



Brochure

Modern, hybrid cloud to drive business outcomes

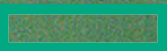
How service providers can transform with the HPE GreenLake edge-to-cloud platform

Get started >

HPE 
GreenLake

Table of contents

- **Creating a “hybrid cloud by design” on a foundation you can trust**
- **Flexibility for service providers seeking agility and scalability**
- **Simplify to strengthen business outcomes rather than focus on IT maintenance**
- **Greater control for economic, organizational, and security gains**
- **Innovation through sustainable IT**
- **HPE GreenLake in action: what other service providers are saying**



Creating a “hybrid cloud by design” on a foundation you can trust



HPE GreenLake

For many organizations, hybrid cloud has emerged as the prevailing operating environment for service providers, with most organizations using two or more models. Over 80% of organizations leverage a multicloud strategy while 78% have deployed workloads in more than three public clouds.¹ Despite more than a decade of public cloud migrations, 63% of apps remain outside the public cloud for critical reasons such as data gravity, data sovereignty, security, and latency requirements.² Yet, hybrid cloud has become complex due to redundancies, the challenges of multigenerational IT, and the lack of automation. Without hybrid data control, visibility, and protection, service providers face major roadblocks in operationalizing artificial intelligence (AI) use cases.

On top of these difficulties, service providers like you have their own set of unique challenges to create and maintain their competitive advantage in a rapidly changing market. You must maximize speed to market, provisioning capabilities, flexible pricing, and IT resources — both in terms of people and infrastructure — to meet fluctuating customer needs and their own businesses’ ability to take advantage of modern, data-driven strategies for growth.

To best serve your customers on their transformation journeys, you require a secure, consistent cloud experience, coupled with simplified hybrid cloud operations, control, and flexibility without compromising on price, performance, or sustainability.

Focus resources on helping customers with their own transformation journeys. Worldwide DX spending is forecast to reach nearly **\$3.9 trillion in 2027**, with a **five-year compound annual growth rate (CAGR) of 16.1%**.³

¹ “The State of Multi-Cloud Management 2022” Virtana Research, 2022

² “Q2 Cloud Pulse Survey,” IDC July 2023

³ “Worldwide Digital Transformation Spending Forecast to Continue Its Double-Digit Growth Trajectory, According to IDC Spending Guide,” IDC, Nov 1, 2023



A cloud experience to foster service provider growth

By embracing a hybrid by design methodology, service providers can gain the freedom and adaptability to place workloads in the right place at the right time to help unlock the value of data and operationalize AI.

HPE GreenLake is the modern way service providers can develop, deliver, and manage IT and use-case-specific workloads to attain business objectives. It provides familiar, self-service access to resources and pay-as-you-go⁴ economics for apps and data with the orchestration and automation of a scalable cloud platform.

Hewlett Packard Enterprise's broad portfolio of leading private cloud, infrastructure-as-a-service (IaaS), and software-as-a-service (SaaS) offerings are supplied through a single cloud operating experience through an open, secure, AI-enabled platform that simplifies management and control of apps and data — wherever it may live. The HPE GreenLake platform enables multivendor, multicloud, and multigenerational IT visibility and management. You can consume on a pay-per-use⁵ or subscription basis, with flexibility in when and how payments are made — with no up-front investment. The latest, trusted HPE technologies remain the bedrock of any HPE solution while a global team of HPE experts can drastically minimize constraints associated with limited team resources, IT management, and growing compliance requirements so you can focus instead on accelerating new business opportunities.



Today, more than 500 service providers leverage HPE GreenLake to create a “**hybrid by design**” environment that generates economic and organizational efficiencies at the speed of business.

^{4, 5} May be subject to minimums or reserve capacity may apply

1

2

3

4

5

6



Flexibility for service providers seeking agility and scalability

In a world where few end-customer organizations have the internal skills or resources they need to carry out strategic technology transformations on their own, 451 Research foresees that the aggregate managed services market will increase to just under \$100 billion by 2026, a CAGR of 10.9%.⁶

To capitalize on this opportunity, you need to optimize your IT provisioning. Overprovisioning diverts funding from the creation of new service offerings and business development projects, while also negatively impacting sustainability goals. As a service provider to multiple customers with unpredictable IT needs, having access to spare capacity is crucial for dealing with unexpected demand spikes at short notice. Failure to anticipate these spikes by under provisioning can result in loss of business or failure to meet customer service levels.

With HPE GreenLake, you have the flexibility to place workloads according to your choice of location and management model. You get 80% faster time to value by being able to deploy new projects more quickly.⁷ For example, you can maintain a metered capacity buffer to quickly deploy infrastructure, without costly up-front capital expenditures.

Instead of making large capital investments in hardware that needs to be maintained, service providers can buy compute, storage, and networking, as well as a wide variety of software on a pay-per-use or subscription basis. You can easily ramp resources up and down in response to your internal needs and your end customers' requirements.

Through HPE GreenLake, you can pay for what you use, when you use it — but buffer capacity is available to quickly meet changing needs. Any capacity used above the reserve is paid for when you use it — costs go up or down with usage. In addition, preferential pricing kicks in as the level of consumption increases — a more versatile model than that of most hyperscale cloud providers who typically scale pricing with consumption. By building a hybrid cloud environment on HPE GreenLake, you can offer your customers tremendous elasticity in their ability to react quickly to moving market demands.

⁶ "Managed services market forecast: Managed cloud services coming to the fore," S&P Global, Jan 16, 2023

⁷ "The Total Economic™ Impact of HPE GreenLake," a commissioned study conducted by Forrester Consulting, May 2022

Case study: Delivering agile backup as a service

LAKE Solutions, a cloud service provider based in Switzerland, needed a data storage solution for its cloud delivered, backup as a service (BaaS) offering. LAKE looked to HPE to provide a highly reliable, secure, and scalable backup solution, delivered via HPE GreenLake to accommodate unpredictable customer demands with the agility and economics of the cloud.

For LAKE, flexibility means being able to handle the constant challenge of uncertainty about how much backup capacity customers will require over time. The solution addresses this challenge head on while allowing LAKE to manage costs, so it stays both competitive and profitable. HPE GreenLake enables LAKE to flex capacity up or down and pay for the actual capacity used.

1

2

3

4

5

6

Home



Simplify to strengthen business outcomes rather than focus on IT maintenance

Centralize operations and insights across a hybrid cloud estate from one platform

Even for IT experts, managing multivendor, multicloud hybrid environments is a complex operation. By consolidating IT stacks and simplifying tech refreshes and management, HPE GreenLake customers have achieved operational savings of 65%⁸ and improved IT resource efficiency by 60%.⁹

With HPE's acquisition of OpsRamp, HPE GreenLake now incorporates a unified AIOps platform that can transform any IT organization into a proactive, efficient, business-enabling unit. OpsRamp, a Hewlett Packard Enterprise company, delivers the ability to discover and monitor a vast spread of IT resources across a distributed ecosystem — all in one place. It improves service visibility and performance assurance, as well as consolidates the number of needed IT Ops tools.

OpsRamp also streamlines the response to incidents through integrated AIOps and machine learning across monitoring tools that create events. It then makes sense of the alert floods to pinpoint the root cause of the incidents. With intelligent automation, it prioritizes the response and automates the resolution of incidents, and/or automates the escalation of the incident to the correct stakeholder to resolve. The result: you can be vastly more efficient in day-to-day operations and reaction time to resolve events, and ultimately improve service levels.

Tap into HPE expertise to increase time and resources

With HPE GreenLake, you can manage as much or as little of your IT as you'd like. HPE Services experts can help with hybrid cloud service strategy and management — before, during, and after HPE GreenLake deployment.

With 15,000 experts, over 15 years of cloud experience, and thousands of projects delivered, HPE ranks as a leader and/or major player in the IDC MarketScapes for Support Services, Hybrid Cloud Advisory, Artificial Intelligence IT infrastructure Services, Network Consulting Services, and Digital Workspace Services. HPE offers numerous workshops, advisory sessions, and assessments, leveraging best practice tools, such as HPE Edge-to-Cloud Adoption Framework, HPE Right Mix Advisor, or HPE GreenLake immersion sessions.

HPE GreenLake Management Services won TSIA 2022 Innovation Award for Managed Services for the fourth time this year.¹⁰

⁸ "The Business Value of HPE GreenLake Management Services," IDC, sponsored by HPE, Jan 2022

⁹ "The Total Economic Impact of HPE GreenLake," a commissioned study conducted by Forrester Consulting, May 2022

¹⁰ "HPE Managed Services wins TSIA STAR award fourth year in a row!" HPE Blogs, 2022

Greater control for economic, organizational, and security gains

With HPE GreenLake zero trust security architecture, resilient platform, automated hybrid cloud management, and data protection, you benefit from broad security and compliance coverage. You can control your data while ending the spiraling and unpredictable costs of data moves and AI training. Additionally, you can help ensure security from the supply chain to platforms and applications. Having control over data and deployment locations, and the ability to monitor and customize services, simplifies meeting compliance needs for both you and your customers. With better management, you can achieve at least 45% reduced TCO for your infrastructure.¹¹

You can also take advantage of HPE GreenLake for Backup and Recovery designed for protecting workloads across hybrid cloud. This backup as a service helps your customers protect their on-premises and cloud-native workloads in a simple and flexible approach with cloud operational experience. Delivered as a SaaS, it leverages global protection policies to consistently protect workloads across the hybrid cloud — decreasing data silos, multiple administrative touch points, and cumbersome point solutions. It's a single service to seamlessly protect on-premises VMware® VMs, and cloud-native workloads, such as Amazon EBS volumes and EC2 instances.

HPE GreenLake for Backup and Recovery separates the infrastructure control plane from the underlying hardware and moves it to the cloud. This enables you to globally monitor and manage your hybrid backup and recovery operations from a single cloud console accessible from any location, from any device, removing the inefficiency of using disjointed, domain-specific data infrastructure management tools. Easy to deploy, the service receives automatic, timely upgrades without causing any disruption or downtime.



1

2

3

4

5

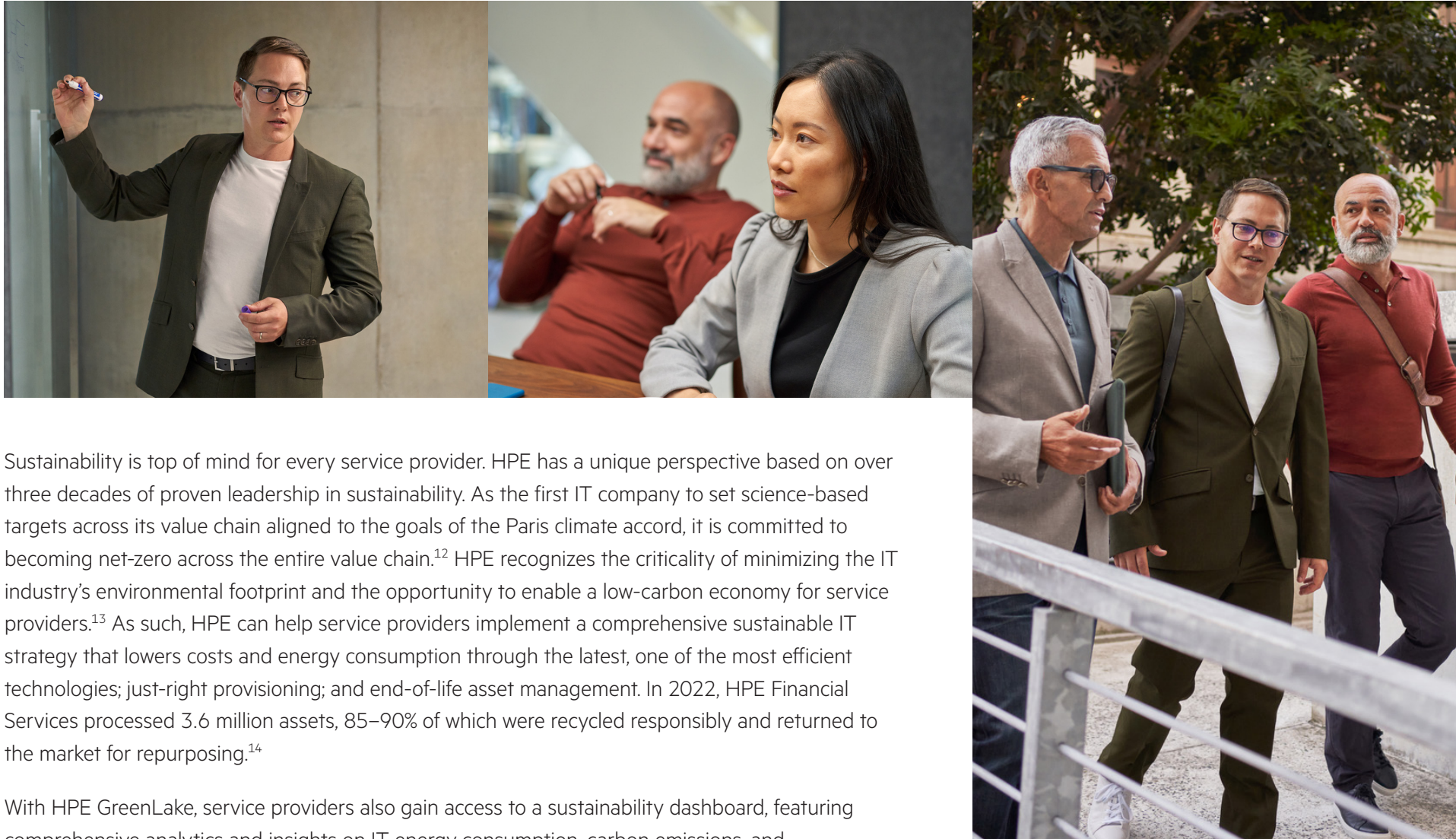
6



¹¹ "The Total Economic Impact of HPE GreenLake," a commissioned study conducted by Forrester Consulting, May 2022



Innovation through sustainable IT



Sustainability is top of mind for every service provider. HPE has a unique perspective based on over three decades of proven leadership in sustainability. As the first IT company to set science-based targets across its value chain aligned to the goals of the Paris climate accord, it is committed to becoming net-zero across the entire value chain.¹² HPE recognizes the criticality of minimizing the IT industry's environmental footprint and the opportunity to enable a low-carbon economy for service providers.¹³ As such, HPE can help service providers implement a comprehensive sustainable IT strategy that lowers costs and energy consumption through the latest, one of the most efficient technologies; just-right provisioning; and end-of-life asset management. In 2022, HPE Financial Services processed 3.6 million assets, 85–90% of which were recycled responsibly and returned to the market for repurposing.¹⁴

With HPE GreenLake, service providers also gain access to a sustainability dashboard, featuring comprehensive analytics and insights on IT energy consumption, carbon emissions, and electricity costs.

¹² "The Total Economic Impact of HPE GreenLake," a commissioned study conducted by Forrester Consulting, May 2022

¹³ "HPE Accelerating Net-Zero," HPE, 2022

¹⁴ Based on HPE internal report, "HPE Technology Renewal Center Report — 2022," Jan 2023



- 1
- 2
- 3
- 4
- 5
- 6



HPE GreenLake in action: what other service providers are saying



Alpha3 Cloud

Our research has shown that in the next decade, many new startups and high-growth businesses will be founded by minority and women-owned businesses and these companies face significant challenges accessing capital and services required for success. Our collaboration with HPE GreenLake enables us to support this emerging business community with just-right provisioning, efficient cost management, and the ability to integrate our own value-added services as needed.

– Ron Sacks, CEO, Alpha3 Cloud



Cheops Technology

We needed a solution that would easily complement our existing iCod offering with built-in flexibility and additional scale-up capacity to allow us to respond immediately to new customer orders. The HPE GreenLake platform gives us the potential scope to expand future services in line with our customers' needs, and meet our customer demands for exceptionally high levels of availability and security.

– Nicolas Leroy-Fleuriot, CEO, Cheops Technology



CDW UK

We were looking for a solution that would quickly scale performance and capacity to meet our customers' business demands. HPE GreenLake does just that, delivering the necessary flexibility and reliability across our cloud and desktop-as-a-service solutions. The HPE GreenLake financial model allows us to pay for what we actually use. That means we can accurately match our costs to revenue and deliver improved predictability, visibility, and control while investing more in the continued development of our service portfolio for our customers.

– Chris Lillie, Head of Cloud Operations, CDW UK



Five reasons to choose HPE GreenLake

1. A cloud experience that allows you to capitalize on a best-fit hybrid, multicloud IT landscape for your organization, as well as for your customers
2. The flexibility needed to quickly scale up or down and purchase IT services on a pay-per-use or subscription basis — without up-front IT equipment expenditures
3. Simplified IT management — at the level you prefer — to ease team resource constraints and focus more on innovation
4. The control needed to successfully navigate security, compliance, and data protection for you and your customers
5. A powerful partner in sustainability to help meet your business goals while creating important environmental efficiencies

Learn more at

[HPE.com/GreenLake](https://hpe.com/GreenLake)

Visit **HPE GreenLake**



Chat now (sales)