



RESELLER GUIDE: NAVIGATING HPE STORAGE SOLUTIONS

Intelligent storage for a hybrid-cloud world





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Modern storage for today's market

The speed and efficiency of data storage are key to your customers' business growth.

But here's the problem: traditional high-end storage hasn't kept pace with rapidly changing technology and customer demands. As a result, it's no match for modern workloads. Legacy solutions often leave companies in the lurch with painful IT headaches—and without reliable, secure access to data. Unless organizations move away from traditional storage options, they risk damaging or even losing their businesses.

In today's digital landscape, companies need secure data storage that's simple, resilient, and always available. And if that wasn't enough, solutions should provide insights that help companies safeguard their businesses and drive innovation.

It's time to rethink data storage. SYNnex and HPE can help.

When you team up with SYNnex to add HPE storage solutions to your portfolio, you'll give your customers intelligent storage that manages itself—and get a smart way to grow your business. AI-driven and built for the cloud, HPE solutions meet every storage need, for businesses large and small.

As the #1 HPE distribution partner in North America, SYNnex offers the most inventory in the channel, combined with all the guidance you need to sell more solutions and speed your time to market. Plus, our HPE-dedicated teams are always ready to assist you. In whatever way you want to grow your business, we'll help you find the path forward.

Read on to see why adding HPE storage solutions to your portfolio with SYNnex is the smart, simple way to grow your business—while helping your customers future-proof their businesses.



Why HPE?

A global leader in technology innovation, HPE helps organizations work better together with solutions for networking, storage, servers, and related services. HPE is a highly respected organization with a \$1 trillion addressable market in the next 3 years, and the HPE Partner Ready Program is one of the most profitable partner programs in the industry, offering resellers higher payouts than other key competitors. The sooner you team up with SYNnex and HPE, the sooner you can take advantage of both companies' partner resources and support.

A smart bet for your business

See why HPE is the simple choice for resellers

SYNNEX makes it easy for you to learn the ins and outs of everything HPE, from understanding HPE storage offerings and promotions to strategies for how to pitch and position the entire storage portfolio. As HPE's #1 distributor—and the HPE 2019 Distributor of the Year—we're uniquely positioned to help you build and boost your HPE practice. And with our teams of dedicated HPE ISRs, Business Development Representatives, Product Managers, and Solutions Architects behind you, you'll get all the support you need, every step of the way. Even better? We don't resell HPE solutions directly to end users, so we never compete with our reseller partners.

Our partners receive access to SYNEX-exclusive benefits like demand generation tools, education and training, pre- and post-sales support, and more—everything you need to build a profitable HPE practice. Here's a closer look at some of the ways we support resellers:



Free technical support

Get all the technical support you need—with committed SLAs



Flexible financing

Help your customers scale and purchase when the time is right



RENEWSolv

Manage all your contracts and renewals in one place



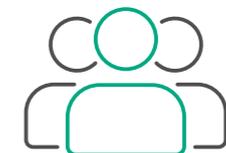
Sales & technical enablement funding

Increase your sales, tech skills, and certifications



HPE Partner Ready Program

Leverage one of the most profitable partner programs in the industry



Demo Solutions Lab

Demonstrate innovative products for your customers

A smart bet for your customers

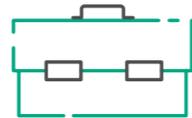
HPE solutions help businesses gain a competitive edge

Whether customers run traditional on-premises IT or are transitioning to a hybrid cloud model, HPE storage solutions bring unparalleled intelligence to their storage systems. Here's how these solutions can help your customers take their businesses to the next level.



Predictive analytics

Prevent problems before they happen



A common platform

One place for all-flash and hybrid flash systems



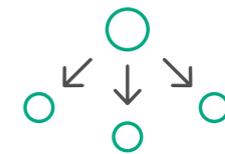
99.9999% availability

Information is reliably accessible



Scalable systems

Solutions flex with business needs



Simple integration

Solutions are designed to work together and with third-party systems

Meet the HPE storage solutions

Get to know the HPE offerings—and see why your customers will want them

With solutions that scale from a handful of TBs to enterprise-grade workloads of over 20 PB, there's an HPE storage offering for every size of business and budget. Meet the HPE storage family and see which ones are the right fit for every type of customer.



**HPE
3PAR**



**HPE
dHCI**



**HPE
Nimble
Storage**



**HPE
SimpliVity**

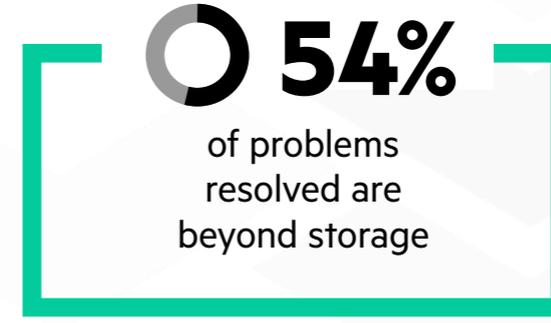
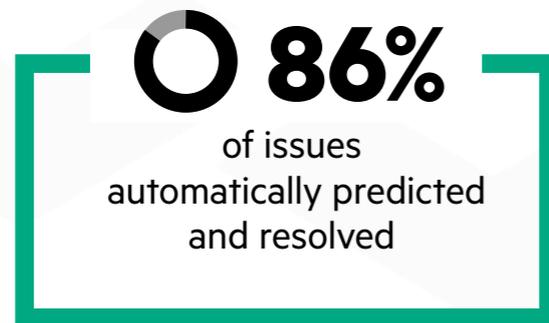


**HPE
Primera**

HPE InfoSight
Predictive Analytics

HPE InfoSight—powering HPE storage

Powerful AI for the hybrid cloud



What makes HPE storage so efficient? HPE InfoSight. A powerful predictive analytics tool, HPE InfoSight eliminates the pain of managing infrastructure and solves even the most complex architecture challenges. Integrated into most HPE storage solutions, HPE InfoSight analyzes and correlates millions of data points from globally deployed systems to predict and prevent problems. It continuously learns as it analyzes data, making HPE storage solutions even smarter and more reliable over time. Bring artificial intelligence (AI) to your customers' hybrid cloud to reduce complexity and ensure optimal performance.

KEY FEATURES

- ✓ Cloud-based machine learning
- ✓ Predictive problem-solving
- ✓ Streamlined support
- ✓ Accurate AI forecasting
- ✓ Available across all HPE storage solutions

HPE Nimble Storage

Streamlined, always-on data access

HPE Nimble Storage is an intelligent, self-managing flash storage solution that's simple to deploy and easy to maintain. Powered by predictive analytics, it helps organizations identify and prevent 86% of problems before they happen. Rated the best enterprise storage product of 2018 by Storage magazine and SearchStorage,² HPE Nimble Storage offers 99.9999% availability—making it resilient and reliable enough to safeguard companies against unplanned downtime.

KEY FEATURES

- ✓ Available as an all-flash solution or as a mix of flash and spinning disk
- ✓ Single, easy-to-use flash architecture works across multi-cloud environments
- ✓ Flexible workload deployment on primary storage, secondary storage, or the public cloud
- ✓ Predicts data performance issues with HPE InfoSight
- ✓ Future-proofs storage architecture without disrupting operations with seamless updates
- ✓ Available in the Solutions Demo Lab for customer demonstrations
- ✓ Easy migration and management of data, both on-premises and off-premises
- ✓ Guaranteed to store more data per terabyte of flash storage than other all-flash arrays

¹Enterprise Strategy Group. [Assessing the Financial Impact of HPE Nimble Storage Powered by HPE InfoSight](#). 2019.

²Search Storage. [The best enterprise storage products of 2018](#). 2018.

79%

lower IT OPEX costs¹

85%

less time spent
troubleshooting storage

73%

fewer storage
trouble tickets



THE IDEAL BUYER

"I want a simple, modern approach to storage and support."

These VM-centric buyers value simplicity and a new style of support. They want dedicated flash performance, public cloud hooks, and anytime access to data without interruption.

HPE 3PAR StoreServ Storage

High-speed, future-proof storage

Help your customers build a data center that handles unpredictable workloads effortlessly. The HPE 3PAR StoreServ family of solutions transform midrange and enterprise deployments with solutions that scale from just a few TBs to more than 20 PBs. This offering's AI-powered storage provides a Tier-1 all-flash foundation for mission-critical workloads, while instant application provisioning enables businesses to respond to any service demand without delay. With HPE 3PAR StoreServ solutions, your customers get affordable speed and intelligent data management.

KEY FEATURES

- ✓ Available in a range of solution options for multi-tiered, flash, hybrid, or disk architecture
- ✓ Predictive analytics powered by HPE InfoSight help prevent issues across the entire infrastructure
- ✓ Rapid, automated provisioning with <1 MS latency
- ✓ Deduplication and compression save storage capacity, speed up file transfers, and reduce storage costs
- ✓ Flash-integrated data protection built for cloud delivers flash speed app protection, copy data management, and data mobility
- ✓ 4-system federation with a common OS, feature set, and management allows customers to scale as they need

50%

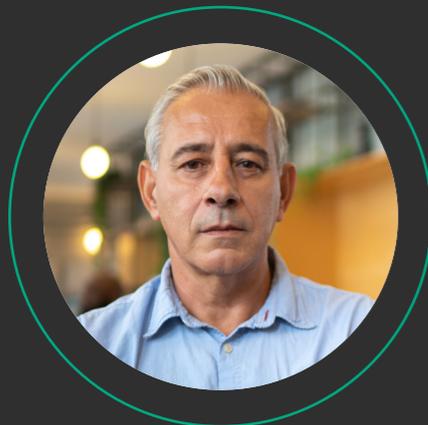
up to 50%
lower latency

< 200us

200us latency
or below

100%

near 100% I/O within
300us latency



THE IDEAL BUYER

"I need the broadest set of storage features."

These storage-centric buyers have established data centers and want to displace legacy assets for flash. They value flexibility, scale, resiliency, and performance.

HPE Nimble Storage dHCI

The simplicity of HCI meets the flexibility of converged

Ideal for mission-critical databases and data warehouses, HPE Nimble Storage dHCI disaggregates compute and storage, and integrates hyperconverged control. It offers customers a hyperconverged experience on a flexible architecture designed for workloads with unpredictable growth. This intelligent platform marries the flexibility of converged with the simplicity of HCI to bring your customers an ideal storage solution that tackles system complexity, supports traditional and modern applications, and fights VM sprawl.

KEY FEATURES

- ✓ Native, full-stack intelligence from storage to VMs
- ✓ Absolute resiliency with more than six-nines of measured data availability
- ✓ Sub-millisecond latency at consistent, high performance
- ✓ Independently scales compute and storage without disrupting business
- ✓ Unified management center lets customers deploy and scale in minutes

15m

15 minutes rack to apps

99.9999%

data availability

0%

no wasted resources



THE IDEAL BUYER

"I need to keep up with unpredictable demand."

These VM-focused customers need disaggregated compute and storage for business-critical workloads with hard-to-predict growth.

HPE Primera

The world's most intelligent storage for mission-critical apps³

Transform high-end storage with HPE Primera, an all-in-one intelligent storage solution. It combines AI-powered insights with extreme resiliency and performance so customers can innovate without compromise. Driven by the intelligence of HPE InfoSight, HPE Primera delivers instant access to data with storage that sets up in minutes, upgrades transparently, and is delivered as a service. It provides predictable performance for unpredictable workloads—and with its 100% data availability guarantee, customer workloads are always-fast with ultra-low latency.

KEY FEATURES

- ✓ Streamlined, consumer-grade user experience for on-demand access to mission-critical storage
- ✓ Resilient architecture and app-aware data protection predicts and prevents disruptions
- ✓ AI and machine learning optimize workload placement and deliver real-time performance insights
- ✓ Predictive Acceleration ensures traditional and modern apps are always fast, even at scale
- ✓ Embedded HPE InfoSight creates one of the world's only end-to-end AI pipeline for self-managing storage

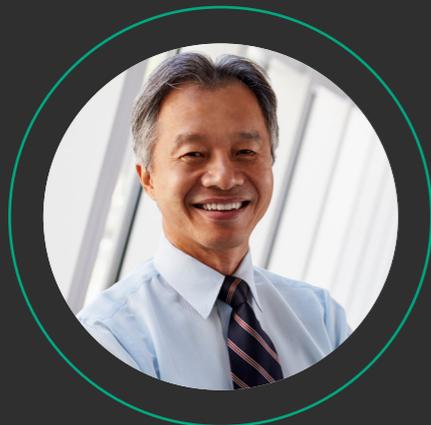
³HPE. [HPE Storage Substantiation](#). 2019.

93%
of time saved with
mission-critical storage

100%
availability guaranteed

Perform

Predictable performance for
unpredictable workloads



THE IDEAL BUYER

"I need a comprehensive new approach to high-end storage."

These forward-thinking enterprise buyers want to harness the potential of new technology and new storage models. They know that AI is the key to unlocking hidden insights and driving business value.

HPE SimpliVity

Hyper-simple, hyper-scalable, hyperconverged

Help customers dramatically consolidate and simplify their IT operations. HPE SimpliVity combines IT infrastructure and advanced data services into a single, integrated all-flash server and storage solution. It consolidates everything below the hypervisor, simplifying IT operations and empowering VM admins to efficiently control the entire tech stack. With it, customers can improve application performance, free up storage, enhance efficiency and resiliency, and back up or restore VMs in seconds.

KEY FEATURES

- ✓ Built-in data protection delivers resilience, backup, and bandwidth-efficient replication
- ✓ Instantly compose and recompose VMs with a self-service portal
- ✓ Converge an entire IT stack in each node, consolidating up to 10 devices and apps
- ✓ VM-centric management and mobility make an ideal fit for hybrid cloud environments
- ✓ Built-in backup and disaster recovery
- ✓ Restore 1 TB VM in 60 seconds—guaranteed
- ✓ Just 3 clicks to back up, remove, clone, or restore a VM
- ✓ Flexible resource pools, scale-out architecture, consolidation, and cost savings

 **91%**

time saved for operations

 **54%**

improvement in data protection

 **90%**

capacity savings across storage and backup



THE IDEAL BUYER

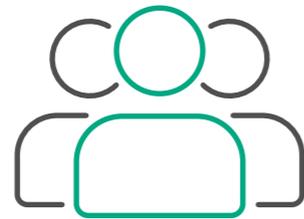
"I want to collapse infrastructure silos and lower operational costs."

These VM-centric buyers are change agents who want to adopt a new way of converging infrastructure for faster delivery and lower OpEx.

Create a profitable HPE Storage practice

SYNNEX can help you get started

Whether you're expanding an existing HPE practice or building your offering for the first time, SYNNEX can help you get the authorizations and credentials you need. Here's a look at your possible paths:



Are you currently a SYNNEX partner, but not yet selling HPE Storage?

- ✓ Determine which solutions interest you
- ✓ Get your HPE credentials
 - Visit the [Partner Ready Portal](#) and register for an account
 - Register for an HPE certification program
- ✓ [Connect with your SYNNEX Business Development Representative](#) to launch your new portfolio



Are you currently selling HPE Storage, but not as a SYNNEX partner?

- ✓ Get in touch with SYNNEX to start the onboarding process
- ✓ [Connect with your new SYNNEX Business Development Representative](#)
- ✓ Start reselling HPE storage solutions with SYNNEX



Let's start boosting your business

Ready to help customers transform their infrastructures with always-available, resilient, and flexible data storage? Then it's time to partner with SYNEX to add HPE storage solutions to your portfolio.

If you're new to SYNEX and HPE, or just have questions, reach out today—we're ready to help.

CONNECT WITH OUR TEAM →

ABOUT SYNEX

SYNEX brings the most relevant technology solutions to the IT and consumer electronics markets to help our partners sustainably grow their businesses. We distribute over 30,000 technology products from more than 300 of the world's leading and emerging manufacturers, and provide complete solutions to more than 20,000 resellers and retail customers. We also provide a wide range of financial options to ensure that our partners always have the means to close deals.

