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Enterprise

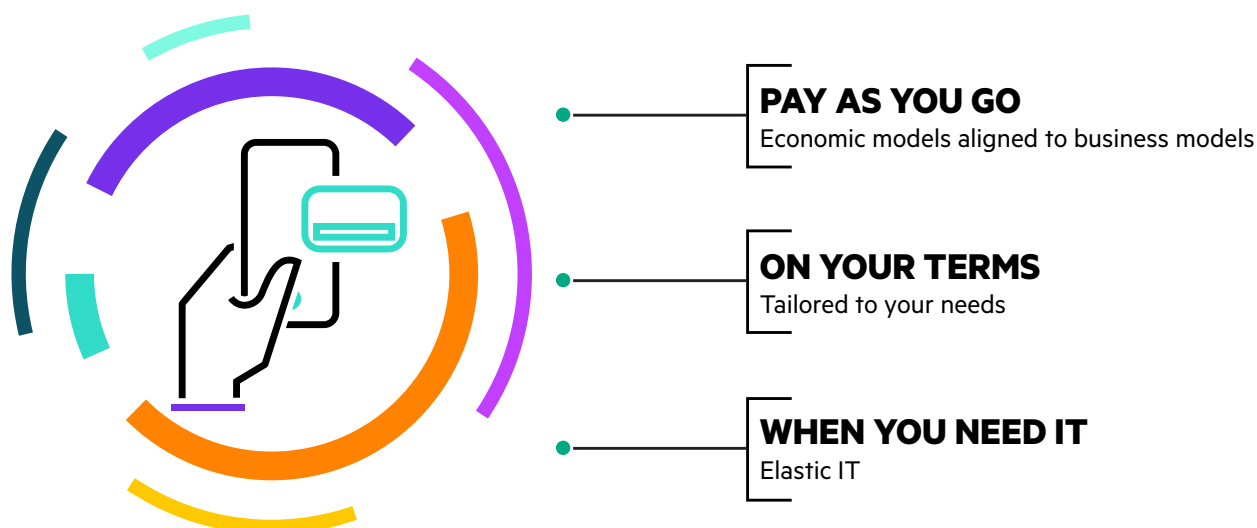
Brochure

GET READY FOR HPE GREENLAKE WITH COLOCATION



BUSINESS LEADERS EXPECT TO CONSUME IT IN THE AS-A-SERVICE MODEL

HPE GreenLake has been successful in providing flexible capacity as a service that combines the freedom of the public cloud and the security of on-premises IT through superior economics, control, and support. Business leaders are now shifting from up-front funding of infrastructure to consumption-based procurement in data centers, which has become evident in enterprises' IT infrastructure spending. The customer spending moves with the scale of the infrastructure being consumed, on-demand.



MARKET TRENDS GO OFF-PREMISES

Two major trends are shaping the data center market globally. The first is the move from in-house data centers into facilities and services provided outside the organization (out-tasking). **Out-tasking** can be broadly defined as the process of sourcing facilities, facility services, IT capacity, or IT services from an external provider. The second related trend is away from legacy IT (physical servers) toward **non-physical, dematerialized infrastructure and components**. This includes components and services that are created within and sourced from virtualized, cloud-based, or software-defined environments.

These trends have created the requirement for larger facilities, which can operate based on the provision of standardized delivery models and services on a utility basis.

WHY DO YOU NEED THIS SERVICE?

With the trend of many customers going off-premises and migrating all their workloads to everything-in-the-cloud model, they are indicating lesser investment in their self-managed infrastructure. The cloud journey has been bumpy for these customers and they are looking for more practical options. As the cloud solution does not handle all the workloads, customers are benefiting from the advances in hybrid cloud technologies and configurations that are permitting them to predominantly implement this hybrid approach. With this more manageable option, customers balance their on-premises compute environments and their cloud workloads. One of the ways customers are implementing hybrid cloud is to migrate many of their workloads to hosted environments such as colocations, while the remaining workloads stay on-premises.

With the HPE GreenLake offering, customers have successfully mastered the flexible capacity consumption of IT resources within their on-premises data centers. Now, with the **HPE GreenLake with colocation** offering, customers can take the same HPE GreenLake success into a remote colocation facility, where they do not manage the facility support infrastructure themselves and leave that up to the dedicated professional provider.



MANAGEMENT OF CHANGE

For most customers, while migrating their infrastructure to a colocation facility is beneficial, it brings some challenges to successfully transition their operation. Typically, if the customer is used to managing their critical data center facility, IT hardware, and network infrastructure locally at the home campus, they will have all the necessary support resources nearby such as technical resources, management, and funding. When the customer considers collocating their critical infrastructure, they may face some challenges.

HPE GreenLake with colocation Readiness Services helps the customer with their readiness by addressing various aspects such as:

- Remote location
 - IT staff has less first-hand access to the infrastructure equipment
 - Customer must plan and coordinate shipping, receiving, and materials handling with all parties ensuring proper delivery to customer space
- Lack of on-site resources
 - Limited staff presence such as system administrators—at a colocation facility, all staff cannot be present on-site
 - Dependency on outsourced contractors and third-party vendors, colocation providers, on-site technicians, and such
- Need for detailed planning
 - Customer must make detailed and complete plans for proper execution, less chance for repeated corrections
 - At a colocation facility, work must be organized for streamlined execution
- Remote implementation
 - Reduced access to infrastructure
 - Remote management of tasks requires additional effort to ensure good quality control
- New network services
 - Customer must provision all new network services
 - Cannot depend on leveraging existing network services currently on customer site
 - Colocation site being remote, consider reliable network connections to a corporate network
- Locating local skilled talent
 - With the dependency on outsourced contractors, customer requires added management of tasks and outcomes
- Capacity planning
 - Simulate and model IT hardware space and power and cooling requirements more closely to provide accurate forecasts for project planning
- Site planning
 - Coordinate telecommunication carrier connectivity
 - Organize hardware functional layout
- On-site implementation
 - Project management
 - Materials specification
 - Workforce coordination





HOW HPE GUIDES CUSTOMERS THROUGH THE FACILITY TRANSFORMATION JOURNEY

HPE works with customers to breakdown and uncover their data center needs for transformation and helps determine how to best improve the data center strategy. HPE analyzes the customer current-state has and how they want their business and risk/resiliency goals to shape their IT and facility profiles. It is a programmatic approach whereby HPE collects actual customer data points, models them in our priority tools, and provides the customer with an actionable outcome to determine their 5–10-year data center future-state strategy and road map.

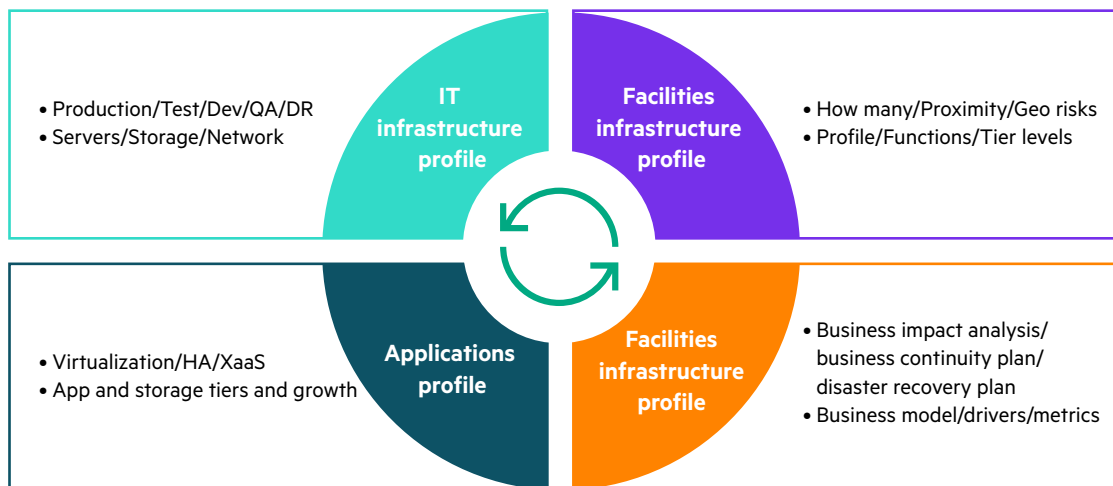


FIGURE 1. Data center transformation profiles



HOW HPE GUIDES CUSTOMERS THROUGH THEIR NETWORK TRANSFORMATION JOURNEY

When it comes to planning the customer network, HPE is here to help, especially when collocating their critical network infrastructure away from home campus to another collocated facility. **HPE GreenLake with colocation Readiness Services** helps customers gain a clear understanding of the considerations and implications of the following key aspects to connectivity:

- Connection requirements:
 - Bandwidth
 - Redundancy/Resiliency
 - Data center-to-data center, data center-to-cloud, and data center-to-public
 - Migration peaks
- IP addressing
- Global DNS load balancing
- Local load balancing
- Segmentation and cybersecurity
- Remote management

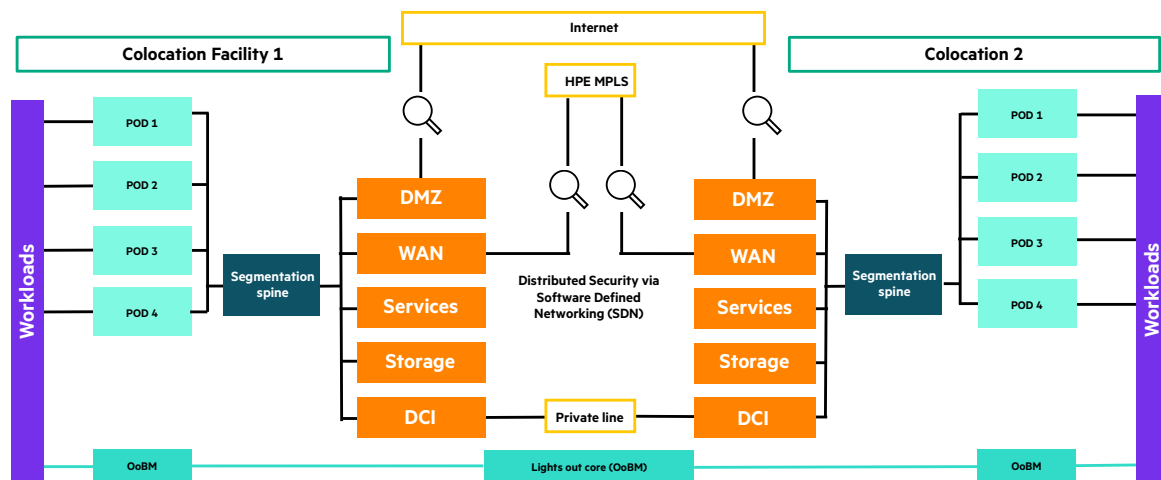


FIGURE 2. Network architecture

Based on the strategy and road map plans, along with a total cost of ownership analysis, HPE helps the customer model and choose sourcing options for the data center facilities. As the customer chooses to migrate their on-premises infrastructure to a hosted colocation site, HPE provides the customer an **HPE GreenLake with colocation Readiness Services** to get prepared and be ready to manage the change in their mode of operation.

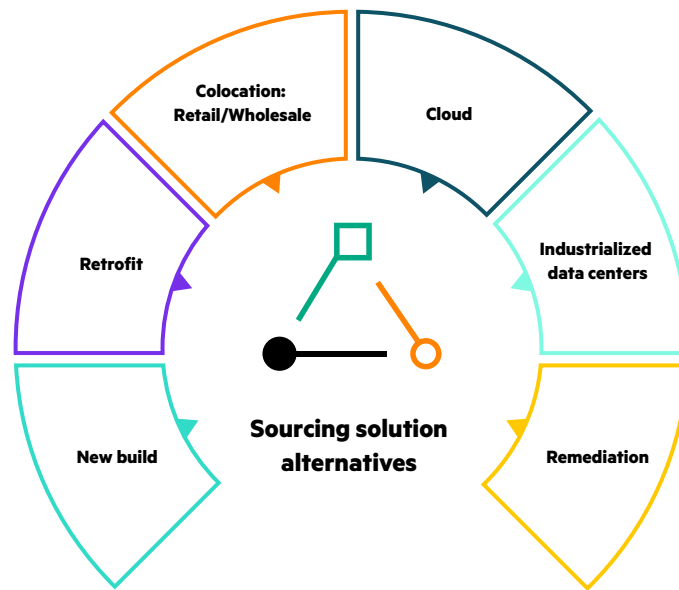


FIGURE 3. Data center sourcing solution alternatives

HPE GREENLAKE WITH COLOCATION READINESS SERVICES

Value proposition

- The offering is for:
 - Customers moving to consumption-based IT
 - Those who are moving away from owning and operating their own data centers
 - Those who have run out of data center space or have new/advanced applications that require substantial power and cooling that is substantial
- Who needs:
 - To improve their IT flexibility, agility, reduce capital expenditures, and TCO savings
 - To shift data center operations from existing in-house to free up resources and simplify administration
 - To move to hybrid cloud, deal with cloud latency effectively for a good user experience
- Our service is:
 - An extension of HPE GreenLake to include colocation within a single HPE GreenLake SOW and billed in a single monthly invoice with two line items
 - Accessible through a single point of contact for support
- Delivers:
 - HPE GreenLake benefits extended to include the colocation data center
 - Faster time-to-business-value, no up-front capital outlay, pay-as-you-go flexibility, and improved hybrid cloud
 - Quicker communication speeds, cloud adjacency, state-of-the-art data centers to address advanced workload requirements such as artificial intelligence (AI), high-performance computing (HPC), and cloud



- Unlike:
 - On-premises only, now customers no longer have to manage their data centers to take advantage of HPE GreenLake
 - Cloud-based services such as AWS (security concerns, vendor lock-in)
 - Traditional IT environments that require up-front investments
- Our differentiators
 - Leading providers of consumption-based IT
 - HPE partners well, here we partner with industry leaders
 - Unique ability to span the customer data center and co-location as one experience—simplifying the experience

Service description

HPE GreenLake with colocation Readiness Services helps customers quickly understand the benefits and areas of consideration when moving to a colocation facility approach for their data center strategy. This includes a:

- Go/No-go readiness recommendation
- A capabilities gap analysis
- A readiness plan
- Recommended next steps

Leverage experienced data center facilities and network consultants to rapidly transform the customer's data center approach, shift the operations to an off-premises facility, and meet the business objectives and timelines.

Service highlights

- One day in-person workshop
- Service planning and discovery of the current customer data center approach and relevant business objectives
- Readiness workshop designed to present network and facility topics to stimulate discussion, and help customers to identify gaps and draw conclusions about the use of colocation approach in their context
- Considerations for power, cooling, security (physical and cyber), and connectivity
- Identify use cases and high-level requirements
- Solution overview and transformation approach

Deliverables**Overview**

- HPE Pointnext Services consultants create an executive summary presentation

Service activities, findings, and results of the workshop

- Use case and requirements that are mapped to the business and networking priorities
- HPE's recommended solution and pragmatic approach to the multicloud networking strategy
- Define a list of possible next steps



BUILDING WORLDWIDE PARTNERSHIPS AND EXTENDING BENEFITS

HPE is creating partnerships with strategic colocation providers across the world to create a network of validated and reliable partners. Through these partnerships, we extend to **HPE GreenLake with colocation Readiness Services** customer a single contract, single invoice, and single point of contact relationship. This relationship greatly enhances the customer efficiency in conducting their daily data center operations and management of their data center contacts.

HPE handles the entire operation transparently:

- Manage the single contact for the hardware infrastructure items, as well as the colocation data center facility infrastructure items
- HPE provides ongoing support for operations and service delivery:
 - Capacity planning for both HPE GreenLake and colocation
 - Single point of contact (SPOC) for both HPE and colocation escalations
 - Single invoice for both HPE GreenLake and colocation charges
- Expand
 - When the time comes, HPE will be there to provide SPOC for coordinated expansion of both HPE GreenLake and colocation needs

AN END-TO-END JOURNEY WITH HPE

Hewlett Packard Enterprise advises and helps our customers to take on new experiences and brings them along on a journey that we have achieved for ourselves. HPE Pointnext Services guided and successfully implemented the **HPE GreenLake with colocation Readiness Services** for our IT department (IT NextGen program) in 2019. We established SAP HANA® as well as our private cloud infrastructure along with the latest in-storage and networking technologies for a true hybrid cloud and collocated our entire infrastructure at redundant and diverse colocation facilities. HPE invites its customers to take a similar journey with us for their success.

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