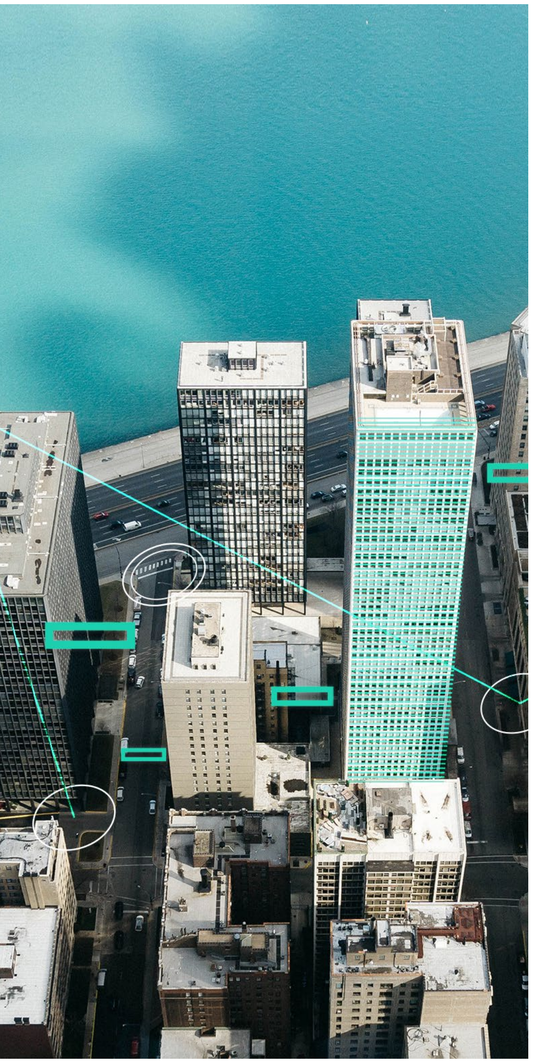
Hewlett Packard Enterprise

HPE SMB AND MID-MARKET PLAY BOOK EMEA EDITION

Ready to go. Competitively Priced. Right-sized solutions.
HPE Q4 2022

Get started ›

Play Book
CONFIDENTIAL | AUTHORIZED HPE PARTNER USE ONLY



INDEX

INTRODUCING HPE FLEX OFFERS
THE SOLUTIONS SALES JOURNEY
HPE SMALL BUSINESS SOLUTIONS
HPE MSA STORAGE OFFERS + HPE STOREEASY OFFERS
HPE RDX REMOVABLE DISK BACKUP OFFERS + STOREEVER OFFERS
HPE PROLIANT & AMD: NEW GEN10 PLUS V2
HPE FINANCIAL SERVICES
FINANCING AND ASSET LIFECYCLE OPTIONS
NEW HPEFS PROMOTIONAL OFFER FOR HPE FLEX OFFERS
HPE GREENLAKE SWIFT PROGRAM
HPE DIGITAL LEARNER SMB EDITION
HPE POINTNEXT RECOMMENDATIONS
HPE GET MORE TOUR ON DEMAND
IQUOTE OVERVIEW
ENGAGE&GROW OVERVIEW
NEW: MICROSOFT WINDOWS SERVER 2022
HPE WINDOWS 2019 ROK CASHBACK
LEARN MORE

INTRODUCTION

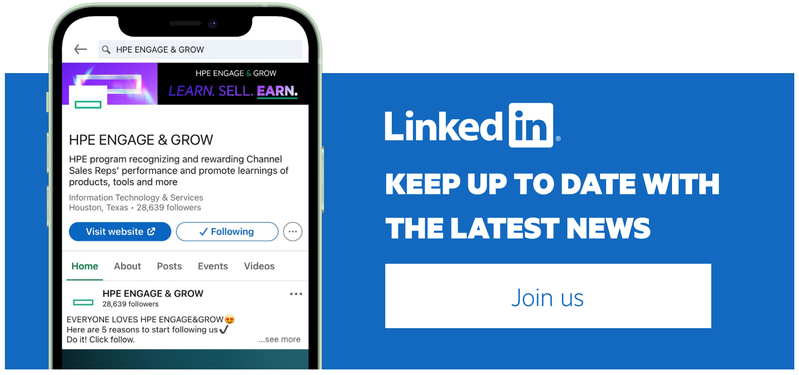
"At Hewlett Packard Enterprise, we have market leading innovation and are excited about what the future holds. We are headed where the market is going and are focused on delivering solutions that customers need the most. Our Partners are at the centre of everything we do, and today they can do business with a more focused, nimble and agile Hewlett Packard Enterprise."

Antonio Neri,
President and CEO, Hewlett Packard Enterprise

THIS PLAY BOOK IS TO HELP YOU UNDERSTAND:

1. New HPE Flex Offers
2. HPE Small and Mid-Market Business Solutions
3. How to get started using iQuote
4. Be rewarded with HPE Engage & Grow

This Play Book is your mentor & guide. You should ensure you have it bookmarked in your internet browser or alternatively download it on to your desktop to help you add value as a trusted partner.



INTRODUCING HPE FLEX OFFERS

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.

- Best transactional HPE pricing with incremental discounts for resellers.
- Exclusive Special Deals (only offered through Flex Offers).
- Easily customized 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.
- The more you attach the higher the savings.

1 Log in to:

iQuote

2 Look out for the **Flex Offers Logo**

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

Watch the **Short Walk Through Video** of the new user experience.

Use iQuote to view and modify the HPE Flex Offers. Access the Universal Version via: **iquote.hpe.com** or contact your preferred HPE Authorised Distributor for live pricing.

HPE Flex Offer discounts are now available on selected range of HPE ProLiants, Storage Platforms, Aruba and HPE Pointnext Support Services to provide a complete solution for your customers.

Now includes **HPE Nimble.**

Visit www.hpeflexoffers.com for more resources to help you promote HPE Flex Offers.

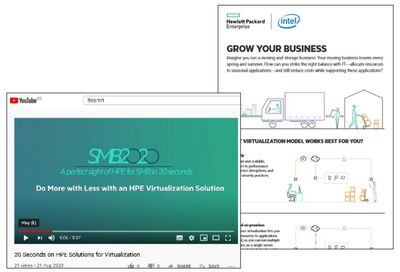
HPE SMALL AND MID-MARKET BUSINESS SOLUTIONS

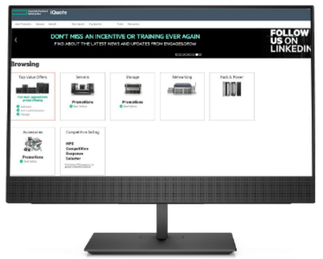
Customer needs:	Choose our Solutions for:
A productive work-from-home experience with a solution. Ideal for under 100 users that enable people to work efficiently from any location by providing remote access to the full suite of office applications and data	**REMOTE WORKERS** VDI and network security
A complete IT infrastructure solutions that enable companies to store files, run general business applications, and have wired and wireless connectivity	**SMALL OFFICE DEPLOYMENT** Office-in-a-box
Benefit from the power and flexibility of multiple servers, but with the space and budget of a single server using Virtualization technology	**VIRTUALIZATION** Run mulitple applications on a single server
Low cost basic server configurations you can customize by adding one of the recommended modules to provide functionality like file and print, infrastructure management, client endpoint security, and small scale virtualization	**GENERAL PURPOSE SOLUTIONS** Flexible configurations for smaller environments
Improve application performance and have proper backups with a reliable, low-cost solution that expands your storage capacity across multiple servers	**SHARED STORAGE** Single storage pool for multiple servers
Mitigate against the disastrous impacts of data loss due to threats such as ransomware and data corruption physical disaster/events Archive data to lower long-term storage cost and preserve data to meet regulatory requirements	**BUSINESS CONTINUITY** Protect your business and preserve data
Protect a business with a resilient solution with storage technology that keeps files and data truly protected. A solution that can even withstand failure and will keep running even if a server goes off-line	**HYPERCONVERGED INFRASTRUCTURE (HCI)** Software-defined storage for high availability
Take control of cloud-based apps and data with an on-site solution tuned to run your business applications for better performance and data security, avoiding unexpected subscription costs and downtime from internet service outages.	**DATABASE & APPLICATIONS** Host line-of-business apps and data on-site

THE SOLUTIONS SALES JOURNEY

Supporting the sales process from inception to deployment

	Get Trained and Generate Leads	Choose the Right Solution	Build a Quotation		Close the Deal
			HPE FLEX OFFERS		
Key Activity	Attend SMB Roadshows. Click here for the latest schedule.	Share the sales summary sheet for an overview of the solution.	The Configuration Guide shows the various elements of the solution.	Use iQuote and the Solutions Tile to build and price a tailored proposal	Use iQuote and HPE Flex Offers discounts to continue to refine quotation. Engage HPEFS	Supporting Installation of the Solution Claim Engage & Grow Rewards
Supporting Collateral	https://www.linkedin.com/showcase/hpe-engage&grow-/ hpe.com/info/smbsolutions	Sales Summary Sheet Please visit Seismic	Solution Brief Configuration Guide Please visit Seismic Solutions Wizard	Use iQuote (iquote or distributor hosted version)	iQuote HPEFS	Deployment Guide Please visit Seismic Engage & Grow





WANT TO RUN A SOLUTIONS CAMPAIGN?

Download a **callout guide** to help guide a customer conversation.

Download the **sales training deck** to train sales reps and partners on the solution offerings.

HPE SOLUTIONS FOR GENERAL PURPOSE

FLEXIBLE CONFIGURATIONS FOR SMALL ENVIRONMENTS

WHAT CAN THIS SOLUTION DELIVER

Low cost basic server configurations you can customize by adding one of the recommended modules to provide functionality like file and print, infrastructure management, client endpoint security, and small scale virtualization.

View solution brief

View config guide

Now included in HPE Flex Offers*

*In selected regions/distributors

SOLUTION BENEFITS

- Companies that have a significant reliance on their data, whether this needs to be shared or simply stored safely, will benefit from the security and control provided by these solutions
- Businesses that wish to centralize files that are currently spread across individual's laptops and PCs, can choose these solutions to enhance how people share data and work together
- Businesses that need to store data for legal reasons or to meet industry rules, can have a complete backup recovery strategy using a mix of local and offsite storage
- Companies that need to get up and running quickly in the event of a disaster will be able to rely on backups of data and applications which can be used to restore services

CUSTOMER CHALLENGES ADDRESSED

- Specialized server solutions tend to be overkill for small businesses that just need basic server functions
- One-size-fits-all approach never seems to fit right – too big / too small
- For many SMBs, one or two flexibly configured servers is all that is needed

SOLUTION ELEMENTS

- HPE ProLiant Gen10 Rack & Tower server Configurations optimized for general purpose workloads in a variety of sizes suited for SMBs

WANT TO RUN A SOLUTIONS CAMPAIGN?

Download a **callout guide** to help guide a customer conversation.

Download the **sales training deck** to train sales reps and partners on the solution offerings.

HPE SOLUTIONS FOR SMALL OFFICE DEPLOYMENT

A SIMPLE APPROACH FOR YOUR FIRST, COMPLETE IT SOLUTION

WHAT CAN THIS SOLUTION DELIVER

Complete IT infrastructure solutions that enable companies to store files, run general business applications, and have wired and wireless connectivity

View solution brief

View config guide

Now included in HPE Flex Offers*

*In selected regions/distributors

SOLUTION BENEFITS

- Businesses that require a complete IT infrastructure can benefit from this general-purpose solution
- Customers will enhance the way people and teams work together with these on-site solutions that provide superior wireless connectivity and better application performance
- Businesses that need to conform to industry regulations, especially when they manage, control and store data, will benefit from having the data on-site for added security and control
- Customers that wish to make a quick and safe decision will value having a solution that is simple to purchase, deploy and manage – especially for small IT departments

CUSTOMER CHALLENGES ADDRESSED

- Selecting, sizing, purchasing, deploying, managing, and supporting a server, storage, and Wi-Fi network is complex, time-consuming
- Maintaining security in a Wi-Fi enabled network is challenging, which leaves no room for errors
- Seeking solutions to keep employees connected and productive while working from home because of situations not within the control of businesses

SOLUTION ELEMENTS

- Fully configured HPE ProLiant servers, combined with Aruba Instant-On wired and wireless networking, StoreEasy Storage and optionally RDX Removable Disk Backup System for local backup can improve employee experience and productivity for up to 100 users
- RDS licensing can enable up to 20 users to work remotely

WANT TO RUN A SOLUTIONS CAMPAIGN?

Download a **callout guide** to help guide a customer conversation.

Download the **sales training deck** to train sales reps and partners on the solution offerings.

HPE SOLUTIONS FOR VIRTUALIZATION

EFFICIENT IT FOR YOUR INCREASINGLY DIVERSE DEPARTMENTAL NEEDS

WHAT CAN THIS SOLUTION DELIVER

Virtualization: Benefit from the power and flexibility of multiple servers, but with the space and budget of a single server using our Virtualization solution.

View solution brief

View config guide

Now included in HPE Flex Offers*

*In selected regions/distributors

SOLUTION BENEFITS

- Businesses that wish to get more from their IT will enjoy the efficiencies that come with applications sharing powerful IT
- Companies that would suffer if internal or external services become suddenly unavailable will benefit from the reduced chance of unexpected interruptions
- For companies that have multiple departments with different or varying needs, a virtualization solution can help them to avoid IT resource conflicts by offering dedicated environments
- Companies that wish to avoid unplanned downtime can select a solution with two servers, allowing them to keep going if one server suddenly becomes unavailable for any reason

CUSTOMER CHALLENGES ADDRESSED

- Supporting an increasing number of workloads and/or users with a limited budget
- Taking advantage of more advanced technologies such as hybrid cloud and virtualization, with limited in-house IT skills
- Protecting the business with robust data protection and business continuity planning

SOLUTION ELEMENTS

- HPE ProLiant Micro Tower, Tower, or Rack servers combined with Microsoft Hyper-V or VMware vSphere to meet a wide variety of SMB sized virtualization use cases
- Container Solutions are currently available as a small HPE ProLiant DL20 Gen10 single server for basic test/dev, or a DL180 hyper-converged two server solution for test/dev/production workloads which require high-availability
- Now available in high performance confirgurations featuring the latest AMD Gen10 Plus V2 HPE ProLiant Servers.

WANT TO RUN A SOLUTIONS CAMPAIGN?

Download a **callout guide** to help guide a customer conversation.

Download the **sales training deck** to train sales reps and partners on the solution offerings.

HPE SOLUTIONS FOR REMOTE WORKERS

FAST AND SECURE ACCESS FOR ALL YOUR APPS AND DATA FROM ANYWHERE

WHAT CAN THIS SOLUTION DELIVER

Enable a productive work-from-home experience with a solution. Ideal for under 100 users that enable people to work efficiently from any location by providing remote access to the full suite of office applications and data

View solution brief

View config guide

Now included in HPE Flex Offers*

*In selected regions/distributors

SOLUTION BENEFITS

- Companies that need to make sure people can work efficiently from any location can achieve this by providing remote access to the full suite of office applications and data
- Remote access is safe and secure and without compromise to performance or restriction of features
- With software applications being hosted and data stored on the central on-site location, businesses can stay in control

CUSTOMER CHALLENGES ADDRESSED

- Suddenly having to support home working employees
- Providing reliable access to the files and applications employees rely on to do their jobs
- Making sure files and data are stored centrally on a secure server to protect data and preserve version control
- Providing the reliability and performance workers need to be productive while keeping things simple for IT and ensuring sensitive data is protected
- Figuring all this out while scrambling to keep the business running during an unprecedented global pandemic

SOLUTION ELEMENTS

- HPE ProLiant Rack & Tower server configurations capable to meet a wide variety of SMB sized RDS and VDI requirements
- Based on a variety of independent software vendor platforms like VMware Horizon, Teradici Cloud Access Software, and Microsoft Remote Desktop Service so that customers have a freedom of choice
- Now available in high performance confirgurations featuring the latest AMD Gen10 Plus V2 HPE ProLiant Servers.

WANT TO RUN A SOLUTIONS CAMPAIGN?

Download a **callout guide** to help guide a customer conversation.

Download the **sales training deck** to train sales reps and partners on the solution offerings.

HPE SOLUTIONS FOR HYPERCONVERGED INFRASTRUCTURE

SIMPLIFY YOUR IT MANAGEMENT AND INCREASE UP-TIME

WHAT CAN THIS SOLUTION DELIVER

Protect your business with a resilient solution with storage technology that keeps your files and data truly protected. It can even withstand failure and will keep running even if a server goes off-line

View solution brief

View config guide

Now included in HPE Flex Offers*

*In selected regions/distributors

SOLUTION BENEFITS

- Companies that would suffer if their IT becomes suddenly unavailable will benefit from the reduced chance of unexpected interruptions with these solutions
- Businesses that need to scale but wish to avoid increased IT management costs can take advantage of more advanced technologies even with limited in-house IT skills
- Where storage growth is a concern, and where the different storage systems are hard to manage, HCI is a great approach with costs being a fraction of traditional storage

CUSTOMER CHALLENGES ADDRESSED

- Purchasing and supporting reliable storage with adequate capacity
- Fighting storage sprawl
- Protecting the business with fault tolerance, data protection, and business continuity planning
- Taking advantage of more advanced technologies, like SDS, hybrid cloud, and HCI, with limited in-house IT skills

SOLUTION ELEMENTS

- Multiple servers in an HCI cluster pool their internal storage together to form a redundant, highly available virtualization platform based on Microsoft Windows or VMware vSAN
- HCI servers are building blocks, starting with as few as two servers an HCI Solution can be expanded on demand to up to 16 servers (Windows) or 64 servers (VMware)

WANT TO RUN A SOLUTIONS CAMPAIGN?

Download a **callout guide** to help guide a customer conversation.

Download the **sales training deck** to train sales reps and partners on the solution offerings.

HPE SOLUTIONS FOR SHARED STORAGE

IMPROVED PERFORMANCE FOR YOUR INCREASING DATA STORAGE NEEDS

WHAT CAN THIS SOLUTION DELIVER

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

View solution brief

View config guide

Now included in HPE Flex Offers*

*In selected regions/distributors

SOLUTION BENEFITS

- Companies that sometimes find it hard to cope with sudden growth will benefit from a solution where the storage capacity can be grown easily
- Companies with multiple servers that need to get up and running quickly in the event of a disaster will be able to rely on backups of data and applications with these solutions
- Companies with virtualization, database or file and backup needs can choose a solution with external storage

CUSTOMER CHALLENGES ADDRESSED

- Inability to keep pace with growing volume of data
- No budget 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

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

WANT TO RUN A SOLUTIONS CAMPAIGN?

Download a **callout guide** to help guide a customer conversation.

Download the **sales training deck** to train sales reps and partners on the solution offerings.

HPE SOLUTIONS FOR DATABASE & APPLICATIONS

HOST LINE-OF-BUSINESS APPS AND DATA ON-SITE

WHAT CAN THIS SOLUTION DELIVER

Take control of cloud-based apps and data with an on-site solution tuned to run your business applications for better performance and data security, avoiding unexpected subscription costs and downtime from internet service outages.

View solution brief

View config guide

Now included in HPE Flex Offers*

*In selected regions/distributors

SOLUTION BENEFITS

- Companies that rely on data stored in databases can prevent performance issues as the database grows with the help of these solutions
- Businesses can stay in control of their databases & applications with solutions that are hosted and stored on the central on-site location, ensuring compliance with any regulation or business needs
- Companies that wish to keep services running around the clock will benefit from these systems which are designed to ensure continuous uptime

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

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

WANT TO RUN A SOLUTIONS CAMPAIGN?

Download a **callout guide** to help guide a customer conversation.

Download the **sales training deck** to train sales reps and partners on the solution offerings.

HPE SOLUTIONS FOR BUSINESS CONTINUITY

PROTECT YOUR BUSINESS AND PRESERVE DATA

WHAT CAN THIS SOLUTION DELIVER

Mitigate against the disastrous impacts of data loss due to threats such as ransomware and data corruption physical disaster/events. Archive data to lower long-term storage cost and preserve data to meet regulatory requirements.

View solution brief

View config guide

Now included in HPE Flex Offers*

*In selected regions/distributors

SOLUTION BENEFITS

- Near instant recovery from non-catastrophic data loss events
- Recover to anywhere from catastrophic datacenter loss events
- Long-term data retention to meet regulatory compliance

CUSTOMER CHALLENGES ADDRESSED

- Data not backed up at all, leaving the business vulnerable
- No disaster recovery plan in place—perceived as complex and costly
- Multiple underlying IT architectures make it difficult to choose appropriate backup solutions
- Regulatory compliance with data retention requirements
- Complex data management leading to inefficiency and increased cost

SOLUTION ELEMENTS

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

WANT TO RUN A SOLUTIONS CAMPAIGN?

Download a **callout guide** to help guide a customer conversation.

Download the **sales training deck** to train sales reps and partners on the solution offerings.

HPE MSA STORAGE OFFERS

MSA 1060 SAN Storage
Budget Optimized

MSA 1060 SAN Storage 12Gb SAS – SFF

Designed to meet entry-level storage requirements, the HPE MSA 1060 Storage is a good fit for budget constrained customers. With one of the lowest entry price points in the Hewlett Packard Enterprise Storage portfolio and field-proven HPE ProLiant compatibility, the HPE MSA 1060 Storage is the platform of choice for smaller IT workloads.

MSA 2060 SAN Storage
Flexible Hybrid Flash-ready Storage

MSA 2060 SAN Storage 10GbE iSCSI – SFF

The HPE MSA 2060 is a flash-ready hybrid storage system designed to deliver hands-free, affordable application acceleration for small and remote office deployments. Don't let the low cost fool you. It gives you the combination of simplicity, flexibility, and advanced features you may not expect in an entry-priced array. Start small and scale as needed with any combination of solid state drives (SSDs), high-performance Enterprise SAS HDDs, or lower-cost Midline SAS HDDs.

MSA 2062 SAN Storage
Flexible Hybrid Flash-enabled Storage (3.84TB)

MSA MSA 2062 SAN Storage 16Gb FC – SFF 3.84TB

The HPE MSA 2062 Storage is a flash-enabled system designed for affordable application acceleration for small and remote office deployments. Don't let the low cost fool you. The MSA 2062 gives you the combination of simplicity, flexibility and advanced features you many not expect in an entry-priced storage array. Starting with 3.84 TB of embedded flash capacity, you can scale the system from there with any combination of solid state disks (SSD), high-performance Enterprise SAS HDDs, or lower-cost Midline SAS HDDs.

Product summary sheet

HPE STOREEASY OFFERS

StoreEasy 1460

StoreEasy 1460 - 8TB SATA Storage

If you need a right-sized and easy-to-manage centralized space for securely storing documents, images, audio, and video files, look no further than the HPE StoreEasy 1460 Storage a 1U rack mount NAS with four SATA hard drives. With HPE StoreEasy, you can have flexible, efficient, and reliable file storage, right-sized for your organization's needs and budget, without compromising on quality or capabilities.

Now included in HPE Flex Offers*

*In selected regions/distributors

StoreEasy 1660

StoreEasy 1660

The HPE StoreEasy 1660 Storage is an affordable capacity-optimized NAS that is ideal for general purpose file shares, home directory consolidation, and shared storage for backup and archives. Packing in 60% more internal capacity than our previous generation's best seller, the StoreEasy 1660 Storage scales to 16 LFF drives in just 2U, lowering expansion costs as your organisation's data grows. Offering seamless integration into ProLiant and Windows environments, StoreEasy can be easily managed on-site or remotely through the web-based StoreEasy management console, which vastly simplifies configuration and monitoring and helps IT spend less time on storage.

Product summary sheet

HPE RDX REMOVABLE DISK BACKUP SYSTEM OFFERS

HPE RDX Removable Disk Backup System is a disk-based backup and recovery solution with unmatched portability, fast recovery and easy integration into a single server or branch office environment. The rugged, portable cartridge design protects the hard drive inside, making it easy and more reliable to transport data between locations. Add a disaster recovery strategy to your small business by simply rotating cartridges off-site. Currently using the cloud? Complement your cloud backup strategy with a local copy so you can recover quickly and always feel confident your data is never far away.

Product summary sheet

HPE Entry Level Storage with HPE ProLiant: Better Together

Watch the video to learn how HPE's Storage Portfolio can grow with you.

HPE STOREEVER MSL OFFERS

HPE StoreEver MSL2024 Tape Library w/ LTO-7 FC Drive

HPE StoreEver MSL 1/8 Tape Autoloader w/ LTO-7 SAS Drive

HPE StoreEver MSL2024 Tape Library w/ LTO-7 FC Drive

Now included in HPE Flex Offers*
*In selected regions/distributors

The MSL2024 Tape Library offers exceptional storage density and capacity for businesses needing unattended backup, disaster recovery, or archive capability. Web-based remote management eliminates the need for remote office IT staff. Quickly and simply manage the tape media both in and out of the library with the standard bar code reader, configurable mail slots, and multiple 12-slot removable magazines. If a tape were lost or stolen, protect important business data from unauthorized access with data encryption options.

Product summary sheet

Customer viewpoints

HPE Nimble Storage All-Flash Arrays

Predicts and Prevents issues to help deliver 99.9999% quaranteed availability and resolves 86% of issues before you even know there's a problem.

HPE StoreEver MSL 1/8 Tape Autoloader w/ LTO-7 SAS Drive

The HPE StoreEver MSL 1/8 Autoloader combines incredible storage density and features into a compact 1U form factor. Web-based remote management offers the capability to quickly and easily access, configure, monitor, and troubleshoot the autoloader, which reduces dependencies on local IT staff while allowing multiple sites to be supported centrally. Protect confidential information with native encryption, ensuring that if a tape is lost or stolen your data is protected from unauthorized access.

HPE StoreEver LTO-8 Tape Drive

The HPE LTO-8 Ultrium tape drive represent eight-generations of LTO technology capable of storing up to 30TB per cartridge, with hardware data encryption, and data transfer rates of up to 300 MB/s native. Data hardware encryption using AES 256-bit provides easy-to-enable security to protect the most sensitive data and prevent unauthorized access of tape cartridges.

The combined SMB Offer of HPE ProLiant ML350 Gen10 Server and HPE Store-Ever LTO-8 Tape drive help single server environments protect and retain data securely and offline to meet general archive and compliance requirements.

THE HPE PROLIANT TOWER PORTFOLIO

BUDGET

Budget Conscious Platform

The **HPE ProLiant MicroServer Gen10 Plus** delivers an affordable compact yet powerful entry level server that you can customize for on-premises or for hybrid cloud possibilities. It is the most compact ProLiant MicroServer that we have launched so far.

The **HPE ProLiant ML30 Gen10 server** is a powerful yet affordable tower server designed for small offices, remote and branch offices to run on-premise and Hybrid Cloud solutions, delivering enterprise-class performance, security, reliability, and expandability at a lower cost.

HPE ProLiant ML110 Gen10 server is an enhanced single processor tower with performance, expansion, and security at an affordable price.

HPE ProLiant ML350 Gen10 server delivers a secure dual-socket tower server with performance, expandability, and proven reliability making it the choice for expanding SMBs, remote offices of larger businesses, and enterprise data centers.

Performance Conscious Platform

WORKLOAD DEMANDS
(FEATURES/EXPANDABILITY/PERFORMANCE)

THE HPE PROLIANT RACK PORTFOLIO

BUDGET

Budget Conscious Platform

HPE ProLiant DL160 Gen10

Exceptional value for hybrid cloud solutions

HPE ProLiant DL20 Gen10/ Gen10 Plus

Compact platform for space constrained environments

HPE ProLiant DL180 Gen10

A 2P/"u Server with the optimum setup for storage driven workloads

HPE ProLiant 325 Gen10 Plus (v2)

A platform purpose-built to address virtualized, data intensive or memory-centric workloads

HPE ProLiant 345 Gen10 Plus

A single socket server with a 2U rack storage capacity to address data intensive workloads

HPE ProLiant 365 Gen10/ Gen10 Plus

A dense platform with built-in security and flexibility that addresses key applications such as VDI

HPE ProLiant 385 Gen10 Plus (v2)

Higher performing CPUs drives lower TCO for VDI

HPE ProLiant 380 Gen10/ Gen10 Plus

Versatile, Industry leading 2P/2U server for multi-workloads

HPE ProLiant 360 Gen10/Gen10 Plus

2P/1U dense compute for multi-workloads

Performance Conscious Platform

WORKLOAD DEMANDS
(FEATURES/EXPANDABILITY/PERFORMANCE)

LEVERAGE HPE FINANCIAL SERVICES

One of the most significant challenges small and midmarket organisations face is delivering IT services with small IT teams and limited IT budgets. Industry research indicates that the overwhelming majority want pay-per-use options that bundle equipment, software, services and maintenance. We can help enhance your ability to upsell the Offers by including IT investment solutions that provide the added simplicity and affordability that customers seek.

Trade-in the old, make room for new
Ship existing equipment back and get money for the technology.

Make a big transition easier
Support to securely retire and recover value from old equipment. Our expertise gives customers peace of mind.

HPE Transition Services

Simple to acquire and consume
Subscribe to a complete technology solution with a predictable monthly payment.

HPE Subscription

SELL MORE

- 20% – 35% larger revenue opportunities from customers who use financial services
- Increased attach rates of software and services for solution selling
- Proactive credit approvals facilitate add-on and repeat sales

EARN MORE

- Partners have the ability to uplift rates and control how much they earn
- Additional incentive programs can add up to 4% margin

BETTER CASH FLOW

- We initiate funding within 48 hours of customer acceptance
- Full immediate revenue recognition for you while customers make monthly payments

We can help you move customers more easily from Entry offers to Performance offers to Solutions. A subscription for a complete solution gives customers greater affordability and flexibility to renew, upgrade and grow. You can request a monthly payment quote from iQuote and contact your local HPE Financial Services representative to work with you.

ASSET MANAGEMENT AND FINANCING SOLUTIONS TO PROPEL YOUR DIGITAL STRATEGY

HPE Financial Services is focused on helping you achieve your digital, sustainability and business goals through a variety of asset management and financing options. HPEFS solutions are immediately available to address the most pressing challenges you're facing. From helping you chart a path to an aaS IT model or release capital from existing infrastructures to deferring payments and providing pre-owned tech to relieve capacity strain, we're ready to work with you and support your teams, protect your day-to-day business, and prepare for the future.

Here are a few options to consider:

GENERATE CASH FROM EXISTING ASSETS

Accelerated Migration: HPE Financial Services helps you find new ways to plan for, acquire, consume and adapt the technology systems needed for business transformation. Through an asset transfer structure, you can convert existing, owned IT assets into cash while retaining ongoing use and control of it. This structure puts money in your pockets today. Accelerated Migration also supports customers looking for a path to the HPE GreenLake Swift Program. Over the last two years, HPE Financial Services has infused over $642M back into client's budgets. **hpefs.co/HPEAccMigBrief**

DEFER OR REDUCE EXPENSES

Payment Deferral: Acquire now and pay later. Take advantage of our 90-day delayed payment structure to help ease tight budgets. Available on new technology purchases as low as USD $5000. Eligible on HPE hardware and select software, software appliances, services, and installation packages.
hpe.seismic.com/Link/Content/DC-YLb3cuuV0arWxyoD06m4Q

Payment Relief Program: Acquire the IT your business needs today with reduced payments to help you navigate temporary cash flow challenges caused by unexpected business disruption. Pay 1% of the solution value monthly. After the first 8 months, each monthly payments would equal approx. 3.3% of total contract value. Full portfolio of HPE Servers & Systems, Networking and Data Storage hardware. Restrictions may apply.

hpe.seismic.com/Link/Content/DCwNGSIsVFI06NxQT012ryKw

MATCH PAYMENTS TO PRODUCTION

Extended Deployment: Need technology today, but budget cycles or implementation timelines not working in your favor? This phased deployment program allows you to acquire your compute and storage capacity now with the flexibility to configure, test, and stand up your systems before paying. Your deployment schedule can extend out 12 months. **https://www.hpe.com/us/en/collaterals/collateral.4aa5-0201enw.html**

RELIEVE CAPACITY STRAIN OR DELIVERY DELAYS

Certified Pre-Owned Technology: Previous-generation HPE technology is available to address a variety of situations. This technology is certified and meets HPE OEM standards. Whether components, parts, and subassemblies, feature upgrades, or whole systems, you can be assured that you will be receiving authentic, authorized equipment. A wide range of equipment is available "off the shelf" or custom-configured with a variety of options to meet budget or circumstance. All come with a standard 30-day warranty and are eligible for additional HPE maintenance and support. Pre-owned "Bare Metal" Laptops are also available for purchase.
https://www.hpe.com/us/en/collaterals/collateral.4aa4-7928enw.html

Short Term Rentals: A short term solution to bridge the gaps between IT projects at a fraction of the cost of buying new equipment. Rent certified pre-owned HPE technology from 3 to 12 months. Equipment is factory-configured to your specifications and available with warranty and eligible for HPE Pointnext support services. HPEFS has multi-vendor and components, and feature upgrades, rental capabilities as well.
https://h20195.www2.hpe.com/v2/GetPDF.aspx/4AA6-3753ENA.pdf

NEW HPEFS PROMOTIONAL OFFER FOR HPE FLEX OFFERS

Enhanced Co-Selling with Distribution

PAY 0% OR SAME AS CASH FOR 36 OR 48 MONTHS OF EQUIPMENT USAGE

FOR ALL HPE FLEX OFFERS WITH $1,000 MINIMUM DEAL SIZE

- HPE Compute & Storage for 36 Months (includes up to 30% Software and Services Care Packs)
- Aruba Networking for 48 Months

ELIGIBLE MARKETS

- USA, Canada, Germany, Austria, Switzerland, France, Belgium & Luxembourg, Netherlands, Denmark, Norway, Finland, Sweden, Spain, Italy, Greece, Israel, UK, Ireland, UAE, and Romania
- Additional Countries1: Poland, Czech Republic

EXAMPLE : 0% PAYMENT OVER 48 MONTHS*

$10K
of equipment

$208
monthly equipment

CUSTOMER BENEFITS

- Reduce environmental impact - Returned equipment is data wiped and then recertified with 85%+ remarketed sustainably
- Control budget with Flexible and affordable payment structures
- Easily manage upgrades with 120 days advance automated notifications
- Full visibility of IT Assets under contract through HPEFS Customer Portal

PARTNER/CHANNEL SELLLER BENEFITS

- Increase your WIN Rate!
- Sell More - Bundled Solutions (Technology plus software plus services)
- Earn more incremental incentives and increase margins
- Accelerate your AaS transformation
- Be perceived as trusted advisor
- Create stronger customer relationship
- Increase customer satisfaction & loyalty

HPE Financial Services

*Offer valid until October 31, 2022;

1: With 0% implicit rate on the Compute and Storage Hardware only

© Copyright 2022 Hewlett Packard Enterprise Development LP. Financing and service offerings available through Hewlett-Packard Financial Services Company and its subsidiaries and affiliates (collectively HPFSC) in certain countries and is subject to credit approval and execution of standard HPFSC documentation. Rates and terms are based on customers 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.

HPE GREENLAKE SWIFT PROGRAM

The HPE GreenLake Swift Program provides customers of all sizes an **easy way to get started with GreenLake consumption as a service**. With either an hybrid flash Nimble HF40, HF60 an all flash Nimble AF40, AF60, industry leading compute, including ProLiant DL325, and DL360 or a complete hyper converged solution with dHCI.

HPE can deliver pay per use storage or compute outcomes with the security and control of an on premise solution.

Delivery
Proactive services delivered remotely (Bangalore)

Deal size
Deal values between $60K and $300K (sweet spot). A perfect on-ramp HPE GreenLake solution

Speed
Reduce Sales Cycle: Close a HPE GreenLake deal in as little as 3 days!

Solution
36, 48, 60 month term with 80% default Reserved Capacity and 20% Variable Capacity*

Compensation
HPE GreenLake – Swift Program is in line with existing compensation rates for HPE GreenLake

Standardization
Pre-Configured and Pre-Priced HPE GreenLake offering with monthly customer pricing starting below $1,500

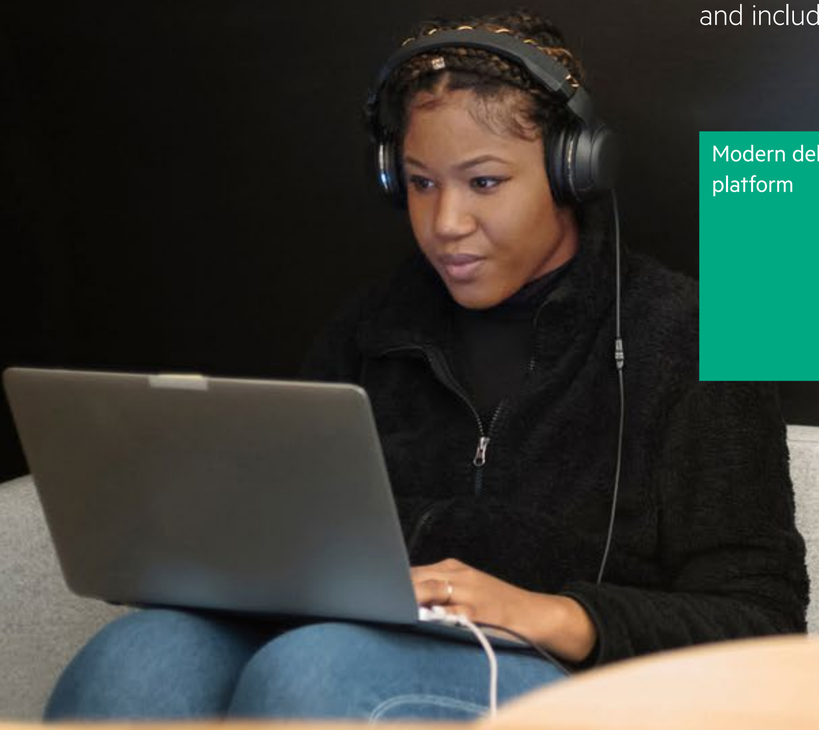
* 40%, 30%, 10%, 0% Variable Capacity available in GLQQ

HPE DIGITAL LEARNER SMB EDITION SUBSCRIPTION FOR CONTINUOUS LEARNING - ANYTIME, ANYWHERE

Now included as part of the HPE Flex Offers Program*

*In participating regions/distributors

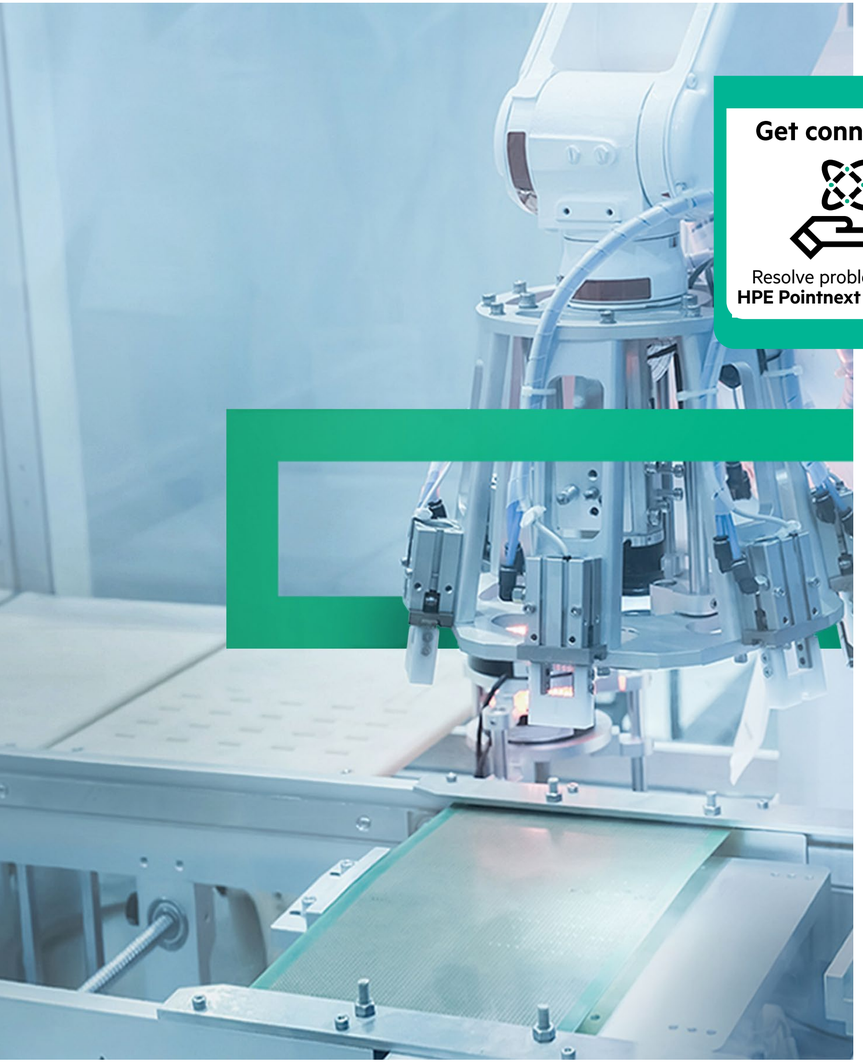
HPE Digital Learner—SMB Edition offers an anytime, anywhere continuous learning channel with unlimited access to eLearning. With targeted content to support your HPE products and digital transformation initiatives you focus on the exact training you need to support your infrastructure. It accommodates various skill levels and includes the perfect blend of learning support tools to fit individual schedules, learning styles, and needs.



- Modern delivery platform
- Skills training for HPE products and technologies
- Library of premium industry training: digital transformation, cloud, Microsoft Azure, AWS, Google™ Cloud, security, and Microsoft server
- Simulated and virtual hands-on labs
- Learner incentives with verifiable digital badges and industry certification

View solution brief

Start Free Trial



HPE POINTNEXT SERVICE RECOMMENDATIONS

VALUE PROP

We recommend HPE Pointnext Services to get better business outcomes through the following:

- Higher availability: Our fast, expert response makes sure your systems are available when you need them to support your business operations.
- Reduced cost and risks: With the average per-hour cost of downtime across all industries hitting the 6-figure mark, HPE Pointnext Services can help dramatically reduce the cost and the risks of not being able to conduct business due to IT downtime.
- Enhanced efficiency: Services from HPE promote greater efficiency in the IT environment that can often help you do more with less.
- Greater flexibility: Services from HPE help you build and manage an adaptive infrastructure that works to deliver better business outcomes now and respond quickly to new challenges and opportunities as they occur.

Give your investments a longer lease of life.

Find out more **hpe.com/us/en/services/pointnext.html**

HPE POINTNEXT SERVICES ATTACH COMPUTE WHEEL.

This comprehensive and interactive tool will help you identify the correct attach Services to your transactional opportunities. Click on the HPE ProLiant server, and you will immediately know which services to attach.

You can access the Compute Wheel here:

https://psnow.ext.hpe.com/doc/a00125029enw

HPE GET MORE TOUR ON DEMAND

Overview

By developing your knowledge and skills on SMB offerings & value proposition, you will position yourself for success with your customers and be ready to discuss those challenges that are top of mind for them. Please use this learning curriculum to develop our knowledge.

How to use the curriculum

Once you get started, you will see the various modules available within the SMB Learning Curriculum. Check back often for updates.

Foundational – 20min

To support you and your customers in the SMB sector | Develop customer relationships by addressing their business outcomes based on HPE solutions

HPE SMB Solutions with Microsoft

Remote Workers | Small Office Deployment | Virtualization and Containers | File and Backup | Shared Storage | Database | Hyperconverged Infrastructure (HCI) | Applications

Learn how to use the HPE Tools

iQuote & Flexoffers | Engage & Grow

Retail – 10min

File & Backup and Remote Worker Solutions

- Consumer product sales (i.e., apparel, food and beverage)
- Franchises and conglomerates (hosting companies of many SMBs).

Financial Services – 10min

Containers and Hyper-Converged Solutions

- Regional mid-sized banks
- Insurance companies
- Financial Technology (FinTech) companies with <1000 (born digital)
- Investment companies

Healthcare – 10min

Virtualization and Database Solutions

- Pharmaceuticals companies
- Life science companies
- Software vendors Electronic Medical Records or EMRs
- Health and wellness companies/platforms

Professional Services – 10min

Small Office Deployment and Remote Worker

- IT service provider or resellers
- Digital developers
- Marketing agencies
- Law firms
- Consultancies
- Consumer services

Media and Telecom – 10min

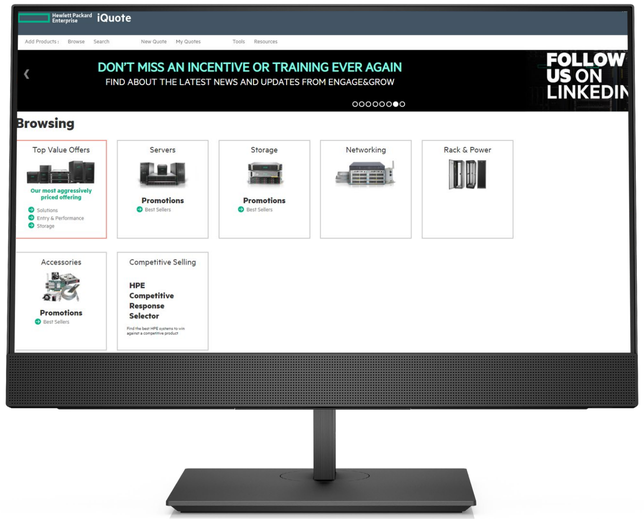
Virtualization and Shared Storage Solutions

- Media content production and content distribution companies
- Ad-tech companies
- Entertainment and leisure/gaming
- Telecom infrastructure companies

Manufacturing – 10min

File & Backup and Application Solutions

- Manufacturers of end products, including consumer goods and electronics (i.e. gadgets, furniture, toys)
- Manufacturers of physical goods with software applications (born in digital).



iQuote Universal

iQuote Quickstart Guide

iQuote Training Guide

iQuote flyer

New Feature

QUOTE TRANSFER

Save time - share saved quotes with Resellers

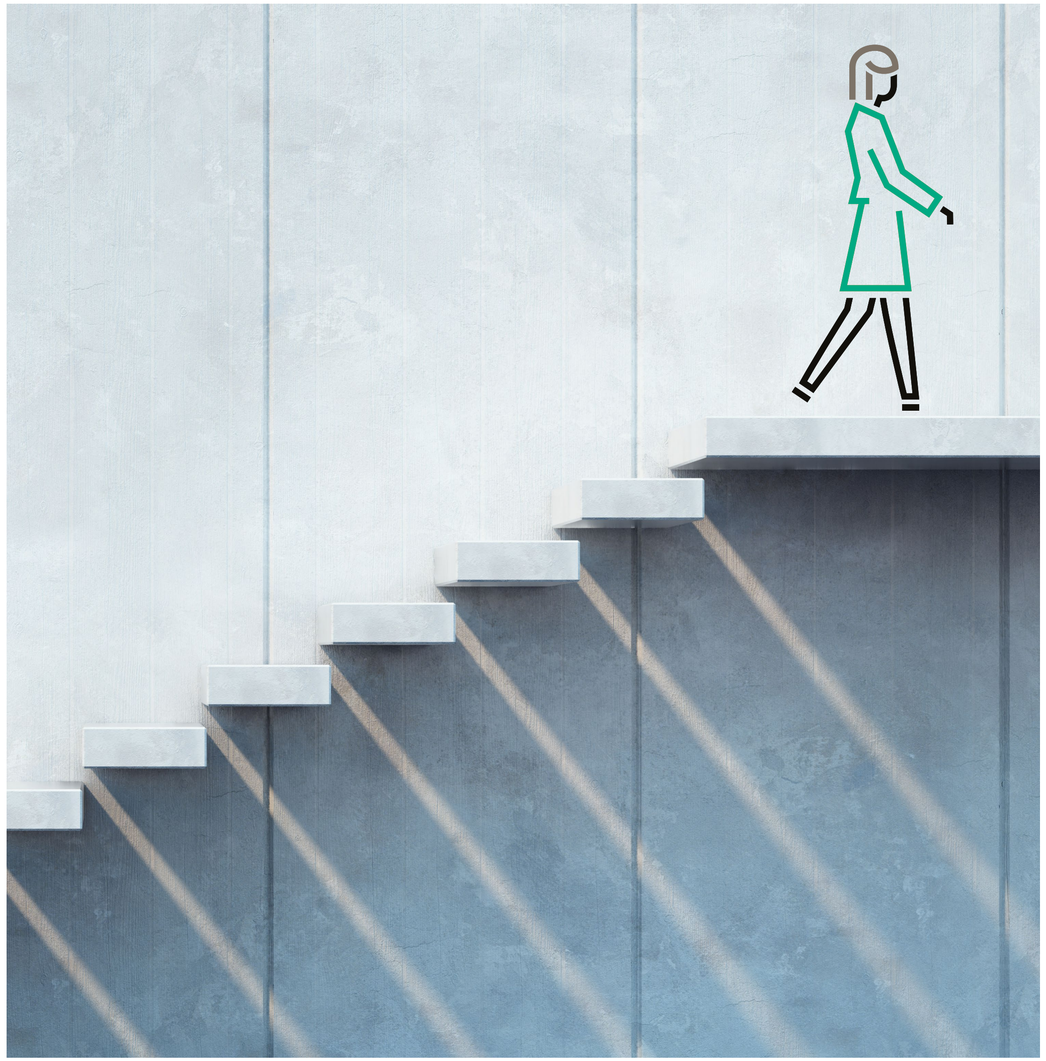
Quote transfer is a fantastic new feature in iQuote that enables a quote to be created, saved and transferred between instances of iQuote, even in different countries. A quote is created and saved by an 'Originator' and then transferred to another user, 'Recipient', in another instance of iQuote. Great for transferring quotes created by HPE Sales Reps (ISRs) or Distributors to Resellers.

iQUOTE OVERVIEW

iQuote is an online sales enablement program that simplifies the selling experience and empowers Solution Providers to position, configure, quote, and ultimately purchase Hewlett Packard Enterprise products and solutions from a single location. All the Top Value Offers are available in iQuote.

Watch the **HPE iQuote Solutions Offer Tile Video** - a new feature of HPE iQuote.

When to Choose	iQuote	Integrate Quoting
Hardware Delivery & Lead Time	Inventory Visible with Promo Offerings always in stock	Unmanaged with no visibility of inventory
Quote Generation	Just a few clicks. Ready templates and tools available.	Through OCA & NGQ quoting mechanisms.
Pricing	"No Touch Pricing" - HPE involvement not required. Uses 'best price first' concept in Distributor versions- Discounts instantly visible	Per-Deal bases. Might need HPE involvement. Access to Deal Registration and Escalated Pricing
Solution Workloads	Pre-Validated and Sized Workload Configurations	Not Available
Quarterly Special deals	Yes, HPE Flex Offers Special Deals & Best Sellers	- N/A -
Partnership Status	Open to all.	HPE Partner Ready Business Parter and above.
Product Portfolio	Best suited for SMB customers deals under $100k. Entry Compute & Storage solutions with Software and Services.	Almost all HPE Products, Solutions and Services.
Channel Compensation	Standard HPE EMEA Partner Compensation Program + Local Programs	Standard HPE EMEA Partner Compensation Program
Channel Sales Incentives	Engage&Grow + Local Programs	- N/A -



ENGAGE&GROW OVERVIEW

Engage&Grow is an incentive program designed to motivate, educate and recognise authorised reseller sales representatives for their success, knowledge and sales of qualifying HPE products and services with minimal administrative effort. This tool makes it easy and fun to learn about HPE's breadth of products and also access fantastic marketing collateral for all HPE products and services in one location.

Follow us on LinkedIn

Step 1 - Sign-On via Partner Ready Portal

Step 2 - Learn & Earn

Step 3 - Sell & Earn

Step 4 - Redeem Rewards

Step 5 - Keep Active

SHOP & REDEEM

The Rewards Store offers a variety of options to redeem your points. The reloadable card offers you purchasing power wherever Visa is accepted.

hpeengageandgrow.com

NEW: WINDOWS SERVER 2022

Microsoft

Windows Server 2022:
Be cloud ready with hybrid

Click here for Quickspecs

Do your systems need a cloud-ready operating system to increase security and performance for modern applications? **Windows Server 2022** can modernize your data center or cloud platform by enabling hybrid capabilities to increase value from technology investments. You can now upgrade to multilayer security with Secured-core OS as a cornerstone, improve efficiency with featured options such as Storage Spaces Direct and Windows Admin Center for easier management of modern applications with virtualization and containerization. With powerful innovations to elevate your system's efficiency and productivity, Windows Server 2022 pairs with Hewlett Packard Enterprise servers, storage, and networking solutions to provide the technology to help achieve your business goals.

Today, most business owners face daily challenges in running their businesses. One of the most difficult challenges can include managing the highest level of security while keeping your infrastructure flexible and integrating cloud resources. Windows Server 2022 is designed to help.

Hybrid capabilities with Microsoft Azure™:
The cloud-ready operating system that boosts on-premises investments with hybrid capabilities.

Advanced multilayer security:
Help protect data and apps at virtually every level of your business, starting with the operating system.

Remote working with enhanced security features:
Empower workers though simplified deployment and management of remote apps and desktops.

Modernized server infractructure:
Tranform infrastructure and applications with flexible solutions like software-defined storage and networking and a modern app platform.

Leveraging a 30+ year partnership with Microsoft, HPE helps you maximize advanced features and functionality in Windows Server 2022 to achieve greater security control, modernize your infrastructure to help improve efficiency and productivity, and hybridize your datacenter. To simplify the support process, Hewlett Packard Enterprise delivers Windows Server 2022 support for HPE Servers

HEWLETT PACKARD ENTERPRISE OFFERS WINDOWS SERVER 2022 OEM LICENSE PRODUCTS FOR THE FOLLOWING EDITIONS:

Datacenter: Ideal for companies of all sizes that have demanding IT workloads, require advanced storage, virtualization, and application deployment

Standard: For businesses that need advanced features, support for distributed office locations, and require a flexible way to virtualize their environment

Essentials: For small companies with basic IT needs purchasing a first server; likely small or no dedicated IT department.
Essentials is also a good option for customers who have previously used Windows Server Foundation edition, which has been phased out in the Windows Server 2016 generation.

HPE WINDOWS SERVER ROK CASHBACK PROGRAM FOR CHANNEL PARTNERS

Upgrade and get cash back

Have your customers to upgrade their old IT infrastructure with HPE ProLiant Servers and Windows Server ROK and receive cash incentive

- With each Windows Server ROK Kit sold with an HPE ProLiant Server
- Participants: HPE Channel Partners (Platinum, Gold, Silver, Business, Proximity Partners)
- How to participate: **www.hpe.com/eu/PartnerCashback**
- Terms and conditions apply
- Please check the web page for country eligibility information

HPE Proliant Servers	Purchased with Windows Server 2019/2022	Cashback up to
DL160 Gen10 DL180 Gen10 DL325 Gen10 DL360 Gen10 DL345 Gen10 DL365 Gen10 DL380 Gen10 DL385 Gen10 DL560 Gen10 DL580 Gen10 ML110 Gen10 ML350 Gen10	Windows Server 2019/2022 Std ROK	£17
	Windows Server 2019/2022 Std addtl License	£9
	Windows Server 2019/2022 DC ROK	£86
	Windows Server 2019/2022 DC addtl License	£13
	Windows Server 2019/2022 RDS 5 Usr / Dev CAL	£43

* ROK = Reseller Option Kit
** Capped at $2,500 per month and Participant

Special Offers

Double cashback is running between August 1st - October 31st 2022

(Values reflected in the table)

Get information and register at www.hpe.com/eu/PartnerCashback

HPE analyzing sellout records in monthly frequency

Receive cash incentive on your bank account

HPE WINDOWS SERVER ROK CASHBACK PROGRAM FOR CHANNEL PARTNERS - CONT.

Upgrade and get cash back

Have your customers to upgrade their old IT infrastructure with HPE ProLiant Servers and Windows Server ROK and receive cash incentive

- With each Windows Server ROK Kit sold with an HPE ProLiant Server
- Participants: HPE Channel Partners (Platinum, Gold, Silver, Business, Proximity Partners)
- How to participate: **www.hpe.com/eu/PartnerCashback**
- Terms and conditions apply
- Please check the web page for country eligibility information

HPE Proliant Servers	Purchased with Windows Server 2019/2022	Cashback up to
DL160 Gen10 DL180 Gen10 DL325 Gen10 DL360 Gen10 DL380 Gen10 DL345 Gen10 DL365 Gen10 DL385 Gen10 DL560 Gen10 DL580 Gen10 ML110 Gen10 ML350 Gen10	Windows Server 2019/2022 Std ROK	€20
	Windows Server 2019/2022 Std addtl License	€10
	Windows Server 2019/2022 DC ROK	€100
	Windows Server 2019/2022 DC addtl License	€15
	Windows Server 2019/2022 RDS 5 Usr / Dev CAL	€50

* ROK = Reseller Option Kit
** Capped at $2,500 per month and Participant

Special Offers

Double cashback is running between August 1st - October 31st 2022

(Values reflected in the table)

Get information and register at www.hpe.com/eu/PartnerCashback

HPE analyzing sellout records in monthly frequency

Receive cash incentive on your bank account

WHERE TO LEARN MORE

If you are looking for additional support and resources then please see below a selection of links to help you.

HPE Tower Servers Guide

Management Overview Presentation

HPE Enterprise Information Library

iQuote

HPE SMB Solutions and Offers Sales Briefcase

Engage&Grow

HPE Small Business Solutions

© Copyright 2022 Hewlett Packard Enterprise Development LP. The information contained herein is subject to change without notice. The only warranties for HPE products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HPE shall not be liable for technical or editorial errors or omissions contained herein.

This document contains confidential and/or legally privileged information. It is intended for HPE and Internal Use only. If you are not an intended recipient as identified on the front cover of this document, you are strictly prohibited from reviewing, redistributing, disseminating, or in any other way using or relying on the contents of this document.