



# HPE GreenLake

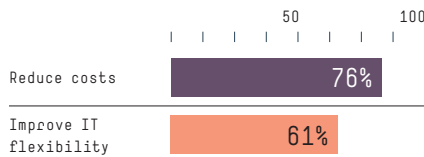
Balance IT flexibility, cost and control with accelerated outcomes on your terms

## The challenge

Whether it's real-time analytics, operating a database platform, or protecting apps and data, business leaders now widely prefer to consume the outcomes they want, when they want them, and pay only for what they use. But security and control are still high priorities for many workloads, driving the need for an on-premises solution that delivers the flexibility and economic advantages of the cloud.

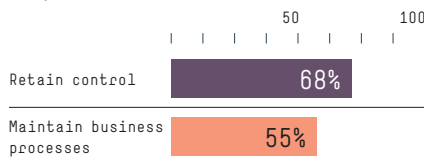
## Business demands flexibility, but IT needs control

Top business reasons for utilizing cloud solutions:



Source: Frost & Sullivan 2017 Cloud User Survey

Top IT reasons for utilizing on-premises solutions:



Source: 451 Research, "Best of both worlds," November 2016

<sup>1</sup> May be subject to a minimum commitment.

## Consume IT on your terms

**HPE GreenLake** is a suite of complete, built-for-purpose solutions, delivering IT outcomes with hardware, software, and expertise on-premises in a pay-per-use model.<sup>1</sup>

**HPE Pointnext**, the services organization of Hewlett Packard Enterprise, implements and operates the solutions for you, freeing up your IT resources for more value-added tasks.

"By 2020, consumption-based procurement in datacenters will have eclipsed traditional procurement through improved as a service models, thus accounting for as much as 40% of enterprises' IT infrastructure spending."

– IDC FutureScape: Worldwide Datacenter 2018 Predictions, IDC #US43152417, November 2017

# 50%

By the end of 2018, 50% of physical IT and data center asset spending will fall under pay-as-you-go models.

– IDC FutureScape: Worldwide Datacenter 2017 Predictions, IDC #US41870916, October 2016

## Benefits

### Pay-per-use economics

Flexible, consumption-based model

### Accelerated time to value

Solutions that evolve ahead of your needs

### Simplified IT

Operated for you to add business value

### On-premises control

In your IT environment—from core to the edge

## HPE GreenLake solutions

### HPE GreenLake Big Data

Enterprise Hadoop, pre-integrated with HPE and partner technology

### HPE GreenLake Backup

Worry-free backups with capacity that grows with your business

### HPE GreenLake Database with EDB Postgres

Secure, enterprise ready and flexible open-source database

### HPE GreenLake for SAP HANA® Certified

and managed infrastructure for your enterprise needs

Learn more at

[hpe.com/greenlake](https://hpe.com/greenlake)

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