

## HPE Pointnext

### Services to Accelerate your Digital Transformation

Services are no longer an afterthought as your customers acquire assets for their IT environment. Quite the opposite, services from HPE Pointnext are a critical part of all IT solutions – before, during and after your customers acquire the server, storage, networking, cloud and other assets they need. Just as important, they provide an essential way for you to deliver results and thrive in the two areas where HPE delivers the greatest value: Hybrid IT and powering the Intelligent Edge. Here's how:

BEFORE	DURING	AFTER
HPE Pointnext services help customers evaluate and select the solution that's right for them	HPE Flexible Capacity makes asset acquisition easier than ever with a consumption model that lets customers provision for their needs and pay only for the capacity they use. Deployment/Installation and other services help ensure top performance of solutions right from Day 1.	HPE Pointnext offers a range of services that help individual assets and the entire environment evolve with the enterprise.

### Program focus

The [HPE Pointnext](#) portfolio includes hundreds of services that respond to just about every need a customer might have. However, to keep the program manageable and increase the chances of sales and success for you, HPE has decided to focus on the following offers:

- **HPE Flexible Capacity**, offering a flexible way of acquiring assets
- **HPE Datacenter Care** with a customized and personalized approach to support that delivers more, yet typically costs the same or less than pre-packaged offers
- **Packaged Consulting Services** that combine access to specialized expertise with a packaged approach that make these services much easier for you to sell ... and for your customers to buy
- **HPE Education Services**, helping ensure that customers will have the knowledge needed to make the best use of their IT assets right from the start and throughout the asset's lifecycle
- **Operational Support Services**, offer service levels that align to your business needs and can be personalized to deliver the support and information you need

**NOTE:** This program focused on HPE Flexible Capacity during Q1 – Q3, but has now been expanded to include other high-demand services to help you boost sales and revenue.

### Your guide for a smooth journey

HPE is proven in helping customers transform, with a long track record of successful engagements over many years. We work with customers across many industries, and bring learnings to drive faster and more efficient transformations.

11,000+

Projects in 2016

99.8%

Satisfied engagements

25,000+

Experts

3,000,000+

Service events

### HPE Pointnext Use Cases

#### Merck Works to Find Cures for the Diseases of Our World

See how Merck leveraged transformational hybrid cloud services to deliver life-saving remedies, while lowering operating costs and responding faster.

> [Watch Video](#)

#### CenterPoint Energy

See how CenterPoint relied heavily on HPE's experience in building out and supporting backup data centers so they could focus on developing more innovation and delivering energy to over 5 million customers.

> [Watch Video](#)

### Resources

- [Video: Unboxing Your Next with HPE Pointnext](#)
- [Infographic: Contemplating digital transformation?](#)
- [HPE Pointnext \(TS\) section on Partner Ready Portal](#)
- [HPE Flexible Capacity Partner Go-to-Market Guide](#)

### Marketing Services Agency Contacts

Contact your designated Marketing Services Agency to implement an HPE 3PAR campaign or event today.

- [U.S. Platinum Partners & Distributors](#)
- [U.S. Gold & Silver Partners](#)
- [Canada Partners](#)
- [Mexico Partners](#)
- [Brazil Partners](#)

## Target Audience

- CEOs of Companies who want to use IT as a revenue engine through innovation
- VPs of IT and infrastructure for large enterprises and service providers.
- CIOs and COOs at mid-sized enterprises where the move to variable expense is valuable.
- CTOs who are not interested in outsourcing, and want to avoid painful procurement cycles and offer better services to the organization's internal business customers.



## A note about HPE Pointnext

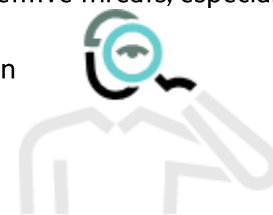
By bringing together the technology services consulting and support organizations, HPE created a leading services organization that provide powerful, scalable IT solutions from Hybrid IT to the Intelligent Edge for organizations across every industry.

HPE Pointnext enables customers to move fast and be nimble, scale resources up and down as needed to deliver faster time-to-value, and accelerate an organization's ability to learn and improve with a best-of-breed partner ecosystem.

HPE Pointnext goes beyond technology using proven industry-leading frameworks to diagnose an organization's transformation needs, implement recommended solutions and build innovation into every engagement.

## What's in it for you?

- Increase the value of every sale
- Boost revenue since services typically carry a higher margin than technology assets
- Provide important selling opportunities outside of the standard technology purchase/refresh cycle
- Increase share of wallet and presence in the account
- Impressive portfolio and personalized offers blunt competitive threats, especially from TPMs
- Reinforce your position as a solution provider rather than just a product/service vendor



## What's in it for your Customers?

- An IT environment that is specifically designed to align with needs and goals
- Acquisition models that respect financial realities and make it easier to access needed capabilities ... faster.
- Consumption models that protect from over- and under-provisioning and the negative consequences of each
- An IT environment that delivers the performance and availability needed to achieve business goals ... AND that evolves naturally as the enterprise does
- The ability to focus their time and efforts on running the business rather than managing IT