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CLOUDIFY YOUR DATACENTRE

10 real world scenarios HPE GreenLake
solves for IT teams today



10 REAL WORLD SCENARIOS HPE GREENLAKE SOLVES FOR IT TEAMS TODAY

Data is becoming a matter of life and death for organisations in every industry. The ability to unearth fresh, granular data in sales, marketing, supply chain, manufacturing, and R&D has the power to deliver game-changing benefits and is the holy grail most businesses are now chasing.

The downstream impact of this business goal on IT teams is profound. Data-driven digital transformation very quickly puts the infrastructure that hosts that data and the apps that create it under the spotlight. According to MIT,¹ in the best-run companies, the systems that connect data producers and data consumers are secure and easy to deploy. But this is rarely the case.

The public cloud offers much in terms of a flexible and scalable platform to help tackle this challenge. But, for reasons of data gravity, latency, IP protection, and more, many systems fall outside the sphere of impact of this computing experience.

What is HPE GreenLake?

HPE GreenLake is an edge-to-cloud platform that brings the cloud to you. Delivered as a consumption-based IT model, it brings all the benefits of the cloud with the security of on-premises solutions—all at a predictable monthly cost.

GreenLake’s suite of services provides IT teams with an easier way to deliver a reliable, agile, and secure environment without constant technical upheaval.

The growth of GreenLake

71%
growth in service
take-up 2022²

65,000
customers globally²





HPE GreenLake is helping customers better complete data-driven digital transformations. Not by reinventing core systems or accepting the limitations of the public cloud, but by enabling a “cloud-like” experience for on-premises IT; one that is agile, scalable, and manageable. And as businesses increasingly settle on hybrid cloud strategies as the optimum way to achieve better IT operating models, GreenLake offers some exciting opportunities and addresses some of the biggest obstacles connected with modernising the datacentre to better support data-driven transformation.

Capacity planning headaches

Forecasting the amount of compute capacity you need is a perennial problem. Over provisioning on-premises and in the cloud is commonplace and costly.

Acquisition of technology

Your datacentre technology is probably your single biggest budget line and the drain on CapEx may compromise your ability to deliver other critical IT projects.

Cloud-like experience

It's hard not to compare the operation of your on-premises IT to the experience you receive in the cloud. Enjoying comparable attributes on-premises offers huge potential.

While HPE GreenLake has evolved very much as an edge to cloud platform, many of the most obvious real world use cases will likely be realised first in the datacentre and the foundations of your private cloud.

Turn over now for our take on the 10 scenarios your IT team may be facing that would justify deeper exploration into GreenLake.





SCENARIO 01

ACHIEVE MORE PREDICTABLE DATACENTRE ECONOMICS

You desperately want to know what your on-premises IT infrastructure is going to cost, especially as new business demands hit, and you need to scale fast. The often unpredictability of business needs makes it increasingly difficult for IT teams to forecast capacity and ensure suitable budget reserves exist for new technology investments. Conversely, launching new IT projects using legacy infrastructure attracts more capacity planning, time spent provisioning of additional infrastructure, and more extensive datacentre management.

By comparison, HPE GreenLake offers a scalable IT infrastructure service that frees up cashflow because it is delivered as a pay-as-you-go subscription just like infrastructure-as-a-service in the cloud. There are no long-term capital expenditures on new technology or indeed worries over the ability to scale quickly into new capacity as a buffer always exists within your environment and only becomes chargeable when it is used.

Furthermore, GreenLake is charged on units of consumption so present and future costs are entirely transparent. Every datacentre resource is monitored, and resources are scaled to the exact needs of your data and applications. So, unlike traditional capacity planning, or indeed instance sizing for cloud workloads, there is no overprovisioning and paying for more resources than you need at any given moment.



GreenLake is...

- ✓ An Infrastructure-as-a-service offering
- ✓ An opportunity to handoff infrastructure administration
- ✓ An easier way to plan and budget for datacentre IT
- ✓ A highly scalable, on-demand solution
- ✓ Ready to connect with data and apps in the public cloud

GreenLake isn't...

- ✗ A lease on datacentre hardware
- ✗ A model for ownership of technology
- ✗ HPE's own public cloud service
- ✗ Charged on what capacity you might use in your datacentre
- ✗ Just for large enterprise - it's just as relevant and accessible to small and mid-market businesses

SCENARIO
02

CL UD RE PATRIATION

As your cloud strategy matures, there is a good chance you may want or need to rebalance your hybrid cloud workloads - potentially repatriating some of them back to your on-premises datacentre.

Data security and data privacy concerns are emerging as the primary reasons why companies are repatriating workloads, but there are also cost motivations too. Research from venture capital firm Andreessen Horowitz has proposed that as experience in using the cloud matures there is a tipping point. In the early days cloud delivers on its promises to drive efficiencies in operations and economics, but as the company scales the pressure it puts on margins begins to outweigh the benefits.³



Businesses who moved to the public cloud in a big way did so for good reasons - flexibility, scalability and speed that simply were not possible in on-premises datacentres. Those motivations remain, so the ability of GreenLake to mimic and improve on the new norms of a public cloud experience makes it a great destination for repatriated workloads.

Why choose HPE GreenLake for repatriated workloads?



Robust security

Secure your infrastructure down to the silicon level with HPE Trusted Supply Chain and Silicon Root of Trust technologies.



Production-ready for the long run

Run your data and apps the precise way your business needs. HPE administers your environment and plans your capacity, and you get assistance during significant events like the upgrade of a mission critical app.



Take advantage of colocation

Repatriation doesn't have to mean you get tied back into the environmental management of running a datacentre. Use an approved GreenLake colocation provider and get the best of both worlds.



Enterprise-grade technology

Be certain what technology your mission critical apps and data is running on. Choose from the entire HPE technology line-up and build a private cloud infrastructure that's perfectly matched to your requirements.



SCENARIO
03

ENSURE DIGITAL SOVEREIGNTY

Just as data security and data privacy is motivating cloud repatriation, so is the need to ensure digital sovereignty. For businesses working in highly regulated industries, the ability to ensure digital sovereignty and reduce cross-border risk is key.

According to IDC, by 2027, 60% of industry ecosystems will be driven by regulations for data, IP, and cloud that require standards to be collectively adopted to ensure digital sovereignty and reduce cross-border risk.⁴

The only way to guarantee sovereignty is to ensure digital autonomy across your entire end-to-end ecosystem and infrastructure, including hardware, software, identities, access, data processing capabilities, data security and infrastructure cyber resilience.

There are currently many flaws to achieving this in the distributed and shared infrastructure architectures of the public cloud, albeit new standards, interfaces, and rules are emerging that enable organisations to trustfully share data with external ecosystems.

For businesses determined to demonstrate strong digital sovereignty, GreenLake represents an excellent platform to take back control of almost all aspects of your digital ecosystem on a tried and trusted technology stack from one of the world's most established technology brands.

Digital sovereignty

The World Economic Forum defines digital sovereignty as the ability to have control over your digital destiny - the data, hardware, and software that you rely on and create.⁵





SCENARIO
04

RELIEVE STRETCHED IT TEAMS

Organisations can often not afford to dedicate precious IT personnel to routine support and maintenance activities and where this does occur, expensive, higher level IT resources can get drawn into these tasks and other lower-level initiatives. Increasingly businesses also have head count caps, but IT teams still have the same projects and expectations to negotiate. Inevitably, the distraction of administration activity and stretched resources takes focus away from transformation activities and projects of business value.

Every HPE GreenLake service comes with enterprise-grade support from HPE Pointnext



Services, with 24x7 monitoring and active capacity management to ensure that your solution grows with business needs. It's the perfect way to protect in-house IT resource and ensure business priorities get the attention they deserve.

SCENARIO
05

TALENT ACQUISITION

With more tech and less available expertise, it is becoming a challenge for businesses to keep up with technology change, vendor certifications and the knowledge base to run, manage and support an ever-changing digital landscape. Recruiting certified talent to fill resource gaps in IT teams has never been more challenging or time consuming.

GreenLake support provides a dedicated team of HPE personnel to get to know your environment and take responsibility for its administration, maintenance, and optimisation. The ability to combine software licensing and even the management of third-party technology

into one monthly fee provides a simple and commercially attractive solution to the growing talent problem. Furthermore, GreenLake's powerful reporting and monitoring capabilities offer IT teams new ways to apportion IT costs fairly between departments, which helps to reduce IT waste.





SCENARIO
06

ENABLE MISSION CRITICAL APPS TO RESPOND FASTER TO BUSINESS DEMANDS

The necessity for mission critical apps to scale fast and maintain the highest levels of user experience has been one of the biggest reasons workloads have moved to the public cloud. However, even in the cloud there is a good chance you will pay for more capacity than your app needs as you respond to changing business demands. Hyperscalers typically bundle resources together that cannot be separated, so for example, if you need more compute, you change service plans to upgrade your IOPs, but in doing so you're also forced to buy more storage that comes included in the same plan.

For apps that have remained on-premises, scale and performance assurances are attempted by over provisioning compute, storage and network

capacity and incurring all the acquisition and ancillary costs that go with having excessive idle resources acting as headroom.

GreenLake provides the perfect solution for mission critical apps that need to scale and deliver consistent performance. The technology you consume is always at the edge of what you need ensuring you genuinely only ever pay for what you use, while buffer capacity is poised no matter what additional capacity your app might need to burst into.

The real-time monitoring HPE undertakes establishing normal app baselines and assessing peak periods of demand also ensures that buffer capacity is not excessive, therefore keeping environmental costs for space, power and cooling to a minimum.





SCENARIO
07

BETTER DIGITAL IMMUNITY AND DEFENCE AGAINST NEW SECURITY VULNERABILITIES

A digital immune system (DIS) helps to protect against cyber-attacks, malware, and other online threats that can disrupt the operation of your business, and digital immunity is emerging as a new security frontier.

Gartner defines a digital immune system (DIS) as a combination of “practices and technologies for software design, development, operations and analytics to mitigate business risks”.⁶ A robust digital immune system protects apps and services from anomalies, such as the effects of software bugs or security issues by making apps more able to recover quickly from failures.

Gartner predicts that by 2025, organisations that invest in building digital immunity will reduce system downtime by up to 80% - and that translates directly into higher revenue.⁷

For businesses taking serious steps to build a DIS, HPE GreenLake has established itself as catalysing technology in the development of your hybrid cloud strategy. Firstly, GreenLake is engineered as a zero-trust architecture, which means anything malicious or insecure is exposed through the automatic validation of hardware, operating systems, virtualisation systems and workloads so that timely security decisions can be made. Secondly, built-in encryption capabilities assure that your backup data is protected no matter where you place it.

GreenLake supports stronger Digital Immunity

- ✓ Zero-trust architecture
- ✓ Built-in backup encryption
- ✓ Exclusive Silicon Root of Trust

Finally, HPE’s exclusive Silicon Root of Trust technology integrates security directly into the silicon of HPE servers - anchoring the server’s boot process in hardware so that it cannot be updated or modified and is therefore immutable.





SCENARIO
08

A MORE SUSTAINABLE DATACENTRE

In a recent Gartner survey, CEOs reported that environmental and social changes are now a top three priority for investors, after profit and revenue.⁷ And this ambition is being passed from the boardroom to the IT team, resulting in a need for technology and solutions that increase energy and material efficiency and harness innovation to deliver on sustainability goals.

According to research as much as 30% of on-premises infrastructure is in a “zombie state”. Not only does this tie up budget in unnecessary technology, but the same technology is also being powered and cooled and may also pose a security threat if not patched or administered properly.⁸

Sizing on-premises infrastructure closer to the edge and reducing redundant capacity is a big step towards making your datacentre more sustainable.



GreenLake makes this an everyday reality. Forensic insights enable HPE to accurately assess workload patterns and match capacity according to target performance and while buffer capacity is provided under the service, this is only activated for the duration it is needed.

SCENARIO
09

DEPLOY AND SUPPORT INNOVATIVE APPLICATIONS

Organisations in every industry are exploring applications for Artificial Intelligence (AI), Machine Learning (ML), IoT and Edge plus many more. They represent exciting opportunities to unlock the value of data and discover new transformations.

Piloting and then scaling these projects can be a challenge for curious IT teams.

Data controls, expertise and daunting operational costs are sizeable risks capable of derailing even the most modest of projects. The GreenLake platform is built to help you harness these new innovations. With a cloud-native architecture, support for open source data science tools, and AI accelerators and frameworks, it provides choice and an elastic, unified analytics platform for data and applications on-premises, at the edge, and into public clouds.



SCENARIO
10

RUN A COHESIVE HYBRID CLOUD

Being able to properly capitalise on a hybrid cloud strategy is difficult when your on-premises environment works differently to the public cloud. Hyperscaler environments are containerised and harness microservices in ways that your own datacentre may struggle to live up to.

New hybrid cloud capabilities available on GreenLake make it easy to connect on-premises and public cloud environments

or run them separately on common technology that underpins both.

It means it's possible to use the same container environment on-premises in your private cloud as you do in the public cloud and achieve new levels of unification and agility. Helpful consumption analytics tools also make it easier to assess usage, costs and where workloads will be most economically deployed. With support including Amazon Web Services (AWS), Kubernetes and Azure Arc, it's the easiest way to bring a true hybrid cloud strategy to life.



TAKE GREENLAKE FOR A TEST DRIVE

The best way to evaluate GreenLake is to book a no-obligation test drive. This guided, hands-on experience allows you to explore the services in a live production environment and see how it might work for you.

[> Learn How](#)



SERVIUM AND HPE

We've been partners with HPE since the beginnings of our business, a relationship that now spans more than a decade. As a result, our knowledge of HPE technology is unparalleled, earning us the highest possible accreditations across their products and solutions. If you would like to know more about HPE GreenLake, please contact your Account Manager, email us at hello@servium.com, or speak to one of the team on **+44 (0)303 334 3000**.

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