

# HPE GreenLake with VMware Cloud Foundation and HPE Synergy

## Contents

Introduction.....	2
About HPE GreenLake with VMware Cloud Foundation and HPE Synergy.....	2
Q. What is HPE GreenLake with VMware Cloud Foundation and HPE Synergy?.....	2
Q. What is the on-premises private cloud? .....	2
About HPE GreenLake .....	2
Q. What is HPE GreenLake?.....	2
Q. How are we positioning the HPE story on consumption-based IT?.....	2
Discussing HPE GreenLake with VMware Cloud Foundation and HPE Synergy with customers.....	3
Q. How do I prepare to sell HPE GreenLake with VMware Cloud Foundation and HPE Synergy to my customers?.....	3
Q. What are the business benefits of HPE GreenLake with VMware Cloud Foundation and HPE Synergy for customers?.....	3
Q. How is HPE GreenLake with VMware Cloud Foundation and HPE Synergy different from other offers?.....	3
Q. What kind of automation comes with VMware Cloud Foundation and HPE Synergy? .....	3
Partners.....	3
Q. Is HPE GreenLake with VMware Cloud Foundation and HPE Synergy available for sale by our partners?.....	3
Sales .....	4
Q. What is the benefit of HPE GreenLake with VMware Cloud Foundation and HPE Synergy to sales? .....	4
Q. When will the HPE GreenLake with VMware Cloud Foundation and HPE Synergy services be available?.....	4
Q. Who can I work with to help me once I've qualified an HPE GreenLake opportunity? .....	4
Sales resources.....	4
Q. What HPE GreenLake resources are available to sales?.....	4
Q. What HPE GreenLake resources for customers are available for sales?.....	4

## Introduction

On August 26, 2019, Hewlett Packard Enterprise announced the launch of HPE GreenLake with VMware Cloud Foundation™ and HPE Synergy, a fully managed environment where customers pay for what they consume, lowering TCO by 30%<sup>1</sup> and accelerating new IT project deployment by 65%.<sup>2</sup> This offering joins the HPE GreenLake workload solutions in HPE GreenLake, our market-leading infrastructure consumption service.

This document addresses the most common questions from our sales employees about HPE GreenLake. It contains updated information about HPE GreenLake with VMware Cloud Foundation and HPE Synergy and will continue to be updated as additional questions arise. Visit the [HPE GreenLake sales briefcase](#) for all up-to-date resources about these solutions.

## About HPE GreenLake with VMware Cloud Foundation and HPE Synergy

### Q. What is HPE GreenLake with VMware Cloud Foundation and HPE Synergy?

**A.** HPE GreenLake with VMware Cloud Foundation and HPE Synergy delivers a fully managed environment where customers pay for what they consume, lowering TCO by 30% and accelerating new IT project deployment by 65%. The solution is compatible across on- and off-premises data centers, is simple to operate, and supports VMware®-based private cloud with VMware Cloud Foundation and HPE Synergy. This dramatically improves the value enterprise customers experience from a VMware Cloud Foundation and HPE Synergy environment, including agility and speed of composability, and ability to shift resources from managing infrastructure to innovation.

### Q. What is the on-premises private cloud?

**A.** One of the workloads that HPE GreenLake can deliver, with VMware Cloud Foundation and HPE Synergy, is a private cloud based on the VMware stack. Choose the right HPE Synergy configuration, include VMware Cloud Foundation, and propose it as a consumption-based solution with HPE GreenLake. Customers get a composable, automated private cloud, the self-service portal, and the catalog from VMware Cloud Foundation, and the usage-based, scalable model from HPE GreenLake. Hewlett Packard Enterprise can manage it all for the customer, taking on the heavy lifting that it takes to operate IT. Combining these features make a true private cloud experience.

## About HPE GreenLake

### Q. What is HPE GreenLake?

**A.** HPE GreenLake delivers your customers' top workloads as a service on-premises, in a co-location, or in the public cloud. On-premises, HPE Pointnext Services does the IT heavy lifting and your customers get simple, pay-per-use technology while maintaining control of the apps and data in their own environment. HPE GreenLake uses purpose-built configurations, software, and expert services to deliver accelerated business outcomes, for workloads such as backup, Big Data, virtualization, private cloud, compute, database platform, SAP HANA®, and more.

For public cloud, HPE GreenLake Hybrid Cloud provides a managed service to deliver a common experience for customer workloads in their data center, in a co-location, or in the public cloud.

### Q. How are we positioning the HPE story on consumption-based IT?

**A.** We now live in a consumption-driven world—be it music, TV shows, groceries, accommodation, air travel, and such. According to IDC, “By 2020, consumption-based procurement in data centers will have eclipsed tradition procurement through improved ‘as-a-service’ models, thus accounting for as much as 40% of enterprises’ IT infrastructure spending.”<sup>3</sup> That goes for businesses, too. Whether it's real-time analytics, connecting devices at the edge, or protecting apps and data, our customers now widely prefer to consume the outcomes they want, when they want them, and pay only for what they consume.

To meet these expectations, HPE can deploy scalable, on-demand capacity with consumption-based pricing for their workloads, not just for those that meet the typical profile for deployment in the public cloud. The approach often adopted for IT—provisioning new, cloud-native apps in the cloud while keeping existing applications running on traditional architectures—it is no longer enough for our customers who want to optimize application delivery for all workloads.

<sup>1,2</sup> The Total Economic Impact™ of HPE GreenLake Flex Capacity, a commissioned case study conducted by Forrester Consulting on behalf of HPE, May 2018

<sup>3</sup> IDC FutureScape: Worldwide Datacenter 2018 Predictions, November 2017



## **Discussing HPE GreenLake with VMware Cloud Foundation and HPE Synergy with customers**

### **Q. How do I prepare to sell HPE GreenLake with VMware Cloud Foundation and HPE Synergy to my customers?**

**A.** Start by reviewing the [HPE GreenLake sales briefcase](#) for training and materials to help you discuss on-demand, consumption-based IT opportunities with your customers. Also, work with your HPE GreenLake sales teams.

The briefcase includes an overview of HPE GreenLake with VMware Cloud Foundation and HPE Synergy. It will also help you properly position the consumption-based IT story to focus on your customers' needs and outcome-based IT consumption.

### **Q. What are the business benefits of HPE GreenLake with VMware Cloud Foundation and HPE Synergy for customers?**

**A.** Delivering a hybrid cloud using VMware's stack, HPE GreenLake with VMware Cloud Foundation and HPE Synergy is designed to deliver the business outcomes our customers demand. As a managed service, HPE can operate your private cloud with HPE GreenLake Hybrid Cloud and can help:

- **Accelerate time to value:** Ready capacity on-premises to quickly deploy what users need from their private cloud, with a 65% shorter time to deploy global IT projects.
- **Cloud economics, optimized:** Eliminate overprovisioning, pay for what you use on-premises, and optimize cloud costs with visibility into usage and cost across public and private clouds. Get 30% CAPEX savings due to eliminated need for overprovisioning.
- **Simplify IT:** HPE helps to automate and take on the routine tasks, making operating IT simpler.
- **Keep proper control:** Customers are responsible for and need to be able to control performance, cost, compliance security, availability, and the user experience.

### **Q. How is HPE GreenLake with VMware Cloud Foundation and HPE Synergy different from other offers?**

**A.** HPE GreenLake offers a true consumption-based experience on-premises, not a lease or product financing, which is what most competitors have. Combine this with the VMware Cloud Foundation capabilities integrated with HPE Synergy, and you have a true private cloud.

### **Q. What kind of automation comes with VMware Cloud Foundation and HPE Synergy?**

**A.** With VMware Cloud Foundation—an integrated, software-defined platform—running on HPE Synergy composable infrastructure powered by HPE OneView, you receive an enterprise-ready, hybrid cloud solution that is fully automated, designed to reduce data center complexity and cost, and architected to future-proof your infrastructure.

Today, only HPE and VMware can deliver a software-defined solution on composable infrastructure across compute, storage, network, security, and cloud management. Trust this next-generation solution to run and manage all your enterprise apps—both traditional and containerized—in cloud environments.

This tight integration enables you to use the SDDC Manager console to easily request additional resources from the pool of available HPE Synergy compute modules.

Simply choose the resources you need, and the HPE OneView connector for VMware Cloud Foundation automatically completes the provisioning process. You can decommission compute resources and return them to the available pool easily.

## **Partners**

### **Q. Is HPE GreenLake with VMware Cloud Foundation and HPE Synergy available for sale by our partners?**

**A.** Using the HPE VMware license is supported with HPE GreenLake for partners. Many customers will have an existing relationship with VMware and will choose to bring their own license to the solution. In that case, HPE partners add the HPE Synergy solution to complement VMware Cloud Foundation in an HPE GreenLake proposal.



## Frequently asked questions

For HPE internal use only.

## Sales

### Q. What is the benefit of HPE GreenLake with VMware Cloud Foundation and HPE Synergy to sales?

**A.** With HPE GreenLake with VMware Cloud Foundation and HPE Synergy, you can maximize your sales opportunities by offering a new and different way for your customers to consume IT:

- **Easier to sell** as HPE GreenLake with VMware Cloud Foundation and HPE Synergy addresses what the customer needs—to cut cloud spend and govern its usage—while delivering agility to the enterprise.
- **Better compensation** in FY 2019 with a new logo bonus available when you sell HPE GreenLake with VMware Cloud Foundation and HPE Synergy. Our services for public cloud are compensated in the same way as the other HPE Pointnext Services.

HPE GreenLake also allows you to have better and long-term strategic deals with your customers. You can grow relationships with C-level executives, helping you lock out the competition.

### Q. When will the HPE GreenLake with VMware Cloud Foundation and HPE Synergy services be available?

**A.** The solution can be sold, delivered, and supported by HPE and partners now, wherever HPE GreenLake is sold.

### Q. Who can I work with to help me once I've qualified an HPE GreenLake opportunity?

**A.** There are consumption specialists from HPE GreenLake across HPE Geos. See the [HPE GreenLake Geography contact list](#) posted on Seismic DocCenter.

## Sales resources

### Q. What HPE GreenLake resources are available to sales?

**A.** All resources are consolidated in the [HPE GreenLake sales briefcase](#) posted in the announcement tile on the DocCenter home page. This is your one-stop shop for awareness resources.

Also, stay tuned for information on workshops and PODs with more detailed information on how to position HPE GreenLake services.

For information on HPE Synergy and VMware Cloud Foundation, visit the [Seismic briefcase](#).

### Q. What HPE GreenLake resources for customers are available for sales?

**A.** There is a range of resources available for sales to use with customers for the HPE GreenLake consumption-based IT.

Start with these:

- [Customer presentation](#) and [customer letter](#)
- [Ebook](#) and [brochure](#)
- [Comparison guide](#)

You can also direct your customers to the [HPE GreenLake website](#), which includes a number of curated resources, including [comparison guide](#), [case study](#), and more.

## Learn more at

[Seismic briefcase](#)

[HPE Synergy](#)

[VMware Cloud Foundation](#)

---

© Copyright 2019 Hewlett Packard Enterprise Development LP. The information contained herein is subject to change without notice. The only warranties for Hewlett Packard Enterprise products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. Hewlett Packard Enterprise shall not be liable for technical or editorial errors or omissions contained herein.

This document contains confidential and/or legally privileged information. It is intended for Hewlett Packard Enterprise Internal Use only. If you are not an intended recipient as identified on the front cover of this document, you are strictly prohibited from reviewing, redistributing, disseminating, or in any other way using or relying on the contents of this document.

SAP HANA is a trademark or registered trademark of SAP SE in Germany and in several other countries. VMware and VMware Cloud Foundation are registered trademarks or trademarks of VMware, Inc. in the United States and/or other jurisdictions. All other third-party marks are property of their respective owners.

a50000065ENW, August 2019