Your guide to HPE solutions

HPE Q3 2020

DICKER DATA

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Introduction

2020 marks 25 years of partnership between Dicker Data and HPE.

Long partnerships are built on commitment, loyalty and trust, and we have invested in all three. On the Dicker Data side, we've invested heavily in training our sales and technical teams, so they understand how to deliver the best results for our customers. On the HPE side, we've experienced a partnership that always has something more to offer.

From strategic and technical advice to finance and transformational technologies like AI and software-defined infrastructure, Dicker Data and HPE work together to help customers expand the limits of what they thought possible – and grow their businesses as a result.

Dicker Data and HPE work together to help customers expand the limits of what they thought possible

David Dicker
CEO, Dicker Data

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The Business IT Trends Annual Report (BITAR)

Every year IT marketing specialists OneAffiniti surveys IT managers and professionals around the globe about their spending expectations and priorities.

The result is the annual **Business IT Trends Annual Report**, (BITAR) a comprehensive overview of the IT market. The survey asks respondents about their budgets, technology investments, new technologies and major IT rollouts.

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BITAR: Key findings for 2020

Completed before the global pandemic, we believe the 2020 edition's key findings still hold, as IT will be a key enabler in the even-more-virtualised and IT-dependent economies that will emerge. In summary, they are:

Security is king
Privacy and data security are now, and will remain, paramount. Businesses that don't invest in security solutions will struggle to stay in business.

Not everyone is an early adopter
Businesses are making purchases based on established needs, and most prefer 'tried and true' technologies. Early adopters can still gain significant 'first mover' advantages – but care is needed.

IT budgets are rising
Businesses are sticking with their IT investments as they digitally transform – moving to the cloud, maintaining security, developing products and focusing on the customer experience.

On-premises IT remains
To protect in-house IT and comply with legal requirements around privacy and data sovereignty, many companies retain significant on-site IT footprints.

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What this means for IT resellers

BITAR's insights tell us that HPE and Dicker Data are the best combination of vendor and reseller to meet the current market and its emerging needs.

Across all the challenges and technologies BITAR surveyed, HPE has a world-class solution set – and many individual products that are recognised as the best available. But your customers also need a reseller who understands the products they're selling and can guide them towards cost-effective, business-enhancing technology solutions.
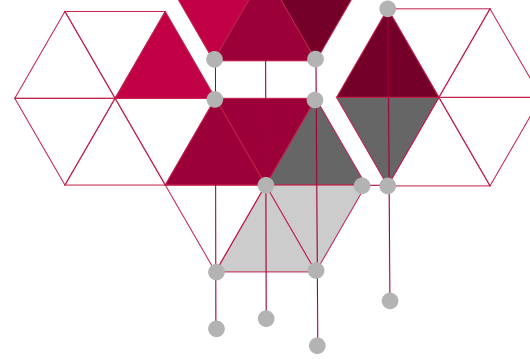
That's where Dicker Data comes in. Over the past 25 years we've invested heavily in our relationship with HPE. Our sales and technical staff are regularly trained and updated, our relationships with the vendor are strong, and we offer a complete range of services including:

- consulting and planning
- deployment
- finance
- training
- licensing
- and more

Dicker Data and HPE together offer a complete IT solution set covering every need identified in the BITAR.

Whatever your customers want to achieve, we're confident we can help you to help them achieve it.

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Big data

Customers today face unique challenges when it comes to data.

Storage and security is one; converting it into value-generating insights and actionable business intelligence is another – and it's the key to unlocking new opportunities.

	Analytics in the Data Centre		Big Data for better business		Leading Big Data platforms

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What your customers need

'Big data' gathers, stores and secures information so it can be analysed to reveal previously hidden patterns and correlations, generating useful business insights and intelligence.

Your customers can use these insights for process optimisation, product development, risk analysis, customer experience optimisation and more.

Companies are recognising that they need to store, manage and analyse their data; the BITAR shows that **60.2%** of businesses are investing or planning to invest in innovation and **26.6%** in big data analytics and business intelligence.

Does it matter? Certainly.

A *Forbes* report shows clear evidence of big data's benefits, showing that it can reduce costs and create new avenues for disruption, boost sales and enhance decision-making.

Innovation and big data are investment priorities

26.6%

Big data analytics and business intelligence

Other

60.2%

Innovation

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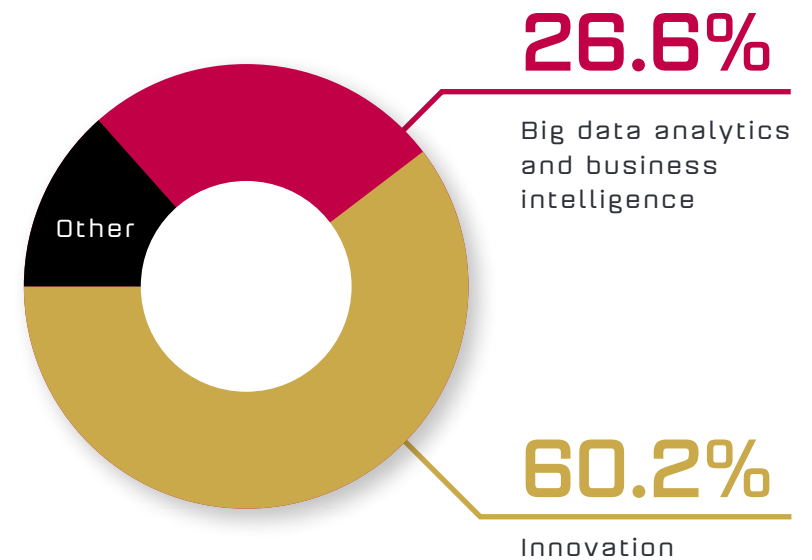
The HPE difference: Intelligent storage

The HPE Intelligent Data Platform is a portfolio of products and solutions for big data applications. It's underpinned by HPE InfoSight, an advanced AI and ML platform that delivers 'intelligent infrastructure' – autonomous, self-managed data storage.

HPE Primera

Customer application:
Storage for mission-critical apps

Value proposition:
Intelligent, hybrid-by-design storage that delivers extreme resilience, performance and agility to support data and apps with guaranteed 100% availability.

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HPE Nimble Storage

Customer application:
Maximum data availability for apps

Value proposition:
All-flash storage arrays with predictive analytics to maintain app performance, deliver 99.9999% availability and resolve 86% of problems before they impact performance.

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HPE 3PAR

Customer application:
Optimised storage for cloud providers

Value proposition:
Highly available (99.9999%) flash-optimised systems that can scale to handle the peaks and troughs of multi-tenant workloads, with cross-stack analytics to manage performance.

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The HPE difference: Intelligent storage

HPE Nimble Storage dHCI

Customer application:
Manage unpredictable workloads

Value proposition:
An intelligent platform that disaggregates compute and storage. Built on ProLiant and Nimble Storage, it provides scale and flexibility to manage unpredictable growth without sacrificing performance or resilience.

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HPE MSA 2052

Customer application:
Simple and affordable app acceleration

Value proposition:
A hybrid flash system designed for small and remote deployments, delivering app acceleration, advanced data services, expanded data protection and easy scalability.

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HPE StoreOnce

Customer application:
Data Protection for hybrid environments

Value proposition:
Simple, low-cost, low-risk, cloud ready data protection solutions for small offices, enterprises and service providers spanning physical and software-defined appliances built for the cloud and ready to scale.

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Big data solutions

HPE big data solutions can transform your customers' businesses by turning their data into insights that can drive innovation, customer satisfaction and sales.

Big data:
Why it matters

Local and global economies alike are being re-ordered; help your customers survive and thrive by ensuring their data is always ready. Storing, securing and serving data are the foundational IT functions that every agile and successful business relies on to ensure its survival and growth.

Learn more

| Big data analytics solutions | → |

| Transforming big data into profitable business insight | → |

| Data centre infrastructure solutions | → |

| HPE AI and data driven services | → |

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Security

Security is every customer's number-one concern. Limiting security to firewalls is no longer enough – your customers' server infrastructures should be their strongest defence, armed with innovations in firmware protection, malware detection, and firmware recovery – right down to the silicon.

Compliance with new privacy protections – such as the EU's General Data Protection Regulation (GDPR) – is also a must, and ideally, will be 'baked in' to the solutions they buy.

Firmware threat detection	Silicon root of trust	Tape that supports GDPR

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What your customers need

Security is always on your customers' minds, as this year's BITAR confirmed.

Security was the top priority for hardware, software and cloud investment, and advanced security was a close second to 'DX overall' for new technology adoption. IDG's 2020 State of the CIO report echoes these findings, with security the top-ranked CIO activity.

Key security threats and trends for 2020 include:

- phishing
- ransomware
- cryptojacking
- cyber-physical
- state-sponsored and IoT attacks

- attacks using third parties as a vector
- social engineering
- shortage of skilled cybersecurity professionals.

Your customers – and their customers – need the protection and peace of mind offered by modern security infrastructure.

Security is the #1 priority for investment

100%

50%

0%

SECURITY   SECURITY   SECURITY

Hardware   Software   Cloud

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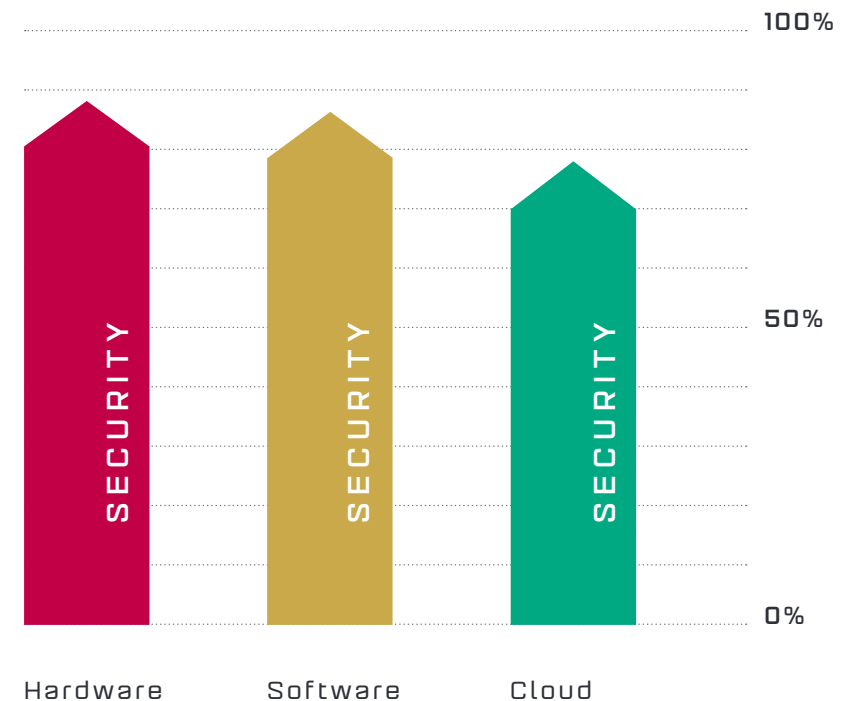
The HPE difference: Silicon root of trust

HPE servers feature silicon-level security to thwart firmware attacks.

This 'Silicon Root of Trust' prevents compromised firmware from executing. Encryption and breach detection tools have been integrated, as have HPE's supply chain and security assessment services – all of which combine to help make them the most secure servers in the world.

HPE ProLiant DL

Customer application:
Industry-standard servers for diverse workload

Value proposition:
The world's most secure industry-standard servers. Rack-optimised to create an agile infrastructure that enables software-defined intelligence, controlled through a single infrastructure management solution.

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HPE ProLiant ML

Customer application:
Cost-effective tower servers for SMBs

Value proposition:
Ideal servers for growing businesses, offering agility, security and control in proven, high-value configurations.

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Security solutions

HPE's server security technologies prevent compromised firmware from executing, offering your customers state-of-the-art protection, including visibility across their entire infrastructure.

Security:
Why it matters

Local and global economies are more dependent on data than ever, so keeping your customers' information, processes and intellectual property secure is critical. Protect your customers by helping them deploy only the most secure hardware.

Learn more

Server infrastructure security solutions →

Demystifying server root of trust →

HPE ProLiant rack and tower servers
– The intelligent foundation for hybrid cloud family guide →

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Artificial intelligence

HPE's artificial intelligence solutions can help your customers manage even the most complex infrastructure.

Software-defined infrastructure management eliminates complex manual processes and increases service delivery speed and flexibility.

Build at scale with deep learning infrastructure

Accelerate your customers' AI deep learning journey

Instant access to AI tools and data you need

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What your customers need

Businesses need artificial intelligence (AI) and machine learning (ML) to optimise and automate processes, improve customer service, crunch data, generate insights and create new revenue opportunities. Early adopters can seize a lasting competitive advantage if they move quickly.

The BITAR confirms this, showing that AI and machine learning technologies are yet to see widespread adoption, with only 15.9% of respondents using or planning to use them. Deloitte has identified key **AI business opportunities** in some detail, including:

• cost reduction

• optimal service efficiency

• new flows of revenue and customer satisfaction

Thus, the field is wide open, with many customers unaware of how AI could help them improve their business performance.
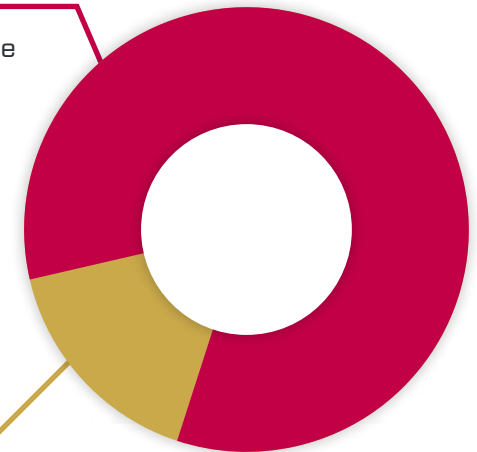
The market opportunity for AI is huge

84.1%

of businesses are neglecting AI/ML

Only
15.9%

use or plan to use AI/ML

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The HPE difference: InfoSight

HPE InfoSight is a machine learning and predictive analytics platform that takes the work out of managing infrastructure, delivering AI-powered autonomous operations to ensure speed, agility and availability.

HPE InfoSight

Customer application:
Predictive analytics for hybrid environments

Value proposition:
Help your customers transform management with the industry's most advanced artificial intelligence for infrastructure. HPE Infosight is self-managing, self-healing and self optimising, predicting and resolving 86% of your customers problems before they strike.

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HPE OneView

Customer application:
Compose IT workloads like code

Value proposition:
Deploy and manage complex hybrid cloud infrastructure with software-defined intelligence and a template-driven approach to deploying, provisioning, updating and integrating infrastructure.

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HPE Global Dashboard

Customer application:
Manage HPE infrastructure

Value proposition:
A single dashboard offering a unified view of HPE infrastructure across multiple locations, with real-time search and easy reporting functions for inventory, health, status and licensing.

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Software-defined infrastructure

Customer application:
Maintain data and process silos in the cloud

Value proposition:
Simplify operations, lower costs, optimise operations and develop and deploy apps faster with an adaptable infrastructure that mirrors internal structures without compromising scalability or agility.

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Artificial intelligence solutions

HPE's artificial intelligence solutions can help your customers manage even the most complex infrastructure.

Software-defined infrastructure management eliminates complex manual processes and increases service delivery speed and flexibility.

Artificial intelligence: Why it matters

IT operations are under pressure. As mission-critical systems grow and workloads are automated, oversight becomes more important – and more difficult.

Customers want managing automation, new workloads and core-to-cloud connections to be simple, flexible and as 'hands-off' as possible, to maximise efficiency and minimise opportunities for error.

Learn more

Deep learning & machine learning solutions →

The AI journey for the data-driven enterprise →

HPE InfoSight: Playing in a league of its own →

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High performance computing

High performance computing (HPC)
has two chief business benefits:
it saves money and it streamlines
processes.

Customising their processes allows your
customers to get more done in less time,
analyse data fast to identify business
opportunities, and deliver results faster.
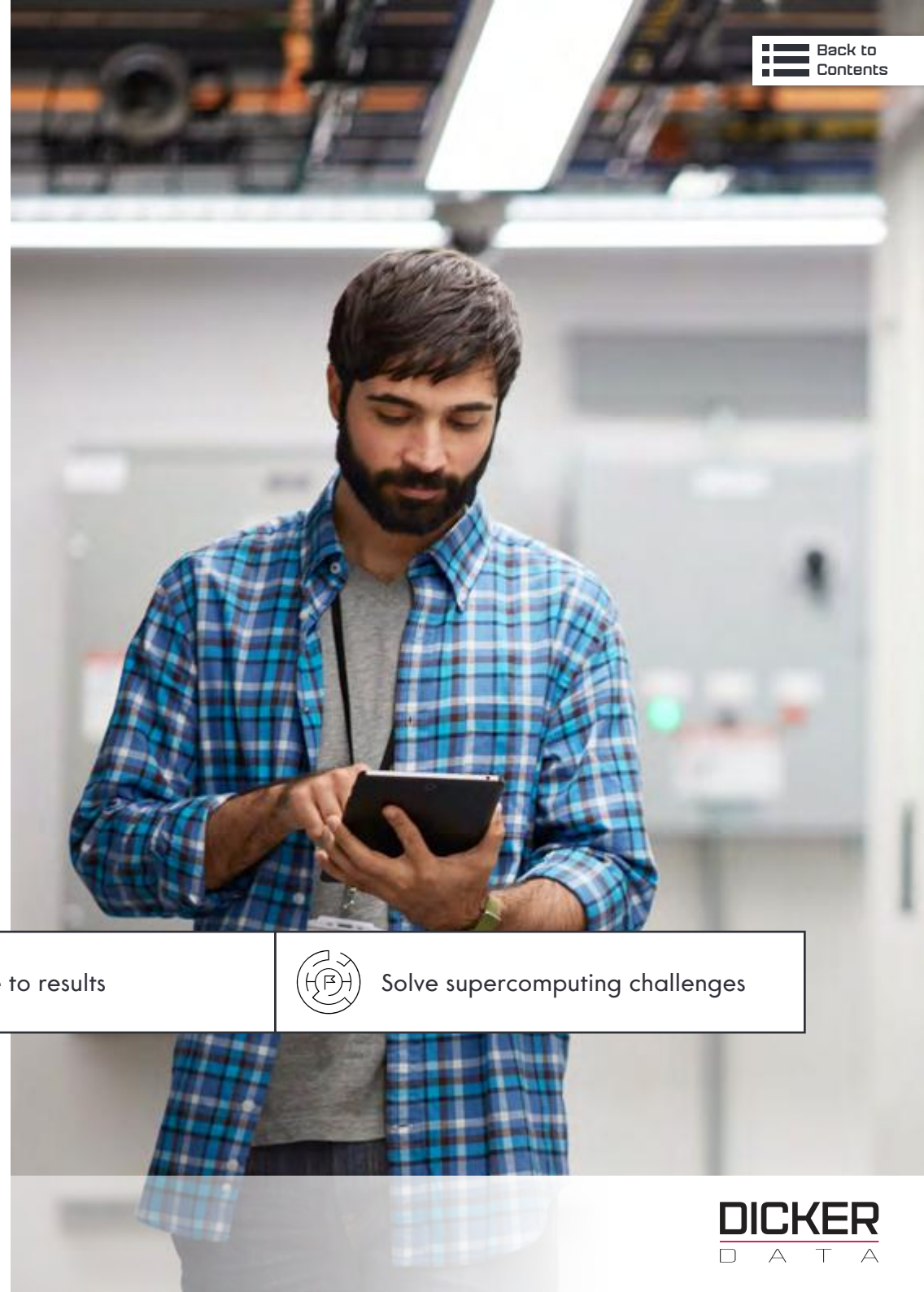
	Hybrid HPC delivers new capabilities		Reduced time to results		Solve supercomputing challenges

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What your customers need

Businesses are facing complex challenges that require serious computational power to resolve. As commerce becomes more interconnected, customer expectations grow and markets become more competitive, it's no time to be left behind.

Your customers understand this. The BITAR shows that most businesses are investing or planning to invest in hardware, software and services that will boost performance and enable HPC. Similarly, workplace innovation and IT automation were the third- and fourth-most common technologies in use or planned to be in use.

And while the pandemic may have caused **HPC market growth predictions** to be revised, the outlook for growth and investment remains positive.

HPC offers your customers the opportunity to identify and respond to new market opportunities faster than their rivals. By optimising processes and reducing internal friction they can improve their market position and even enter new markets.

Innovation and automation
are high priorities for business

Rank	Category	%
#1	DX OVERALL	64.6%
#2	ADVANCED SECURITY	62.3%
#3	WORKPLACE INNOVATION	60.2%
#4	IT AUTOMATION	53.7%
#5	SDS/VIRTUAL SANS	46.1%

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The HPE difference: Supercomputing

HPE is a leader in the supercomputing space and this expertise informs its HPC portfolio, offering solutions and expertise that make supercomputing more accessible and affordable for customers of all types and sizes.

HPE Apollo

Customer application:
Servers for massive data analytics and HPC workloads

Value proposition:
High-density servers built for HPC offering efficient rack-scale compute, with storage, networking, power and cooling for massive data analytics, object storage workloads and more.

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HPE SGI 8600

Customer application:
Petaflop speed and scalability for true supercomputing

Value proposition:
An easy to manage, production-ready platform built on liquid-cooled, tray-based clustered systems delivering performance, density, scale and efficiency.

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HPE Performance Cluster Management

Customer application:
Manage Linux-based HPC clusters

Value proposition:
A fully integrated system management solution for Linux-based HPC clusters, including setup, hardware monitoring, health management, image management and software updates.

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High performance computing solutions

HPE high performance computing systems are purpose-built to deliver the aggregated power your customers need to solve the toughest problems and manage compute-intensive workloads.

High performance computing: Why it matters

Data offers your customers unprecedented opportunities to identify, explore and solve complex problems.

Businesses that adopt HPC solutions will position themselves to lead their markets, re-shaping the landscape and opening new opportunities and possibilities.

Learn more

High performance computing solutions →

Better together: HPC, HPE and OPA →

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Composable IT

Composable IT is the best solution yet to the age-old problems of capacity and capability management.

Rather than investing in physical hardware to manage peak demand, or in cloud services that can't manage all your workloads, your clients can invest in a pool of compute, storage and network devices and run them as services managed through a single application.

Deploy at cloud speed and scale	Align costs with use	Transform with software-defined automation

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What your customers need

Customers often have to make 'big bets' on their IT infrastructure.

The BITAR shows that more **60.2%** of businesses are investing or planning to invest in innovation and **26.6%** in big data analytics and business intelligence. Composable IT helps take the risk out of these decisions, so customers can invest with confidence.

Gartner predicts steady growth in data centre systems and rapid growth in enterprise systems, indicating that businesses have budget available and understand their needs.

Yet in a volatile, uncertain, complex and ambiguous world, it is hard for customers to predict exactly what IT systems they'll need.

Composable IT creates a pool of resources that can be 'composed' on the fly into whatever configuration is needed to meet current demands.

Innovation drives IT investment

60.2%

Innovation

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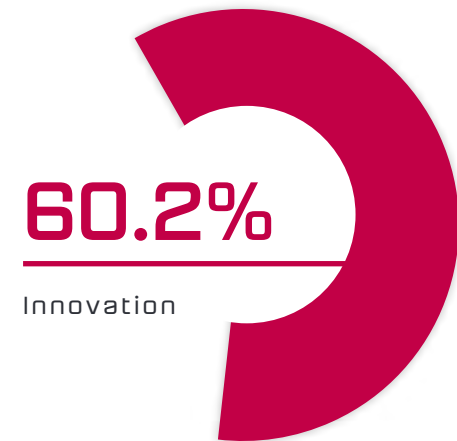
The HPE difference: Intelligent infrastructure

HPE Synergy and HPE OneView can transform customers' infrastructure. Pooling composable compute, storage and network other resources means they can respond on the fly to current and future needs.

HPE Synergy

Customer application:
Power any workload in a hybrid cloud environment

Value proposition:
A powerful software-defined solution that uses blade servers to compose pools of physical and virtual compute, storage and fabric into any configuration for any workload.

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HPE OneView

Customer application:
Automated IT management

Value proposition:
An integrated IT management solution and business accelerator that combines compute, storage and networking to implement software-defined automation, connect from core to cloud and compose for any workload.

LEARN MORE ➔

HPE Apollo 2000

Customer application:
Flexible, scalable data servers

Value proposition:
Enterprise-level, density-optimised infrastructure with standard racks and cabling, and rear-aisle access. Mix and match servers within a single chassis to support different compute, I/O and storage requirements.

LEARN MORE ➔

HPE Apollo 4200

Customer application:
Ultra-dense, rack-scale systems

Value proposition:
Balance capacity, peformance and security for data storage-intensive workloads. Optimised for big data analytics, software-defined storage, backup and archive, and other storage-intensive workloads.

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Composable IT solutions

HPE's composable IT solutions allow your customers to invest efficiently in a software-defined infrastructure that is automated, intelligent and adaptable to any current or emerging need.

Composable IT: Why it matters

Composable IT is a low-cost solution offering businesses scalability, availability and fast time to value. By ensuring customers' infrastructure is easily reconfigurable, you can help them become agile, flexible and ready to respond fast to new opportunities.

Learn more

HPE Composable infrastructure →

Composable Infrastructure for Dummies →

HPE Synergy for Dummies →

HPE OneView free software trial →

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Hyperconverged infrastructure

Hyperconverged infrastructure (HCI) replaces clients' legacy datacentre systems – servers, storage networks and storage arrays – with a platform running on standard servers that are quick, simple and cheap to scale.

A software layer distributes operations across the entire cluster for optimal performance and resilience.

	Centralise IT		Scale resources and minimise user downtime		Protect and recover data

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What your customers need

Your customers need speed, simplicity and scale. HCI delivers all three. By combining their entire IT stack into a software-defined platform their infrastructure becomes faster, more secure and easier to manage.

Yet the BITAR shows that hyperconvergence is not high on most business's radar, with just 15.1% of businesses using or planning to use it. This presents a significant opportunity to become an early adopter and seize a significant competitive advantage.

HPE is the ideal partner, with Gartner noting that "HPE is delivering the world's most complete and intelligent portfolio of hyperconverged systems", and **naming HPE a Leader** in its *2019 Magic Quadrant for Hyperconverged Infrastructure*.

Customers will be looking to streamline and transform their operations as the world recovers from the COVID-19 pandemic and hyperconverged infrastructure is an intelligent, high-performance, low-footprint solution that can deliver reliability, performance and security at a fraction of the cost of traditional solutions.

HCI early adopters can gain a market advantage

84.9%

of business are
neglecting HCI

Only
15.1%

use or plan
to use HCI

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The HPE difference: Portfolio leadership

HPE is a recognised leader in the HCI space, with a suite of solutions that is unparalleled in its scope and application. Your customers can be confident that they're investing in HPC solutions that will deliver transformative, state-of-the-art performance.

HPE Hyper Converged Systems

Customer application:
Integrate core data centre and network systems

Value proposition:
Scalable, all-in-one virtualised solutions that integrate compute, storage and network into a single, unified platform.

LEARN MORE ➜

HPE ProLiant for Azure

Customer application:
On-premises, Azure-compatible private cloud.

Value proposition:
A hybrid cloud solution for running Azure-consistent services. Simplify development, management and security, and reduce infrastructure and operational costs.

LEARN MORE ➜

HPE vSAN ReadyNodes

Customer application:
Scalable and flexible workload optimisation.

Value proposition:
Software-defined storage that pools storage across a VMware vSphere cluster to create a shared, distributed data store. Built on HPE servers and covered by HPE support, base configurations include builds optimised for virtualisation, compute, and data management and processing.

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SimpliVity

Customer application:
HCI for enterprise data centres

Value proposition:
An award-winning, high-performance, hyperconverged platform to boost app performance and improve efficiency and resilience. Agile and scalable, it can back up and restore VMs in seconds.

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Nutanix DX

Customer application:
Private cloud as a service

Value proposition:
HPE ProLiant DX appliances integrated with Nutanix Enterprise Cloud Software. Factory-integrated to deliver infrastructure combining public cloud's simplicity and agility with private cloud's control and security.

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Hyperconverged infrastructure solutions

HPE's hyperconverged infrastructure solutions do more than merge storage and compute. By creating an integrated, software-defined platform, your customers can complete complex tasks in minutes, not hours.

Hyperconverged infrastructure: Why it matters

Consolidating their IT infrastructure allows your customers to scale resources and minimise user downtime; centralise IT for administration, support, deployment and data protection; protect and recover data; and deliver significant performance and efficiency gains.

Learn more

Hyperconverged infrastructure →

Hyperconverged infrastructure for dummies →

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HPE Pointnext Services

Every business needs a helping hand.

Whether it's professional advice, technical or user education, or tailored financial solutions to deliver a circular economy, there are some functions your customers are simply better off handing to third-party providers so they can focus on their core business.

Consulting		As-a-service		Operational support	

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What your customers need

People and skills are critical for any successful business. Yet some of your customers may find their resources are spread too thin, meaning skilled workers are wasting productive time on repetitive or low-value tasks.

It's a real problem; the BITAR clearly showed that technical skills are the critical success factor for any IT project, while lack of finance and poor internal training are critical challenges. Tellingly, 85.2% of respondents are planning to invest in hardware and software maintenance; keeping core systems running is not optional. Engaging a service provider is the best way to augment your skills base, and IDC **positioned HPE as a leader** in its 2019 MarketScape model for worldwide datacentre hardware and support services.

As the global economy's 'new normal' emerges, many of your customers will need to change the way they operate. This will involve operational, financial and staff re-adjustments.

Helping them meet these challenges head-on with innovative and flexible IT service will allow them to concentrate on developing their business, not running their IT infrastructure.

Businesses are willing
to spend on maintenance

#1 MAINTENANCE 85.2%

#2 MANAGES SERVICES 61.2%

#3 OUTSOURCING SERVICES 60.3%

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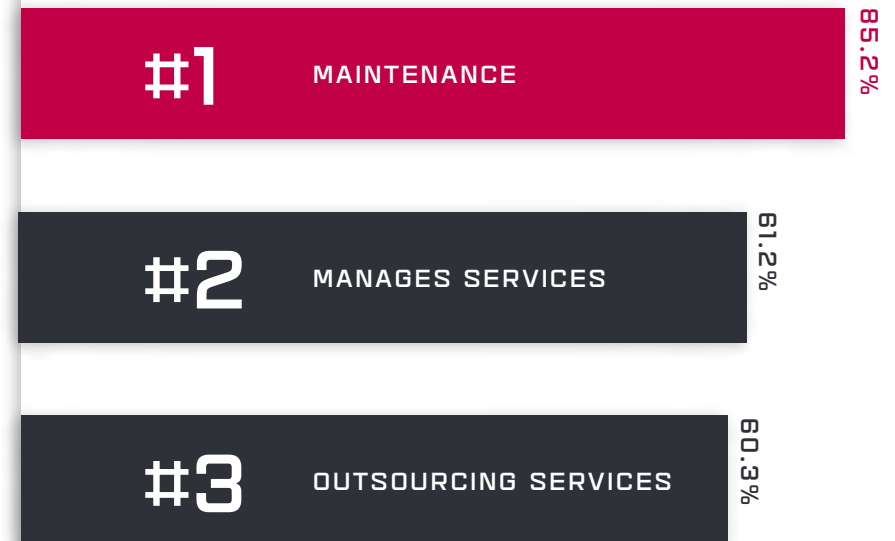
The HPE difference: Class-leading service and support

HPE Pointnext Services accelerates and simplifies transformation with advisory, professional, and operational services that make it easy to design, build, run, and maintain their systems.

From assisting with hybrid cloud configurations and datacentre operations to providing solutions as-a-service, your customers will benefit from fully integrated solutions built around products designed to be best in class and supported by our global team of experts.

HPE Pointnext Operational Support Services

Customer application:
Simplify operations and drive IT efficiency

Value proposition:
HPE Pointnext Services helps you concentrate on business outcomes, relieving you from maintaining your IT infrastructure. It offers various options that allow you to choose the support that's right for your IT, your budget, and your business.

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Pay-per-use consumption

Customer application:
On-demand capacity and planning

Value proposition:
HPE GreenLake is a hybrid solution that allows businesses to align services with needs, plan capacity ahead of demand, choose the technologies they want, get proactive support – and pay only for what they consume.

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HPE Financial Services

Customer application:
Financial and asset solutions

Value proposition:
HPE Financial Services (HPEFS) provides financial and asset lifecycle solutions to position your business for success. Options include accelerated migration, extended deployment, payment deferral, payment relief and certified pre-owned tech.

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HPE GreenLake

Customer application:
Unified public and private cloud management

Value proposition:
Consume, manage and control a portfolio of cloud services from a single client portal, reducing risk, eliminating complexity and accelerating cloud adoption.

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Cloud consulting services

Customer application:
Digital transformation planning

Value proposition:
HPE Pointnext Services identify the right mix of cloud services to transform IT organisations into engines for growth and innovation.

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Data centre care services

Customer application:
Tailored comprehensive support solution

Value proposition:
HPE Datacentre Care uses a consumption-based single service agreement to manage complex multi-vendor IT infrastructures. It can streamline delivery, optimise and modernise day-to-day tasks and integrate new technologies as they're introduced.

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Migration services

Customer application:
Data migration simplified

Value proposition:
HPE Data Migration Service for HPE Nimble Storage plans, executes and remediates data migration from source systems, using streamlined solutions and proprietary processes to minimse operational impact and accelerate the transition to HPE Nimble Storage.

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HPE Pointnext Services

HPE's Pointnext Services cover every aspect of IT, from planning and procurement to deployment, operations and upgrades.

IT service: Why it matters

The global environment is complex and uncertain. Your customers need to concentrate on building their business, not running IT. Help them achieve this focus – and gain access to expertise, technology and strategic advice they'd otherwise miss – by providing world-class IT services.

Learn more

Why you need everything as a service →

Cloud power: Get the most out of hybrid cloud →

We manage IT so you can manage business →

The support experience your business can depend on →

Authorised, Authentic & Accountable →

Protect Your Vital IT with Services from HPE Pointnext Services →

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HPE Complete

Choosing the right infrastructure can be a challenge.

Buying it shouldn't be.

Discover a one-stop shop for creating an end-to-end IT solution. Simplify and consolidate purchases of HPE and leading third-party-branded products which are interoperability and reliability validated – with the convenience of a single HPE Complete purchase order. **Key solutions include:**

> Nvidia GRID

> Ctera

> Qumulo

> Scalatiy

> StorMagic

> Commvault

> Zerto

> Carbonite

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