Servium

Hewlett Packard Enterprise

DISCOVERY GUIDE

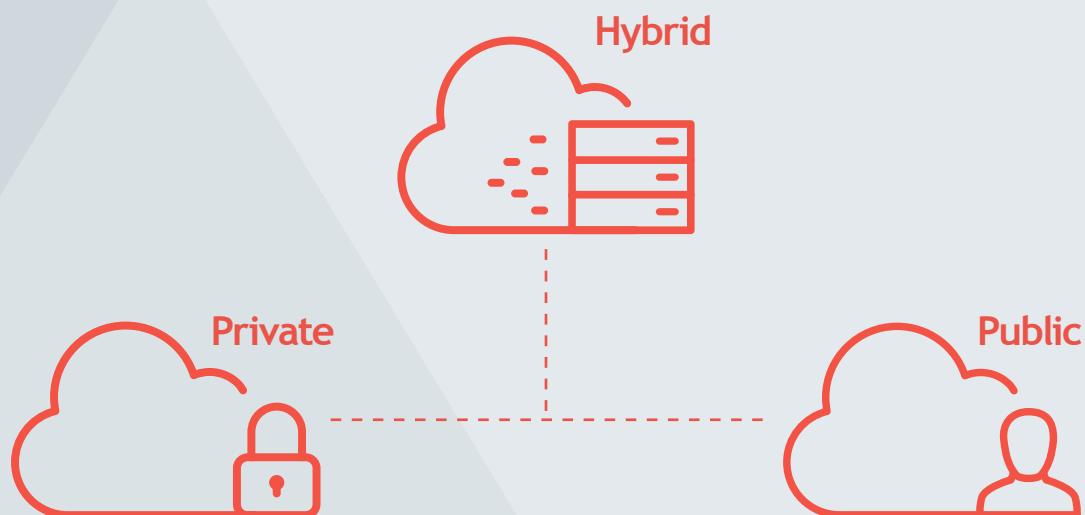## Why HPE GreenLake is the killer service for transforming your datacentre

8 REASONS TO SIT UP AND LOOK

Infrastructure as a Service (IaaS) has proved a game-changing phenomenon in the world of datacentre IT. Moving applications and services to the public cloud offers a freedom that's been near impossible to match in your on-premises datacentre. On-tap capacity, speed of response, and consumption-based economics make it hard to ignore.

However, IaaS isn't for everyone or everything. Some workloads are just too critical or too sensitive to entrust to the public cloud. Even some services that have been migrated to the public cloud are returning having not achieved the gains anticipated. It's for this reason that hybrid cloud is now widely accepted as the best overall infrastructure strategy for most businesses. You pick and choose what can move to the cloud and retain the rest on-premises.
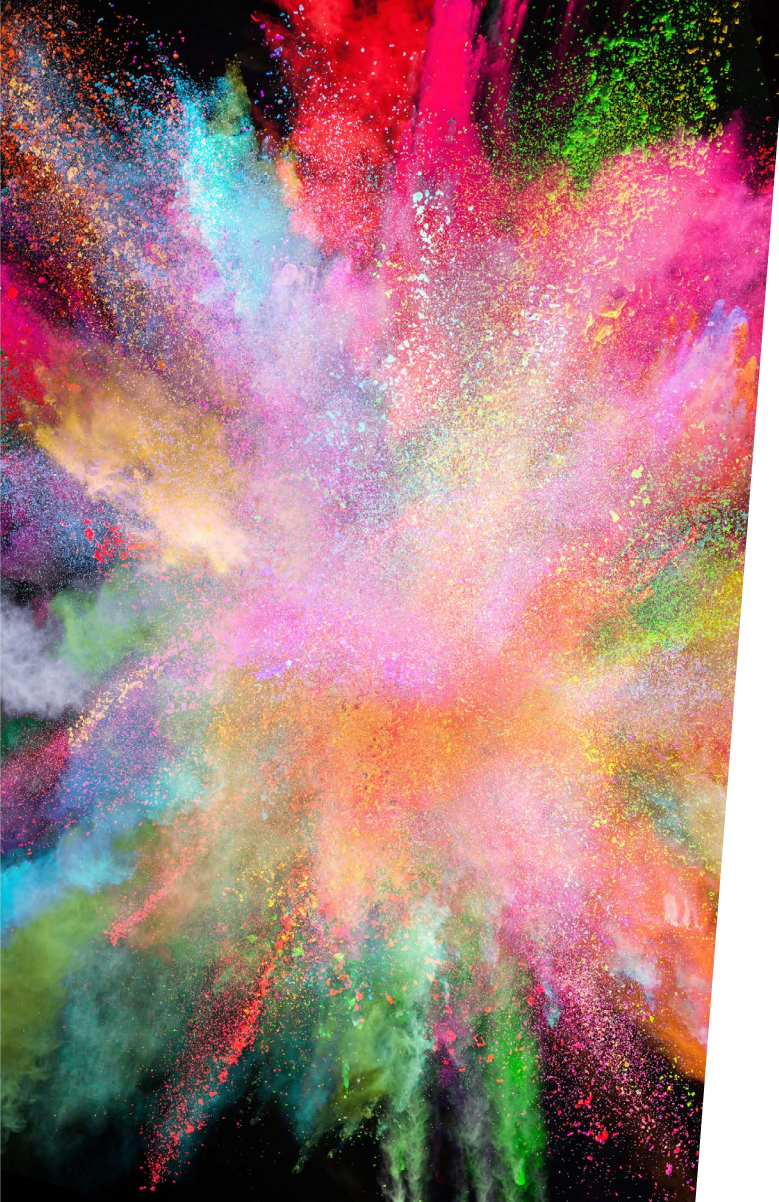
Hybrid

Private

Public

The capacity planning challenge of hybrid cloud

The big win with IaaS is that IT can be measured as a utility and paid for as an operational expense. At any moment you know exactly how much your IT is costing and have a good handle on the financial impact should you use more. Conventional on-premises infrastructures don't offer the same cost visibility, predictability, or on-demand capacity. The result is infrastructure gets over-provisioned as a contingency for growth or under-provisioned to save money as capital purchases eat into IT budgets.

The challenges associated with capacity planning on-premises therefore means this part of your hybrid cloud ends up the weak link, and much less flexible compared to the infrastructure harnessed in the public cloud.

The question is, why should you settle for IT that operates differently just because it's located on-premises?

If you're serious about modernising your datacentre and finding a better way to consume your IT, you can't afford to overlook the opportunities that GreenLake Flex Capacity presents. Here's the top-line on what you need to know – 8 reasons to sit up and look.

"By 2020, consumption-based procurement in datacentres will have eclipsed traditional procurement through improved 'as a service' models, accounting for as much as 40% of enterprises' IT infrastructure spending."[1]

A cloud-like experience in your own datacentre

HPE GreenLake Flex Capacity has been designed to satisfy this challenge and bring all the best consumption-based attributes of public cloud IaaS to your on-premises IT. It's really that simple and is set to radically change how you build, manage, and pay for this part of your hybrid cloud strategy.
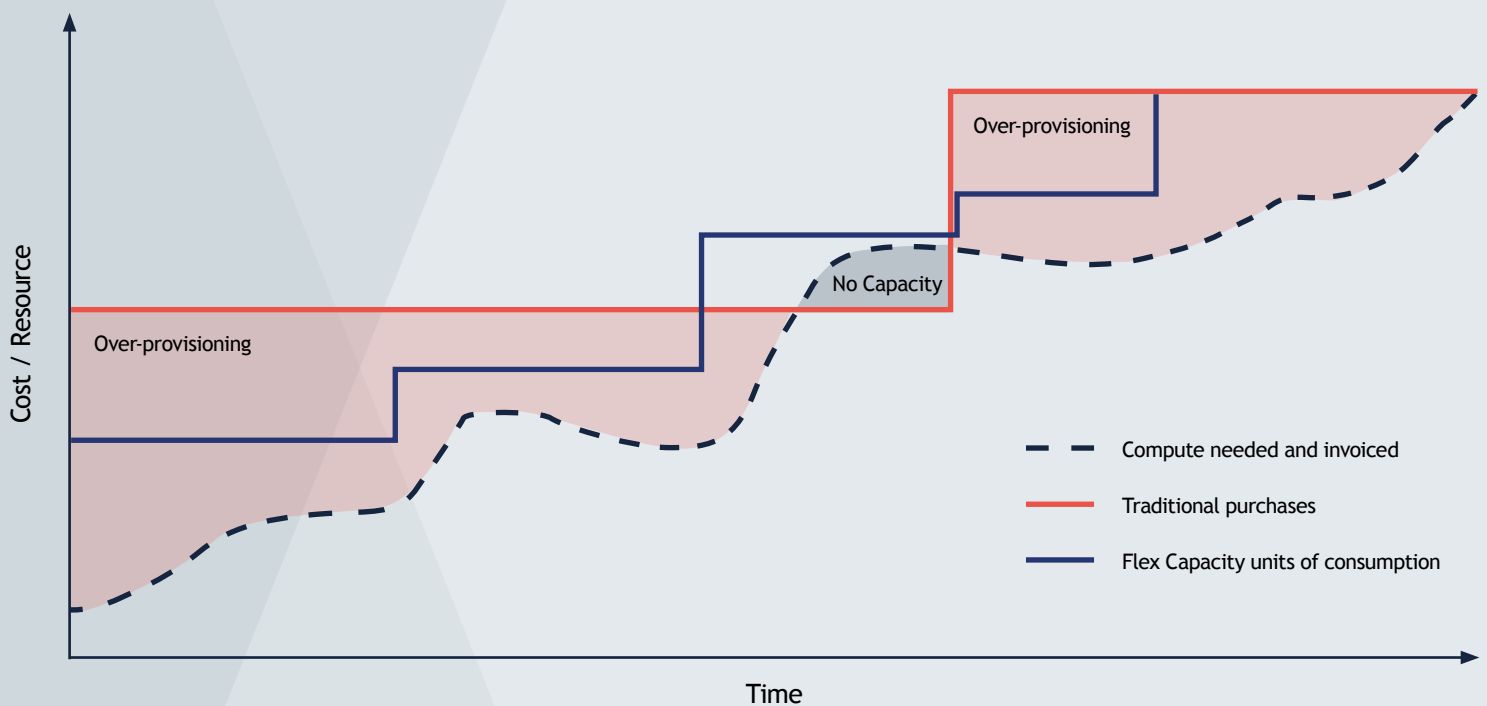
For the first time you can turn your on-premises infrastructure into the same agile, flexible pool of resource you've become accustomed to using in the public cloud. GreenLake Flex Capacity gives you the confidence that all parts of your IT can genuinely help your business to become more competitive and deliver better outcomes faster, more reliably, and more economically.

How does GreenLake Flex Capacity work?

It's Infrastructure as a Service delivered from the security of your own datacentre. HPE provides the compute, storage, and network necessary to run your on-premises IT. Infrastructure is right-sized for you from day one, but prepares you for growth, thanks to a buffer of redundant capacity provided at HPE's risk, that is only ever charged for should you use it. Minimum contracted capacity ensures you always have what you need, perfectly aligning your IT spend with your actual usage, with the option to scale down should you require it. Importantly, GreenLake Flex Capacity can be deployed as an addition to your existing infrastructure not just as a replacement.

This diagram illustrates how HPE GreenLake Flex Capacity delivers elastic capacity, stays ahead of demand, and achieves a true pay-for-use experience.

The coral line represents traditional infrastructure development and the periodic steps in capacity and capital outlay. There is little similarity compared to actual metered usage and provides no contingency for peaks in demand. The black dotted line shows metered use beyond a minimum commitment. The blue line highlights the onsite buffer which allows for additional capacity and is only paid for as used. As the diagram illustrates, based on conventional capacity planning it is commonplace that demand outstrips availability, resulting in a no capacity scenario.

The GreenLake Flex Capacity model more closely matches to business demand and reduces the risks involved in committing to new projects. Without stepped growth, IT expenses and revenues can grow or shrink together based on the success or failure of the project. Unused capacity simply returns to the pool and is no longer charged.
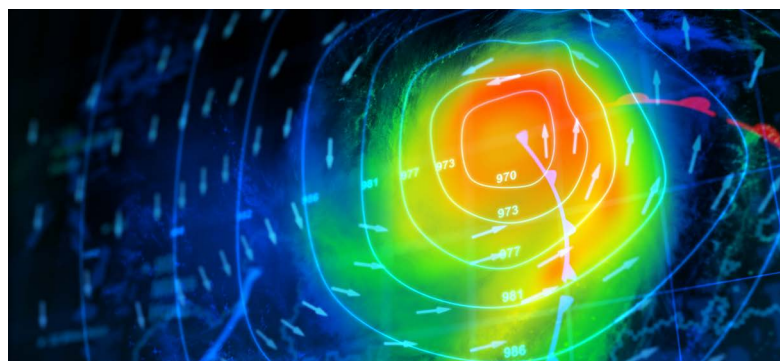
2 Never misjudge capacity again

Forecasting infrastructure capacity is not easy and is why so many organisations end up misjudging what they need, most commonly over-provisioning 'just-in-case'. According to HPE, servers are typically over-provisioned by a staggering 60% and storage by 50%.

Remember, it's not just the infrastructure itself that gets misjudged – it's all the ancillary variables too, especially power, cooling, maintenance, management, real estate, and software licenses – all of which add massively to the cost of redundant capacity you may never use.

GreenLake Flex Capacity does away with this challenge; all the technology you need is provided by HPE with enough redundant capacity on-tap should you need it. The environment is correctly sized as you on-board to the service and usage is closely monitored to avoid the nasty surprises sometimes experienced with public cloud commercials.

1 Cloud-like agility and economics

Enjoy datacentre infrastructure that functions and performs just like the public cloud. Contracted capacity and service levels ensures your infrastructure performs as you need, while metered usage monitors what you're consuming, and should demands change, you burst into the available capacity for as long as you need to.

Because GreenLake Flex Capacity is a service, you can budget for it as an ongoing operational expense just like public cloud services. There are no upfront costs and charges are accumulated based on units of consumption according to the mix of compute, storage, and network that makes up your infrastructure.

GreenLake Flex Capacity delivers extraordinary visibility and unrivalled transparency of business costs, both of which better enable financial justification for growing your infrastructure and commissioning new initiatives.

The over-provisioning reality:
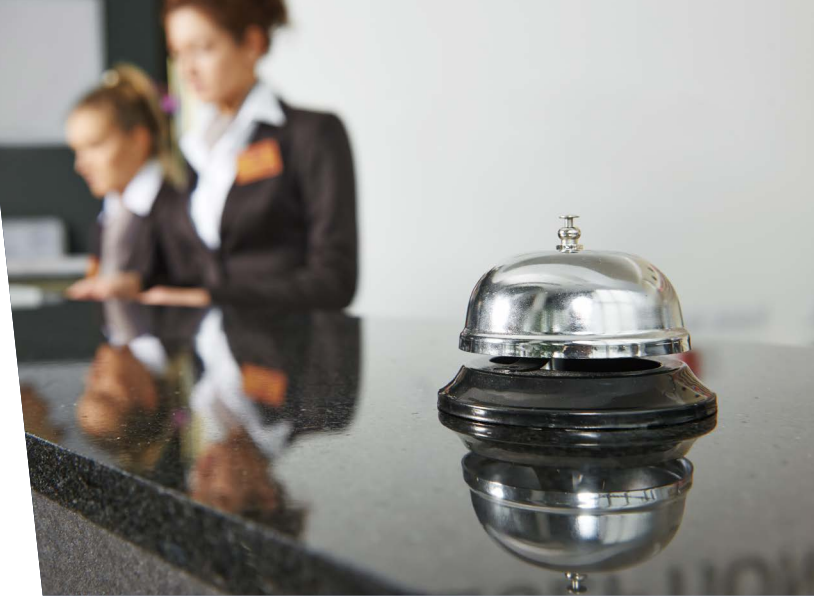
60% SERVERS | **50%** STORAGE

3 Rich insight with a concierge service

HPE provides a detailed analysis of your infrastructure use through the Flex Capacity Portal. Here you can discover just what you're using down to the last core, VM, and gigabyte. This data is continually collected by HPE's Cloud Cruiser software which runs on all the systems deployed as part of your service. Helpfully, the data available in the portal can easily be classified by project, business, department, or even external customer to enable true chargeback and P&L reporting for IT.

Importantly, every customer is assigned a Utility Delivery Manager. It means the service isn't exclusively based on machines evaluating capacity, but meticulously scrutinised by experts able to contextualise the data and share the narrative surrounding your usage patterns. They act like an additional member of your team, continually looking over the horizon to see how your infrastructure needs to adapt. It's a vital component and plays a big part in ensuring capacity is planned ahead of demand.

4 Offload the burden of ownership and never do legacy again

You won't own any of the technology deployed as part of your service. With that you'll dispense with the need to upkeep warranties and ensure appropriate maintenance cover is taken out on devices. Equally, you'll dodge the worries of sweating the assets and even disposing of them at retirement. Perhaps best of all, you'll never be stuck with legacy technology or forced into making ends meet with insufficient hardware. The technology put to work for you is cutting-edge HPE innovation, which is scheduled for refresh before its performance could impact your business.

However, choosing to use GreenLake Flex Capacity doesn't signal wholesale change for your existing infrastructure. Just like on-boarding to the public cloud, there's scope to decide what parts of your environment or what workloads you move to the service. You can start small and grow over time as you become familiar with the model, and the benefits it delivers.

5 Respond to business faster

Traditional infrastructure planning practices follow an approve-and-deploy model. When capacity is maxed, approval is sought for new equipment, sign-off obtained, and technology sourced. It's not a methodology built for agility or speed. It's a process at the mercy of procurement delays, integration challenges, and any number of other variables which could impact additional infrastructure capacity being realised.

GreenLake Flex Capacity promises just the opposite – a pool of available capacity ready and waiting, available to be called upon at a moment's notice. No delays or dealing with frustrated business leaders, just a dynamic infrastructure ready to respond to the business faster and slash time-to-value.

It puts IT teams in the driving seat as new services need to be launched, enabling you to demonstrate genuine value creation thanks to an infrastructure prepared for the reality of ever-changing demands.

6 The more you use the cheaper it gets

Just like any other utility, GreenLake Flex Capacity gets cheaper the more you consume. The unit charges decrease with usage, which provides a welcomed level of predictability and financial clarity essential to charting your future growth plans.

7 You still get to choose your infrastructure

Opting for HPE GreenLake Flex Capacity doesn't mean you have any less say in the way your infrastructure will be built. You'll have the option to pick from a host of world-class technologies including Nimble Storage, SimpliVity hyperconverged solutions, ProLiant servers, and Synergy composable infrastructure.

There is choice surrounding virtualising with machines or containers and the chance to take advantage of powerful predictive analytics and AI running across your infrastructure. Each solution is delivered from your on-premises IT environment to enable full control of both the user experience and the way you meet your compliance and privacy needs.

8 It's real and it's happening

Unlike some vendor initiatives, GreenLake Flex Capacity is a real service that's already in production. In fact, at the time of writing, HPE has over $5 billion of contracted assets deployed in the field on behalf of customers.

Interestingly, the service is evolving at a rapid pace and now infrastructure can tightly integrate with and take advantage of other technologies and services including Google Cloud, AWS, Nutanix, and Microsoft Azure Stack.

There are more than *$5 billion* of contracted assets deployed by HPE into customer datacentres

References

1 IDC FutureScape: Worldwide Datacentre 2018 Predictions, November 2017.

LEARN MORE

Visit **www.servium.com/the-knowledge/** to access other useful resources about
HPE GreenLake Flex Capacity.

NEXT STEPS

If you'd like to further explore the possibilities of HPE GreenLake Flex Capacity, we can arrange a proof of concept demo to show you the service in action. Get in touch with your Servium Account Manager, email **hello@servium.com** or visit **www.servium.com/contact.**

ABOUT SERVIUM

Servium is dedicated to creating great IT experiences – we seek to win the hearts and minds of IT strategy-makers, professionals and users. Our attitude is that no challenge is too big, no detail too small. We tackle both the ordinary and the extraordinary with the same focus and originality of thought that ensures solutions make a difference. It means we're one partner ready to assemble all the technology and know-how every medium to large organisation relies on. Matched by straight-talking, real-world experience and amazing service, our customers enjoy exceptional value; the product of the best innovation, latest thinking and a thriving ecosystem of technical experts.

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