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Hewlett Packard Enterprise

Helping Small to Midsize Businesses Manage Flexible Growth

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HPE (and its partners) help small to midsize businesses find the tools, technology, and wherewithal to tackle growth and modernization needed to become agile and profitable players. Let HPE provide the tools, platforms, financing, and insight needed to help your business succeed.

Highlights include:

- Support for a complete cloud ecosystem for all of the services, resources, and applications a business needs
- Establish an edge-to-cloud IT infrastructure that combines on-premises security and control with the agility, flexibility, and low costs from the cloud
- Modern computing scenarios and processing needs support with ready access to pay-as-you-go "IT-as-a-Service" offerings across the board

Like it or not, businesses of all sizes must tackle digital transformation and achieve migration into the cloud. While this may sound simple and straightforward, working through the steps involved in identifying, acquiring, setting up, and maintaining the necessary pieces and parts can be challenging for IT. In large part, small to midsize businesses often struggle in this area because of constrained human resources and lack of available, hands-on expertise.

> **HPE also understands that small to midsize businesses are often cash-constrained, and must work with limited means.**

HPE delivers a dynamic and powerful combination of easy-to-use products, expert services, and unmatched experience. The company and its partners are ideally positioned to guide small organizations through digital transformation, while meeting their ongoing IT support needs. HPE has also taken deliberate steps to make such acquisitions affordable and palatable, even for the smallest business operations where margins are thin, and resources are tight.

How HPE Supports Flexible Growth

Growth doesn't just mean getting bigger, though increases in scope, scale, and capability are often part of what's involved. Growth also means change, often to replace or upgrade existing capabilities so as to take advantage of the benefits and savings that modern, leading-edge technology solutions can deliver.

In fact, HPE supports flexible growth through a variety of methods and offerings, including:

- An expert ecosystem of reliable, knowledgeable, and experienced partners. Find out more about these many award-winning organizations at HPE Discover 2022 Partners. Alternatively, you can visit HPE's Partner Connect/Partner Search page to explore on your own (be sure to select the "Hybrid Cloud" checkbox for best results).
- A wide and comprehensive collection of cloud services designed for ease of deployment and use. Be sure to check out HPE's small business offerings on "How Software Has Changed Our Definition of SMB" and "The Gorilla Guide® To... Digital Transformation for Small and Midsize Businesses, Express Edition." HPE's primary focus is to provide affordable, usable cloud services that resource-strapped organizations can put to work with minimum fuss and muss.
- As-needed or ongoing Tech Care services are readily available from HPE Pointnext. These services are designed to help small businesses get going quickly, and to provide rapid troubleshooting and problem resolution whenever they're needed. In addition, HPE's Tech Care services seek to help midsize organizations figure out better ways to do things, so they can adapt more quickly and drive innovation with fewer resources and costs.
- HPE also understands that small to midsize businesses are often cash-constrained, and must work with limited means. HPE's Financing Services offer a variety of programs designed for midsize businesses, including asset recovery, payment plans, delayed payments tied to completion of technology objectives, and more, to help those organizations manage cash flow, and fund technology updates or refreshes with minimum impact and disruption. See HPE's asset management and IT financing solutions page for more details.

THE CLOUD SERVICE ECOSYSTEM

Within the realm of cloud services, a great many elements are involved—or come into play—to provide flexible, on-demand, pay-as-you-go access to applications, services, and even entire virtual infrastructures. While many people are somewhat familiar with the more widely hyped marketed components of the cloud such as AI, machine learning, and HPC, certain other elements are more important for small to midsize businesses. Such elements include the following:

- **Virtual machines (VMs):** the foundation on which much of the cloud rests, VMs represent complete, running computer instances that include virtualized or

emulated CPUs (one or more), memory, storage, networking, and graphics capabilities with an OS to support applications and interface functions. In the cloud, users, services, and applications can all run on (and access) VMs to get their work done.

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- **Containers:** containers represent a slimmed-down alternative to VMs. Instead of providing a complete OS and runtime environment, containers include only runtime elements needed to support the applications or services inside the container itself. This means lower resource consumption, faster setup and teardown, and cheaper operation.
- **Analytics/Artificial intelligence (AI):** AI and data analytics are resource-intensive applications, typically aimed at ingesting, grooming, and digging into huge data sets of one kind or another. Increasingly, business computing involves intake and analysis of customer or user behavior and interaction, or product or population data, to extract market advantage and increase sales based on insights extracted from such data.
- **Database platform:** A database management system (DBMS) provides powerful ways to organize, structure, store and interact with data records (well-defined data collections). Many business applications and services—such as those related to accounting, supply chain, HR, and so forth—depend on databases to obtain and manage the data they use to support important (sometime, mission-critical) business activities and processes.
- **Virtual Desktop Infrastructure** (VDI)**:** A technology based on VMs used to provide and manage virtual desktops (often, accessed via smartphones or low-powered tablets or PCs) from a centralized, cloud-based server that delivers them to end users by request.
- **More:** HPE offers all the aforementioned items in the cloud in a variety of "as-a-Service" (aaS) forms, along with a great many other facilities. For more information, please check out HPE's IT-as-a-Service business whitepaper. We'll explore HPE's offerings and capabilities in more detail.

End-to-End and Edge-to-Edge

There's a lot more involved in modern cloud computing scenarios than standing up virtual resources—such as applications, services or servers, and even entire virtualized infrastructures—within some global cloud services provider's points of presence (such as AWS, Microsoft Azure, Google Cloud Platform, and so forth). The boundaries between "what's in the cloud," "what's local," and "what's remote" just keep getting fuzzier, and interactions more complex, as businesses bring more and different cloud resources into the mix.

In its "Cloud Adoption Statistics for 2022," the Web Tribunal shows the depth and breadth of cloud prevalence and usage in modern businesses, including:

- Over half of workloads will be in the cloud by 2023
- 94% of businesses already use a cloud service
- 30% of IT budgets overall are allocated for cloud computing
- Organizations, on average, use nearly five different cloud platforms

Its initial conclusion is spot on: "The cloud is already a big deal and it's only going to keep growing for the foreseeable future."

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INTERESTING CLOUD COMPUTING SCENARIOS

One interesting blurring of the lines is happening at business computing locations (called "on-premises" in cloudspeak to distinguish it from off-premises computing running somewhere else, usually in a cloud provider's data center somewhere). Cloud platform providers are offering on-premises capabilities that run at the business location, but that provide the same ease of use, convenience, and pay-as-you-consume costing that makes the cloud so attractive and compelling for business use.

Not surprisingly, such capability is often described as "on-premises cloud." Today, most of the major cloud platform providers—including HPE—offer cloud computing services that include such on-premises cloud components. In some ways, they offer the best of both worlds so that businesses get local control and enhanced security at the same time they get open-ended capacity, on-demand computing resources, and pay-as-you-go costs out of the deal.

Then, too, a variety of increasingly important "edge computing scenarios" also play into blurring cloud vs. local computing lines. These include the Internet of Things (IoT) where huge numbers of sensors or data collecting devices may be in use, and benefit from analytics, AI and ML, and automation right at the network edge. This is particularly important in many manufacturing and industrial production scenarios where the ability to respond to and manage facilities, handle errors or intrusions, and retool for flexibility and change are all essential to enhancing productivity and profitability.

INTRODUCING HPE GREENLAKE

HPE GreenLake is the company's edge-to-cloud platform. It provides "IT-as-a-Service" capabilities for all of the capabilities mentioned in the preceding "Ecosystem" section and more. These include:

- AI, ML, and Analytics, so businesses can gain insight and value from continuous streams of value in their data and from their IT operations
- Containers drive faster application and service delivery, and help support continuous improvement and ongoing business agility

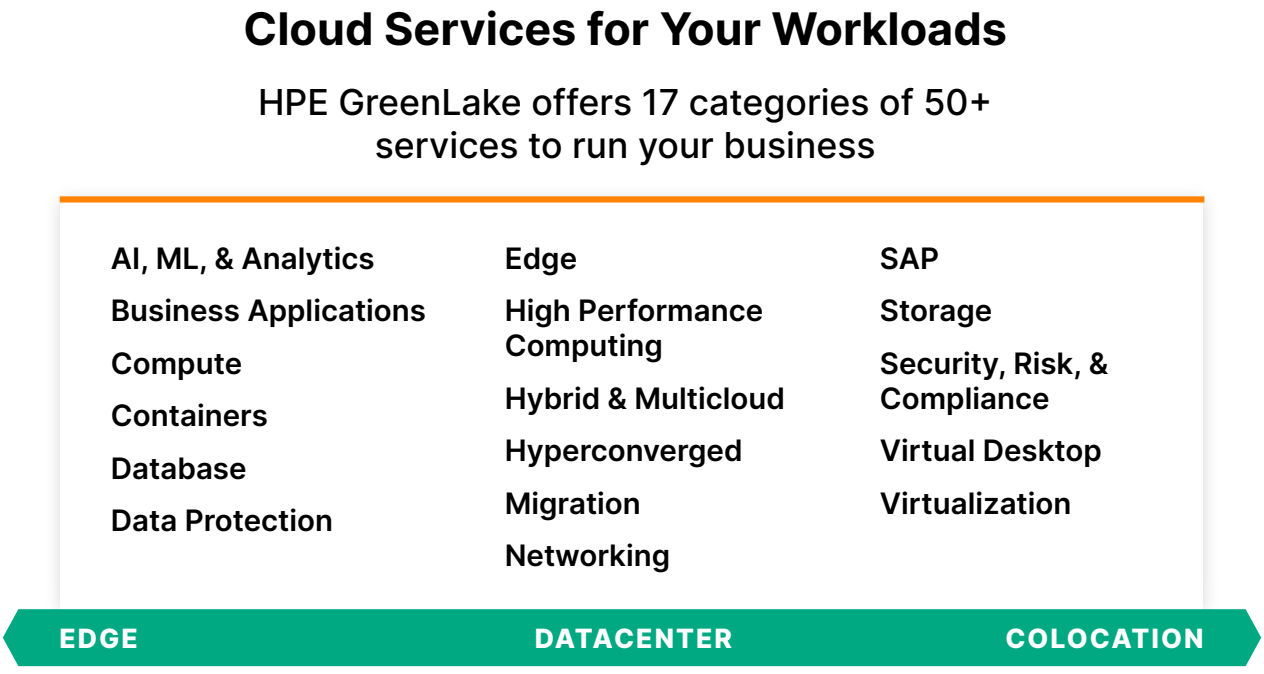

Figure 1: HPE GreenLake offers a variety of cloud services

- Edge gains support from access to an edge-to-cloud solution stack that runs across all locations
- Support for database, SAP, Storage, VDI, and business applications comes through a single, seamless hybrid environment that combines on-premises and in-the-cloud components
- Data protection and migration, so businesses can combine simplicity, agility, and economics of public cloud with security and performance of on-premises backup, while accelerating and de-risking the data-first modernization process
- Security, risk, and compliance coverage comes from built-in, security-first capabilities that include hardened systems, ongoing threat protection, and access to expert insight and assistance in formulating, implementing, and ensuring proper security and compliance

For more information, please visit the HPE GreenLake homepage, where you'll find explainers, video, technical details, and access to demos and resources galore.

Overall, HPE GreenLake provides the tools and technologies so that business of all sizes can become more agile and gain financial flexibility to move faster and get more done. Equally important, HPE GreenLake brings the cloud to the 70% of apps and data that reside outside the cloud, and offers a wide portfolio of on-premises cloud services, fast delivery and over a dozen years' experience in delivering consumption-based computing and services. Simply put, HPE GreenLake delivers a cloud experience across entire networks (from the edge, in co-locations, on-premises, and in the cloud itself) in whatever form and fashion applications, services, and resources are needed (see **Figure 1**).

> **Overall, HPE GreenLake provides the tools and technologies so that business of all sizes can become more agile and gain financial flexibility to move faster and get more done.**

Achieve the Best ROI

Let HPE provide insight, assistance, and powerful cloud technology solutions to help your very small, small, or midsize business get the best ROI possible from cloud deployment and use. Visit HPE's Small and Midsize Business IT Solutions and its HPE GreenLake pages for more information, and to request demos or company contact.