



Winning Combination: Hewlett Packard Enterprise, Nimble and Tech Data

The Opportunity

Why Flash?

Flash technology is now compelling for customers of all kinds, not just those running high-performance workloads. In fact, Gartner makes it clear that these solid state arrays now offer benefits for primary storage as well as old and new, unexpected workloads. For customers that were sitting on the sidelines, the time to make a move to all-flash may be now. With several mature options to choose from; however, it's crucial that customers fully understand what defines a leader in this market.

Market conditions

According to Gartner, all-flash storage and dedicated solid-state arrays will comprise 25 percent of the market for traditional high-end storage as early as 2020. Together, HPE and Nimble's linecard completes the Top Three in all-flash, **outgrowing Dell/EMC and Pure.**

HPE and Nimble integration marks an exciting time in the industry and fully rounds out the entry level and mid-range portfolio for HPE.

*According to IDC, "HPE's \$1+ billion acquisition of Nimble Storage, a midrange vendor of both hybrid flash arrays and all-flash arrays, will make HPE's ability to sell highly flash-optimized enterprise storage to midmarket and small and medium-sized business (SMB) customer much stronger. **This is a bold, strategic move on HPE's part that will benefit HPE and Nimble customers alike.**"*

Power of Partnership

*Tech Data is the
first **Nimble**
distributor
and **largest HPE**
distributor*

The Integration: Nimble and HPE

- The Strategy and rationale behind the acquisition
 - Advances HPE Hybrid IT strategy & strengthens leadership in the **fast-growing, flash storage market**
 - Creates **comprehensive, leading-edge storage portfolio** by bringing together highly complementary solutions
 - **Accelerates growth** of Nimble Storage by leveraging broad HPE go-to-market engine
 - **Combined Leadership** of Nimble and HPE, both of which are leaders in Gartner's Magic quadrant
- Nimble portfolio and integration – entry to midrange product gap
 - Industry-leading entry to mid-range predictive flash storage offerings and innovative InfoSight Predictive Analytics platform
 - Differentiated by consistent application performance and availability at an unprecedented cost
 - Expands leadership position for HPE in fast growing \$15 billion flash market, including the all-flash segment which is growing at a nearly 17% compound annual growth rate

How Tech Data Can Help

Partner Sales Enablement

- Cross-enablement teams in place. If you're selling Nimble and want to become an HPE partner, we can help you through the entire process. If you're selling HPE and would like to sell Nimble prior to November 1, we can help work you through the process to become Nimble authorized. As it stands today, this is only available for Gold/Platinum HPE resellers, but exceptions can be made.
- Dedicated Business Development Executives
- Onboarding and certification support
- Creative financing to accelerate deal closure
- Nimble/HPE transition support- aligning resources for current and future deals
- Tech Data is one of the only distributors to have a relationship with both HPE and Nimble

Technical Enablement

- Dedicated Nimble Technical Resource: [JR Harris](#)
- Customer-facing live all-flash array **demos**, configuration support, and technical training

Tech Data Services Helps Partners Close more Nimble Business

- **Implementation Services**
- **Financing and Leasing Services**
- **Competitive Trade-In** (including storage, servers, networking, switches, and tape)
- **Onsite Erasure Services** (DoD-grade)

Key Questions & Considerations for Flash Purchases:

1) Can I afford flash?

You can now get all-flash storage for as low as \$1.20 per usable GB. Density consolidation is such that less than half a rack of flash array can replace four racks of traditional high-end storage.

2) Is it performance competitive?

The performance bottleneck has shifted from the drives within the array, to the ability of the controllers to perform to scale. When it comes to performance, flash arrays vary widely in terms of consistency and predictability of performance.

3) What are the risks and scale potential?

The always-on from anywhere and anytime creates exponentially more data each year. A robust platform with plenty of headroom today may not be adequate in a couple of years as data storage needs increase.

4) What about backup / recovery?

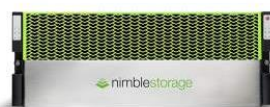
The availability of data is critical to business operations. On the rare occasion when a system failure does occur, clients need to be ready and able to provide uninterrupted service. Data must be efficiently backed up and immediately recoverable without adding unnecessary overhead or cost to daily operations.

HPE and Nimble: The Industry's Most Complete Flash Portfolio

Completeness of Vision across the storage portfolio, with multiple flash-based storage offerings from 3PAR, Nimble, MSA, StoreOnce to new SimpliVity based appliances.



HPE 3PAR
Most flexible – unified storage for the all-flash data center.



Nimble Storage
Simplest – predictive and cloud-ready storage.



HPE MSA and StoreVirtual
Most affordable – storage for the performance needs of small sites.



HPE SimpliVity
Hyper Converged – Software-defined infrastructure to make Hybrid IT simple.