

Hewlett Packard
Enterprise

HPE ALLETRA AND DATA SERVICES CLOUD CONSOLE FOR OEMS

Storage complexity is impeding digital transformation.

93%

The percentage of IT decision-makers seeing storage and data management complexity impeding digital transformation¹

Your OEM customers are under a lot of pressure. They're working hard to deliver the most compelling solutions to their customers, but at the same time, these customers are constantly pushing them to deliver more, faster, and better.

It can be difficult for OEMs to be very ambitious though when they're held down by outdated and inefficient technologies. Many traditional data infrastructures are not built for the massive data growth and increasing complexity that OEMs and their customers are facing today. OEMs need to be able to operate with agility and innovate faster while reducing resource costs. And they need to offer their customers open, cloud-native solutions that meet their expectations for flexibility and scalability.

WHAT IS...

HPE Alletra: HPE Alletra storage systems deliver workload-optimized storage that offers flexibility without complexity. For mission-critical workloads with extreme latency and availability requirements, the HPE Alletra 9000 offers a 100% availability guarantee.² The HPE Alletra 6000 offers six-nines guaranteed availability for business-critical workloads with strict availability and performance SLAs.

Data Services Cloud Console: DSCC brings the cloud experience to wherever data lives and streamlines data management across your hybrid cloud. It provides a suite of cloud services across your edge, core, and cloud to accelerate data, agility, and innovation for everyone, from data managers to data innovators.

¹ "ESG Market Research of IT Decision Makers," ESG, April 2021

² Refer to [HPE Alletra website](#)

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This is where you can help. Hewlett Packard Enterprise is leading a paradigm shift in enabling our customers—including our OEM partners—to accelerate digital transformation and re-invent their data infrastructure for the cloud age. The launch of HPE Alletra and HPE Data Ops Manager delivered through Data Services Cloud Console (DSCC) delivers game-changing, cloud-native, and cloud-optimized solutions that are easily managed from the cloud.

HPE ALLETRA AND DSCC: VALUE PROPS FOR OEMS

The combination of data storage from HPE Alletra and cloud-based management through the DSCC—all also available through HPE GreenLake—offers OEMs some exciting benefits:

- **Speed time to market:** OEMs can build and launch their own branded managed cloud services by adding their own IP to the existing foundation of HPE Alletra and DSCC. This white-label approach lets them drive faster time to market without a huge up-front investment.
- **Stay secure and agile:** Maintain full control over data sovereignty, security, and compliance by keeping infrastructure deployed on-premises while at the same time delivering the agility and operational excellence you'd expect from a cloud solution. With an as-a-service model that lets them instantly respond to customer demands, your OEM can deliver an enhanced user experience that boosts customer loyalty.
- **Go global:** Easily serve a customer base and data infrastructure that are dispersed over a wide geographical area. With intuitive, SaaS-based, unified management tools, OEMs and their customers can access what they need from any location or device.
- **Scale up:** Deploy and manage infrastructure on-demand using intent-based provisioning rather than the traditional LUN-based model. OEMs can orchestrate infrastructure workflows at scale with a simple click, meaning managing hundreds of systems is as simple as managing one.
- **Affordable, continual innovation:** As more and more data services capabilities are added to the HPE Alletra and DSCC platform, OEMs can easily build new functionality and services to enhance their offering. At the same time, they can take advantage of a flexible subscription

model with DSCC or pay-per-use with HPE GreenLake, meaning they always have access to the services they or their customers need, but without the risk of over- or under-provisioning infrastructure.

- **New potential revenue:** Many OEMs tend not to take on data storage and infrastructure management for their customers, as it is traditionally a complex, heavy lift. However, with a cloud-based, centralized console, it's possible to streamline and simplify data services, making it possible for OEMs to offer this new service to their customers and so increase recurring revenue opportunities.

Five steps to closing a competitive deal with HPE Alletra and DSCC

1. Understand the customer's desired outcomes, use case scenarios, supporting infrastructure, current IT challenges, and where they want to go in the future
2. Educate the customer on our vision
3. Build customer relationships
4. Turn the storage conversation into an infrastructure-as-a-service conversation
5. Engage in technology and speeds and feeds discussions only after all other conversations are complete

REAL-WORLD USE CASE

Wiz Technologies is a privately managed cloud service provider based in Singapore. Part of its growth strategy is to expand its cloud service offering and build a managed private hosting infrastructure for SAP Business One® solution workloads. In doing this, it has become the first service provider in Singapore to use HPE Alletra and DSCC for its new portfolio of SAP Business One cloud services. See the [HPE Press Release page](#) for more information on the project.

HPE ALLETRA AND DSCC RESOURCES

Visit these pages on [hpe.com](#) for more detail on the offerings:

- [HPE Alletra](#)
- [DSCC](#)

Or if you have questions about selling HPE Alletra and DSCC, email [Matt Quirk](#) or [Roger Lu](#).