



HPE GREENLAKE— DELIVERING A PARADIGM SHIFT WITH IT CONSUMPTION MODEL

There's much talk about the public cloud vs. on-premises IT and the pros and cons of each. As a result, many businesses have turned to hybrid cloud to reap the benefits of both worlds. A fundamental tradeoff of hybrid cloud, however, is that it's not easy to manage. It's a well known fact that the majority of IT resources are still devoted to day-to-day operations, leaving little room for innovation. What can be done to alleviate the operational burden on IT?

HPE GREENLAKE—THE AS-A-SERVICE MODEL FOR YOUR APPS AND DATA

HPE GreenLake is a consumption-based IT model that marks a paradigm shift in the way we operate IT. It focuses on outcome-based consumption, while radically simplifying IT and freeing up resources. Best of all, it really does deliver the best of both public cloud and on-premises IT—so you don't have to compromise.



What is it?

HPE GreenLake is HPE's market-leading IT-as-a-Service offering that brings the cloud experience to apps and data everywhere, in a fully managed, pay-per-use model.

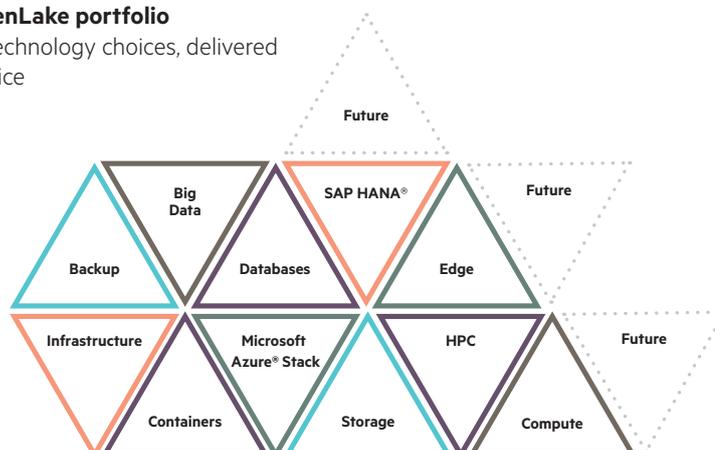


Payment

Variable payments are based on actual usage of each service, using a technology-specific unit of measure, such as gigabytes of storage or number of VMs.

HPE GreenLake portfolio

Flexible technology choices, delivered as-a-Service



Comparison guide

The HPE Pointnext Services advantage

We're committed to helping businesses find the right mix of [hybrid cloud](#). We also understand that today's IT operating models aren't optimal. HPE GreenLake is the first step toward a new approach that seeks to relieve the burden on IT and add more value to the business. Our [HPE Pointnext Services](#) experts are on hand to help implement, operate, and support your HPE GreenLake solution. In addition to being the leader in consumption-based IT, we bring to each engagement:

- An end-to-end portfolio of services for the entire lifecycle
- A global presence
- Proven expertise, capabilities, and skills including years of experience with [IT consumption](#)
- A comprehensive ecosystem of channel partners and technology partnerships (ISVs)

Learn more about HPE GreenLake and what it can do for your business today.

LEARN MORE AT

hpe.com/greenlake

Make the right purchase decision.
Contact our presales specialists.



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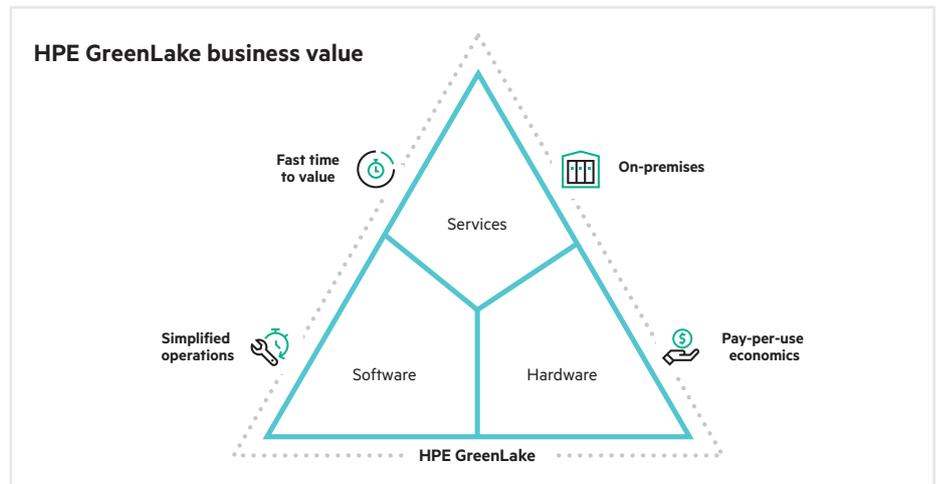
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Benefits beyond traditional models

Customers that embrace this new offering can better accelerate time to value, align IT economics with business priorities, simplify IT operations, and gain better control. To fully understand the advantages of this new model, it's helpful to look at how it differs from others.

HPE GreenLake is:

- ✓ A **flexible consumption-based model** that speeds your time to market and grows organically as your needs change—helping you to avoid overprovisioning.
- ✓ A **pay-as-you-go solution** that goes up or down depending on your usage.
- ✓ **Operated for you**, but you remain in control. You experience no disruption, no staff transfer.
- ✓ A service that takes the burden off IT operations with a **simple approach**.
- ✓ A **solution that delivers the advantages of public cloud services**—simplicity, scalability, pay per use—but with the security and control of on-premises IT.

HPE GreenLake is not:

- ✗ A fixed IT purchase that comes with a significant capital outlay and long procurement, design, and build cycles.
- ✗ A fixed lease with predetermined payment plans.
- ✗ An outsourced service that requires you to make an all-or-nothing decision and relinquish control.
- ✗ An appliance-like solution that is still labor intensive for IT.
- ✗ A public cloud that may not align with your needs for compliance and control, or where applications must be refactored on a cloud-native architecture.

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