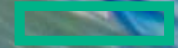


Disclaimer and Acknowledgements

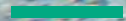
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Hewlett Packard
Enterprise

HPE GET MORE TOUR DEEP DIVE – IMPROVING PERFORMANCE AND CONTROL



January 2022

HPE SMALL BUSINESS SOLUTIONS

- A range of great solutions that are suitable for SMB customers (SMB use cases)
- “Ready to go” solutions that are designed to address very specific customer needs
- HPE Flex Offers solutions are readily available, and offer partners additional financial benefits
- Solutions are flexible as you can add components
- Win against any competitor – plus make the best margin



HPE SMALL BUSINESS SOLUTIONS

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-site

Run at the speed of business

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

TRENDS AND CHALLENGES

- Running applications on premisses for better performance or privacy
- Running databases on premises for greater performance, security and control
- Data intensive apps and services
- More storage, better performance



IMPROVING PERFORMANCE AND CONTROL

RUN AT THE SPEED OF BUSINESS

- Run line-of-business applications – fast and secure
- Avoid cloud-based application downtime
- Enhance application availability and business continuity

EXPAND ON DEMAND

- Increase storage capacity without additional servers
- Expand capacity as needs grow with performance and scale up add-ons
- Implement high-availability to reduce business risk

CONTROL AND SECURE DATA

- Secure sensitive data in on-site database
- Provide highly available on-site or hybrid cloud database
- Eliminate or reduce cloud hosting costs

APPLICATIONS

SOLUTION DESCRIPTION

Take control with an on-site solution tuned to run the business applications for better performance and data security

SOLUTION ELEMENTS

- HPE ProLiant Gen10 Rack & Tower server configurations optimized for application workloads in a variety of sizes suited for SMBs

CUSTOMER CHALLENGES ADDRESSED

- Cloud computing is subject to frequent outages or slowdowns, efficiency and productivity suffer
- Connectivity and bandwidth issues could result in unpredictable/slow application performance, frustrating users
- As data grows, it can be expensive to store it in the cloud
- Security is out of the business' control and only as strong as the hosting service or app provider
- Custom applications are a better fit for on-site servers

APPLICATIONS

SOLUTION BENEFITS

- Improve application performance, a dedicated on-site server, avoiding frequent outages and variable performance
- Where business rely on cloud-based services to run their applications, these solutions overcome concerns about control, security and cost of data



HPE SMALL BUSINESS SOLUTIONS FOR APPLICATIONS

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

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 and 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



APPLICATIONS CONFIG GUIDE

Hewlett Packard Enterprise

smb solutions

DocCenter (445) NewsCenter (12) All (457)

Search filters...

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- Training & Enable... 70
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- Competitive Resou... 40

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Language

[Clear all](#)

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- English (UK) 23
- French 5
- German 3

[Show 7 more](#)

HPE SMB Solutions - Briefcase

DocCenter • HPE Partner / All Content

HPE SMB Solutions top key resources

HPE SMB Solutions and Sales briefcase containing top level

DocCenter • HPE Partner / All Content

HPE SMB Offers - Briefcase

DocCenter • HPE Partner / All Content

Choose simple, tested, validated and streamlined for regional delivery

HPE Financial Services - Briefcase

DocCenter • HPE Partner / All Content

Use this briefcase to find key HPE

Configuration guide

Page 3

Configuration guide

- Memory:** Generally, only a moderate amount of memory depends on the number of users, where more users by the software vendor system requirements. HPE typical for most applications and can be expanded
- Networking:** Standard 1GbE networking is usually available to hundreds of users simultaneously, such network interface card (NIC) might be appropriate
- Storage:** HPE Small Business Solutions for Applications primarily static data such as application code, doc integrated application data storage such as an in-memory quantity of data changes are relatively low compared to mixed-use or write-intensive SSDs but have

ORDERING HPE SMALL BUSINESS SOLUTIONS

Use the Solutions Wizard or the iQuote solution

HPE Small Business Solutions can be easily sized and iQuote Solution tile

- The HPE Solutions Wizard enables finding the right questions.
- iQuote is an online sales enablement program that solutions from a single location.

You can access the universal version of iQuote via iQuote Buy Express Offers, Top Value Offers, or Intelligent B or distributor for live pricing.

TABLE 2. HPE Small Business Solutions for Applications technical specifications

| Platform | HPE ProLiant ML30 Gen10 | HPE ProLiant ML30 Gen10 |
|--------------------------|---------------------------------------------------------|---------------------------------------------------------|
| Solution capacity | Starting at 1.92 TB SSD (raw) | Starting at 1.92 TB SSD (raw) |
| Form factor | 1U Tower Server | 4.5U Rack Server |
| | 8 x SFF Hot-Plug bays | 8 x 1U |
| Processor | Intel® Xeon® E-Series (E-core™ & G-H) | Intel® Xeon® E-Series (E-core™ & G-H) |
| Memory | 2 x 16 GB | 2 x 16 GB |
| OS storage | 2 x 240 GB SSD | 2 x 240 GB SSD |
| Data storage | 4 x 480 GB SSD | 5 x 480 GB SSD |
| Disk controller | HPE E208i-a Gen10 | HPE E208i-a Gen10 |
| Network | 2 x ports 1GbE | 2 x ports 1GbE |
| Power supply | 2 x 500W | 2 x 1U |
| OS software | Microsoft Windows Server 2019 Standard | Mac OS 2019 Standard |
| | ClearOS Bronze* | ClearOS Bronze* |
| Optional software | HPE iLO Advanced | HPE iLO Advanced |
| | HPE Secure Encryption | HPE Secure Encryption |
| Archival/DR | HPE RDX External USB 3.0 Backup System 2 TB Bundle | HPE RDX External USB 3.0 Backup System 2 TB Bundle |
| | Veeam Backup and Replication • HPE Cloud Volumes Backup | Veeam Backup and Replication • HPE Cloud Volumes Backup |

* Notes: RDX, Veeam, and HPE Cloud Volumes Backup not supported.

TABLE 1. Key solution attributes and features

| Key attribute/feature | HPE Small Business Solutions for Applications |
|-----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Compute | Balanced core count and frequency cost down. |
| Memory | Balanced memory is sufficient for most applications. |
| Storage | Low-cost, read-intensive, high-performance dynamic data. |
| Best for | <ul style="list-style-type: none"> Web app frontends/middleware Small business accounting/tax app Light graphical applications (med) Small manufacturing Internet of Things (IoT) Industrial warehouse inventory Small retail/point of sale (POS) |

Step 2: Size your solution Applications

The system requirements for Application configurations system requirements and rule out any configuration that does not meet the requirements.

HPE Small Business Solutions for Applications general system requirements:

- Processor:** For most use cases, a single mid-core-class processor may have a fee structure based on the number of cores. Select an appropriately sized processor when this software may not be able to take advantage of high performance processors.

Configuration guide

Page 4

Hewlett Packard Enterprise

Check if the document is available in the language of your choice.

HPE SMALL BUSINESS SOLUTIONS FOR DATABASE AND APPLICATIONS

CONTENTS

- Ordering HPE Small Business Solutions... 2
- Use the Solutions Wizard or the iQuote solutions tile... 2
- Build your solution... 2
- Step 1: Choose between Application or Database configurations... 2
- Step 2: Size your solution... 2
- Step 3: Add recommended options... 6
- Services and financing... 7
- Get ready to connect more... 8
- Resources... 8

IMPROVING PERFORMANCE AND CONTROL

RUN AT THE SPEED OF BUSINESS

- Run line-of-business applications – fast and secure
- Avoid cloud-based application downtime
- Enhance application availability and business continuity

EXPAND ON DEMAND

- Increase storage capacity without additional servers
- Expand capacity as needs grow with performance and scale up add-ons
- Implement high-availability to reduce business risk

CONTROL AND SECURE DATA

- Secure sensitive data in on-site database
- Provide highly available on-site or hybrid cloud database
- Eliminate or reduce cloud hosting costs

SHARED STORAGE

SOLUTION DESCRIPTION

Improve application performance and have proper backups with the reliable, low-cost solution that expands storage capacity across multiple servers

SOLUTION ELEMENTS

- HPE MSA Storage provides the data storage backbone, while HPE ProLiant Rack servers provide the workload processing power for virtualization, database, and file & backup
- Aruba networking provides storage connectivity for iSCSI configurations

CUSTOMER CHALLENGES ADDRESSED

- Inability to keep pace with growing volume of data
- No requirement for more servers
- Staff complaining about slow application performance
- Not enough storage to maintain proper data/VM backups
- Data not backed up at all, leaving the business vulnerable

SHARED STORAGE

SOLUTION BENEFITS

- Keep pace with growing volume of data
- No need to spend valuable budget on additional servers
- Improve business performance through application performance
- Eliminate backup limits reducing business vulnerability



HPE SMALL BUSINESS SOLUTIONS FOR SHARED STORAGE

Single storage pool for multiple servers

Database

Solution combining HPE ProLiant DL360 and MSA 2062 16Gb Fibre Channel storage optimized for database hosting



High-performance compute and storage
Initial storage capacity 10.8 TB

File and backup

Solution combining HPE ProLiant DL server with MSA storage



Medium performance compute and storage
Share storage with up to four servers
Initial storage capacity 7.2 TB

Virtualization

Solution combining DL360 or DL365 and MSA storage optimized for virtualization



High-performance compute and storage
Initial storage capacity 10.8 TB



SHARED STORAGE CONFIG GUIDE

The screenshot displays the Hewlett Packard Enterprise website interface. At the top, a search bar contains the text 'smb solutions'. Below the search bar, there are navigation tabs for 'DocCenter (445)', 'NewsCenter (12)', and 'All (457)'. A search filter input field is visible with the text 'Search filters...'. On the left side, there are sections for 'Popular Content' and 'Language'. The 'Popular Content' section lists items like 'Presentations' (101), 'Training & Enable...' (70), 'Technical Resources' (55), and 'Competitive Resou...' (40). The 'Language' section lists 'English (US)' (409), 'English (UK)' (23), 'French' (5), and 'German' (3). The main content area shows three search results for 'HPE SMB Solutions' documents. Overlaid on the right side are three overlapping configuration guide documents. The top document is 'HPE SMB Solutions - Build Your Solution' (Page 3), the middle is 'HPE SMB Solutions and Database' (Page 5), and the bottom is 'HPE SMB Offers - Briefcase' (Page 7). Each document has a title, a description, and a table of contents. The bottom document's table of contents includes sections like 'Form Factor', 'Disk Controller', 'Data Storage', 'Storage Connectivity', 'Out of Band Management', 'Processor', 'Memory', 'OS Storage', 'Disk Controller', 'Storage HBA', 'Data Network', 'Power Supply', 'OS Software', and 'Optional Software'.

IMPROVING PERFORMANCE AND CONTROL

RUN AT THE SPEED OF BUSINESS

- Run line-of-business applications – fast and secure
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- Enhance application availability and business continuity

EXPAND ON DEMAND

- Increase storage capacity without additional servers
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CONTROL AND SECURE DATA

- Secure sensitive data in on-site database
- Provide highly available on-site or hybrid cloud database
- Eliminate or reduce cloud hosting costs

DATABASE

SOLUTION DESCRIPTION

Keep database application performing and running around the clock, even as data grows

SOLUTION ELEMENTS

- HPE ProLiant Gen10 Rack & Tower server configurations optimized for database workloads in a variety of sizes suited for SMBs
- Possibility to add external HPE MSA storage for more demanding database workloads

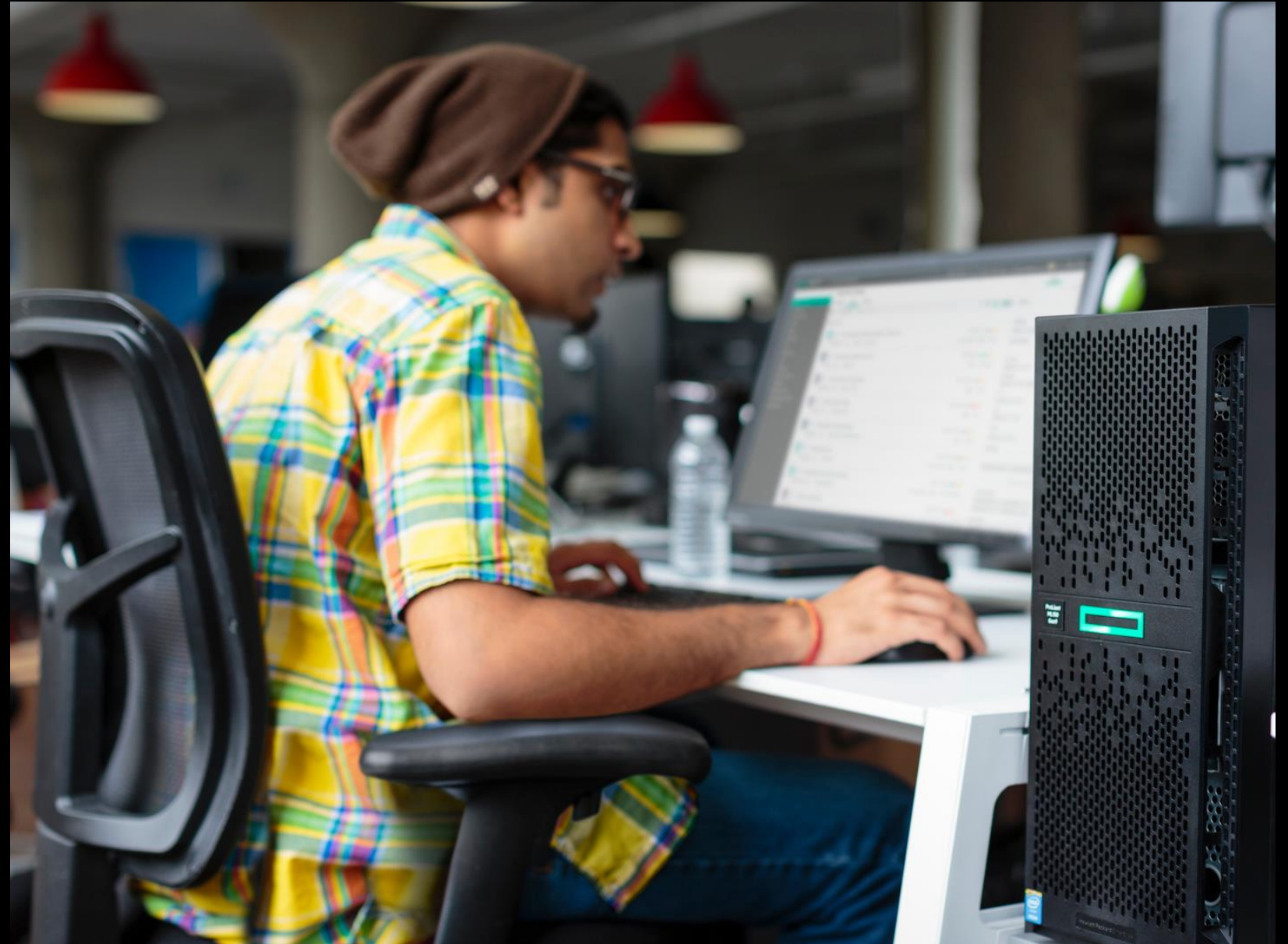
CUSTOMER CHALLENGES ADDRESSED

- Keeping pace with growing database sizes
- The cost of hosting databases in the cloud is skyrocketing
- Staff are complaining about slow application performance
- Not enough storage to maintain proper data and transaction logs
- Maintaining high availability
- Legacy hardware can't keep up with demands

FOR DATABASE

SOLUTION BENEFITS

- Prevent performance issues as the database grows
- Stay in control of the databases with solutions that are hosted and stored on the central on-site location, ensuring compliance with any regulation or business needs
- Keep services running around the clock, designed to ensure continuous uptime



HPE SMALL BUSINESS SOLUTIONS FOR DATABASE

Control and secure data with on-premises storage and analysis

On-premises

Improve database/application performance
Eliminate cloud hosting costs
Enhance data security



Choice of HPE ProLiant Gen10 and Gen10+ servers in multiple configurations for businesses of all sizes

Hybrid Cloud

Protect data with off-site backups
Reduce cloud hosting costs
Enhance data security



Extend solution with Microsoft Azure
or Partner cloud services

Shared Storage option

Combine compute and storage for larger database workloads and/or high availability



High performance compute and storage
Initial storage capacity 10.8TB



DATABASE CONFIG GUIDE

The screenshot shows the Hewlett Packard Enterprise website with a search bar containing 'smb solutions'. The results are categorized into 'DocCenter (445)', 'NewsCenter (12)', and 'All (457)'. A sidebar on the left contains navigation icons and filter options for 'Popular Content' (Presentations: 101, Training & Enable...: 70, Technical Resources: 55, Competitive Resou...: 40) and 'Language' (English (US): 409, English (UK): 23, French: 5, German: 3). A 'Show 4 more' link is visible below the language filters.

HPE SMB Solutions - Briefcase
DocCenter • HPE Partner / All Content
HPE SMB Solutions top key resources

HPE SMB Solutions and Sales briefcase
DocCenter • HPE Partner / All Content
Sales briefcase containing top level information

HPE SMB Offers - Briefcase
DocCenter • HPE Partner / All Content
Choose simple, tested, validated and streamlined for regional delivery

HPE Financial Services
DocCenter • HPE Partner / All Content
Use this briefcase to find key HPE financial services

Configuration guide Page 3

Configuration guide

- **Memory:** Generally, only a moderate amount of memory depends on the number of users, where more users by the software vendor system requirements. HPE typical for most applications and can be expanded
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- **Storage:** HPE Small Business Solutions for Applications primarily static data such as application code, doc integrated application data storage such as an in-memory quantity of data changes are relatively low compared than mixed-use or write-intensive SSDs but have i

TABLE 2. HPE Small Business Solutions for Applications technical specifications

| Platform | HPE ProLiant ML30 Gen10 | HPE ML35 Gen10 |
|--------------------------|---------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|
| Solution capacity | Starting at 1.92 TB SSD (raw) | Starting at 4.50 TB SSD (raw) |
| Form factor | 1U Tower Server 8 x SFF Hot-Plug bays | 4.5U 8 x SFF Hot-Plug bays |
| Processor | Intel® Xeon® E-Series (E-core™3 & G-H) | Intel® Xeon® E-Series (P-core™3 & G-H) |
| Memory | 2 x 16 GB | 2 x 16 GB |
| OS storage | 2 x 240 GB SSD | 2 x 240 GB SSD |
| Data storage | 4 x 480 GB SSD | 5 x 480 GB SSD |
| Disk controller | HPE E208i-a Gen10 | HPE E208i-a Gen10 |
| Network | 2 x ports 1GbE | 2 x ports 1GbE |
| Power supply | 2 x 500W | 2 x 500W |
| OS software | Microsoft Windows Server 2019 Standard ClearOS Bronze* | Microsoft Windows Server 2019 Standard ClearOS Bronze* |
| Optional software | HPE iLO Advanced HPE Secure Encryption | HPE iLO Advanced HPE Secure Encryption |
| Archival/DR | HPE RDX External USB 3.0 Backup System 2 TB Bundle Veeam Backup and Replication • HPE Cloud Volumes Backup | HPE RDX External USB 3.0 Backup System 2 TB Bundle Veeam Backup and Replication • HPE Cloud Volumes Backup |

* Notes: RDX, Veeam, and HPE Cloud Volumes Backup not supported

Configuration guide Page 2

ORDERING HPE SMALL BUSINESS SOLUTIONS

Use the Solutions Wizard or the iQuote solution tile. HPE Small Business Solutions can be easily sized and ordered using the iQuote Solution tile.

- The HPE Solutions Wizard enables finding the right solution for your needs.
- iQuote is an online sales enablement program that provides solutions from a single location.

You can access the universal version of iQuote via iBuy Express Offers, Top Value Offers, or Intelligent Buy or distributor for live pricing.

BUILD YOUR SOLUTION

Step 1: Choose between Application or Database

Understanding your expected workload profile is crucial for selecting the right HPE Small Business Solutions for Applications and HPE Small Business Solutions for Database and Applications. HPE Small Business Solutions for Applications and HPE Small Business Solutions for Database and Applications offer different memory configurations, and fast solid-state drives (SSDs). The following comparison will help you choose the solution that best fits your needs.

TABLE 1. Key solution attributes and features

| Key attribute/feature | HPE Small Business Solutions for Applications | HPE Small Business Solutions for Database and Applications |
|-----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Compute | Balanced core count and frequency for cost down. | Balanced core count and frequency for cost down. |
| Memory | Balanced memory is sufficient for most applications. | Balanced memory is sufficient for most applications. |
| Storage | Low-cost, read-intensive, high-performance dynamic data. | Low-cost, read-intensive, high-performance dynamic data. |
| Best for | <ul style="list-style-type: none"> • Web app frontends/middleware • Small business accounting/tax app • Light graphical applications (med) • Small manufacturing Internet of Things (IoT) • Industrial warehouse inventory • Small retail/point of sale (POS) | <ul style="list-style-type: none"> • Web app frontends/middleware • Small business accounting/tax app • Light graphical applications (med) • Small manufacturing Internet of Things (IoT) • Industrial warehouse inventory • Small retail/point of sale (POS) |

Step 2: Size your solution

Applications

The system requirements for Application configurations are based on the system requirements and rule out any configuration that does not meet the requirements.

HPE Small Business Solutions for Applications generally provide the following system requirements:

- **Processor:** For most use cases, a single mid-core processor may have a fee structure based on the number of cores. Select an appropriately sized processor when this software may not be able to take advantage of high performance processors.

Hewlett Packard Enterprise

Check if the document is available in the language of your choice.

HPE SMALL BUSINESS SOLUTIONS FOR DATABASE AND APPLICATIONS

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- Ordering HPE Small Business Solutions..... 2
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SOLUTION SELLING WITH HPE FLEX OFFERS

- Best transactional HPE Pricing
- Easy use in iQuote
- Easy customizable configurations
- Ready to ship, heat of the market SKUs
- Earn additional Engage & Grow points

INTRODUCING
Flex Offers
GET THE BEST DISCOUNTS ON TAILORED CONFIGURATIONS

HPE Flex Offers is a new systems enhancement that enables resellers, using iQuote, to create flexible BTO configurations and get the best pricing when attach rules are met. Tailored configurations are available at everyday low-prices shipped directly from distributor's inventory.

Here is a list of resources to help you market to your customers.

BENEFITS OF FLEX OFFERS

- Best transactional HPE pricing with incremental discounts for resellers
- Exclusive Special Deals (only offered through Flex Offers)
- Easily customizable configurations
- No long lead times
- Heat of the Market SKUs that are ready to ship from Distribution Inventory
- Everything is offered through iQuote for ease of use – See the savings, the Stock availability
- Access the Solutions wizard, competitive pricing selector and easily transfer quotes

Watch the Intro video

Watch the intro video in local language:
German
Spanish
Italian
French
Dutch

Marketing Resources to your Customers

Download collateral:
E-DM Templates
Banner Ads
Download one page guides for the HPE Flex Offers running in your country

2H 2021 MSA Boost and Win Collateral

For HPE Partners who do not have access to HPE Seismic or Engage and Grow sites, download the following collateral package and use them to generate more business with the very latest MSA Gen 6 Storage Arrays. Delight customers, leverage the MSA installed base and sell more products.

MSA Boost and Win Assets
Listen to a replay of the MSA Boost and Win campaign Webinar

IMPROVING PERFORMANCE AND CONTROL

RUN AT THE SPEED OF BUSINESS

- Run line-of-business applications – fast and secure
- Avoid cloud-based application downtime
- Enhance application availability and business continuity

APPLICATIONS

EXPAND ON DEMAND

- Increase storage capacity without additional servers
- Expand capacity as needs grow with performance and scale up add-ons
- Implement high-availability to reduce business risk

SHARED STORAGE

CONTROL AND SECURE DATA

- Secure sensitive data in on-site database
- Provide highly available on-site or hybrid cloud database
- Eliminate or reduce cloud hosting costs

DATABASE