**Hewlett Packard
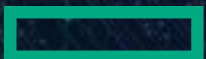Enterprise**

WIN WITH HPE COMPUTE

Q1 FY23

Q1FY23 WIN WITH HPE COMPUTE

Trade In

Get cash back for buying HPE

Learn More

Partner NBO

Learn more about the increased rebates

Learn More

Services Attach

Higher, Wider, Longer

Learn More

Free Customer Assessments

Data-Driven Assessments

Learn More

Workload Transformation
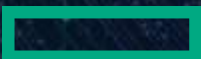
How Gen11 aids shift to workload solutions

Learn More

Customer Events

Interactive Customer Experience Workshops

Register Now

TRADE-IN (GBP)

Refresh with HPE & get more back

- Refresh your old compute infrastructure with HPE Gen10 Servers:
    - Easiest to manage with HPE Infosight & OneView
    - World's most Secure Industry Standard Servers
    - Industry Leading Power & Efficiency
- Get up to **$5000** cash back for each used product
- Collected at no charge from your site
- Drive more efficient use of energy & materials. Manage your IT assets in a secure, compliant, & environmentally responsible manner. Find out more at HPE Circular Economy

Participants: End-User Customers, HPE Channel Partners

Return	New HPE Purchase	Claim Value per Node
Blade-, Rack- or Tower Servers of • Any brand and age • Complete and functional • Which had been owned by the end-customer for at least 6 months	ProLiant DL20 Gen10	Up to £ 40
	ProLiant DL100 series Gen10	Up to £ 90
	ProLiant DL3x5 (AMD) series Gen10/Gen10+	Up to £ 300
	ProLiant DL300 series Gen10/Gen10+	Up to £ 300
	ProLiant DL500 series Gen10	Up to £ 680
	ProLiant ML Series & MicroServer Gen10/Gen10+	Up to £ 260
	SY 660 Cmpt Module	Up to £ 480
	SY 480 Cmpt Module	Up to £ 340
	DX Nutanix Series Gen 10	Up to £ 510
Synergy Composer	HPE Synergy Composer 2	Up to £ 260
Enclosures or Racks	HPE Synergy Frame	Up to £ 1,260

(1) *The trade-in amount may be amended for HPE Products purchased under special pricing conditions*

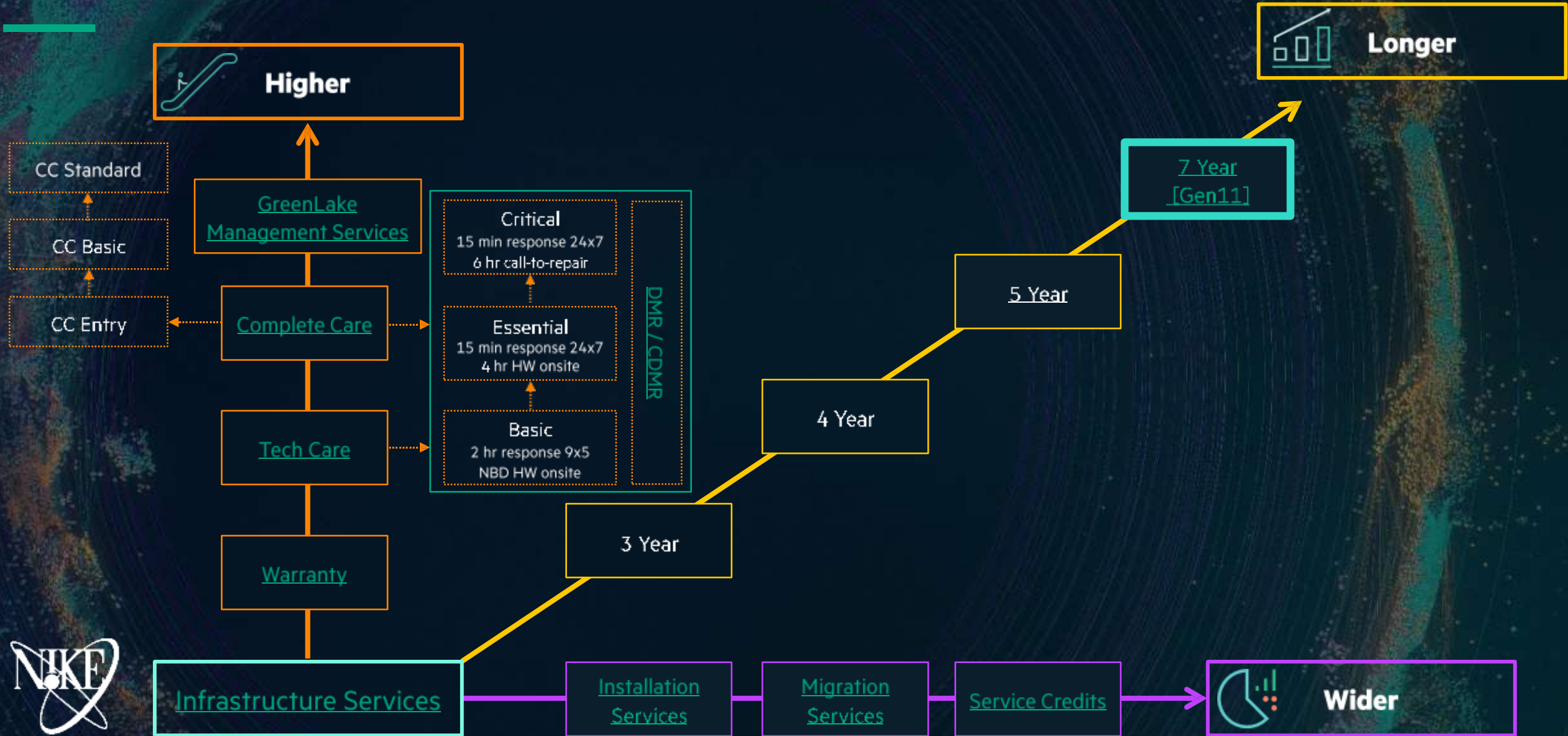**Apply at Nike Promotions** → **Buy your new HPE Server** → **Raise a collection request for the legacy product** → **Receive the trade in value to your bank account**
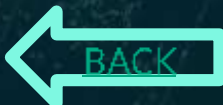
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BACK

HPE INFRASTRUCTURE SERVICES

Longer

Higher

CC Standard

CC Basic

CC Entry

GreenLake Management Services

Critical
15 min response 24x7
6 hr call-to-repair

DMR / CDMR

Complete Care

Essential
15 min response 24x7
4 hr HW onsite

Tech Care

Basic
2 hr response 9x5
NBD HW onsite

Warranty

7 Year [Gen11]

5 Year

4 Year

3 Year

Infrastructure Services

Installation Services

Migration Services

Service Credits

Wider

DMR – Defective Media Retention
CDMR – Comprehensive Defective Media Retention

BACK

CUSTOMER ASSESSMENT TOOLS

CloudPhysics

Analyze a virtualized IT environment
Learn More

OR

Customer Asset Tool (HPE CAP)

AI Driven Discovery & Analytics
Learn More

- A simple, remote, and agentless software
- Continuously monitors and analyzes a virtualized IT environment
- Today runs on **VMware** environment only

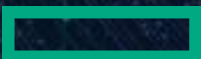- AI Driven Discovery & Analytics Tool
- Understand the complete environment
- Results in more consultative and informative recommendations

CLOUD PHYSICS

Description

- Simple, remote, and agentless software continuously monitoring and analyzing IT environments, so you can help your customers upgrade, repair, and adapt their edge-to-cloud environments in the face of rapidly changing needs.
- A proven solution to help customers simulate a cloud migration, optimize workload placement, and right-size infrastructure.
- Provides sellers with insights into the customers' environment, enabling a consultative approach & delivery of tailored solutions

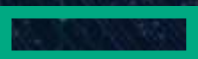Find Out more about Cloud Physics

Outcome

- Consultative & data driven sales engagement:
  - Size upgrade or replacement options.
  - Data-driven approach to onboard onto HPE GreenLake.
  - Identify areas of potential services offerings
  - Provide review of public cloud costs from major hyperscalers.
- 15 Minutes to actionable insights
- Transformed the customer purchasing experience

Offerings

- CloudPhysics for Customers
- CloudPhysics for Partners
- Modelling for AWS & Microsoft Azure
- Analyse TCO including sustainability metrics e.g. Carbon Footprint

Contact Info

NIKE

CUSTOMER ASSET PROGRAM (HPE CAP)

Description

- A remote discovery of networked devices that generates a detailed description and risk assessment of the Customer's IT environment.
- Includes details on OS and hypervisor versions, applications, disks and processors, as well as device type, age, vendor and HPE contract and warranty information
- Gain intimate knowledge of the Customer's IT by leveraging HPE CAP's deep insights and quickly create unique and Customer-centric sales and support strategies that generate account growth

Outcome

- Consultative & data driven sales engagement:
  - Modernization, Move to Hybrid Cloud, GreenLake Transformation
  - Contract Consolidation, Support Gaps & Expiration, Post Warranty
  - Multivendor Support, Asset Disposition / Upcycling, Circular Economy
  - Mergers & Acquisitions, Security Concerns, Compliance Requirements
- Transformed the customer purchasing experience

Offerings

- HPE CAP with HPE Asset (remote, tool discovery)
- HPE MiniCap (remote, Customer provided list)
- Estate mapping for Datacenter planning
- Network view to enhance security

BACK

HPE COMPUTE OPS MANAGEMENT

What will be covered?

- Learn how HPE is helping customers become more than 4x more efficient at managing their compute real estate. Especially those difficult to maintain remote edge sites.
- Introduction to HPE's GreenLake Cloud Platform, the home of all things as-a-service.
- Invitation to download their very own 90-day free evaluation license.
- Participate in a live product demonstration conducted by one of our geo champions.

Invite your customers to attend by sending the linked email invitation to the following relevant persona's:
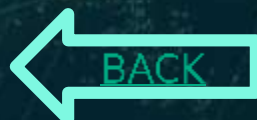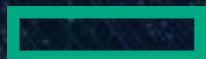
- IT OPS
- Systems Admins
- IT Director
- Solutions Architects

Upcoming date:

- 14th December at 10:00 AM GMT

All session are approximately 60 minutes in duration.

Click here to Sign Up now!

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BACK

CUSTOMER EXPERIENCE WORKSHOPS

HPE Customer Experience days have been instrumental in both accelerating HPE opportunities and allowing customers to get comfortable and confident with all things Compute.

99% of customers that attended the events, rated them as excellent or good - with 96% stating that it increased their technical understanding of the technology.

Each **free** 7-hour workshop has the same core agenda, lasting approximately 5 hours. The remainder of the workshop will focus on one HPE ecosystem partner, so you can choose the experience most relevant to you:

- Private Cloud with VMware Cloud Foundation
- API-based Automation for DevOps
- HPE OneView and VMware Integration for HPE Rack Servers

Sign Up Now

Did we mention that these events are FREE?

"I invited my customer to a Customer Experience Day, and the feedback from them afterwards was excellent.

They stated that the experience greatly elevated their understanding of HPE's integration with VMware Cloud Foundation, as well as Ansible. This accelerated an opportunity we had in our funnel for HPE Synergy, and thus gained their trust as the chosen platform moving forward.

I would recommend this session for any EAM looking to gain traction within an account and build more opportunities within the account set."

- Tom Strobel, NA EAM -

AI SIMPLIFIED

AI Starter kits include everything your customer needs to get up and running quickly. HPE Accelerate AI Starter Kits are more than a standard server solution.

HPE provides you with an AI platform coupled with expertise, strategic knowledge, and leading technologies to help you develop your skills and projects. We can help you progress in AI whether you are at the beginning of your journey or in production.

Use automation to simplify operations and develop intelligent solutions that make your life and your work easier. Solutions also include HPE Training Credits, which help you build the AI skills and knowledge you need with access HPE Education Services.

Find out more now

USE CASES

Financial Services

- Fraud Detection
- Robo Advisor
- Risk Mitigation

- Loss Prevention
- Store Analytics
- Self-Checkout

Retail

Manufacturing

- Predictive Maintenance
- Quality Control
- Warehouse Management
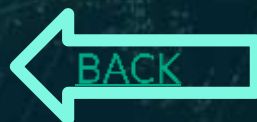
- Medical Imaging
- Cryo-EM
- Genome Sequencing

Healthcare

- Smart Cities
- Public Health Services
- Disaster Management

State & Local Govt.

Higher Ed

NIKE

HPE'S NEWEST ADDITION: GEN 11

Cost optimized	Storage-optimized	Density-optimized	Accelerator-optimized
1U, 1P	**2U, 1P**	**1U, 2P**	**2U, 2P**
HPE ProLiant DL325 Gen11	HPE ProLiant DL345 Gen11	HPE ProLiant DL365 Gen11	HPE ProLiant DL385 Gen11
AMD 4th Gen EPYC™ Processor	AMD 4th Gen EPYC™ Processor	AMD 4th Gen EPYC™ Processor	AMD 4th Gen EPYC™ Processor

Software Defined Compute	**SDS and CDN**	**EDA and VDI**	**AI/ML, Big Data Analytics**
Higher performing CPUs and increased storage performance drives lower TCO for Software Defined Compute in a single socket system	Reduced licensing costs with single socket benefiting from more performance/core and increased storage performance	Maximum core density and high memory capacity drives density for VDI	Increased performance/core and massive parallel processing with dual socket to speed up analytics, max GPU support

Cloud-optimized

1U, 1P

HPE ProLiant RL300 Gen11

Ampere® Altra® and Ampere® Altra® Max

Cloud-native compute

Service Providers/Digital First
Core Count
Scale-out