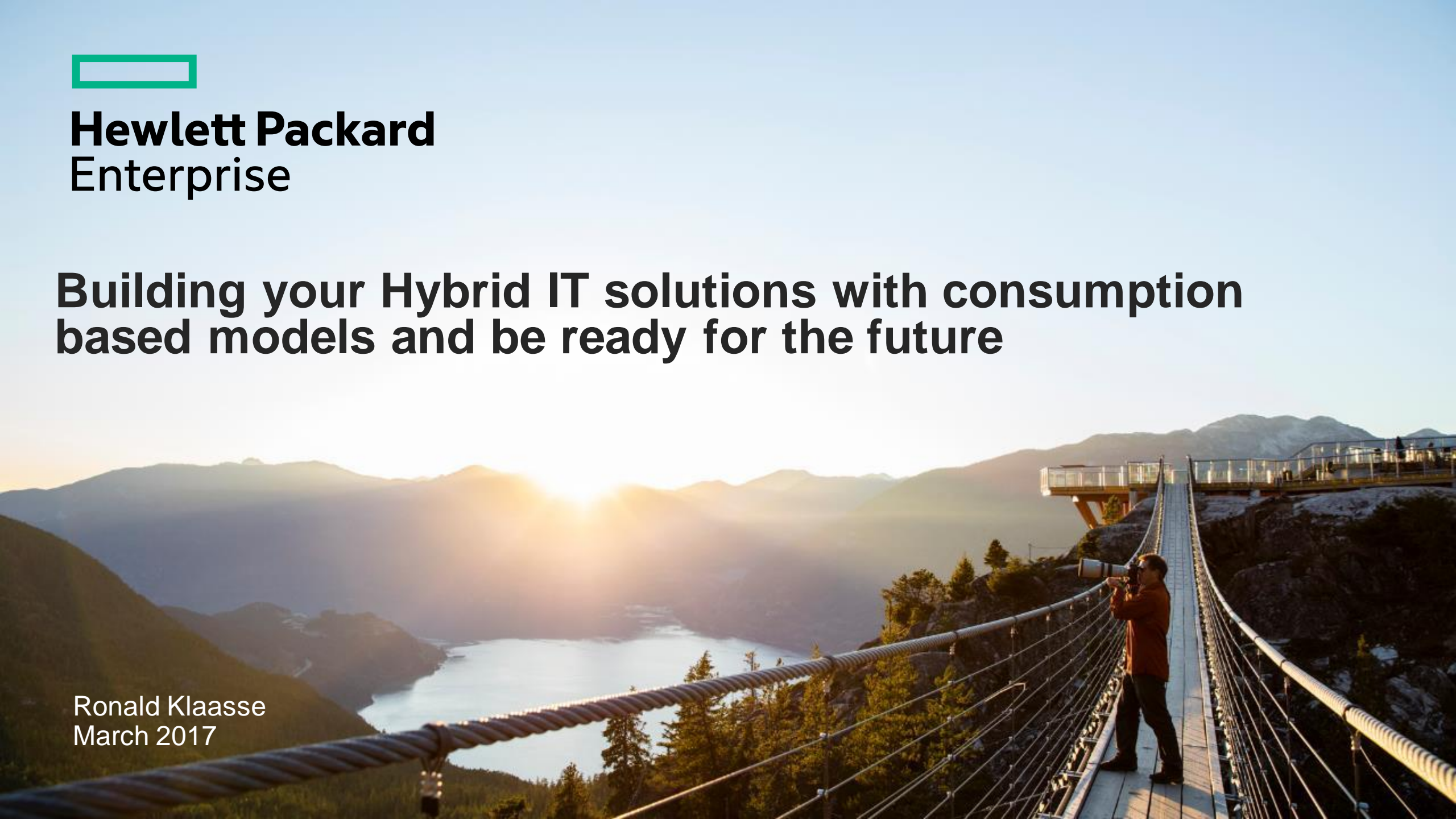




Hewlett Packard Enterprise

Building your Hybrid IT solutions with consumption based models and be ready for the future

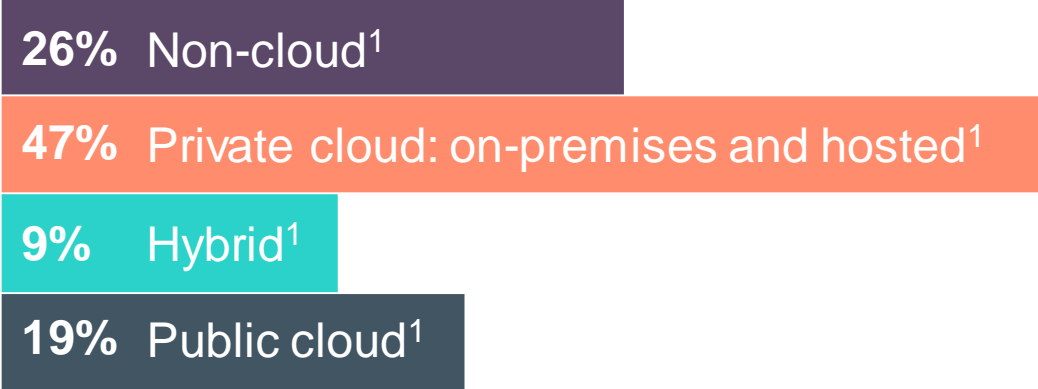
Ronald Klaasse
March 2017



Hybrid cloud transformation

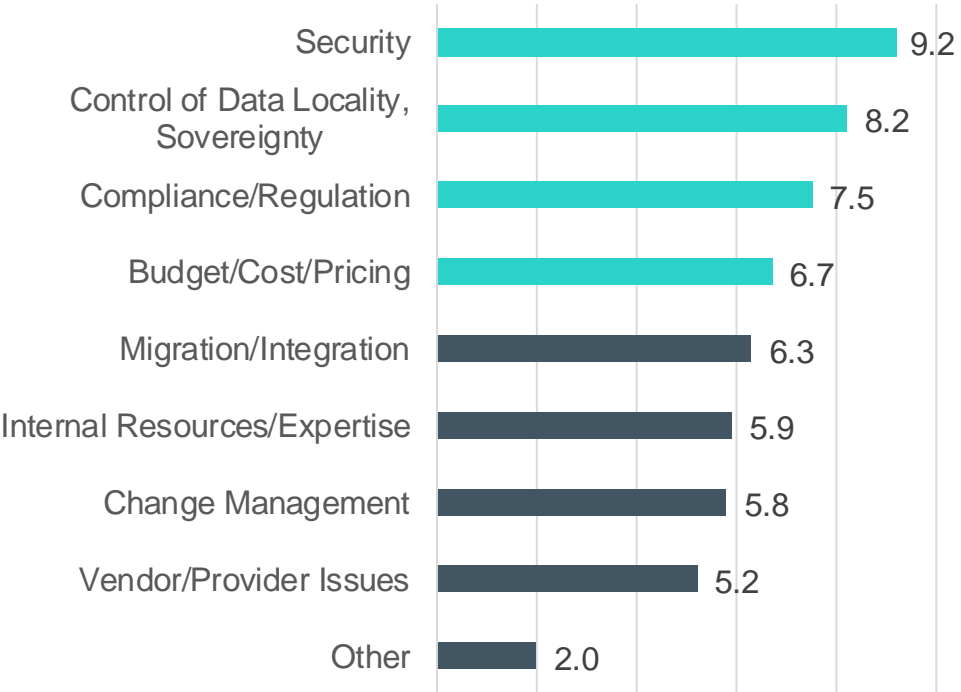
Customers are moving to the cloud

Technology adoption over next 2 years¹



94% state an *integrated hybrid cloud management* solution is needed^{1,2}

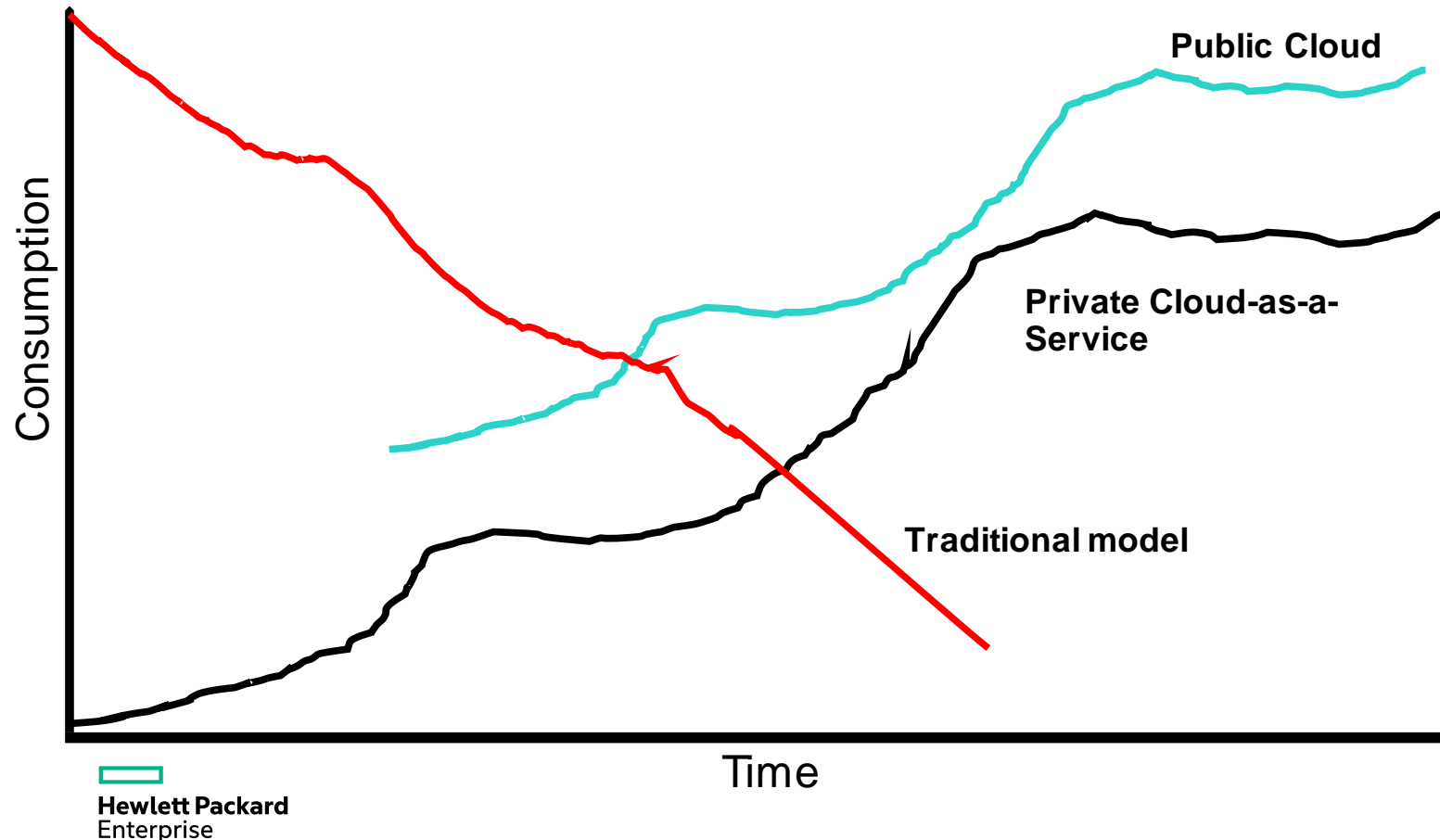
Inhibitors for cloud usage³



¹Statistics provided by 451 Research.
²"IT is Flying Blind in Hybrid Clouds." Dimensional Research, April 2016.
³451 Research, Voice of the Enterprise: Cloud Computing, Q3 2015.

What Our Customers are Thinking They Will Do....

By 2020, 80% of IT purchasing will be based on subscription Opex models that include public cloud services, subscription-based on-premises infrastructure SW & on premises HW provided on a pay-as-you-go basis. - IDC



How is the Hybrid Cloud Made Up

30% Public Cloud – Customers are able to access via MS Azure with Flexible Capacity

70%+ Private Cloud –Flexible Capacity delivers cloud like agility & economics, in the privacy of your own Data Centre, across Server, Storage & Networking

Traditional model will reduce as Customers move to 'as-a-Service solution'

Cloud is changing our IT consumption model

Capabilities of cloud model

- Move from capital expense to variable expense
- Stop guessing at capacity
- Provide a developer-centric architecture
- Flexible usage
- Fast deployment



By 2020

80%

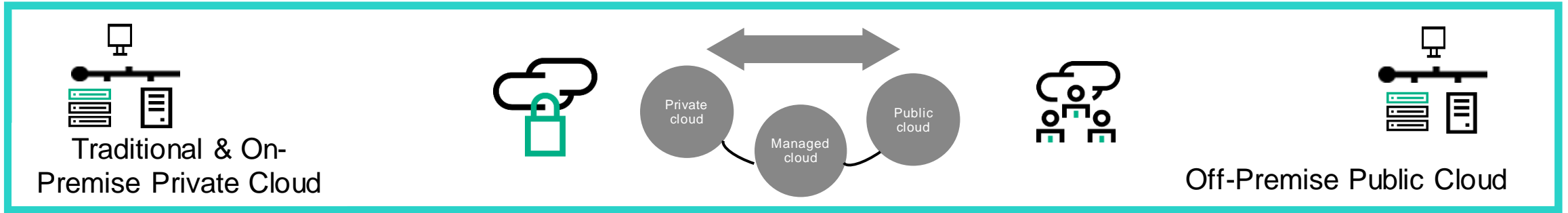
of IT infrastructure Will Be Bought on a Pay-as-you-go Basis.¹

By the end of 2016

50%

of companies will demand payment models based on usage for major IT and data center investments, basing vendor & partner decisions on these programs.²

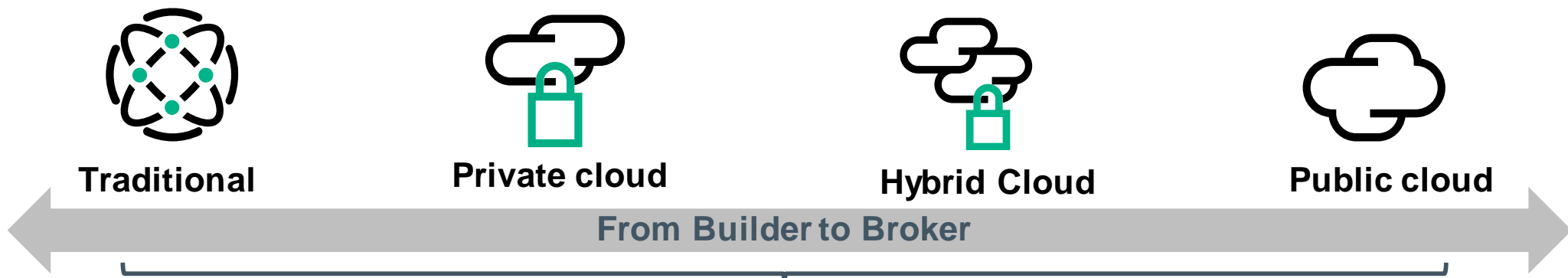
HPE Flexible Capacity in Hybrid IT



Build IT on premise and consume with Flexible Capacity

Integrated + Flexible + Hybrid IT

Consume IT from the public cloud



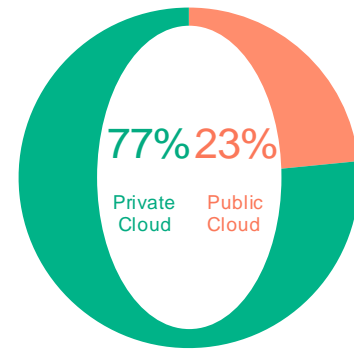
Depending on Availability, Flexibility, Security, Performance, Compliance and Cost

Major Verticals Shifting Spend, Investing in Different Private and Public Cloud Mixes, over next 2 years

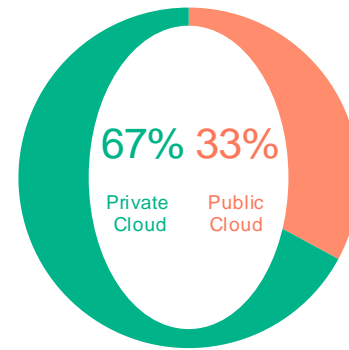
Industry verticals show a consistently strong private cloud mix

Increase Efficiency with Your Right Mix of Private and Public Cloud

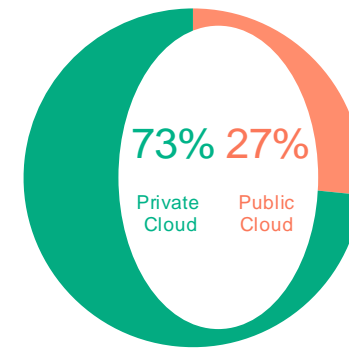
- Easy connectivity to popular public clouds
- Manage multiple clouds with single management toolset
- Policy-based placement
- Migrate traditional applications to the cloud
- Rapid development and deployment of cloud-native applications



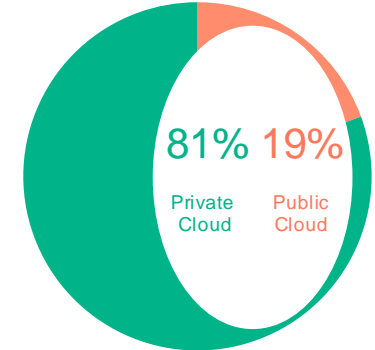
Manufacturing



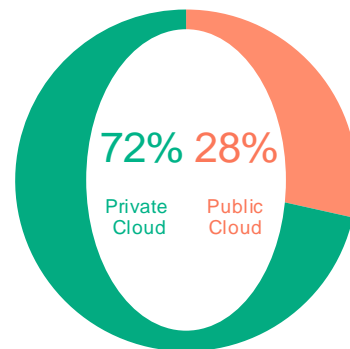
Telecom



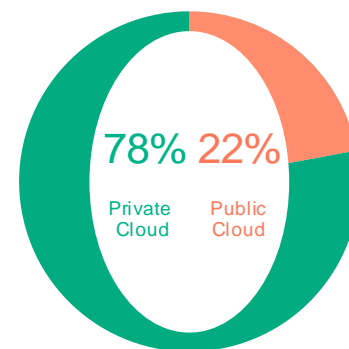
Retail



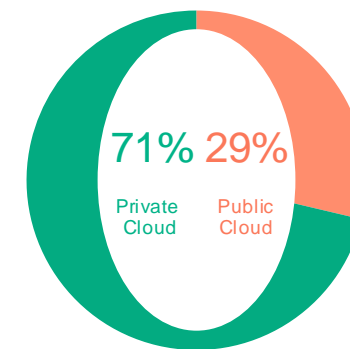
Insurance



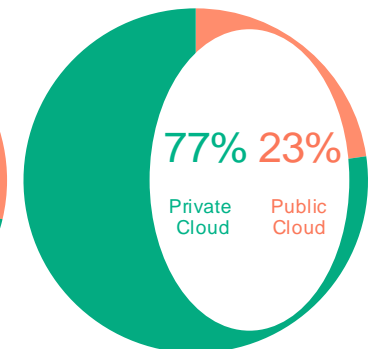
Healthcare



Government



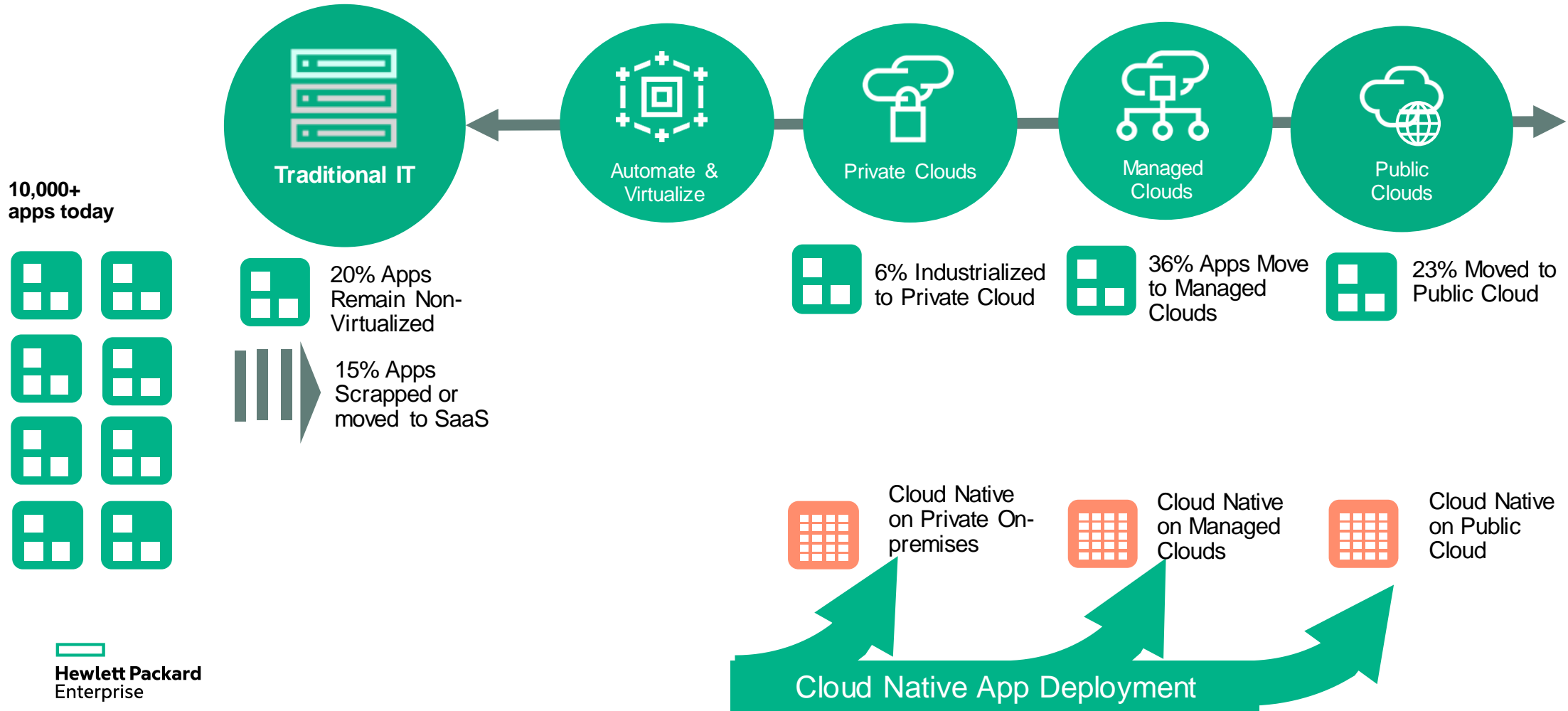
Finance/Banking



Education

A Typical Customer Transformation Example

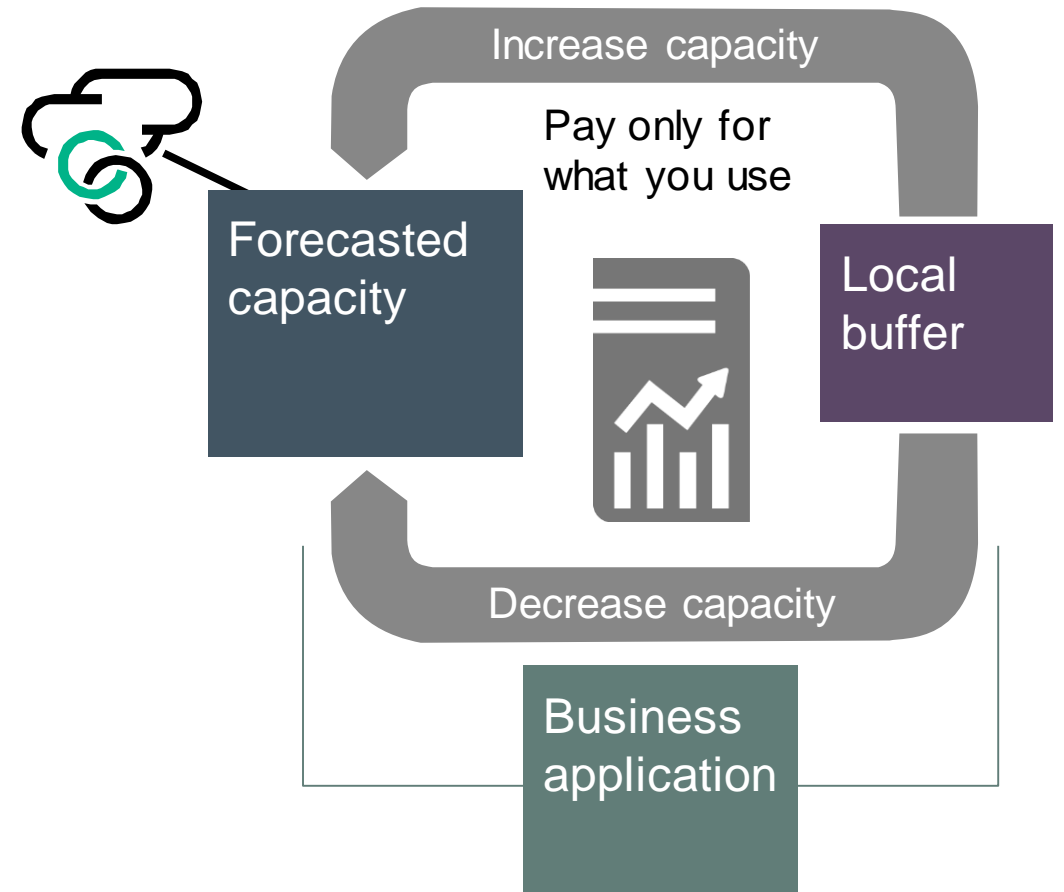
Hybrid infrastructure spans Traditional IT, Private and Public Clouds



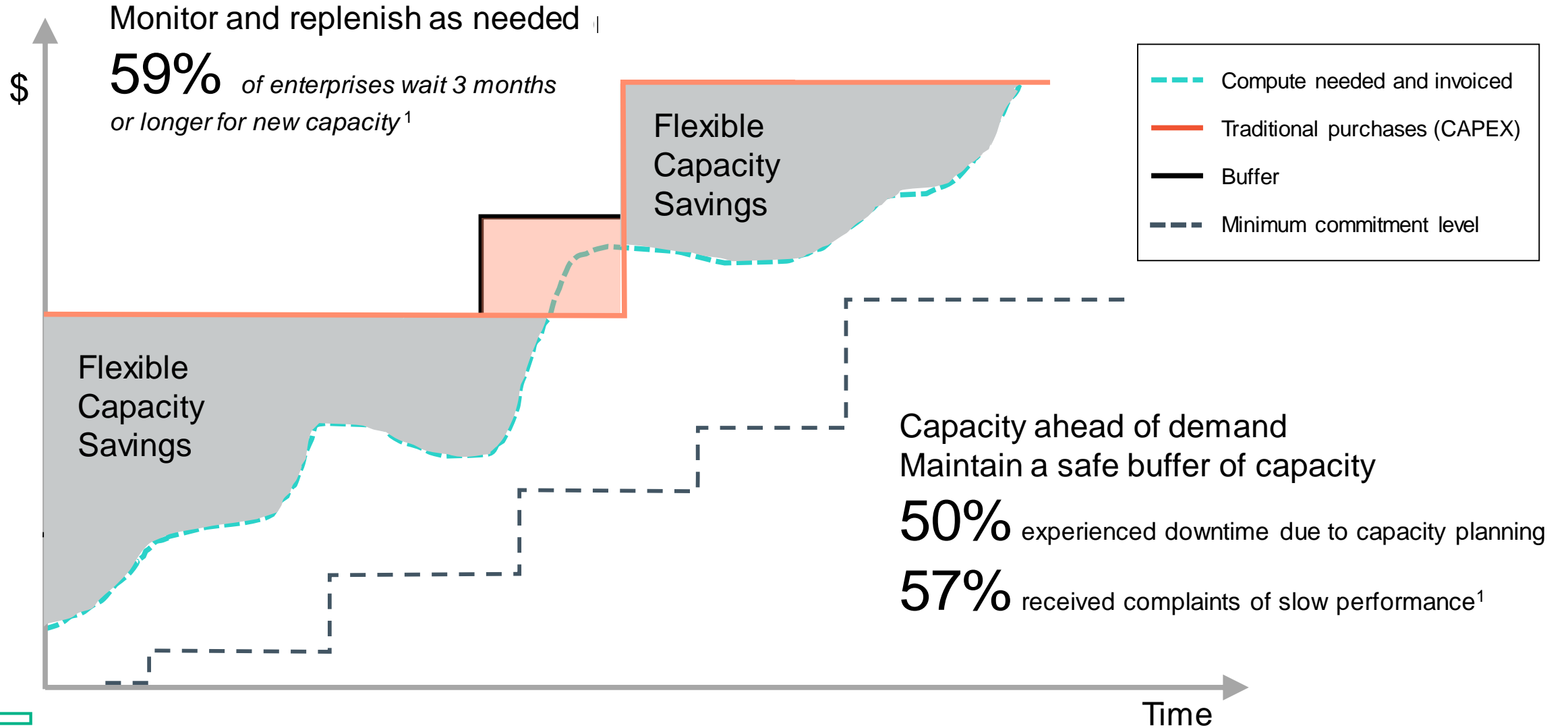
The elevator pitch

HP Flexible Capacity Service delivers “Capacity ahead of Demand” on the customers site providing the required infrastructure capacity *as a service*

- Pay only for what you use¹ and No up-front capital investment requirements
- Aligns costs with usage monthly via advanced metering
- Infrastructure capacity that never runs out
- Enterprise-quality support & deployment included
- Scalable – add capacity in minutes, not months
- Flexible to grow & shrink, so No overprovisioning
- Applies to storage, servers, & networks and software
- Ready for Hybrid IT & Sourcing
- Supporting HPE and multivendor
- Scalable service concept up to full out tasking solution on a global scale
- Installed base sale and service back options available



How Flexible Capacity benefits IT



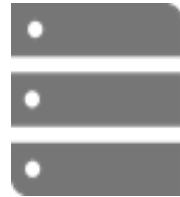
Flexible Capacity Components

Technology

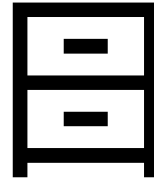
Servers
Per Server,
Compute
Unit , CPU
Core or VM



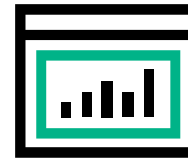
Storage
Per GB



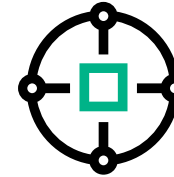
Backup
Per GB



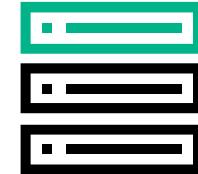
HPE Software
*Incl. in building
block*



**HPE Network
incl. SAN**
Per port/device



**NON HPE
HW & SW**

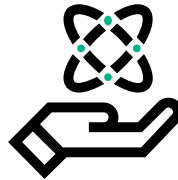


Services

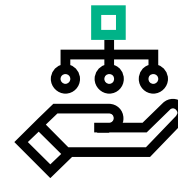
Implementation



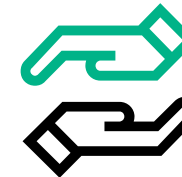
**Reactive
Support**



**Pro-active
Support**



**Governance &
reporting
services**

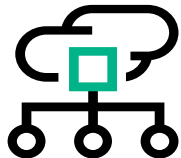


**Demand
Management
& Metering**



Scale up & out

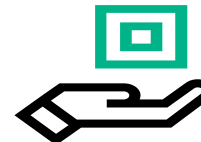
RIMM



Private & Public

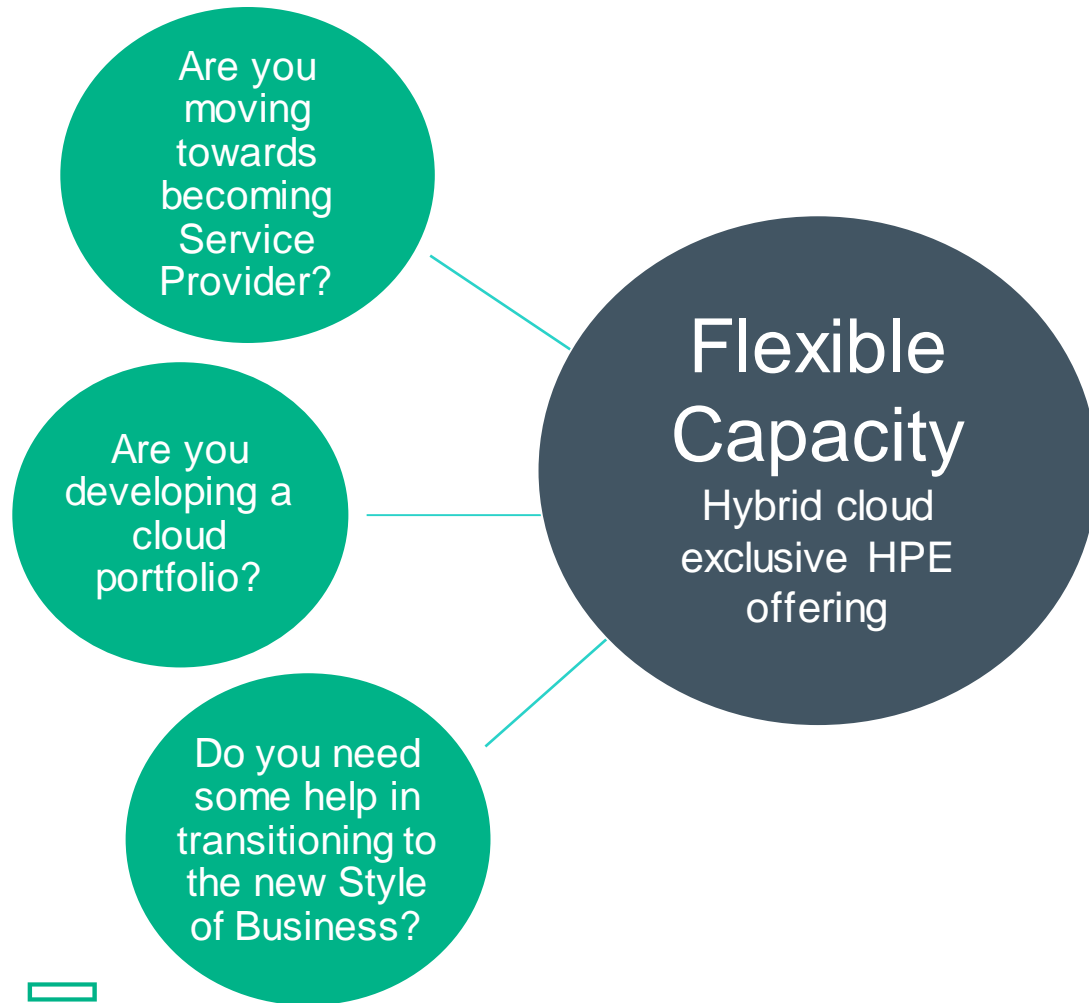


XaaS solutions



HPE Flexible Capacity

Transformation and new consumption models by adopting Flexible Capacity



Available to Customers & Solution Providers

- **“Sell To”**: HPE sells FC to the customer or reseller (the reseller use it to support its cloud/managed services offering)
- **“Sell Through Reseller”**: HPE sells FC first to the reseller and then the reseller sells FC to the end user customer.

IT Solutions for the New Style of Business

| | | | |
|-------------------------------------------------|-------------------------------------------------|--------------------------------------------|---------------------------------------------------|
| Server , Storage & Networking Technology choice | IT as a Service Pay per Use Hybrid sourcing | Managed Private & Hybrid Cloud | Appliances & Solution single Stop & Shop sourcing |
| Integrated Support & Lifecycle management | Scalable & Hybrid & Datacenter choice | XS models to start | HPE Helion SW & Partner Network enabled |
| Optional & Tailored Management services | Multivendor HW & SW & Support inclusion | Installed base Sale & Service Back options | Stepped & Aligned Payment structures |
| MS Azure Private & Public Cloud integration | Flexible & Business aligned Charging mechanisms | Cloud Cruiser partnership | Roadmap, Transformation & Innovation workshops |

Clients joining the journey





Hewlett Packard
Enterprise

Thank you