Disclaimer and Acknowledgements

HPE GET MORE TOUR

OBJECTIVES

To support you and your customers in the SMB sector

- Develop customer relationships by addressing their business outcomes based on HPE SMB solutions

- Learn how to use the HPE Sales Tools such as HPE Seismic, HPE iQuote

HPE SMALL BUSINESS SOLUTIONS PORTFOLIO OVERVIEW

Complete solution stacks

- Purpose-built configurations:
  - HPE servers, networking, and storage
  - Combined with top-selling options
- Built for top use cases
- Recommended options and services available
- Affordable, entry-level pricing

Competitive differentiation

- Validated configurations
- Easy to select and order
- In stock and ready to ship
- Competitively priced
- Exclusive HPE silicon root of trust and HPE InfoSight for better security and availability

START WITH COMPLETE, VALIDATED HARDWARE AND SOFTWARE STACKS

Software-defined storage	Microsoft Azure Stack HCI (Microsoft Storage Spaces Direct)	vmware vSAN™
Hypervisor	Microsoft Hyper-v · clearVM	vmware ESXi™
Operating system (OS)	Windows Server	clearOS
Hardware management	iLO Advanced	Aruba Central · Office Connect Mobile App
Hardware		

WHY BUY WINDOWS SERVER 2019 RESELLER OPTION KIT (ROK) LICENSING?

Value

Simplest, most cost-effective license for many small and midsize businesses

Simplified installation

Comes with no-charge 90-day warranty including installation support

Downgrade Rights

Includes downgrade rights from Windows Server 2019: The operating system that bridges on-premises and cloud to Windows Server 2016

Warranty Cover From HPE

HPE will offer the support required under the hardware warranty

One Stop Shop

For your Hardware, Operating System and CALs

Windows Server Cash Back

Claim up to $500 cash back when you buy an HPE ProLiant with a qualifying Windows Server OS

HPE SMALL BUSINESS SOLUTIONS WITH WINDOWS SERVER 2019
Built for today's top use cases

Remote Workers

Virtual desktop infrastructure (VDI)

Enable work-from-home productivity

- Business continuity and productivity when employees can't come to the office
- Secure remote access to files and applications
- Hybrid Cloud ready

Small Office Deployment

Office-in-a-box

Connect more

- Fast Wi-Fi to browse and shop on-site
- Instant, secure data access for employees
- On-premises storage repository
- RDS capabilities for VDI
- Hybrid Cloud ready

Virtualization and Containers

Run multiple applications on a single server

Grow your business

- Make the most of your IT resources
- Scale easily
- Respond to seasonal/unpredictable demands
- Portability across Hybrid Cloud

File and Backup

Central data repository and backup

Protect business data

- Collaborate
- Minimize downtime
- Recover easier and faster
- Hybrid Cloud ready

Database

On-premises data storage and analysis

Control and secure data

- Keep data on-premises
- Enable high-speed/-volume data capture
- Analyze data on-premises or in the cloud
- Hybrid Cloud ready

Shared Storage

Single storage pool for multiple servers

Expand on demand

- Share data with different servers
- Create more capacity
- Enable redundancy
- Lower costs and increase storage efficiency
- Hybrid Cloud ready

Hyperconverged Infrastructure (HCI)

Software-defined storage for high availability

Avoid storage surprises

- Mitigate storage sprawl
- Enable redundant compute and storage
- Lower cost than traditional SAN for similar capability
- Hybrid Cloud ready

Applications

Host line-of-business apps on-premises

Run at the speed of business

- Host applications securely on-premises
- Improve performance and productivity
- Customize applications to fit business needs
- Hybrid Cloud ready

HPE SMALL BUSINESS SOLUTIONS FOR REMOTE WORKERS

Virtual desktop infrastructure (VDI)

Windows Server Remote Desktop Services (RDS)

Up to 20 concurrent users
(best for task workers)

HPE Small Business Solution for Small Office Deployment
HPE ProLiant ML30 or DL20 Gen10 Server
Windows Server® RDS

Teradici

Up to 30 concurrent users
(best for task/knowledge workers)

HPE ProLiant DL360 Gen10 Server
Teradici Cloud Access Software
VMware® ESXi™

VMware Horizon®

Up to 85 concurrent users
(best for blended worker profiles)

HPE ProLiant DL360, DL380, or ML350 Gen10 Server
VMware Horizon View™

Hybrid Cloud ready: Microsoft® Azure® and partner cloud services

Configured, tested, and validated with HPE Foundation Care support and monthly payment options from HPE Financial Services.

HPE SMALL BUSINESS SOLUTIONS FOR SMALL OFFICE DEPLOYMENT

Connect more with office-in-a-box: Compute, storage, and network

Small

Up to 10 users
(two client devices per employee)

HPE ProLiant MicroServer Gen10 Plus
Aruba Instant On 1930 8G Class4 PoE 2SFP 124W Switch (option)
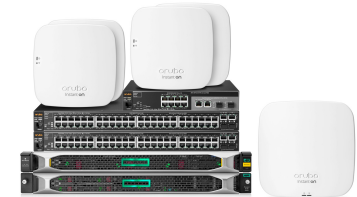2 x Aruba Instant On AP11

Medium

Up to 25 users
(two client devices per employee)

HPE ProLiant ML30 Gen10
Aruba Instant On 1930 24G Class4 PoE 4SFP/SFP+ 195W Switch
2 x Aruba Instant On AP12
HPE RDX Removable Disk Backup System (option)

Large

Up to 100 users
(two client devices per employee)

HPE ProLiant DL20 Gen10
1 x Aruba 2530 8 port PoE Switch
2 x Aruba 2530 48 port (non-PoE) Switch
1 x Aruba Instant On AP15
4 x Aruba Instant On AP12
HPE RDX Removable Disk Backup System (option)
HPE StoreEasy 1460 network storage appliance (option)

Hybrid Cloud ready: Microsoft® Azure® and partner cloud services

Configured, tested, and validated with HPE Foundation Care support and monthly payment options from HPE Financial Services.

HPE SMALL BUSINESS SOLUTIONS FOR VIRTUALIZATION

Grow your business by running multiple applications on a single server

HPE ProLiant Gen10

Support 4 to 42 vCPUs

Add 15 vCPUs with optional MSA shared storage

Optional Veeam® Enterprise Backup & Replication™

Microsoft Hyper-V®

Familiar user interface

Included with Windows Server licensing

Reduce security risks and disruptions

VMware® vSphere®

Industry-leading virtualization

Powerful, flexible, and secure

Multiple built-in security features

Hybrid Cloud ready: Microsoft® Azure® and partner cloud services

Configured, tested, and validated with HPE Foundation Care support and monthly payment options from HPE Financial Services.

HPE SMALL BUSINESS SOLUTIONS FOR CONTAINERS
Increase hardware ROI with speed, choice and optimization

Entry Containers Solution

HPE ProLiant DL20 Gen10

Perfect for in-house web-app

Containerized proof-of-concept

High Availability Container Solution

HPE ProLiant DL180 Gen10 rack server (two required)

For robust production applications and databases

Hybrid Cloud ready: Microsoft® Azure® and partner cloud services

Configured, tested, and validated with HPE Foundation Care support and monthly payment options from HPE Financial Services.

HPE SMALL BUSINESS SOLUTIONS FOR FILE AND BACKUP

Protect and share files with a central repository and on-premises backup

File

Centralize files and protection

Access data from any device

Choice of HPE ProLiant Gen10 servers
and optional MSA shared storage

Backup

Protect data with on-site backups

Up to 16 TB of raw storage

Choice of HPE ProLiant Gen10 servers
and optional MSA shared storage

Disaster recovery (DR) and archive

RDX external disk
(Recommended option)

StoreEver 1/8 Autoloader
(Recommended option)

Hybrid Cloud ready: Microsoft® Azure® and partner cloud services

Configured, tested, and validated with HPE Foundation Care support and monthly payment options from HPE Financial Services.

HPE SMALL BUSINESS SOLUTIONS FOR DATABASE

Control and secure data with on-premises storage and analysis

On-premises	Hybrid Cloud	Shared storage option
Improve database/application performance	Protect data with off-site backups	Combine compute and storage for larger database workloads and/or high availability
Eliminate cloud hosting costs	Reduce cloud hosting costs	
Enhance data security	Enhance data security	
		High performance compute and storage
		Share storage with up to 512 servers
		Initial storage capacity 10 TB
Choice of HPE ProLiant Gen10 servers in multiple configurations for businesses of all sizes	Extend solution with Microsoft Azure or Partner cloud services	Expandable up to 1344 TB

Hybrid Cloud ready: Microsoft® Azure® and partner cloud services

Configured, tested, and validated with HPE Foundation Care support and monthly payment options from HPE Financial Services.

HPE SMALL BUSINESS SOLUTIONS FOR SHARED STORAGE

Expand on demand with a shared storage pool for multiple servers

Database

Fibre Channel SAN solution combining compute and storage for small to medium database workloads

High-performance compute and storage

Share storage with up to 512 servers

Initial storage capacity 10 TB

Expandable up to 1344 TB

File and backup

Combined compute and direct-attached external SAS storage solution optimized

Medium performance compute and storage

Share storage with up to four servers

Initial storage capacity 7 TB

Expandable up to 672 TB

Virtualization

Small to medium iSCSI SAN solution combining compute and storage optimized for virtualization

High-performance compute and storage

Share storage with up to 512 servers

Initial storage capacity 10 TB

Expandable up to 1344 TB

Hybrid Cloud ready: Microsoft® Azure® and partner cloud services

Configured, tested, and validated with HPE Foundation Care support and monthly payment options from HPE Financial Services.

HPE SMALL BUSINESS SOLUTIONS FOR HCI

Avoid storage surprises with high availability software-defined storage

Microsoft Storage Spaces Direct (incl. Azure Stack HCI validated[1])

Tested, optimized, and validated with Microsoft Storage Spaces Direct

Microsoft

Reliable, solid performance and high availability for HCI

VMware vSAN™ and vSphere

Complete, integrated HCI platform

No large upfront costs

vmware®

Plenty of capacity, reliability, and performance

Hybrid Cloud ready: Microsoft® Azure® and partner cloud services

Configured, tested, and validated with HPE Foundation Care support and monthly payment options from HPE Financial Services.

[1] Microsoft Azure Stack HCI certification is available on select configurations featuring Windows Server 2019 Datacenter.

HPE SMALL BUSINESS SOLUTIONS FOR APPLICATIONS

Run at the speed of business by hosting line-of-business apps on-premises

On-premises

Improve application performance and availability

Reduce monthly costs for cloud apps

Enhance data security and control

Choice of configurations based on HPE ProLiant Gen10 servers

Hybrid Cloud

Protect data with off-site backups

Enhance application availability and business continuity

Extend solution with Microsoft Azure or Partner cloud services

Built to run SMB applications

Run business-critical apps with confidence

Enterprise resource planning (ERP)

Customer relationship management (CRM)

Accounting apps

Practice management software

...and more

Hybrid Cloud ready: Microsoft® Azure® and partner cloud services

Configured, tested, and validated with HPE Foundation Care support and monthly payment options from HPE Financial Services.

HPE POINTNEXT SERVICES—OPERATIONAL SUPPORT SERVICES COMPARISON

Increase IT efficiency, reliability, and performance with the right support experience

Feature	Warranty	HPE Foundation Care	HPE Proactive Care	HPE Proactive Care Advanced	HPE Datacenter Care Starter Pack | Add-On
	Per Device				Environmental
Reactive					
Enhanced call handling	No	No	Yes	Yes	Yes
Critical Event Manager	No	No	No	Yes	Yes
ISV Collaborative Support	No	Yes	Yes	Yes	Optional
Hardware support levels, assigned/pooled Customer Engineer	24x7 Remote Response Next Business Day Onsite Response*	Next Business Day/ 24x7/CTR	Next Business Day/ 24x7/CTR	Next Business Day/ 24x7/CTR	Next Business Day/ 24x7/CTR (assigned)
Proactive					
Proactive Resources	No	No	Pooled Technical Account Manager	Assigned Account Support Manager	Assigned Account Support Manager/Technical Account Manager
Remote Support Technology	Recommended	Recommended	Required	Required	Recommended
Incident Reports	No	No	Quarterly	Quarterly	Quarterly or as Agreed
Firmware/Software Version Management	No	No	Semi-annual	Semi-annual	Optional
Proactive Scan	No	No	Semi-annual	Semi-annual	Optional
Support Planning & Reviews	No	No	No	Semi-annual	Quarterly or as Agreed
Technical Advice & Assistance	No	No	No	10 credits per device**	Optional
Technical/Operational Assessments	No	No	No	Optional using credits	Optional
Connection to HPE for remote support	Available	Available	Required	Required	Required
Packaging and Pricing	An attribute of the product	Per device price 5-4-3 yr upfront sppt	Per device price 5-4-3 yr upfront sppt	Per device price 5-4-3 yr upfront sppt	Custom price, contract Add-on upfront sppt

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HPE SUBSCRIPTION FROM HPE FINANCIAL SERVICES

HPE Subscription provides a predictable monthly fee for bundled solutions including compute, storage, and networking hardware, software, accessories, and support services.[1]

Challenges

- Budget / cash flow issues
- IT roadmap uncertain
- High cost of IT ownership and maintenance prevents speed and agility

Details

- 24- to 36-month contracts
- End-of-term options:
  - Upgrade to next-generation
  - Continue month-to-month
  - Return to HPE

Benefits

- Transform IT with less cash outlay
- Align IT with the business
- Flexible: Just subscribe, return, and renew
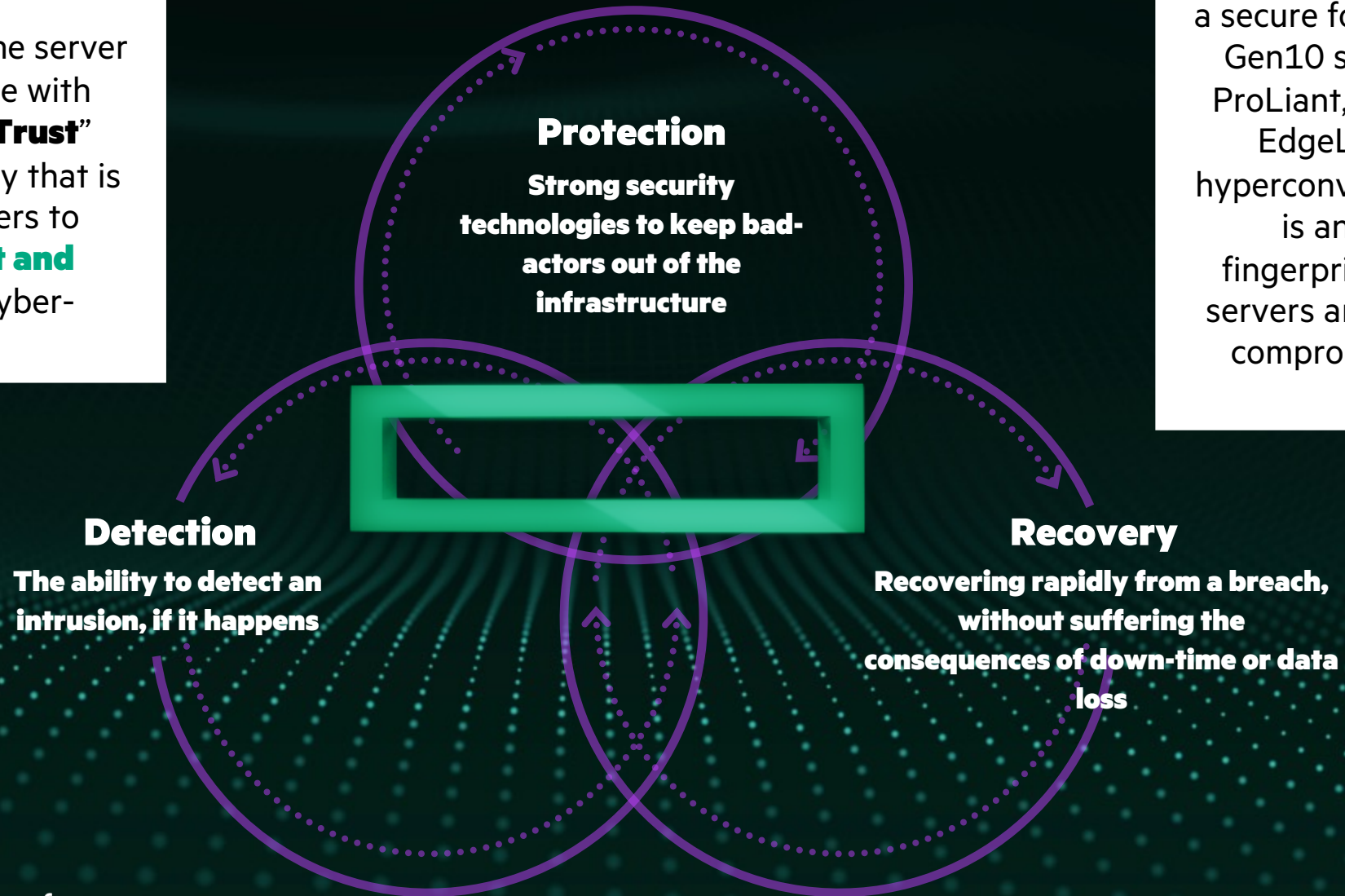- Requires less IT staff expertise

[1] Financing and service offerings are available through Hewlett-Packard Financial Services Company and its subsidiaries and affiliates (collectively HPFSC) in certain countries and are subject to credit approval and execution of standard HPFSC documentation. Rates and terms are based on customer's credit rating, offering types, services and/or equipment type and options. Not all customers may qualify. Not all services or offers are available in all countries. Other restrictions may apply. HPFSC reserves the right to change or cancel this program at any time without notice.
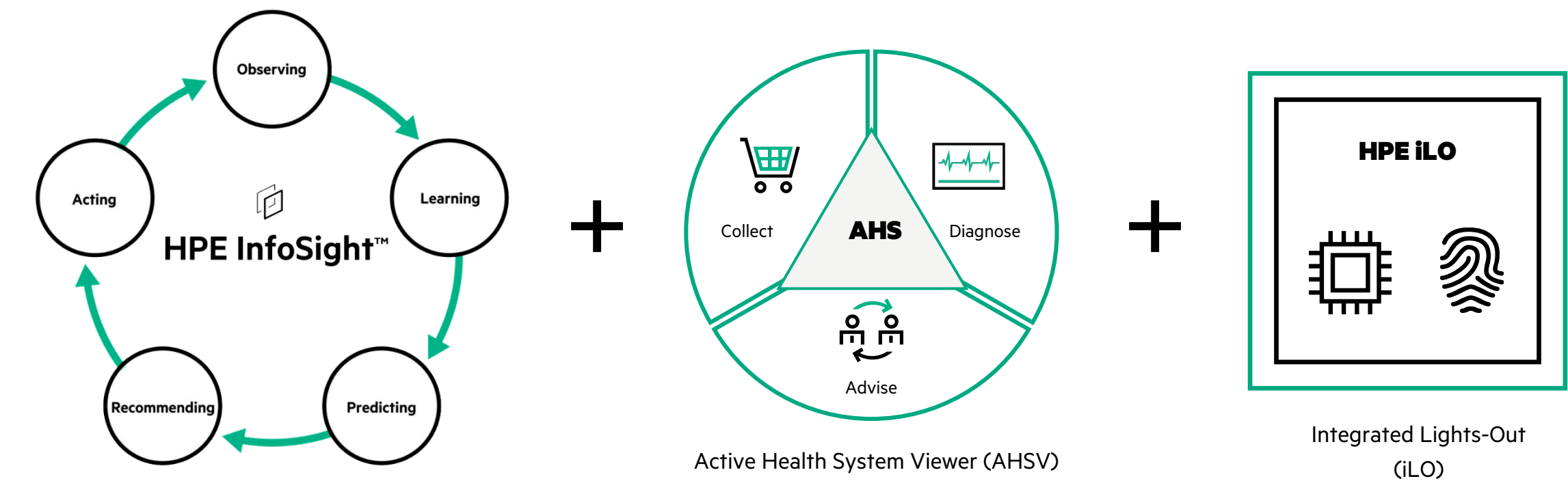
Security Requires Defense In Depth

HPE has changed the server security landscape with "**Silicon Root of Trust**" firmware technology that is allowing customers to "**protect, detect and recover**" from cyber-attacks.

The **Silicon Root of Trust** is a secure foundation for HPE Gen10 servers including ProLiant, Apollo, Synergy, EdgeLine 8000 and hyperconverged systems. It is an "immutable fingerprint" that ensures servers are protected from compromised firmware.

Protection
Strong security technologies to keep bad-actors out of the infrastructure

Detection
The ability to detect an intrusion, if it happens

Recovery
Recovering rapidly from a breach, without suffering the consequences of down-time or data loss

Hewlett Packard Enterprise | Microsoft

HPE INFOSIGHT FOR SERVERS* =

HPE InfoSight™

Observing → Learning → Predicting → Recommending → Acting

+

Active Health System Viewer (AHSV)

Collect — AHS — Diagnose — Advise

+

HPE iLO

Integrated Lights-Out (iLO)

*HPE ProLiant servers, HPE Synergy compute modules & HPE Apollo systems (Gen10, Gen9, and Gen8 with iLO 5 and iLO 4)
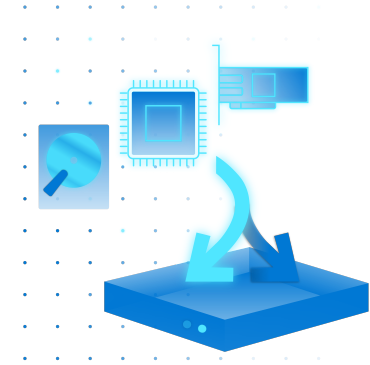
AZURE STACK HCI

Azure hybrid by design

Enterprise scale and price performance

Familiar management and operations

Choice of deployment options

WHEN TO USE AZURE STACK HCI

Modernize and secure your datacenter

Affordably run intelligent edge and remote branch solutions

Industry-best performance for SQL Server databases

Deploy cloud native apps and Azure Arc enabled services

HPE PARTNER TOOLS DEMO

- HPE Seismic
- HPE Engage & Grow
- HPE iQuote Universal & HPE FlexOffers

HPE ENGAGE & GROW

The **HPE Engage & Grow** program is designed to recognize and reward channel sales performance and loyalty, and to encourage learning of HPE products, programs, and solutions.

The program expands coverage of HPE partners, leveraging gamified technology to increase HPE indirect sales.

STEP 5—Keep Active

STEP 4—Redeem Reward

STEP 3—Sell & Earn

STEP 2—Learn & Earn

STEP 1—Single Sign-On via Partner Ready Portal

Hewlett Packard Enterprise

Microsoft

RESELLER BENEFITS

Market-driven

- Access to a solutions wizard to pick the right solution for your customer
- Competitive pricing selector available

Delivered to your customer quickly

- No long lead times
- Heat of the market SKUs that are ready to ship from distribution inventory

Log in to:
iQuote

Look out for the FlexOffers Logo:

Add the min number of qualifying products and **GET YOUR DISCOUNTS!**

FlexOffers Requirements
- ☑ Qualifying System
- ☑ 4 Qualifying options
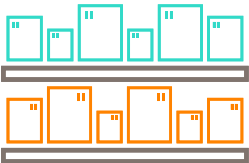- ☑ 1 Qualifying Drive

FlexOffers Savings: $XX

Competitive pricing

- Best transactional HPE pricing with incremental discounts for resellers
- Exclusive special deals (only offered through FlexOffers)
- The more you attach, the higher the savings

Easy to configure & order

- FlexOffers are only offered through iQuote for ease of use
- Check your reseller savings and the distributor stock availability in one place
- Easy to transfer quotes between HPE, the distributor, and the reseller

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Microsoft