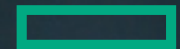


Disclaimer and Acknowledgements

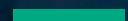
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Hewlett Packard
Enterprise

HPE GET MORE TOUR VERTICAL SERIES



Retail

November 2021

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: A BETTER EXPERIENCE FOR YOUR I.T. JOURNEY



Windows Server ROK Licensing

HPE Pointnext Services

Simplify operations and extend
IT staff.

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

Value

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

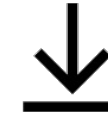


Simplified installation

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 2019 LICENSE TYPES

	Description	Licensing model	CAL requirements
Windows Server 2019 Datacenter	For highly virtualized datacenter and hybrid cloud environments.	Core based	Windows Server CAL
Windows Server 2019 Standard	For physical or minimally virtualized environments.	Core based	Windows Server CAL
Windows Server 2019 Essentials	For small businesses with up to 25 users and 50 devices.	Processor based	No CAL required



CUSTOMER EXPERIENCE COMPARISON

HPE Pointnext Tech Care to legacy service levels

	HPE Foundation Care	HPE Proactive Care	HPE Pointnext Tech Care
Expert Chat			✓
Outage Management			Critical service level
General Technical Guidance			✓
Video Library			✓
Forum response			✓
Workload analysis (Infosight)			✓
Incident Dashboard		○	✓
Device health Dashboard		○	✓
FW & SW version Dashboard		○	✓
Support Skill	Entry	Expert	Expert
Response time		15 minutes	15 minutes
Collab support & assistance	✓	✓	✓
Proactive alerts	✓	✓	✓
Onsite hardware repair	✓	✓	✓

WHAT IT MEANS FOR OUR PARTNERS



Simplification and
Differentiation



Fast resolution of
issues



Repeatable business



Sell & deliver



Partners can wrap around
their services \$\$



Focus on higher value
services

WARRANTY IS NOT ENOUGH

The **Limitations of Warranty**
Don't put the **business at risk..**

Warranty is a product attribute, not a service

Customers with Pack or a Contract are given preference

No evening, weekend or holiday cover, no committed response or fix

Self install parts replacement, no onsite assistance

Visual Remote Guidance not available

A differentiated product experience
HPE Pointnext Tech Care

Priority over warranty customers

Basic, Essential & Critical Service Levels

Problem resolution for hardware and software

Onsite parts replacement & Visual Remote Guidance

Access to product specific experts

General Technical Guidance for non break-fix issues



**Hewlett Packard
Enterprise**

HPE SMALL BUSINESS SOLUTIONS FOR RETAIL

RETAIL SOLUTIONS FOR SMB

Digital transformation challenges

- **Personalized experience** –Online shopping brought about a new wave of digital demands that shoppers expect not just of their online-only retailers but also of brick-and-mortar locations. These new digital demands require robust IT infrastructure solutions to meet the growing need of personalized shopper experiences to create and retain customer loyalty.
- **Secure payment solutions and compliance** –From secure payment solutions and payment card industry (PCI) compliance to protecting your customer and company data alike – retailers need robust cybersecurity solutions to ward off data breaches. Retailers must be certain their network infrastructure is capable of securely supporting the payment solution they implement, ideally without adding costly in-store network hardware or complicating network management.
- **Next generation in operational efficiency** – With few to no full-time in-store technicians 24x7, retailers are constantly seeking ways to speed up and ease deployment while also incorporating more IT services, such as unified communications into store operations.

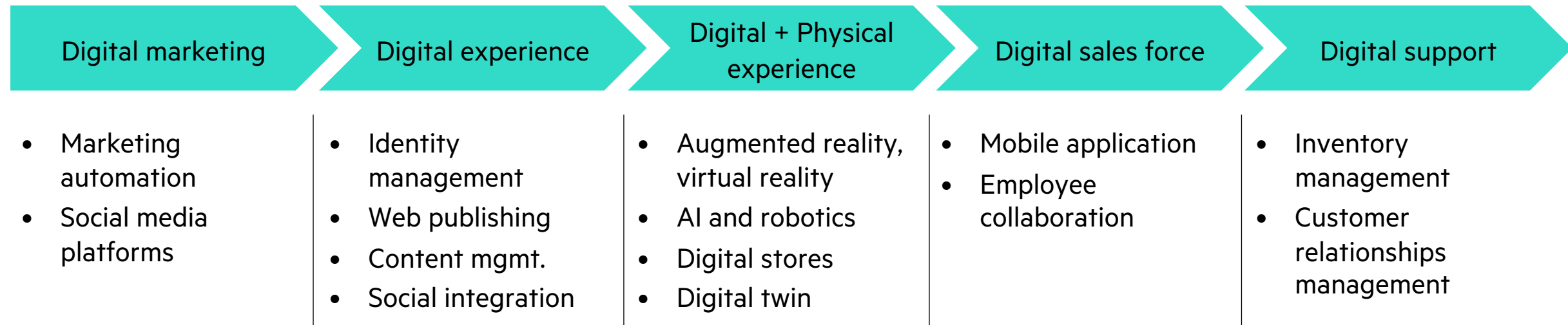


CORE DIGITAL BUSINESS PROCESS

Digital design, prototyping, and production

- Personalized experiences (e.g. omnichannel marketing, mobile for store associates, distributed selling, digital stores, inventory management, customer experience tools, payments, web content management)
- Next-gen customer service, augmented reality, virtual reality, AI, robotics/automation, human capital management

Digital workflow



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)



vmware®

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

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

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

HPE FLEX OFFERS 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!

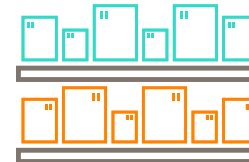


Competitive pricing



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

Easy to configure & order



- Flex Offers 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

SMB SALES APPROACH

HPE vs. Cisco

HEWLETT PACKARD ENTERPRISE

- Identify SMB customer need.
- Create the appropriately sized solution to address customer needs from a vast portfolio with the help of iQuote.
- Choose from pre-designed solution configs OR build server.

SELECT A SOLUTION / MODEL

[Solution Bundles](#) [Configure My Own](#)

File & Backup Solution	Virtualization Solution	Small Office Deployment	Entry
Store, Secure, and Backup your data. View Details <ul style="list-style-type: none">• 4LFF Intel Xeon E-2124• 16 GB (1 x 16 GB) Mem; E208i-p...• 4 x 1TB HDD• Windows Server 2019 Standard... <p>Components currently unavailable: 1 x P00487-B21 Windows Server 2019 Standard ROK 1 x 804394-B21 HPE Smart Array ...</p> <p>Fulfilled by: Insight</p> <p>Add to cart</p>	Increase operational efficiency. View Details <ul style="list-style-type: none">• 4LFF Intel Xeon E-2124• 32GB (2 x 16GB) Mem; E208i-p...• 4 x 1TB HDD• Windows Server 2019 Standard... <p>Bundle Price \$2,229.92 HPEFS lease as low as \$61/mo</p> <p>Fulfilled by: Insight</p> <p>Add to cart</p>	Deploy a complete office IT infrastructure quickly and efficiently. View Details <ul style="list-style-type: none">• 4LFF Intel Xeon E-2124• 32GB (2 x 16GB) Mem; 4 x 1TB...• OC1920s 24p Switch; 2 x OC20...• Windows Server 2019 Standard... <p>Components currently unavailable: 1 x JL384A HPE OfficeConnect 1920S 24G 25W PoE+ 185W Switch ...</p> <p>Fulfilled by: Insight</p> <p>Add to cart</p>	Most affordable. Entry level memory and processors. View Details <ul style="list-style-type: none">• 4LFF NHP Intel Xeon E-2224• 8GB (3x 8GB) Memory• 2 x 1TB SATA NHP HDD• 350W Power supply <p>Bundle Price \$758.98 HPEFS lease as low as \$21/mo</p> <p>Fulfilled by: TigerDirect</p> <p>Add to cart</p>






CISCO

- Cisco has traditionally relied on partners for SMB but recently announced a push to help SMB direct. Cisco sends SMB customers through a quick questionnaire based on industry, size and expertise. At the end, no servers are recommended.
- C-Series entry servers is limited and starts at Mid-size business and specs.

Your on-device management solution

Enable faster innovation and improved business operations with Cisco's networking solutions, supported by various management options that are right for your business. Based on your answers, here's the package we recommend for you.

[Download results](#)

Switching	Wireless	Routing	Security	Collaboration
 Cisco Catalyst 2960-L Series Switches	 Cisco Aironet 1815 Series Access Points	 Cisco 1000 Series Integrated Services Routers	 Cisco ASA 5506-X with FirePOWER Services	 Cisco Business Edition 6000
			Cisco Advanced Malware Protection (AMP)	

HPE PROLIANT ADVANTAGES OVER CISCO UCS M5 SERVERS

Simplified



- Increased manageability delivered through iLO Advanced
- All-in-one converged management option with HPE OneView
- HPE Pointnext Services
- Single vendor support
- Sales and services collaboration in planning, deployment, and installation
- Common parts strategy to reduce inventory and self maintainer learning curve

360 Degree Security



- HPE Cyber security designation
- HPE Silicon Root of Trust
- HPE cybersecurity solutions recognized for ability to reduce risk by insurers in new Cyber Catalyst program
- HPE Secure Compute Lifecycle
- HPE Support of Commercial National Security Algorithm

Maximum Efficiency



- HPE Flexible Capacity, on-premises infrastructure as a service with a cloud like experience.
- HPE InfoSight for Servers
- HPE Pre-Provisioning solution, servers delivered ahead of need and payment aligned with actual deployment.

THANK YOU!

