy Connect

EC200a   ML110
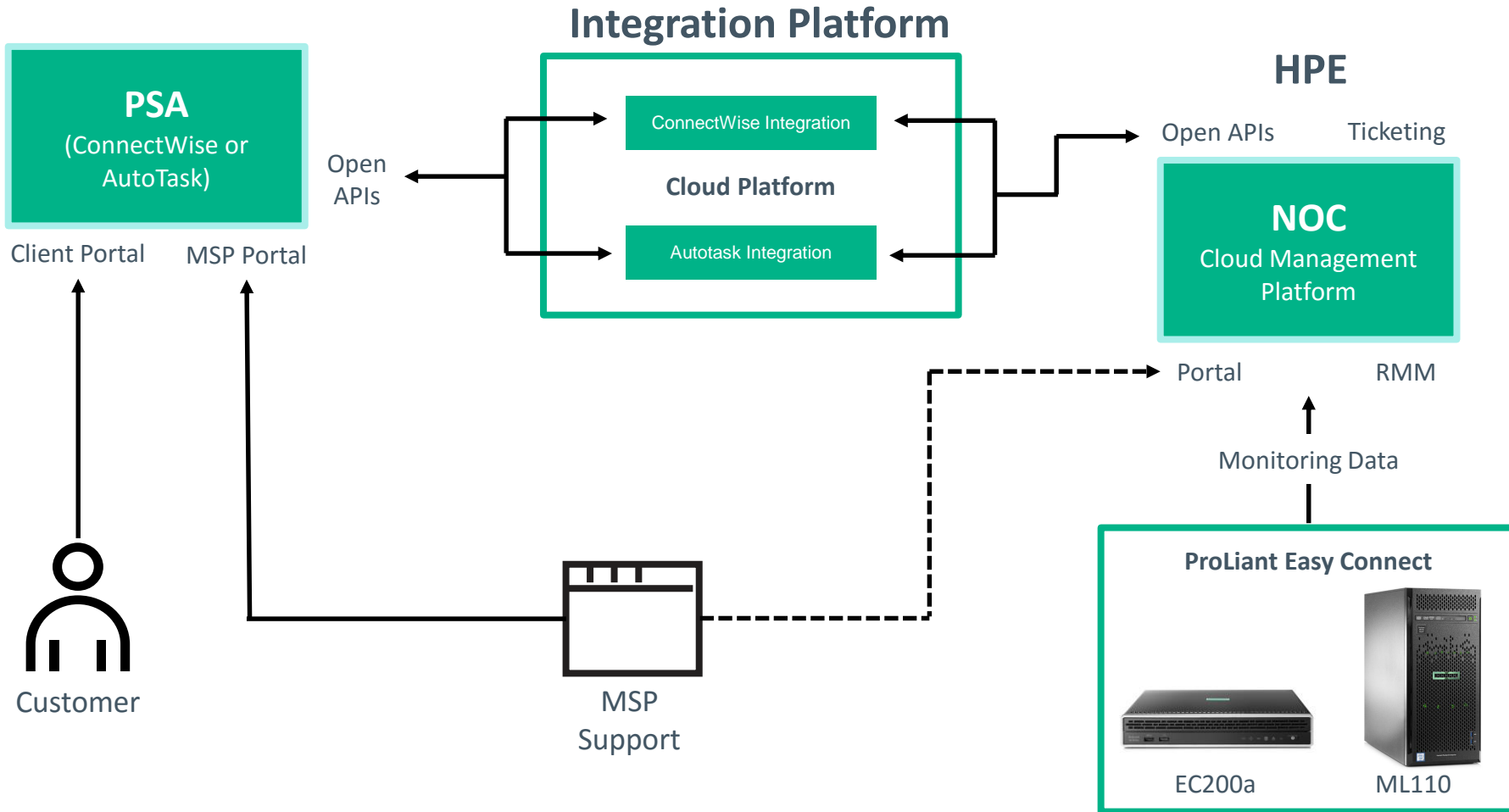
- Maintain records containing information such as MSP details between HPE Ticketing and the PSA systems.

- Synchronize tickets between HPE Ticketing and PSA systems.

- Provide utilities to configure, monitor and perform administrative tasks.

Seamless Support Experience between HPE and MSP

Customer

MSP

Level 1 & 2

ProLiant Easy Connect

ProLiant Easy Connect Support

People

Process

Docs

Portal

Level 3 & 4

HPE

Hewlett Packard Enterprise

Hardware/Firmware
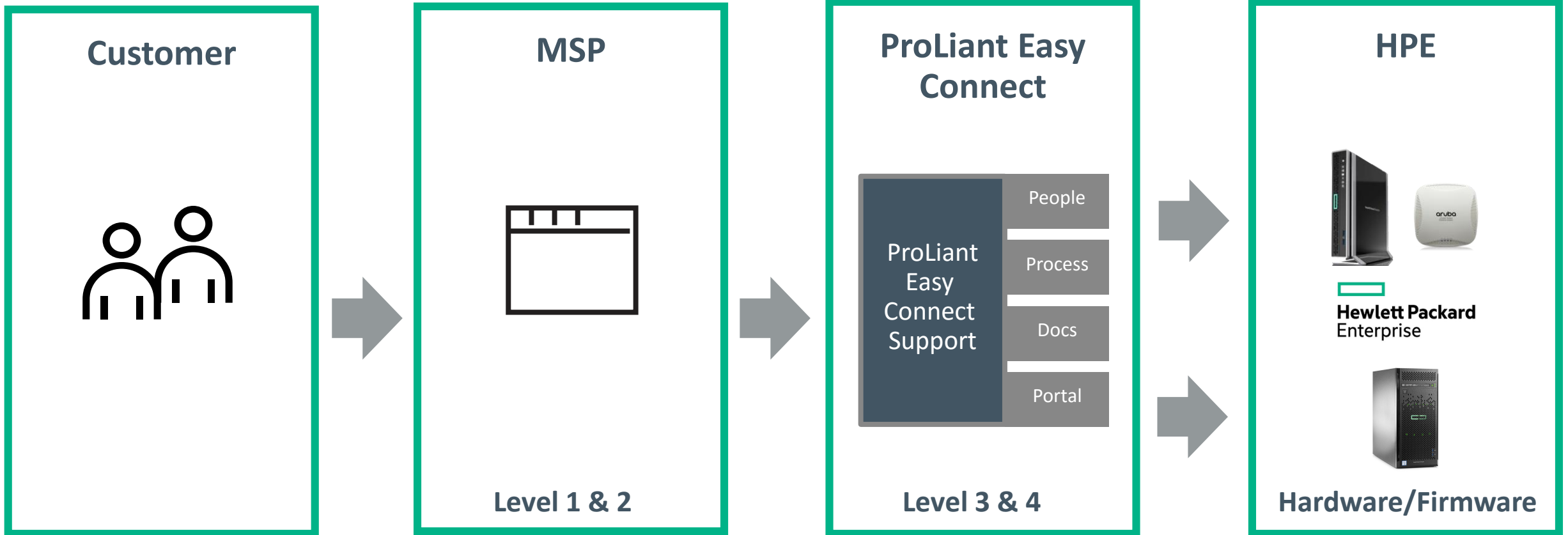
- Appliance includes with 3 Year Service Pack
- Aruba Service sold with Aruba hardware

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Offer Flexible Subscription Model – "Have it Your Way"

Subscription Model	Annual Upfront	1 Year Monthly	3 Year Monthly
Contract Term	12 Months/36 Months	12 Months	36 Months
Upfront Fee	Full	None	None
Renewal Term	12 Months	12 Months	12 Months
Cancellation	None	None	None
Bill Plan	One Time	Monthly	Monthly

Choices offered at variable price and contract terms meeting the market needs

Less Cost and Higher Margins for MSPs Delivering a Superior Service

Opex model

- Simple annuity cost model with low up front cost per site. Only pay once operational.

Simple to deploy

- Straightforward and quick installation and commissioning process supported by easy to use tools.

Simple to maintain

- Solution includes all the hardware, virtualisation and software infrastructure required to run on premise software and deliver IaaS VMs.

Comprehensive offering backed by SLA

- Service includes hardware, software, break/fix, 24x7 support, monitoring, software keep current, security, management systems and backup. HPE responsibility is to run against exacting availability SLA.

No hidden or variable charges

- All costs accounted for in commercial offer. Just add customer specific application software.

User and System Management

Design, Specify, Install & Migration

Keep Current & Secure

Server Support & Break/Fix

Security & Firewall Updates

Offsite Backup

Security

Local Storage & Backup

Server, OS and Hypervisor

User and System Management

Install & Migration

Easy Connect Managed Hybrid Servers

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HPE Easy Connect Business Value Calculator Overview

The HPE Easy Connect Business Value Calculator is a customizable tool for partners to compare the Total Cost of Ownership (TCO) of an on-premise IT or do-it-yourself infrastructure to the HPE Easy Connect Managed Hybrid IT solution.

Partners input criteria customized to their customer requirement and the calculator shows the profitability for an MSP proposing an Easy Connect Hybrid solution compared to a build-it-yourself IT infrastructure.

The HPE Easy Connect solution requires only the initial configuration of the included assets, allows for HPE financing as well as inputs for value added services offered by partners.

MSP Margin Comparison

Build your own — Hardware and Software $2,500, Add on Services $2,000, MSP Value Added Services $2,500, Margin Opportunity $2,500

HPE ProLiant Easy Connect — Hardware and Software $2,000, Add on Services $1,000, MSP Value Added Services $2,500, Margin Opportunity $4,000

- Hardware and Software
- Add on Services
- MSP Value Added Services
- Margin Opportunity
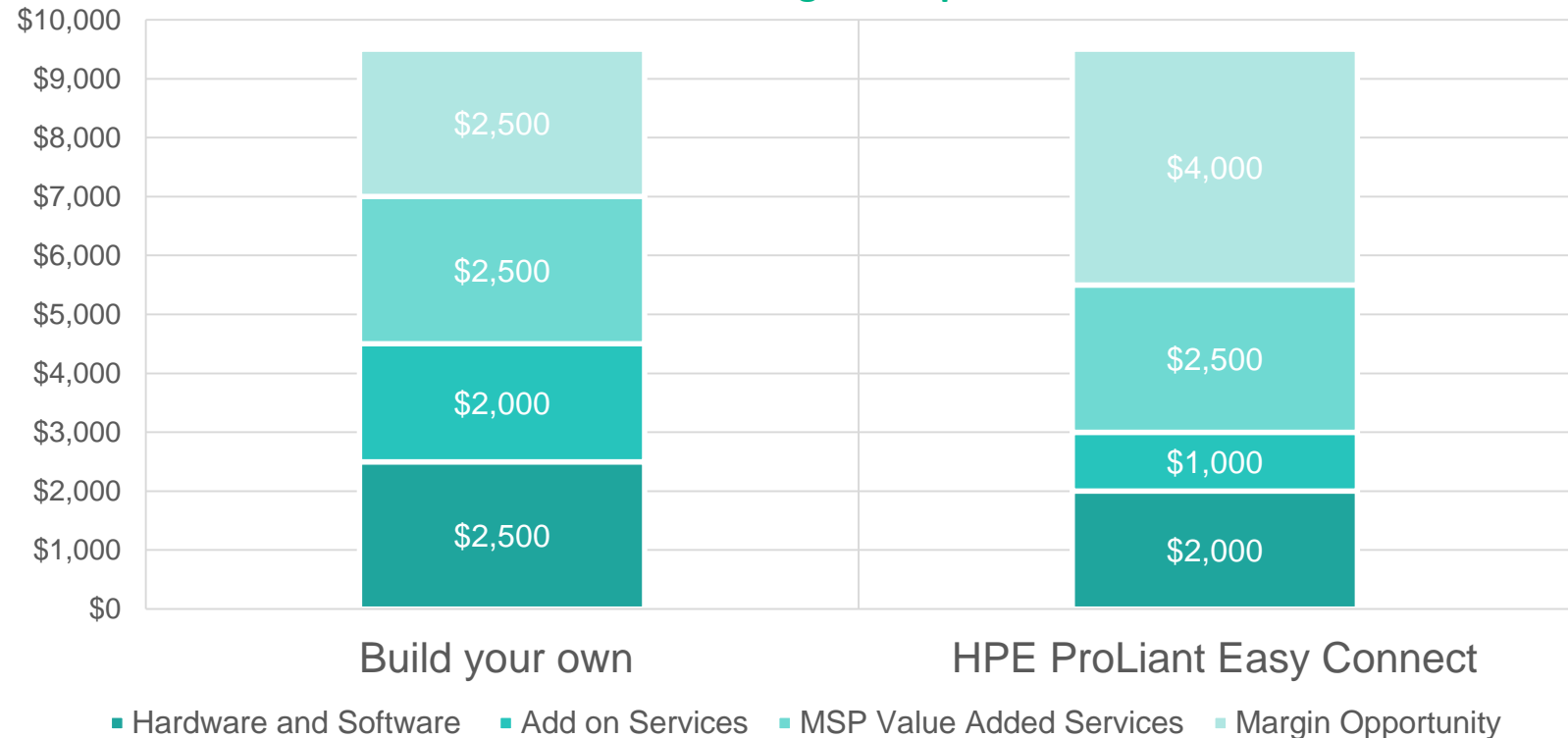
Business Value case based on HPE ProLiant EC200a and Zynstra Virtualization and cloud management. The customer environment has 15 users spread over 1 site. The analysis period selected is 3 year and the contract is for 3 years.

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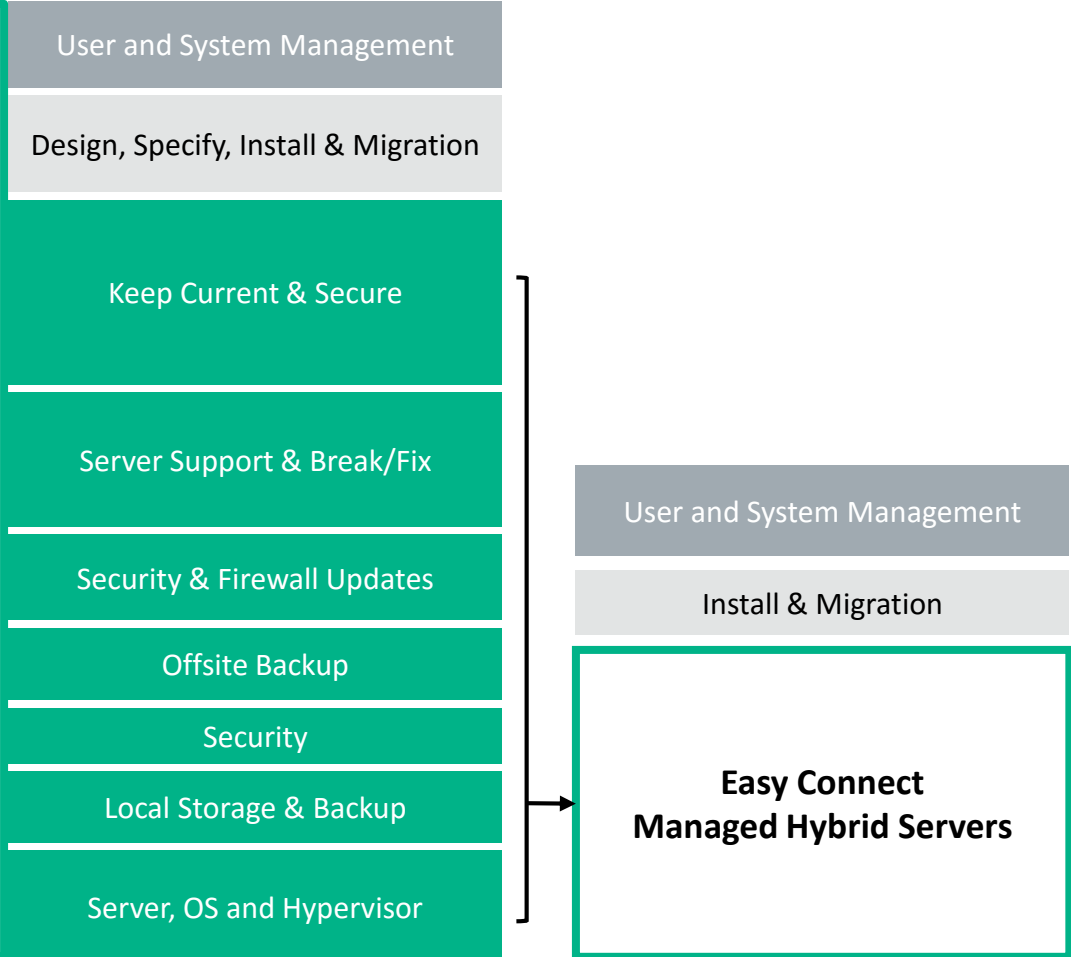# Access to the HPE Easy Connect Business Value Calculator

HPE Partner Portal → My Workspace → Deals →
TCO/ROI Solutions

The Business Value Calculator makes analyzing the TCO of deploying the HPE Easy Connect solution easy.

The image depicts some of the initial information needed. The calculator provides pull-down menus and information dialog boxes to assist partners through the input process.

2. Enter the inputs in the pale yellow dialog boxes.

Inputs

MSP Name	ABC
Organization Type	Commercial ▼
TCO Analysis Period	Commercial
Contract Term	Education

3. Enter the number of IT users per customer site. This is a compulsary field to see the results.

Inputs

MSP Name	ABC
Organization Type	Commercial ▼
TCO Analysis Period	3 Year ▼
Contract Term	3 Year ▼

Customer Environment

Number of IT Users per site*	20
Number of Sites	1
Number of Application Virtual Machines	1

*Cumpolsary field

Select optional features

- ☑ Cloud Backup and Disaster Recovery
- ☑ Cloud Gateway and Firewall
- ☑ Remote Desktop License
- ☑ Custom Application Virtual Machine (Windows Licence)

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Sample ROI Analysis - HPE Easy Connect Business Value Calculator

The MSP Business Value Summary provides a high level view to the proposed solution configuration for each solution and the cost savings with associated margin information. The 3-minute video below provides an animated comparison example.

- The analysis is based on a customer environment of 15 users spread over 1 site.

- The analysis period selected is 3 year and the contract is for 3 years.

MSP Business Value Summary

Build your own		
MSP Cost	Price to End User	Margin
$13589	$16700	$3111

HPE ProLiant Easy Connect		
MSP Cost	Price to End User	Margin
$15371	$16700	$1330

Build your own vs HPE ProLiant Easy Connect		
MSP Cost Savings		Incremental Margin
-13%	-1,782.00	-1,782.00

Video Example: Total Cost of Ownership – US HPE ProLiant Easy Connect

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Sample ROI Analysis - HPE Financial Services with Monthly Payments

The MSP Business Value Summary also offers the option to engage HPE Financial Services to make monthly payments on the solution.

The TCO, cost saving and margin are shown along with the monthly payment detail for hardware, software, management and services expenditures.

MSP Business Value Summary   ☑ Monthly Payment with HPEFS

	Build your own			HPE ProLiant Easy Connect			Build your own vs HPE ProLiant Easy Connect		
	MSP Cost	Price to End User	Margin	MSP Cost	Price to End User	Margin	Your Savings		Incremental Margin
TCO	$171284	$211389	$40105	$75473	$211389	$135916	56%	$95811	$95811

Monthly Payments

	Build your own			HPE ProLiant Easy Connect		
	MSP Cost	Price to End User	Margin	MSP Cost	Price to End User	Margin
Hardware	$233	$256	$23			
Software	$136	$150	$14	$1095	$1424	$329
Management	$2227	$2783	$557			
Services	$149	$193	$45	$40	$51	$12
Total	$2745	$3382	$639	$1135	$1475	$341

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Sample ROI Analysis - Quantitative Analysis / Delivery Cost Savings

Upfront pricing is shown by default and does not include MSP value added services which are broken out separately in the TCO Breakout section. The Detailed Summary compares the MSP and end user costs for both the build your own and the HPE Easy Connect solution.

TCO elements	Build your own				HPE ProLiant Easy Connect			
	MSP Cost	Margin %	Customer Cost	MSP Profit	MSP Cost	Margin %	Customer Cost	MSP Profit
Initial Cost	$ 11,289	21%	$ 13,710	$ 2,421	$ 11,987	30%	$ 15,583	$ 3,596
Hardware Cost	$ 1,900	10%	$ 2,090	$ 190				
Server	$ 1,000	10%	$ 1,100	$ 100				
Firewall	$ 900	10%	$ 990	$ 90				
Software Cost								
OS and CAL								
Virtualization Platform	$ 774	10%	$ 851	77				
File and Print Server						Included in Initial Cost		
Management Platform	$ 8,615	25%	$ 10,769	$ 2,154				
Remote Management and Monitoring	$ 65	25%	$ 81	$ 16				
IT Labor								
Plan, Build and Implement	$ 8,550	25%	$ 10,688	$ 2,138				
Manage, Maintain and Keep Current								
Services	$ 2,300	30%	$ 2,990	$ 690	$ 3,384	30%	$ 4,399	$ 1,015
Backup and Disaster Recovery	$ 2,300	30%	$ 2,990	$ 690	$ 1,426	30%	$ 1,853	$ 428
Windows Server	Included in Software Cost				$ 0	30%	$ 0	$ 0
Total Cost	$ 12,815	24%	$ 15,849	$ 3,034	$ 15,371	30%	$ 19,982	$ 4,611

HPE Easy Connect Solution Delivers Immediate Value to Partners

Learn how two HPE partners are leveraging the power of the HPE ProLiant Easy Connect Managed Hybrid IT solution for their customers.

Computeam Ltd UK for Education >

← **Click on Links to Watch the Videos** →

United Data Technologies US for SMB >

Key Benefits

- Quality HPE Brand
- Affordability
- Secure, reliable and stable platform
- Bundled E2E solution in one box
- Simplifies management of IT network

Managed service model ideal to provide recurring revenue stream for partners and predictable costs for customers

Key Benefits

- Meets customer demand for cloud
- Powerful solution for price
- Dependable HPE brand
- Versatility for value add services
- Attractive to SMB and SLED markets

Offers great introduction to cloud services with robust hybrid IT infrastructure and pay-as-you-go pricing

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Ideal HPE ProLiant Easy Connect Partner Profile

Customer segments (one of the following)

- Small and Midsize business
- Retail branch
- Enterprise branch multi site
- Primary education
- State and local distributed sites

Managed services capabilities (all)

- Monthly billing
- Level 1/2 support
- Add on customer support services
- Network operation center (NOC)

Partner Characteristics (all)

- Increasing services focus
- Customer outcome focus with service level agreements (SLA)
- Currently selling multi-year support contracts

*Existing HPE Partner relationship not a requirement

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HPE Easy Connect Managed Hybrid Solution Knowledge Center

Partners have access to training courses, marketing and technical resource materials for the HPE ProLiant Easy Connect Solution.

Some of the existing courses partners will find include the following:

HPE Easy Connect Feature Overview Video
- Features Overview (5:48 minute video)

Easy Connect Cloud Management Demo:
- Brief overview of HPE Easy Connect capabilities (5 minute video)

IDC Research – SMB Technology Challenges:
- IDC's Vice President of SMB Research Ray Boggs talks about The Technology Challenge for Small Businesses How to Improve Technology Engagements While Avoiding Major Pain Points (4:17 minute video)

IDC Research – Education Technology Challenges:
- IDC's Vice President of SMB Research Ray Boggs talks about The Technology Challenge for Education How to Improve Technology Engagements While Avoiding Major Pain Points (4:57 minute video)

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HPE Easy Connect Managed Hybrid Solution Training

Additional resources available to partners are also on the partner portal HPE ProLiant Easy Connect Solution:

Self–paced Training

Introduction for Partners to Easy Connect:
- Introduces partners to the product and business model (17 minute course)

What is Easy Connect:
- Highlights features and benefits of the HPE ProLiant Easy Connect Managed Hybrid solution (20 minute course)

Selling Easy Connect:
- Understand how you can sell this new offering to your customers (20 minute course)

Video Training

Easy Connect Partner Introduction:
- Introduction to HPE ProLiant EC 200a Solution (16 minutes)

What is Easy Connect
- EC 200a Training video for partners (2:50 minutes)

Coffee Coaching - Accelerate your Customers' Cloud:
- How to get started right away (2:18 minutes)

Preparing for An Installation:
- Steps to prepare for an EC 200a installation (3:39 minutes)

Working with your Server:
- Steps to start working with your EC 200a server (3:57 minutes)

Selling Easy Connect
EC 200a training video for partners (1:44 minutes)

Implementing & Managing Easy Connect
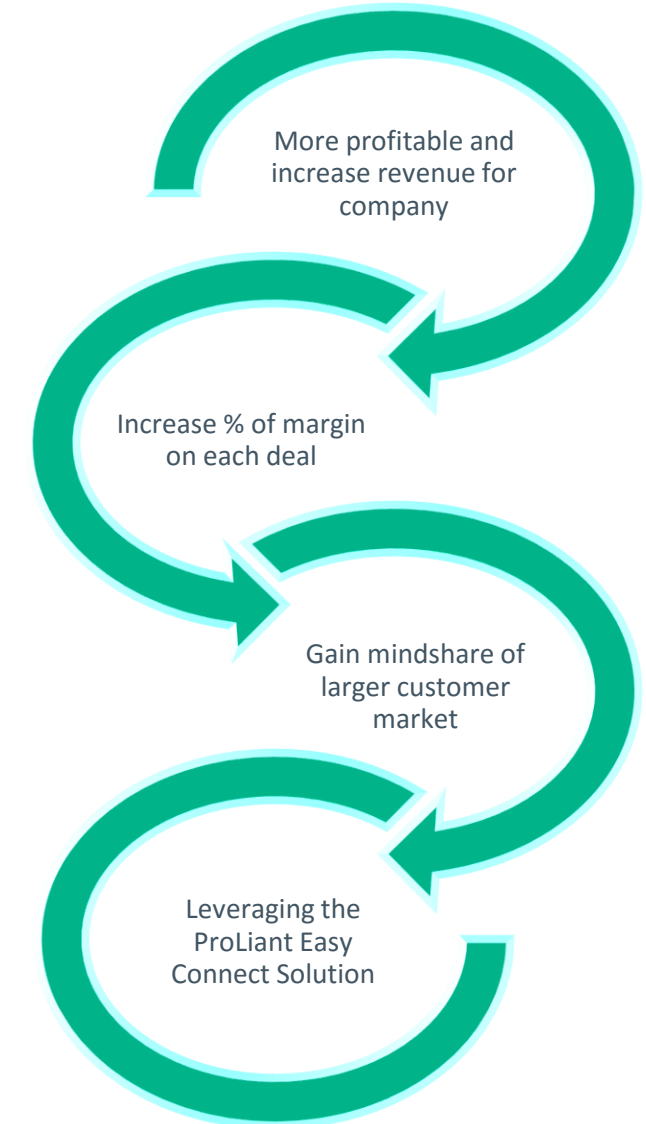- EC200a training for partners video (7 minutes)

Next Steps – HPE/Partners

Top 5 Take Aways

- Understand the ProLiant Easy Connect Solution
- Identify which customers to target and how to pitch the solution
- Know what resources to utilize to help sell the solutions and how to sell it
- Articulate benefits to customers
- Feel enabled to grow as a company and not leave cloud business on the table

Next Steps – Key Questions for Partners

- What customers do you currently have that this would be a good fit for?
- Can we schedule a meeting with identified customers?
- What do you need from a resource standpoint to be successful selling Easy Connect?
- What additional information would be helpful to have?

More profitable and increase revenue for company

Increase % of margin on each deal

Gain mindshare of larger customer market

Leveraging the ProLiant Easy Connect Solution

Take the next step
Join us in building business momentum

- Become a HPE Partner
- Identify customer services for PEC
- Create a referenceable customer
- Rinse and Repeat

Resources for HPE ProLiant Easy Connect Partners

- Welcome pack for Partners

- HPE ProLiant Easy Connect Solution

- Become a Hewlett Packard Enterprise Partner

- HPE ProLiant Easy Connect Partner

- Hewlett Packard Enterprise Financial Services

- HPE Marketing Resources

- HPE Enterprise Information Library