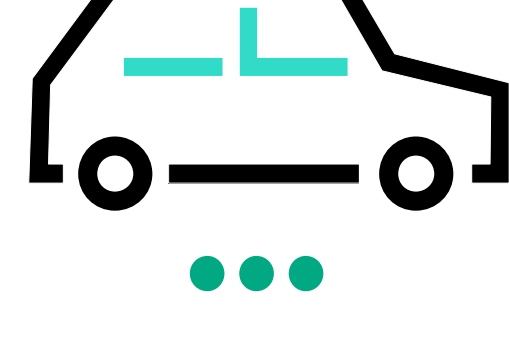
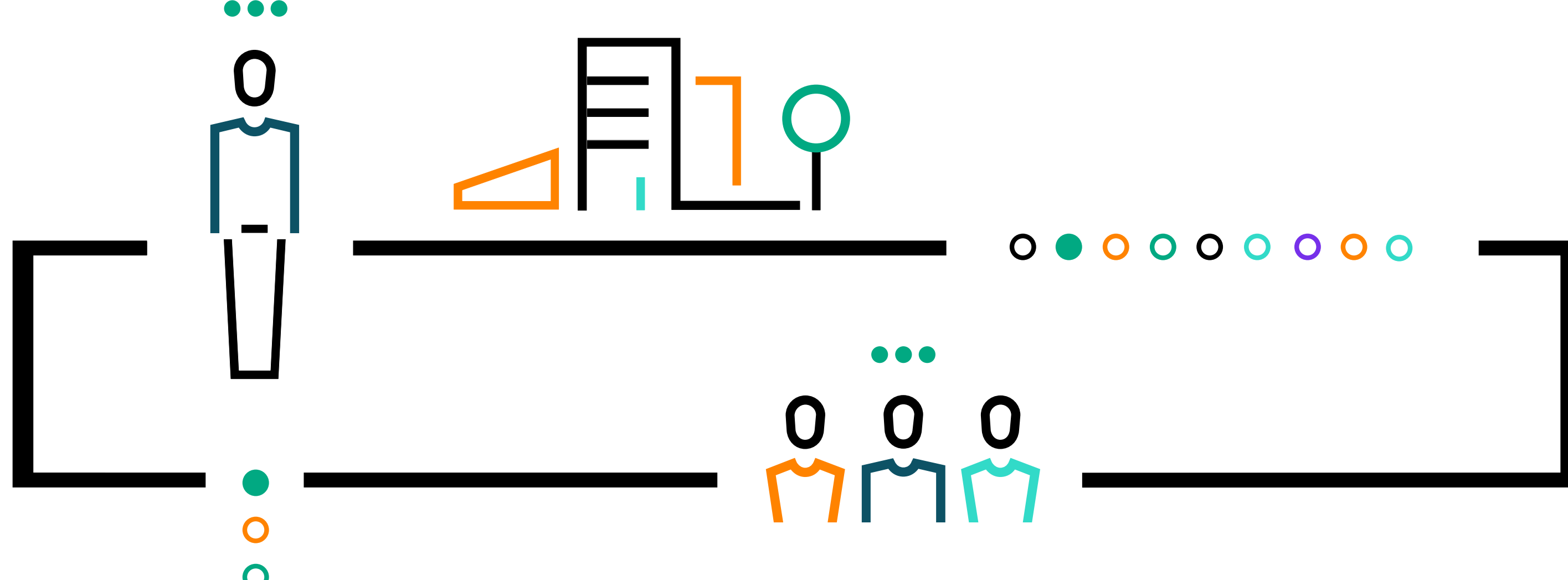


GIVE YOUR BUSINESS THE FREEDOM TO MOVE WITH SPEED, AGILITY, AND EFFICIENCY

Data is at the center of everything we do today. It's a massive resource that you can use to fuel innovation, steer the business with greater insights, and rev up people to do their best work. But data overload, unpredictable workload demands, and growing maintenance and security requirements can stall important initiatives when storage systems lack the performance, scale, agility, and efficiency to keep up.



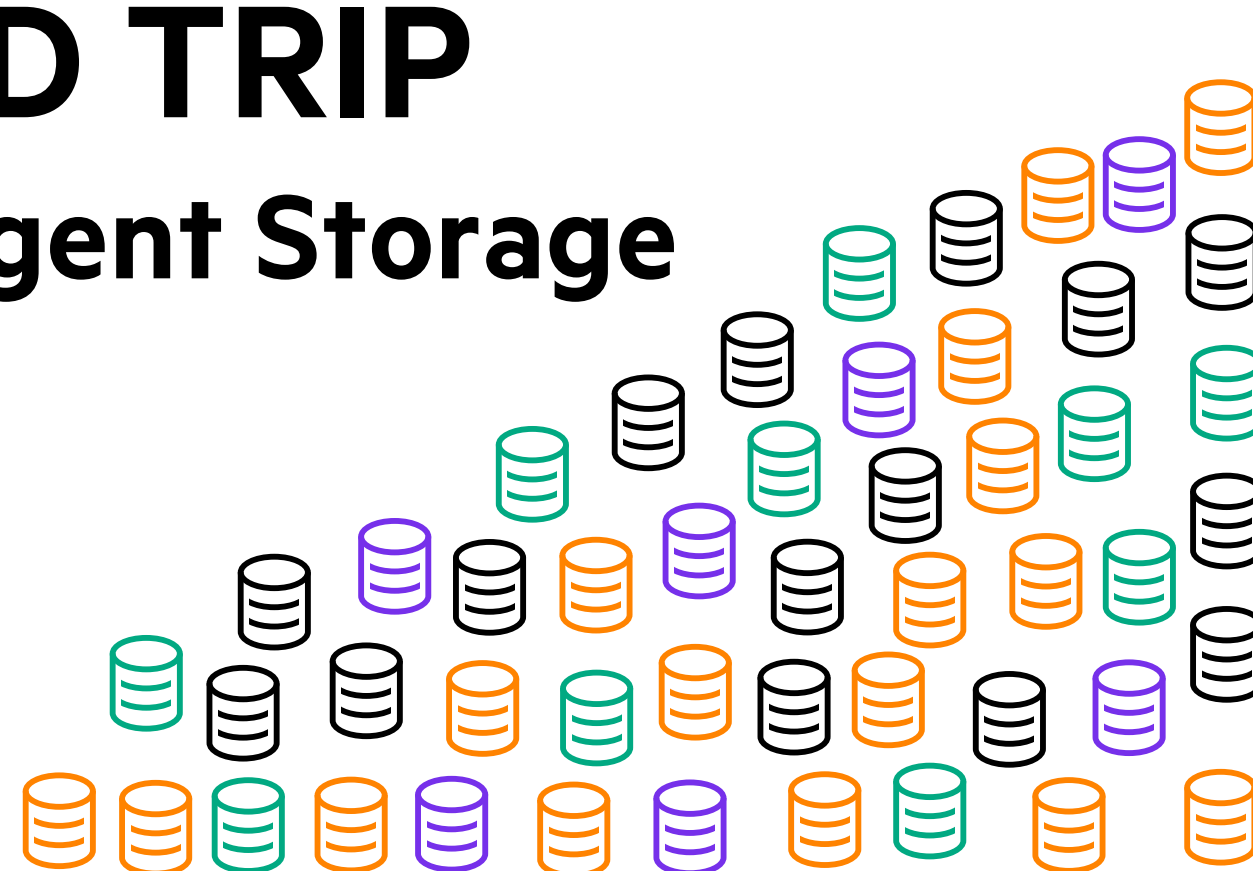
Drive your business smarter with cloud services for storage and the consumption-based economics of HPE GreenLake to get the agility of cloud with the control of an on-premises solution.



DIGITAL ROAD TRIP Destination: Intelligent Storage



Mountains of data



180 ZB

of data created by 2025¹

Traditional storage

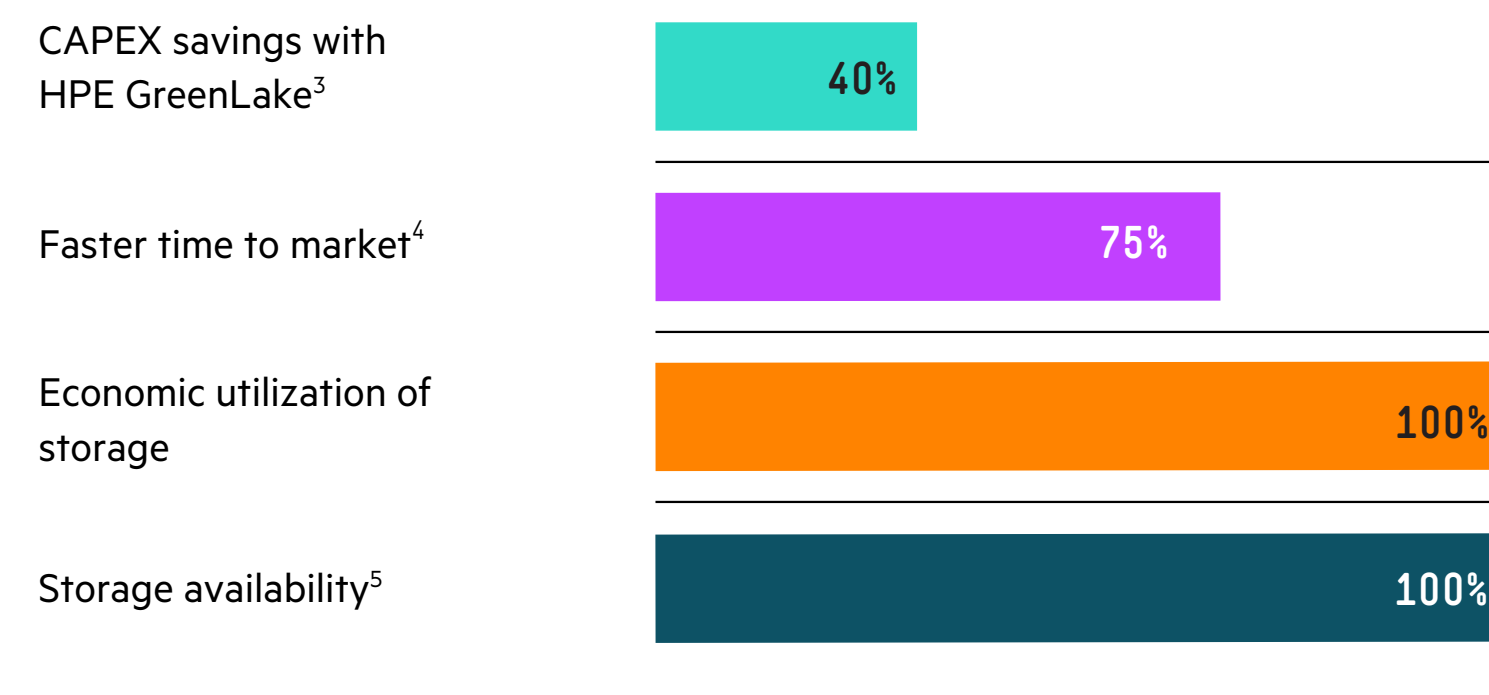
- Long procurement cycles: 3-4 months
- Large capital expense
- Missed opportunities

67%

Enterprises using on-premises storage overinvest to avoid running out of capacity²

Intelligent route

- Workload-optimized for performance, capacity, and availability
- Active capacity management to ensure growth ahead of demand
- As-a-service experience: scale up or down as needed and only pay for what you use⁶



New opportunities!

Rough road

- Insufficient capacity to meet demand stalls strategic initiatives
- Slow procurement cycle delays IT response to business
- Overprovisioning leads to wasted capacity and expense

45%

Average amount enterprises overprovision storage⁷

> 1 month

Average wait time for new capacity⁸

Smooth sailing

- Your choice of world-class flash or hybrid, file, block, and object storage technologies
- AI-driven, autonomous data management leveraging advanced analytics and machine learning
- Built-in buffer with active capacity management to cover the unexpected
- Metered so you only pay for what you use

79%

Lower storage operational expenses due to effortless management⁹

86%

Issues automatically opened and resolved¹⁰

Pit stop for services

DIY

- Find and hire the right storage engineers
- Dedicate valuable IT time to support rather than innovation
- Risk costly mistakes due to limited expertise or lapses in maintenance

Fine-tuned by experts

- Expertise and experience from the leaders in consumption-based IT
- Active monitoring and proactive support of your installed storage hardware
- Optional services to operate any or all of your IT stack

90%

Reduction in outside fees¹¹

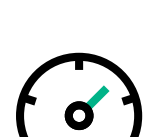
40%

IT resource savings¹²

You have arrived!

The agility and economics of cloud services for storage through HPE GreenLake let you run IT like a finely tuned engine:

- **Improve economics** with no up-front payment and 100% economic storage utilization
- **Reduce risk** of running out of capacity or wasting money by overprovisioning
- **Accelerate value** with on-demand storage solutions aligned to your workload needs
- **Ensure control** of performance, security, and compliance



Accelerate app and service deployments to realize value faster



15

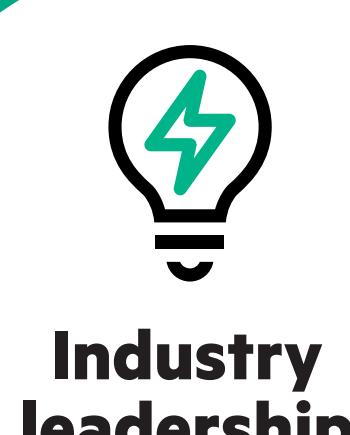
Free up more time for innovation instead of wrestling with infrastructure



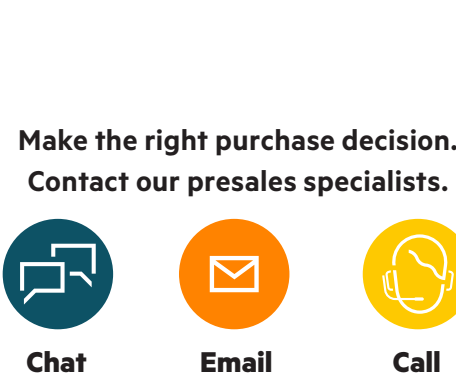
Get the economics of cloud on-premises control of on-premises

Why HPE GreenLake?

- **10 years of experience:** Delivering IT as a service on-premises
- **Global scale:** Over \$3.7B under contract
- **Customer satisfaction:** Over 90% retention
- **Innovative financing:** Available in over 50 countries
- **Worldwide presence:** Services delivered in over 50 countries
- **Strong bench:** Over 23,000 experts worldwide
- **World class ecosystem:** 40,000 Channel Partners of Choice, Alliances, and SI partners



LEARN MORE AT hpe.com/greenlake/storage



¹ IDC, Worldwide Global DataSphere Forecast, 2021-2025, July 2021.
² Futurum, "The power of consumption-based on-premises services in meeting dynamic storage demands," July 2019.
³ HPE, "The Total Economic Impact Of HPE GreenLake, a commissioned study conducted by Forrester Consulting, June 2020.
⁴ hpe.com/us/en/storage/hpe-primer.html
⁵ Minimum commitment may apply.
⁶ 451 Research, part of S&P Global Market Intelligence, Having Your Cake and Eating It Too, a commissioned study by HPE, October 2019.
⁷ Illustrates potential savings based on customer surveys. HPE does not provide financial advice.
⁸ HPE storage substantiation, June 2021.