

**Hewlett Packard Enterprise**

# Transform the Data Center with HPE and Leading Software Alliances

## HPE Maestro Partner Program: Data Center Automation

### Market Overview

By the year 2020, the global data center automation market is expected to grow to \$9.71 billion from \$3.37 billion in 2015.<sup>1</sup> Automating the delivery of data center resources has been a complex challenge for businesses and IT executives, but it also means there is a large sales opportunity for solution and strategic service providers.

### Top Data Center Automation & Modernization Benefits

With the help of data center modernization, you can support a highly agile infrastructure while also working to:

- Create new revenue streams and improve customer loyalty
- Reduce complexity, improve efficiency to reduce capex and opex
- Accelerate journey to SDDC and Cloud



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

### What Software Should You Sell with HPE ProLiant Servers for Data Center Automation?

You're already selling the HPE hardware. At the same time, add HPE Systems Management Software and the OEM version of software to those opportunities, so everything is purchased through HPE in one system. We offer a number of customer choices in each area, including:



#### 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.*

**Scality** – 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.



#### Application Software – Virtualization

**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.

#### Application Software – 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 provides the tools to modernize infrastructure, boost efficiency through standardization and virtualization and ultimately prepares your data center for an open, hybrid Cloud architecture.

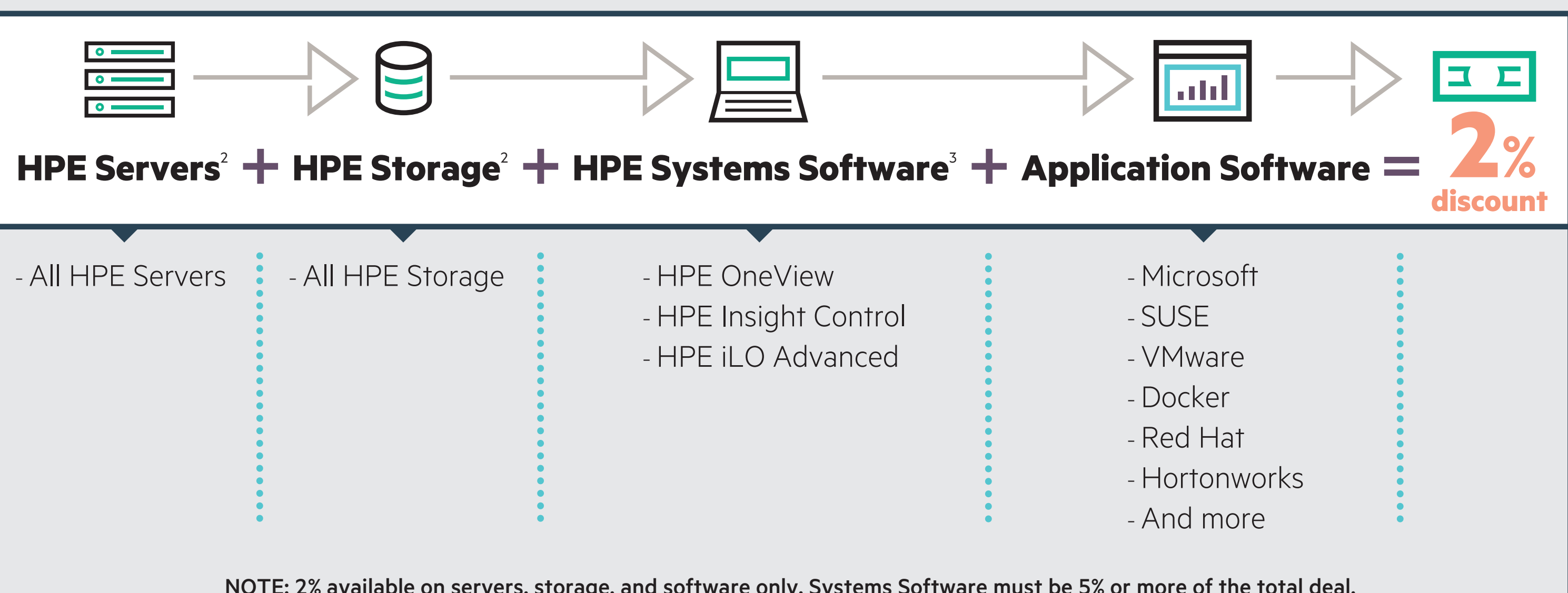
**SUSE** – HPE and SUSE provide performance-optimized OS configurations that significantly reduce complexity and increase performance for all workloads including SAP Business Applications and SAP HANA.



### Plus:

## Receive an additional 2% stackable discount on deals with HPE Hardware + Software!

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



### Why Partner with HPE?

HPE is the industry's longest running channel program.

#### Commitment to the Channel

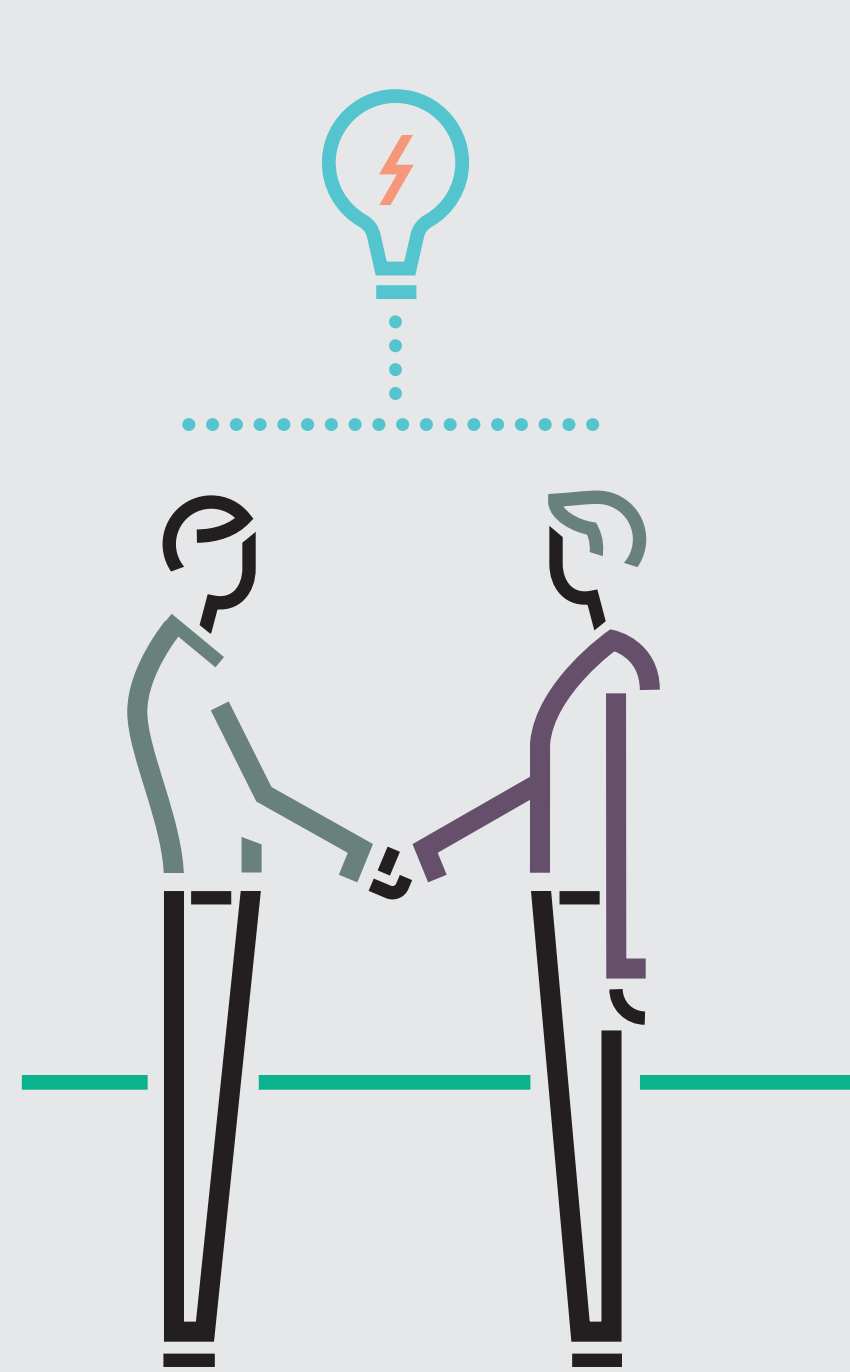
- New and simpler sales certifications
- New partner locator
- New tools to help your customers
- Single, secure, and trusted portal

#### One Support Provider ~ HPE for all Strategic Alliance Offerings

- More than 1,100 - HPE support professionals trained on Alliance
- Software
- 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 solutions



For more information or to ask questions, please contact: [infrastructureSW@hpe.com](mailto:infrastructureSW@hpe.com)

<sup>1</sup>Mordor Intelligence: Global Data Center Automation Market by Solution Types, Services, Operating Environment, End users, Industry Verticals, Regions and Vendors – Market Trends and Forecast (2015 – 2020)  
<sup>2</sup>Storage does not have to be part of the deal, but if it is on the deal, it will receive 2% as well.  
<sup>3</sup>HPE Systems Software must be 5% of overall deal. If not 5% then 20% discount.