Hewlett Packard
Enterprise

Three steps that
protect your business

Simply, affordably, and reliably with HPE Just Right IT

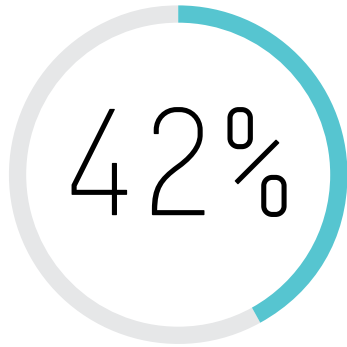# Table of contents

42%

of mid-market firms have experienced a data
or security breach in the last 12 months

$35,000

average cost per incident

[1], [2] AMI-Partners Annual WW mid-market IT and
business decision maker's survey, 2016.

[3] Aberdeen Group, August 2015, "**The fall of SMB networks and
how security and reliability will help them rise again**"

Protecting your business today

A delicate balance

Today's advanced technologies, such as cloud computing, mobility, and Big Data analytics, are key enablers to improving your productivity. While they provide distinct advantages to your business, if not supported by the right infrastructure, they can expose your business to security risks.

According to recent AMI-Partners research, almost two thirds of mid-market firms use tablets for business purposes and 93 percent are using smartphones. The potential for any of these mobile devices to be infected, lost or stolen complicates the ability to keep your business protected.

Can you survive a security breach?

AMI-Partners reports that 42 percent of mid-market firms have experienced a data or security breach in the last 12 months.[1] Security incidents are costly. Aberdeen's estimate for the risk of unplanned downtime is between 0 percent and 2.8 percent of annual revenue. AMI found an average cost of $35,000 USD per incident.[2]
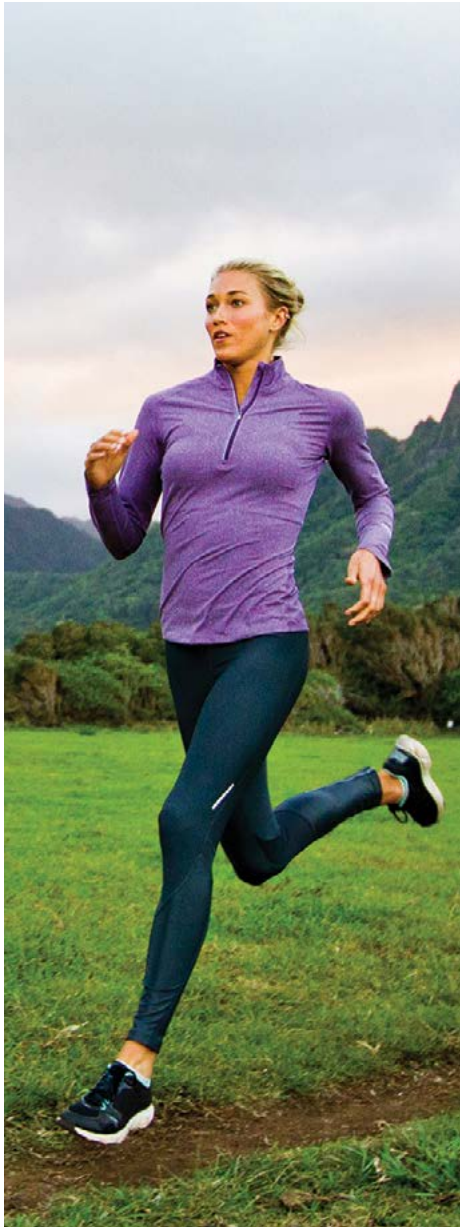
Smaller businesses are particularly susceptible to security issues, since they can least endure the costs associated. In addition, attackers often see them as stepping stones to more lucrative targets. In fact, when SMBs are the target of a security incident, the chance of success for the attackers is extremely high (83 percent compared to 2 percent for all others), as evidenced by an August 2015 Aberdeen Group report.[3]

Safeguarding data assets in this fluid environment requires a comprehensive approach to business protection & business continuity

– AMI-Partners Business Benchmarking white paper "Protecting Your Business in the Digital Transformation Journey", 2016

Keep your business running with three IT best practices

Use modern network technologies and intrusion prevention systems for **pervasive security**

Resilient   **Secure**   **Recoverable**

Build your infrastructure using products with **resiliency** designed in

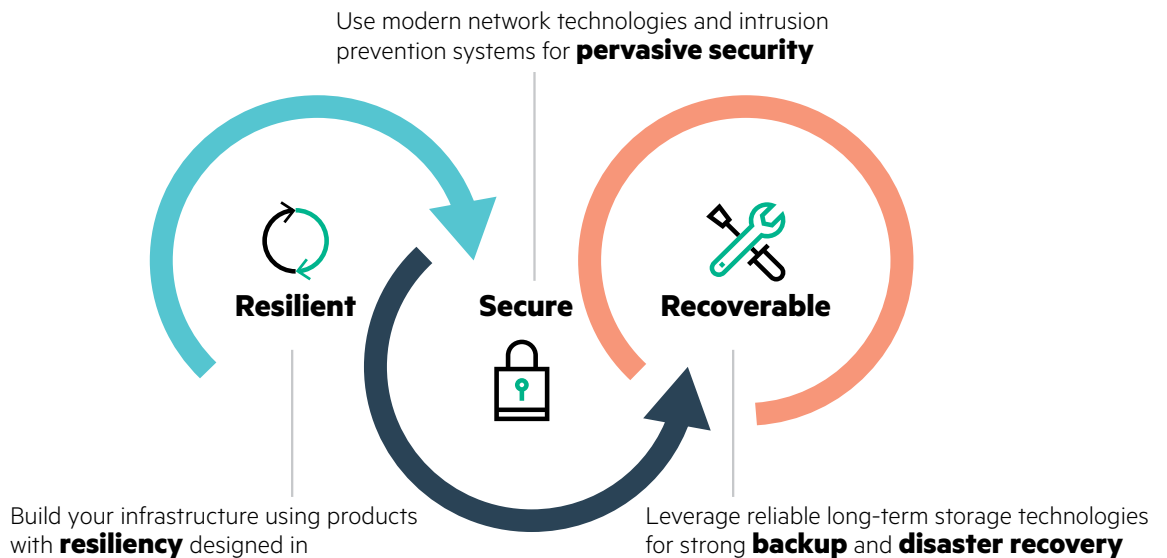Leverage reliable long-term storage technologies for strong **backup** and **disaster recovery**

Figure 1: Strategic security investments in these three areas provides you with comprehensive protection

Having a reliable infrastructure and a preventative security strategy is key to the survival of your business. Businesses that remain reactionary, as opposed to proactively developing a security strategy, are more likely to be susceptible to the effects of a security breach.

There are three specific areas you can fortify today to safeguard your business as you deploy these new, productivity-enhancing applications:

• **Increase the resiliency of your IT infrastructure using modern products designed with security in mind**

• **Protect your existing network with robust security-enhancing products**

• **Plan for potential data loss by deploying backup and recovery solutions**

4X

Workload **performance** improvements

Reduces unplanned downtime by up to

77%

Keep the lights on—Deploy a resilient IT infrastructure

Reliability and resiliency are critical for today's business

Your customer experience, business availability and reputation are key to your competitive position and financial success. You need to be able to sustain operations 24/7. Fortifying your IT and data assets is a key to meeting today's expectations of constant accessibility from anywhere via any device.

Choosing the right products for your baseline infrastructure will put you on the road to success; products that are designed to work together, simply, affordably and reliably. Hewlett Packard Enterprise (HPE) works with you to help you reach your security goals.

HPE Just Right IT solutions for businesses of all sizes

HPE's Just Right IT products, solutions, and services can help you build a resilient infrastructure with modern servers and networking that provides 4X faster[4] workload performance and lower latency.

These products are purpose-built to work together to close up gaps in security, delivering the performance required for today's high-bandwidth applications, and giving you the reliability you need to keep your business up and running. And when you add in HPE Support Services Proactive Care, you can reduce unplanned downtime by up to 77 percent.[5]

Easy to set up and manage, our HPE Just Right IT portfolio is designed for the needs of small and midsized businesses, keeping a close eye on affordability, simplicity, and reliability.

A key factor in being able to grow your business is knowing that there is a secure, resilient IT infrastructure in place to support that expansion. Attempting to grow without such a foundation in place creates additional risk which firms cannot afford to take.

– AMI-Partners Business Benchmarking white paper "Protecting Your Business in the Digital Transformation Journey", 2016

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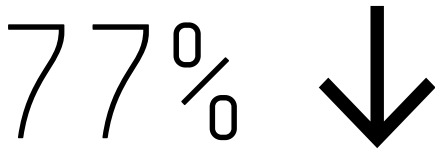
[4] HPE internal testing performance brief January 2016.

[5] IDC white paper "The Business Value of Connected Support from HP", March 2015.

66% ↑

Accelerate service delivery

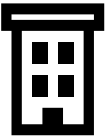# Resilient IT infrastructure products—Servers

HPE ProLiant series 10, 100, and 300 servers
HPE ProLiant Gen9 servers powered by Intel® Xeon® processors allow administrators to maximize server availability by eliminating common problems that cause failures, downtime, and data loss. Their Smart Array options provide RAID mirroring and striping to protect critical data, while Flash-Backed Write Cache (FBWC) captures and holds data indefinitely in the event of a power loss, equipment failure, human error, or virus attacks. Virtualization capabilities offer opportunities for fault tolerance and high availability.
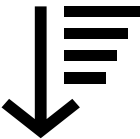
Their high-performance and energy efficiency allows your IT organization to do more with less, accelerating service delivery by 66 percent.[6] Integrated server management tools help you monitor operation from anywhere at any time, while at the same time enabling you to minimize human error through automated processes.

[6] Anonymous customer results reported in IDC white paper "**Achieving Organizational Transformation with HPE Converged Infrastructure Solutions for SDDC**", January 2016.

Read more about **HPE ProLiant servers**

100% 🏢

Site survivability

48% ⬇

Lower L2 latency

[7] Gartner: Magic Quadrant for Wired and Wireless LAN Access Infrastructure, 2 September 2015.

[8] The network continues to operate if an access point fails, seamlessly transferring virtual controller functionality to the next access point down to the next and last access point.

[9] Compared to Cisco 4500E. Based on Tolly Test Report #214144 December 2014

Resilient IT infrastructure products—Networking

HPE Aruba wireless access points

HPE Just Right IT features industry-leading Aruba wireless access products.[7] Aruba Instant access points offer 100 percent site survivability.[8] A built-in firewall along with intrusion detection and prevention provide for highly secure wireless access. They feature easy and secure guest onboarding and role-based application access. Device authentication, provisioning and monitoring help block malicious threats.

HPE 5400R network switches

HPE's 5400R switch delivers network resiliency and high-availability features to ensure the network stays up and running when you need it most. Powerful multilevel-access security controls and policy-driven authentication help to ensure that only those who are authorized have access to your network assets. Today's 5400R switch delivers 48 percent lower L2 latency[9] for a more reliable user experience.

Read more about **HPE wireless LAN products**

Read more about **HPE Aruba Instant**

Read more about **HPE 5400R switch**

#1 ☆

HPE MSA entry-level SAN

99.999%

High availability and reliability

Over **1M** downloads[14]

Try HPE StoreVirtual VSA for free

Resilient IT infrastructure products—Storage

HPE MSA storage

Currently ranked by IDC as the #1 entry-level SAN,[10] HPE MSA storage addresses data protection needs with advanced data services previously only available on higher-end disk arrays. Web-based, integrated setup and management makes MSA easy to manage, even for IT generalists.

HPE StoreVirtual storage

Our versatile and reliable HPE StoreVirtual products give you affordable storage for a virtualized infrastructure. HPE StoreVirtual is easy to manage, supports continuous data growth, and includes advanced high-availability features and clustering capabilities to protect your business. With proven 99.999 percent high availability and reliability, these capabilities allow a StoreVirtual cluster to sustain multiple concurrent failures and yet still keep data online and accessible to your applications.[11]

HPE StoreEasy storage

Fifth-generation HPE disk-based StoreEasy gives you 56 percent more capacity, 21 percent lower cost/GB, and up to 25X faster RAID rebuilds.[12] Trusted and chosen by many, IDC recognizes the HPE StoreEasy product family as the number one network attached storage (NAS) in the under $15K USD price band.[13]

[10] IDC Worldwide Quarterly Disk Storage Systems Tracker for Fibre Channel arrays by Factory Revenue, Q2, 2015.

[11] HPE Storage quality review weekly data, February 2016.

[12] Based on HPE internal analysis—capacity and pricing comparison made between the previous generation 1640 vs. the new 1650. RAID rebuilds based on HPE internal testing. For more information, see the HPE Smart Storage for HPE ProLiant Gen9 Servers technical white paper.

[13] IDC Worldwide Quarterly Disk Storage Tracker 2014Q4, product brand in units for price bands 1 to 3 combined for calendar year 2014.

[14] Based on HPE internal records HPE has distributed over 1 million HPE StoreVirtual VSA licenses worldwide.

Read more about **HPE MSA storage**

Read more about **HPE StoreVirtual storage**

Read more about **HPE StoreEasy storage**

Up to **55%**

faster issue **resolution**[16]

Trained employees require

21%

less time to fix issues

[15] Based on IDC research, "Realize technology value with training", infographic sponsored by HPE, 2015.

[16] IDC white paper "The Business Value of Connected Support from HP", March 2015.

Resilient IT infrastructure products—Services

HPE Support Services

HPE's Installation and Deployment Services help you get your solution up and running fast. HPE's Foundation Care and Proactive Care provide the essential ongoing support to drive optimum solution performance. With proactive system monitoring, analysis and a single point of contact for case management, support services help you prevent issues and solve problems faster.

HPE Education Services

Cyber attackers actively target your people. Until you address the human issue, technology alone cannot secure your organization. People and how you prepare them proves to be the most important factor in lowering your risk of security exposure.

Educated employees are your best defense. HPE Education Services can play a pivotal role in the management of your existing and evolving technology infrastructure by preparing your workforce. In fact, it has been shown that training can reduce the amount of time needed by support teams to fix problems by 21 percent.[15] By aligning your people, processes, and technologies, HPE can create a plan to give your people the precise security and technology knowledge base they need.

HPE Financial Services

An IT investment discipline enables a proactive, regular enhancement and upgrade of critical infrastructure and systems. HPE helps you get there flexibly through HPE Financial Services. Our Asset Recovery Services, Trade-in Programs, and Investment Solutions are all designed to help you avoid delayed IT investment decisions that can impact key business outcomes.

Read more about **HPE SMB Services**

Read more about **Support Services from HPE**
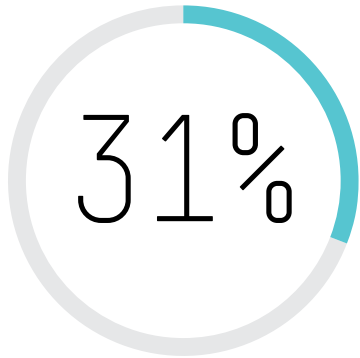
Read more about **HPE Education Services**

Read more about HPE Financial Services

HPE Value-added Services

Asset Recovery Services

HPE Trade-in Programs

HPE Investment Solutions

31%

of SMB have experienced a **compromise of sensitive data** in the last 12 months[17]

Protect your network—Guard against unauthorized access

Today's mobility factor

With all the advantages they provide, you can't afford to ignore trends like mobility and cloud-computing. But, as technology evolves, protecting your digital business data becomes more complex. You need to find ways to secure your network from unauthorized access while you open it up to greater connectivity.

Read more about **data protection and business continuity in a mobile world**

As a growing number of employees and customers are allowed mobile access to corporate networks, the risk of security breaches and data loss increases exponentially.

– AMI-Partners Business Benchmarking white paper "Protecting Your Business in the Digital Transformation Journey", 2016

[17] Aberdeen Group. "**Network Security for Small and Mid-Size Businesses**". September 2015.

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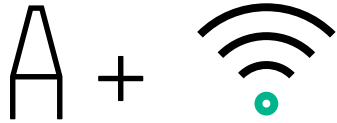
Leader in Unified Wired & WLAN Infrastructure[18]

Protecting from unauthorized access

Stop security breaches in their tracks

To support the dynamic mix of access and connectivity required today and for future growth, you need a strong, high-performance network. But it also needs to be one that is secure enough to keep your data—Big Data, customer data, and private internal data—safe from hackers, competitors, and other prying eyes seeking to profit from security gaps in your IT infrastructure.

The answer

Secure your network by applying a multilayer network security strategy that combines hardware, software, and services to create a comprehensive solution designed to protect your data and applications.

The HPE Just Right IT portfolio of networking products include security enhanced, industry-leading HPE Aruba wireless access points, software defined networking (SDN) solutions, and our HPE 5400R switch. Purpose-built for businesses that need simple, lower-cost solutions, these products feature the performance and reliability of all HPE products.

Product of the Year

SmallBizWindows Networking 2015[19]

Read more about **securing your data with HPE Just Right IT**

Read more about **HPE Aruba access points and controllers**

Read more about **HPE networking switches**

[18] Gartner Magic Quadrant 2015.

[19] **absolutelywindows.com/blog/2015/3/2/the-smallbizwindows-networking-product-of-the-year-2015-hp-5.html**

>2x ⚡

The number of natural disasters has **more than doubled** since 1980[20]

Backup and recovery—Prepare for the unexpected

Today's data explosion

The amount of data transacted today is increasing exponentially. It is being used to fuel business insights and is now the basis for process improvements and competitive advantage. You rely on the availability and accuracy of this data for marketing and sales, product planning, and operations. Backing up your data and ensuring its ability to be recovered is critical to keeping your business up and running.

Read more about **protecting your data**

Whether creating marketing mix models, making cross-sell recommendations on e-commerce sites, or optimizing prices to maximize sales volumes, businesses have come to depend on data for every aspect of their operations.

– AMI-Partners Business Benchmarking white paper "Protecting Your Business in the Digital Transformation Journey", 2016

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[20] United Nations Office for Disaster Risk Reductions

Protecting data from irrevocable loss

95% ↓

Reduction in capacity requirements, **guaranteed**

Recover quickly in the event of a disaster

Data is the lifeblood of your business. A variety of things can happen that could cause you to lose your data; unexpected outages, human error, or even disasters. Losing critical data can be crippling. To minimize disruption to your business and protect your reputation and revenue stream, having a backup and recovery plan is key. You need backup solutions that are simple, affordable, and easy to manage. They also need to be scalable. Even more importantly, you need a way to recover in the event the unthinkable happens. You may even want to consider a recovery plan that includes offsite protection.

The answer

Prevent data loss and recover quickly with HPE storage backup and recovery products. With comprehensive backup and recovery solutions from HPE Just Right IT, you get storage that is scalable, easy to manage, and affordable for your sized business. In the event of a failure, it can get you back up and running quickly and efficiently.

The HPE Just Right IT portfolio includes both products and services designed to help protect your data. HPE StoreOnce systems are simple, affordable, and flexible backup protection designed to keep your business up and running. They provide backup and recovery that is fast, scalable, reliable and affordable, delivering a guaranteed 95 percent reduction in backup capacity requirements.[21] HPE StoreEver Tape Drives and Tape Autoloaders deliver cost-effective, automated data protection and retention. HPE StoreEver Tape continues to offer one of the lowest costs per terabyte for any type of storage, particularly when you factor in energy and footprint costs.

Read more about **HPE StoreOnce**

Read more about **HPE StoreEver**

[21] As compared to a fully hydrated backup. Subject to customer qualification and compliance with the Get Protected Guarantee Terms and Conditions, which will be provided to you by your HPE sales or channel partner representative.

Small or midsized businesses represent most of the disaster recovery as a service installed base.

– Gartner, "Predicts 2016—Business Continuity Management and IT Service Continuity Management" November 2015

Keep your business running

Today's applications require a new approach to security

To be able to take advantage of the productivity enhancements afforded through today's advanced technologies, you want to make sure you close any possible gaps in security. Fortify these three areas today to safeguard your business:

• Improve the resiliency of your IT infrastructure

• Deploy a multi-layer network security strategy

• Plan for backup and recovery

Why HPE for business protection

With affordable, simple to use servers, networking, storage and support products built to work together and with the same reliability of their enterprise counterparts, HPE Just Right IT can provide you with the foundation for a resilient and secure IT infrastructure for today's advanced applications.

You can contact an HPE representative or authorized **HPE reseller** for more information.

To be sure, security events do, and will continue to occur; however, those that have invested in an improved security and recovery posture are able to bounce back more quickly and are able to expand their business confidently. They also demonstrate better business performance overall.

– AMI-Partners Business Benchmarking white paper "Protecting Your Business in the Digital Transformation Journey", 2016
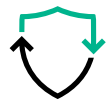
Simple, affordable, and reliable protection

	Proven, reliable, resilient technologies

	Best practices and integrated solutions

	Experienced services and partnerships

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