

Analysts recognize business value of HPE GreenLake in the AI era

Research highlights how customers achieve resilience and cost savings with the HPE hybrid cloud platform.

If your company is like many others today, it's looking for ways to take advantage of generative AI (GenAI) in its enterprise technology stack as the IT and AI technology landscape evolves.

The best practices for adopting GenAI are similar to those for other digital transformations, with organizations working to manage hybrid, multicloud environments while also modernizing IT and shifting resources toward GenAI initiatives. At the same time, companies are recognizing the need for a more holistic approach to AI that includes people, process, and technology surrounding a flexible foundation that can support hybrid environments.

A hybrid cloud model for the AI era

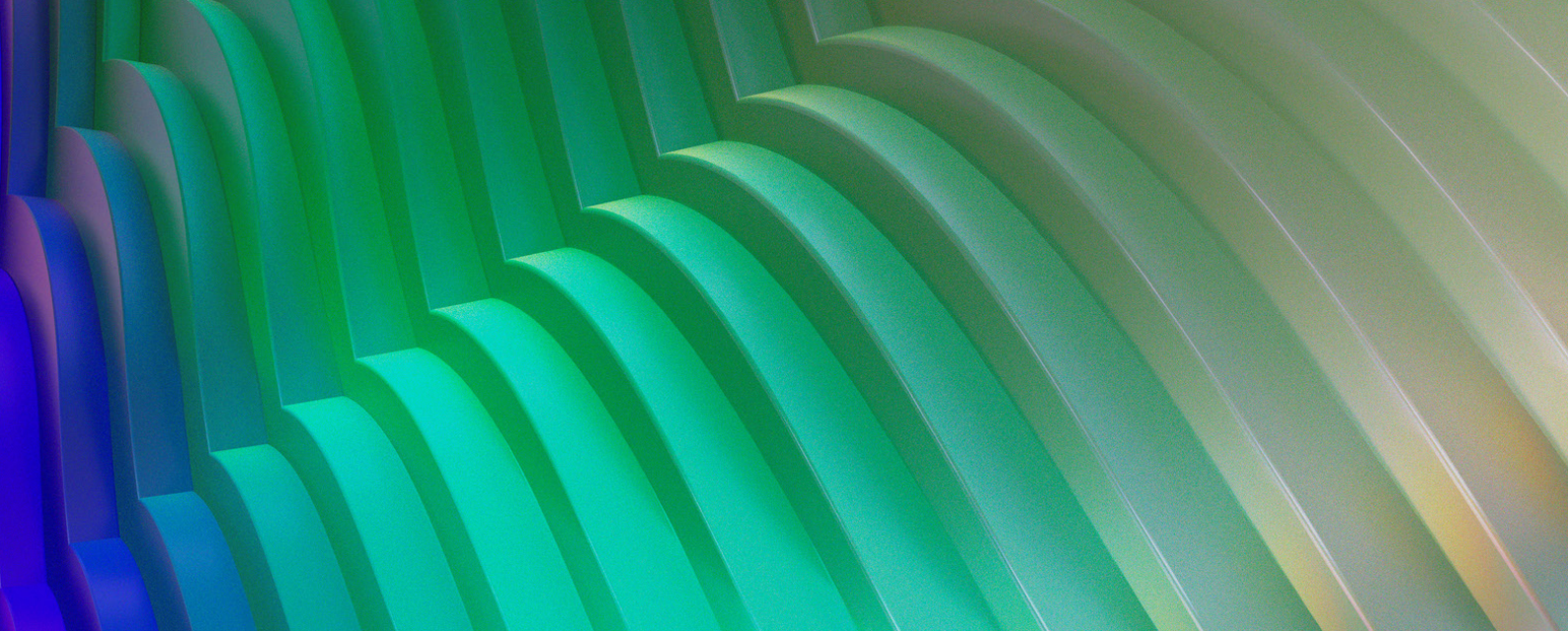
HPE GreenLake has evolved to specifically meet the demands of AI and hybrid cloud. In fact, three industry analyst firms — Constellation Research, Gartner, and IDC — have included Hewlett Packard Enterprise in their reports:

- Constellation Research put HPE GreenLake on its 2024 ShortList for both next-generation computing platforms¹ and digital transformation target platforms.²
- HPE GreenLake received a Positive vendor rating in the 2024 Gartner® Vendor Rating: HPE for the second time, as it received a Positive vendor rating in the 2023 report as well. In addition to an overall Positive rating by Gartner®, HPE GreenLake received Positive sub-ratings for Product/Service and Support/Account Management and Pricing Structure.³

¹ [“Constellation ShortList™ Next-Generation Computing Platforms,”](#) Constellation Research, April 2024

² [“Constellation ShortList™ Digital Transformation Target Platforms,”](#) Constellation Research, April 2024

³ [“Gartner Vendor Rating: Hewlett Packard Enterprise,”](#) Jeff Vogel, David Ackerman, 13 February 2024



- In an IDC Business Value White Paper, sponsored by HPE, IDC surveyed HPE GreenLake users to quantify the business and sustainability benefits they derive from the platform, including the finding that, on average, they broke even on their initial investment after just 10 months.⁴ Says Dan Vesset, IDC group vice president for analytics and information management, “HPE’s Ezmeral Software platform forms the foundation for what IDC describes as an enterprise intelligence architecture — combining functionality for decision support and decision automation requirements with a broad range of business intelligence and artificial intelligence capabilities.”⁵
- According to IDC’s analysis of buyer perception, HPE is positioned in the Major Players Category in the IDC MarketScape Worldwide Artificial Intelligence Services 2023 Vendor Assessment.⁶

HPE GreenLake is the company’s hybrid cloud platform, designed to help organizations unlock the power of data and AI and connect across hybrid landscapes, where data and apps are distributed from edge to cloud. HPE GreenLake delivers a single, consistent cloud experience for all IT through a portfolio of platform-enabled services, as well as AIOps-powered hybrid cloud operations. It provides a common hybrid cloud platform approach that effectively enables a hybrid-by-design cloud operating model.

HPE has been talking about the benefits of hybrid cloud for several years — and we know that over 91% of enterprises today have a mix of deployment models and architectures.⁷ Even AI processing has emerged as a hybrid, widely distributed technology. Here are three important ways HPE GreenLake is helping organizations move forward with digital transformation efforts while also helping them plan and implement AI initiatives.

1. Make data and AI work for you

Integrating AI throughout the enterprise requires the ability to connect, unify, protect, and govern data access. In addition to providing these capabilities, HPE GreenLake is also helping customers operationalize AI and machine learning across hybrid landscapes to help eliminate siloes, securely provide data and AI access, and control the costs of managing and storing data.

In a recent conversation with R “Ray” Wang, CEO and founder of Constellation Research, Fidelma Russo, HPE CTO and executive vice president and general manager for hybrid cloud, said, “Today’s enterprise customers truly understand the importance of data sovereignty.” She added, “You need secure access to data, and you need to be able to bring AI to your data.”⁸

⁴ [“Quantifying the Sustainability Benefits and Business Value of HPE GreenLake,”](#) IDC, March 2024

⁵ [“HPE Ezmeral Software: The Impact of HPE’s Platform on Enterprise Intelligence Architecture,”](#) IDC, August 2023

⁶ [“IDC MarketScape: Worldwide Artificial Intelligence Services 2023 Vendor Assessment,”](#) IDC, May 2023

⁷ [“From hybrid cloud by accident to hybrid cloud by design,”](#) HPE, 2024

⁸ [Constellation ShortList Spotlight: HPE,](#) April 2024



According to the IDC Business Value White Paper, “HPE is continuously enhancing the platform by integrating more services to simplify IT and hybrid cloud environment management and enhance customer experience. The platform offers a unified view and observability of hybrid IT operations; a single, consistent cloud experience across clouds, data centers, and edge locations; and a pay-as-you-go subscription model positioning HPE as a key player in hybrid cloud estates.” The IDC White Paper also states that HPE GreenLake customers enjoy a 45% lower total cost of ownership than without HPE GreenLake.⁹

Meanwhile, Constellation Research chooses the platforms it includes on its Digital Transformation Target Platforms ShortList based on nearly a dozen factors, including the maturity of enterprise-class cloud capabilities and support for global data protection standards.

2. Bring cloud agility everywhere

Organizations are looking to stand up modern AI-optimized private cloud solutions that connect to their public clouds and bring the benefits of a cloud experience to their entire IT estate in a way that is self-service, orchestrated, automated, and flexible. “Customers are still digitally transforming,” Russo said. “With HPE GreenLake, they can digitally transform on their cloud journey and start their AI journey on the same platform.”

Speed is critical, she noted, because different functions within the enterprise may be transforming at a different pace. To support this rapid pace of change, HPE GreenLake offers 81% faster deployment of new compute resources and 53% lower infrastructure energy consumption, the IDC Business Value White Paper found.¹⁰ HPE estimates that HPE GreenLake customers also enjoy DevOps cycles that are twice as fast as before adoption.¹¹

3. Simplify hybrid cloud operations and reduce operating costs

Faster, simpler operations are a welcome benefit of any technology rollout. But HPE GreenLake users benefit from AIOps-powered visibility into cost, energy efficiency, governance, security, compliance, and performance across the entire hybrid estate — as well as greater control thanks to increased automation.

“It’s easier for customers to have a single platform that lets them optimize their investment,” Russo said, adding that “boards today are focused on making sure companies are using technology to stay relevant and keep their edge.”

According to the IDC Business Value White Paper, HPE GreenLake customers experience 86% less unplanned downtime along with 45% lower three-year cost of operations than without HPE GreenLake. The IDC research also found the benefits most often cited by HPE GreenLake customers are the platform’s ability to deliver on-demand scalability of compute and storage, reduced IT costs, and the ability to shift employee time to higher value activities while enabling the organization to meet its IT sustainability objectives.¹²

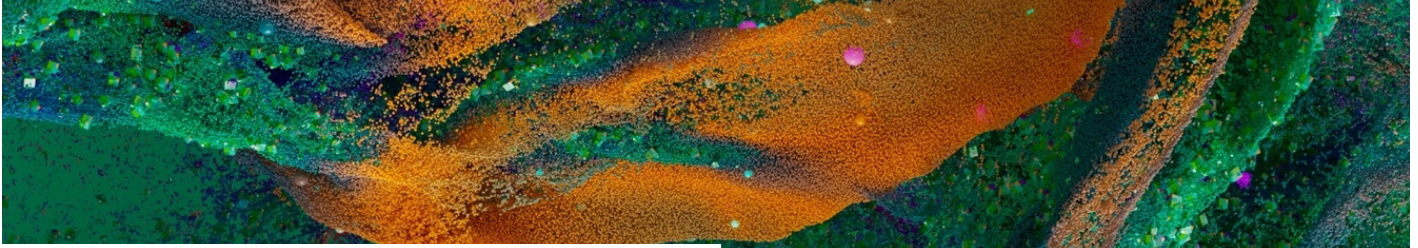
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The IDC Business Value White Paper determined “the average organization will achieve a total discounted benefit of \$53.72 million over three years, or \$100,500 per server, based on sustainability benefits, IT operational efficiencies, agility and scalability benefits, and business and operational gains.” The IDC research projected that the average organization “will realize a return-on-investment value of 321% and break even on the initial investment after 10 months.”¹³

^{9, 10, 12, 13} “Quantifying the Sustainability Benefits and Business Value of HPE GreenLake,” IDC, March 2024

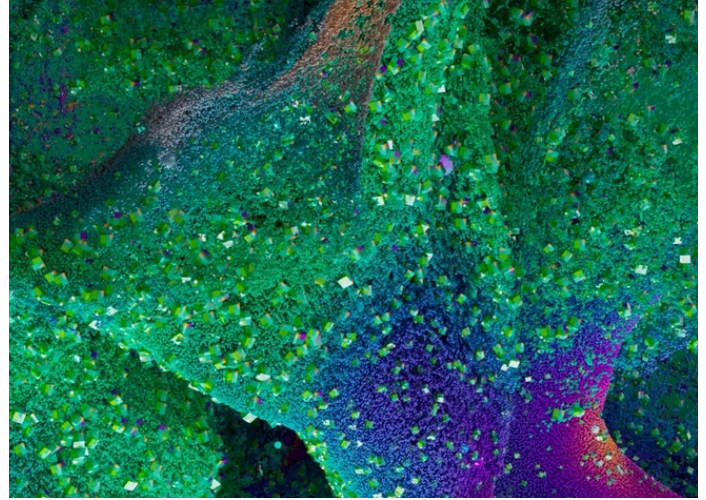
¹¹ Internal HPE calculations based on HPE GreenLake for File and Block Storage.





Enabling digital transformation and faster integration of GenAI

As your company looks to its next wave of transformation — especially how GenAI fits into the picture — HPE is prepared to help at each stage of your journey. HPE meets you where you are, whether your mission is to connect your edge, turn data into intelligence with AI, create a purpose-driven hybrid cloud, or access and protect vast amounts of data as efficiently as possible.



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