

Seize the Big Data Opportunity with HPE and Leading Software Alliances

HPE Maestro Partner Program: Big Data

Market Overview

By the year 2020, the total amount of digitally stored data is expected to hit 40 Zettabytes (that's 40 trillion Gigabytes), according to market researcher IDC.¹ This makes for a 50-fold increase in digital data storage since 2010. Managing such massive volumes of data creates a huge challenge for businesses and IT executives and a giant opportunity for solution and strategic service providers.

Verticals with the Largest Revenue Opportunities for Big Data



Media/Entertainment



Financial Services



Medical



Telecommunications



Retail

Top Big Data Challenges

87%

of enterprises can't fully exploit their data

85%

can't analyze data fast enough

92%

don't capitalize on clickstream data²

Increase Deal Size Up to 30% by Selling Leading Software Solutions Through HPE

What Software Should You Sell with HPE Servers and Storage for Big Data?

You're already selling the HPE hardware, now complete the solution by adding the HPE Systems Software and our software alliances' application software. We offer a number of leading software solutions, including:



Big Data Alliance Software

Hortonworks – Industry leader in Big Data and Hadoop deployments, which gives customers the flexibility to centrally store, manage, access, and analyze multiple data sets across the enterprise.

Cloudera – Gain new business insights from Big Data by providing a platform to store, manage, and process data at scale.



Converged Management Software

OneView: Provides automation simplicity across HPE servers, storage and networking to spur IT collaboration and increase the speed of IT service delivery.

Insight Control: Provides lifecycle management of physical and virtual servers.

iLO Advanced: Provides essential remote management and control right out-of-the-box – regardless of the server's state of operation.

Software-Defined Storage

SUSE – An intelligent software-defined storage solution that delivers a self-healing and self-managed distributed storage cluster designed to scale from terabytes to petabytes *with unlimited scalability*.

Scalality – A reliable storage solution with 100% up time, which is perfect for capacity-driven workloads such as cloud services, high-definition video and enterprise archiving.

VMware – vSAN delivers flash-optimized, high-performance enterprise-class storage that easily scales to drastically lower TCO by up to 50%.

VM Explorer – A low-cost, simple and reliable backup solution offering fast VM backup and restore, replication, and verification of VMware vSphere and Microsoft Hyper-V environments.



Virtualization Software

VMware – vSphere with Operations Management offers the most trusted virtualization platform with critical operational enhancements in performance monitoring and capacity management.

Microsoft – Simplify VM implementation and management and reduce costs by delivering hybrid cloud services that are 100% compatible with Azure public cloud.

Red Hat – Reduce complexity and application processing latency by going beyond bare metal and virtualize more resource-intensive workloads on fewer Linux servers.

Docker – HPE Docker Ready Servers enable customers to have simplified and repeatable deployment, improved performance, and flexibility of a true hybrid solution in both virtualized and bare metal deployments.

Operating Systems

Microsoft – Scalability and massively parallel processing (MPP) support high-volume data demands and Hadoop all seamlessly in one appliance.

Red Hat – Industry leader in Linux for the enterprise delivers optimized performance, security, scalability, and accelerated time-to-value with built-in high-availability and data protection for Hadoop, Hortonworks and Cloudera environments.

SUSE – HPE and SUSE provide performance-optimized OS configurations that significantly reduce complexity and increase performance for all workloads including SAP Business Applications and SAP HANA.



Plus: Receive an additional 2% discount!

Increase your profitability by stacking HPE software solutions with servers and storage! Receive a 2% discount on deals that have the following products:

HPE Servers³	+ HPE Storage³	+ HPE Systems Software⁴	+ Application Software	= 2% discount
- All HPE Servers	- All HPE Storage	- HPE OneView - HPE Insight Control - HPE iLO Advanced	- Microsoft - SUSE - VMware - Docker - Red Hat - Hortonworks - Cloudera - VM Explorer	

NOTE: 2% available on servers, storage, and software only. Systems Software must be 5% or more of the total deal.

Why Partner with HPE?

HPE is the industry's longest running channel program.

Commitment to the Channel

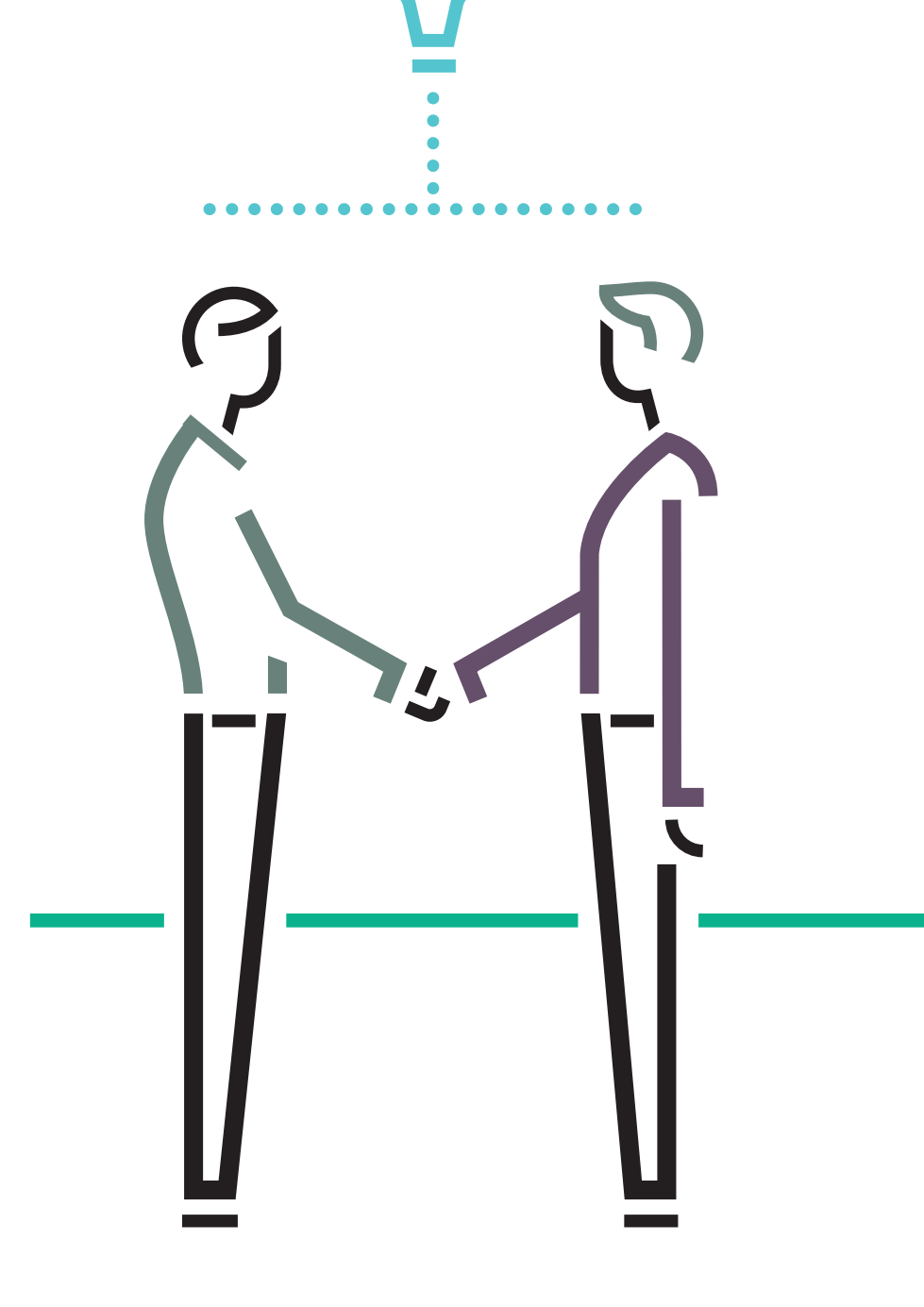
- New and simpler sales certifications
- New partner locator
- New tools to help your customers
- Single, secure, and trusted portal

One Support Provider ~ HPE for all Strategic Alliance Offerings

- More than 1,100 - HPE support professionals trained on Alliance
- Software Support
- Tight engineering integration including tested and certified solutions
- A better user experience – fast response times and continuous availability

Profitability

- 20+% rebates when you combine up front and back end reseller compensation
- Increased demand generation assets from HPE
- Training and support to empower your sales and presales teams
- HPE developer resources to accelerate cloud services delivery for customers
- Faster HPE Revenue Quota completion with stacked availability



For more information or to ask questions, please contact: infrastructureSW@hpe.com

¹IDC: The Digital Universe of Opportunities: Rich Data and the Increasing Value of the Internet of Things
²HPE Big Data Solutions
³Storage does not have to be part of the deal, but if it is on the deal, it will receive 2% as well.
⁴HPE Systems Software must be 5% of overall deal. If not 5% then 20% discount.