HPE SMB AND MID-MARKET SOLUTIONS CAMPAIGN CALL GUIDE

GET STARTED >

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WHY DO HPE SOLUTIONS TARGET SPECIFIC WORKLOADS?

Share the HPE ProLiant value proposition

Today, IT decision-makers are responding less to the technical capabilities of solutions and more to solutions' ability to deliver real-world outcomes for the workloads they use every day.

75%[1]	**74%**[2]	**73%**[3]	**70%**[4]	**60%**[5]
see a persistent move to remote working	aim to digitize operations to support next-generation models	plan to build digital customer experiences	will explore new digital business models	are struggling to protect against cyberattacks

Workload optimization

HPE solutions transform IT with insights that optimize workload performance, placement, and efficiency while delivering better outcomes faster. Customers can leverage HPE's deep experience to deliver cost-effective and robust workloads quickly, and source their complete solution from one vendor.

[1, 2, 3, 4] Stats on Digital transformation, Forbes, 2019 and 2020
[5] IT Security report, Ponemon Institute, June 2020

START THE CONVERSATION

Conversation starters

Elevator pitch

Digital transformation is the path to accelerate your business by unlocking your next level of innovation, efficiency, and customer experiences. Transformation is challenging—to succeed requires trusted partners with the expertise to deliver a new kind of compute built for the next digital decade. You need solutions that are optimized for your most demanding workloads that solves security problems, is simple to run thanks to automation, and gives you the power to choose how to deploy—now and as you grow, in this new era of computing.

Ask the right questions to get the conversation flowing

Is digital transformation a priority for you?
If yes, ask what is driving their transformation and what obstacles are they facing.

What are your most important workloads?
If they mention a target workload, what are the challenges around this?

What is your budget and timeline?
If they haven't considered this, they might not be realistic candidates.

Is IT a driver of innovation and growth at your business?
If they answer no, ask about their IT challenges.

What would your IT team be working on if they weren't managing and fixing IT so often?
Discuss how HPE iLO / HPE InfoSight can help.

How would your organization react if your IT infrastructure was compromised?
Discuss how 360-degree security protects infrastructure.

Listen out for signs of interest
- At least one of the HPE target workloads is critical for the customer
- Planning a digital transformation, or an existing project that has stalled
- Prioritizing holistic security, perhaps after a data loss incident
- Spending too much on IT operations
- Existing IT cannot keep up with data growth

OBJECTION HANDLING

We're going straight to cloud.

There are reports that after the first wave of digital transformation many workloads are still on-premises as they aren't suitable for public cloud. With Hewlett Packard Enterprise, you can easily deploy a secure and scalable hybrid cloud anywhere you need it, so you can always place workloads in the optimal environment.

What we've got is fine for what we need.

If you are planning to grow your business, would it help to start using servers that can help you achieve your goals? With HPE, you can start small with a right-size solution then scale as you grow. You will also gain 360-degree security, which could help prevent a damaging cyberattack.

We're happy managing our existing servers.

You may know how to get the best from your servers, but don't those management tasks still take time? With HPE, you can automate routine tasks, use AI to predict and fix issues, and provision infrastructure with no code. What could your teams be doing with all those saved hours?

I'm too busy just keeping the lights on.

The intelligent automation of HPE Core Compute solutions can change that situation for you. Built-in HPE InfoSight is an AI-driven predictive analytics system that identifies faults and automatically fixes them. And when it comes to provisioning infrastructure, scripting is eliminated and over 200 steps are automated so your teams can focus on innovation.

We've got everything we need. We just need to optimize.

Does your existing infrastructure have the performance, automation, and security to optimize workloads in a way that will give you a competitive edge and overcome your digital transformation? HPE Core Compute solutions are optimized for today's most demanding workloads and designed for the next wave of digital transformation (DX).

We don't have the budget.

You can pay as you use, with no up-front payment, with HPE GreenLake or various HPE finance options. If your infrastructure is out of warranty, you might be paying more for support than you need to and TCO could be lower with a new solution.

THE SOLUTIONS CAMPAIGN SALES JOURNEY

Supporting the sales process from inception to deployment

Get trained and generate leads	Qualify the opportunity by choosing the right solution	Build a quotation	Close the deal

Key activity

Watch the SMB & Solutions Training Video on Sales Pro

Account lists made up of:

• New customer accounts
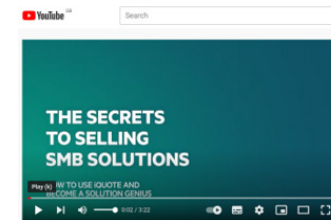
• Older HPE ProLiant generation Installed Base

Contact your customer:

• Qualify the opportunity

• Position HPE ProLiant Gen10 Plus technology

• Identify a solution opportunity

HPE Flex Occurs

Use iQuote and the solutions tile to build and price a tailored proposal.

Watch the how to use video

Ensure the partner claims the HPE Engage & Grow rewards

Supporting collateral

Review the solution briefs

HPE SMALL BUSINESS SOLUTIONS

Choose the right solution to meet your customers' needs

Customer needs → Click on our solutions for:

Want 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

Get 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
or
Partition an operating system (rather than the hardware as in virtualization) to enable rapid application changes with very lightweight storage consumption using a container solution—ideal for test/dev or dynamic production environments

VIRTUALIZATION AND CONTAINERS
Run multiple applications on a single server

Centralize company files and backup so employees can share important data without risking data loss or compromising on security

FILE AND BACKUP
Central data repository and backup

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

SHARED STORAGE
Single storage pool for multiple servers

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

DATABASE
On-premises data storage and analysis

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 keep running even if a server goes offline

HYPERCONVERGED INFRASTRUCTURE
Software-defined storage for availability

Take control with an on-site solution tuned to run business applications for better performance and data security thereby avoiding downtime from internet service outages

APPLICATIONS
Host line-of-business apps on-site

G7 REINVENT YOUR WORKPLACE

HPE SMALL BUSINESS SOLUTIONS FOR REMOTE WORKERS

Fast and secure access for all of customer's apps and data from anywhere

TARGET MARKET
Businesses with a single site, or with ROBOs—healthcare offices, retail stores, and startups; especially those affected by stay-at-home orders and trying to keep going in uncertain times.
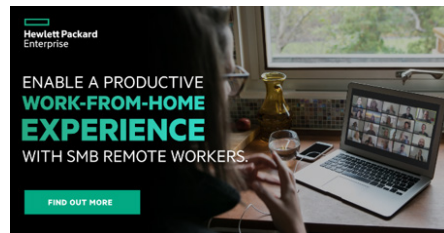
WHAT CAN THIS SOLUTION DELIVER
Enable a productive work-from-home experience with a solution, which is ideal for under 100 users and enables people to work efficiently from any location by providing remote access to the full suite of office applications and data.

- Learn about the solution (view the configuration guide)
- Share the solution brief with your customer
- Use iQuote to build a quote

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

Hewlett Packard Enterprise

ENABLE A PRODUCTIVE
WORK-FROM-HOME
EXPERIENCE
WITH SMB REMOTE WORKERS.

FIND OUT MORE

CUSTOMER CHALLENGES ADDRESSED

- Having to support home working employees suddenly

- 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 and 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 such as VMware Horizon®, Teradici Cloud Access Software, and Microsoft Remote Desktop Service so that customers have a freedom of choice

VIDEO

HPE SMALL BUSINESS SOLUTIONS FOR REMOTE WORKERS

| Windows Server Remote Desktop Services (RDS) | Teradici | VMware Horizon® |

Do you have a need to enable your employees to work from home? What are they using to stay connected?

Return to solutions menu →

G7 REINVENT YOUR WORKPLACE

HPE SMALL BUSINESS SOLUTION FOR SMALL OFFICE DEPLOYMENT

A simple approach for the customer's first, complete IT solution

TARGET MARKET
Single site businesses or businesses with remote offices or branch offices (ROBOs) with up to 100 users per location; includes verticals such as healthcare, restaurant/hospitality, and retail

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

- Learn about the solution (view the configuration guide)
- Share the solution brief with your customer
- Use iQuote to build a quote

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 who 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

Hewlett Packard Enterprise
SMALL OFFICE DEPLOYMENT
A COMPLETE IT INFRASTRUCTURE SOLUTION.
DISCOVER MORE
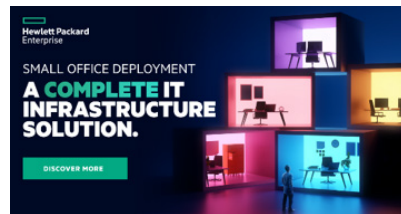
CUSTOMER CHALLENGES ADDRESSED

- 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, HPE 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

VIDEO

HPE SMALL BUSINESS SOLUTIONS FOR SMALL OFFICE DEPLOYMENT
How is the Wi-Fi performance for employees and customers?

Return to solutions menu →

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HPE SMALL BUSINESS SOLUTION FOR VIRTUALIZATION

Efficient IT for the customer's increasingly diverse departmental needs

TARGET MARKET
Businesses with single site and businesses with ROBOS; up to 45 virtual CPUs

WHAT CAN THIS SOLUTION DELIVER
Benefit from the power and flexibility of multiple servers, but with the space and budget of a single server using our virtualization solution

- Learn about the solution (view the configuration guide)
- Share the solution brief with your customer
- Use iQuote to build a quote

SOLUTION BENEFITS

- Businesses that wish to get more from their IT will experience 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
- Businesses that wish to bring new services to market can speed this up by empowering developers to focus on functionality. The container platform takes care of making sure the applications are portable and can run in any environment.
- 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
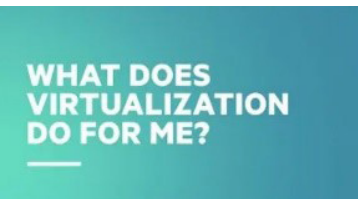- Protecting the business with robust data protection and business continuity planning
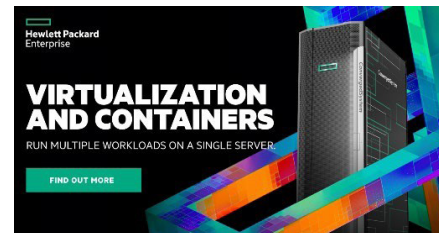
SOLUTION ELEMENTS

- HPE ProLiant rack or tower servers combined with Microsoft Hyper-V or VMware vSphere® to meet a wide variety of SMB sized virtualization use cases

VIDEO

YOUR BUSINESS AT THE EDGE

HPE SMALL BUSINESS SOLUTION FOR FILE AND BACKUP

Stay in control of the customer's growing data needs

TARGET MARKET
Businesses with single site and businesses with ROBOs

WHAT CAN THIS SOLUTION DELIVER
Centralize the company's files and backup so employees can share important data without risking data loss or compromising on security

- Learn about the solution (view the configuration guide)
- Share the solution brief with your customer
- Use iQuote to build a quote

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 off-site 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

File data
- Inability to keep pace with the growing volume of data

- Struggling with networked PCs—limited collaboration ability

- Staff using unauthorized cloud file shares and other workarounds

Backup and disaster recovery
- No backup data, leaving the business vulnerable

- No disaster recovery plan in place—perceived as complex and costly

SOLUTION ELEMENTS

- HPE ProLiant rack and tower servers provide fast reliable internal file storage

- HPE StoreEasy storage can be added as external expansion storage for additional file and backup capacity

- Backup capabilities can be enhanced through third-party software

- Supports RDX, HPE StoreEver with Veeam

- HPE Cloud Volumes Backup can be used for a hybrid setup

VIDEO

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HPE SMALL BUSINESS SOLUTIONS FOR SHARED STORAGE

Improved performance for customer's increasing data storage needs

TARGET MARKET
Businesses requiring a reliable and low-cost storage solution to be shared among multiple servers that can provide redundancy and more storage capacity

WHAT CAN THIS SOLUTION DELIVER
Improve application performance and have proper backups with our reliable, low-cost solution that expands customer's storage capacity across multiple servers

- Learn about the solution (view the configuration guide)
- Share the solution brief with your customer
- Use iQuote to build a quote

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 data and application backups 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 and backup

- Aruba Networking provides storage connectivity for iSCSI configurations

VIDEO

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HPE SMALL BUSINESS SOLUTION FOR DATABASE

Enhance the users' experience with a database optimized solution

TARGET MARKET
Businesses with a single site and businesses with ROBOs

WHAT CAN THIS SOLUTION DELIVER
Keep the customer database application performing and running around the clock, even as data grows, with our optimized solutions

- Share the solution brief with your customer
- Use iQuote to build a quote

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 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

- Skyrocketing cost of hosting databases in the cloud

- Slowing down of application performance leading to staff complaints

- Needing more storage to maintain proper data and transaction logs

- Maintaining high availability

- Keeping up with demands becomes difficult with legacy hardware

SOLUTION ELEMENTS

- HPE ProLiant Gen10 rack and 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

VIDEO
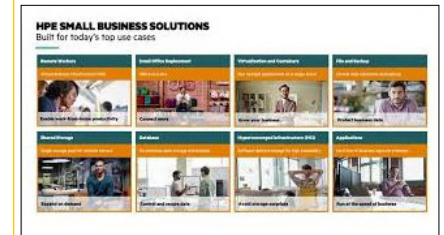
HPE SMALL BUSINESS SOLUTIONS
Built for today's top use cases

Return to solutions menu →

HPE SMALL BUSINESS SOLUTION FOR HYPERCONVERGED INFRASTRUCTURE

Simplify customer's IT management and increase uptime

TARGET MARKET
Businesses with single site and businesses with ROBOs

WHAT CAN THIS SOLUTION DELIVER
Protect the business with a resilient solution with storage technology that keeps files and data truly protected. It can even withstand failure and will keep running even if a server goes offline.

- Learn about the solution (view the configuration guide)
- Share the solution brief with your customer
- Use iQuote to build a quote

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 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 such as 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 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®)

VIDEO
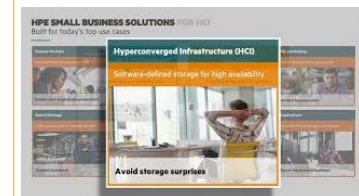
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HPE SMALL BUSINESS SOLUTIONS FOR APPLICATIONS

Gives the customer secure and reliable application performance

TARGET MARKET
Small to midsized businesses hosting on-premises or hybrid applications, or looking to move cloud applications on-premises for greater control, security, and performance

WHAT CAN THIS SOLUTION DELIVER
Take control with an on-site solution tuned to run the customer business applications for better performance and data security thereby avoiding downtime from internet service outages

- Share the solution brief with your customer
- Use iQuote to build a quote

SOLUTION BENEFITS

- Companies that wish to improve application performance consistency will benefit from 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

CUSTOMER CHALLENGES ADDRESSED

- Cloud computing puts the business at the mercy of their internet connection. If it's 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 prohibitively expensive 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

SOLUTION ELEMENTS

- HPE ProLiant Gen10 rack and tower server configurations optimized for application workloads in a variety of sizes suited for SMBs

VIDEO

HPE SMALL BUSINESS SOLUTIONS FOR APPLICATIONS

Do you want to increase application performance and reduce downtime?
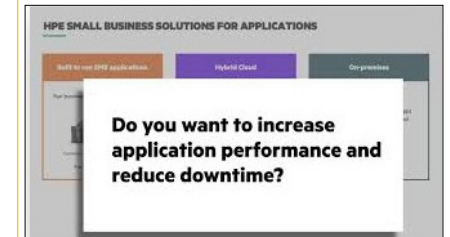
NEXT STEPS

Make the next move

Q1: Do you have a preferred partner or reseller through whom you buy your infrastructure and services?

Q2: What's the next step in the process for you on an upgrade project such as this? How can HPE help?

Q3: What date and time works best for your HPE sales manager or HPE channel partner to follow up based on our discussion today?

- If budget funding is an issue, ask, "are you familiar with HPE Financial Services? There have a number of programs that lets you pay for the new HPE infrastructure on a consumption basis. You pay as you go. Would you like me to get you more information on it?"; find out more hpe.com/us/en/services/financial-services.html.

- If migration planning or capability is the issue, offer to engage HPE Pointnext Services for a discussion of services and best practices; find out more hpe.com/us/en/services/pointnext.html.

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