cpp

Infrastructure. Anywhere.

HPE GreenLake: Your Ticket to Hassle-Free Hybrid Cloud Management

Businesses are always looking for ways to save on capital expenditures, reduce monthly costs and still be nimble and adaptable to market challenges. So it's not surprising that the **concept of consumption-based infrastructure has taken hold**. In fact, IDC predicts that by the end of 2023, 60% of enterprise infrastructure spending will be on a consumption-based procurement model.

WHAT EXACTLY IS CONSUMPTION-BASED IT?

A consumption-based IT model ties infrastructure costs to capacity usage. Rather than being classified as a capital expenditure, **IT becomes an operating expense** that increases and decreases based on the amount of technology – whether it's gigabytes of storage, compute hours, or megabytes of network traffic – that is being consumed.

Let's break down the benefits of that approach. It allows IT organizations to easily scale up to handle fluctuations in demand and changing market conditions. Consider industries that are highly seasonal in nature, or even those that have peak time periods for customer service, online purchasing, or other resource demands. Organizations have the ability to remain lean in low capacity periods, and the agility to scale and grow fast without the burden of identifying and procuring new infrastructure.

In addition, companies can choose to outsource some or all of the IT administrative functions, such as design and deployment, operations, management, and ongoing support, to an outside solution provider like CPP Associates. By relying on our team of experts for these important but more routine functions, you can free up internal resources to focus on more value-added and innovative opportunities.

According to Forrester Research, overall operational cost savings from HPE GreenLake is substantial:

>> **75% shortened time-to-market** for deploying global IT projects

>> **30% capex savings** due to eliminating cost for technology refreshes and the need for over-provisioning

>> **60% reduction in professional services** and contractor costs

>> **40% increased IT team productivity** by reducing the support load on IT

Source: Forester Report: Total Economic Impact: Business Benefits and Cost Savings Enabled By HPE GreenLake Flex Capacity, June 2020.

CLOUD, ON PREM OR HYBRID? BUILD IT YOUR WAY WITH HPE GREENLAKE

HPE GreenLake builds on those benefits by simplifying the development of your consumption-based architecture as a whole. Of course, with each approach there are benefits and tradeoffs, but with GreenLake, you can design infrastructure solutions based on what's right for your workloads and environment. Build it from scratch. Consume it from the cloud. Or strike a balance: For many enterprises, Hybrid IT can provide the ideal combination of flexible cloud-like provisioning with the control and security of critical applications and workloads that remain on-premises.

Whatever path you take, HPE provides choice — including pre-designed, end-to-end solutions from a wide range of HPE and partner technologies such as **Microsoft Azure Stack, HPE Storage, HPE Compute and HPE HyperConverged**. These packages leverage standard configurations based on common business requirements for easy ordering and fast deployment.

Regardless of what works best for your organization, you can expect:

- Faster time to value with solutions that are ready quickly and evolve ahead of your needs
- On-premises for proper control over compliance, performance and security
- Self-service reporting and dashboards on your metered usage to budget and forecast demand
- Simplified IT that's operated for you to free up resources and add business value

With So Many Variables to Consider, How Do I Decide What's Best?

CPP offers a proprietary assessment process that allows us to conduct a highly sophisticated cost/benefit analysis of the myriad of infrastructure options available to your organization, factoring in vertical market specific regulatory/compliance/security factors in the process. In less than two weeks, and no more than three hours of your staff's time, our **Infrastructure Anywhere Assessment (IAA)** will present precise quantitative as well as qualitative findings in a concise report. From there, you can choose to implement the new infrastructure configuration internally, with support from CPP's Managed Services Division, or as a complete outsourced engagement with CPP's Infrastructure team. It is by far the most intelligent, cost-effective and direct path to your company's ideal infrastructure.
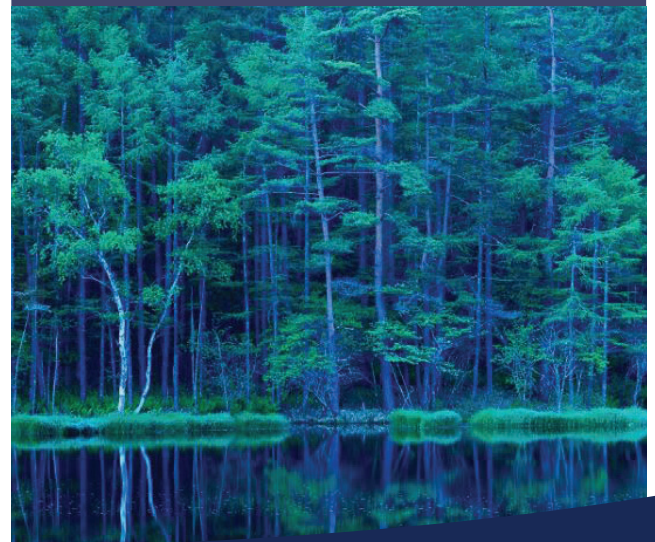
See the next page for a sample of an IAA for a fictional company, but with realistic price comparisons.

HPE GreenLake as a Pillar of Your Organization's Commitment to Sustainability?

Enterprises focused on their digital transformation strategies are realizing that as they increase efficiencies and optimize their infrastructures, they are also advancing their sustainability practices by reducing carbon and energy use, materials, and waste. This is a direct result of identifying the right technologies, processes, and business models to meet business needs.

According to an **Accenture Report**, companies leading in both digital adoption and sustainable practices are nearly three times more likely than other companies to be among tomorrow's leaders.

Learn more in the **March 2021 HPE Blog**, "How to transform and digitize with sustainability in mind."

PUBLIC CLOUD? HYBRID CLOUD? CONSUMPTION-BASED MODEL?

Here is a Sample "Apples to Apples" Comparison

The sample quantitative comparison below demonstrates the cost savings that can result from using the GreenLake consumption-based procurement model for production, along with Disaster Recovery as a Service (DRaaS). In the last column, we see additional cost savings (over four years) for on premises (owned) equipment with DRaaS. However, the added advantages of GreenLake, including time to productivity and centralized management across your entire hybrid estate often outweigh the small extra out of pocket costs with an on prem solution.

CLOUD COMPARISONS	Annual Cost PROD and OR in the Public Cloud *(In thousands USD)*			Annual Cost PROD: Greenlake DR: DRaaS[4] *(In thousands USD)*	Annual Cost PROD: Owned DR:DRaaS[1] *(In thousands USD)*
Item	**AWS**	**Azure**	**Google**	**80% Target**	**Over 4 Years**
PROO compute (incl labor on-prem)	$289	$276	$248	$ -	$188
PROO storage (incl labor on-prem)	$84	$84	$141	$ -	$99
PROD storage+ compute	*$373*	*$360*	*$389*	*$341*	*$287*
Cloud migration costs[2]	$147	$147	$147	$ -	$ -
End-user data egress	$3	$3	$3	$ -	$ -
On-premises networking mgmt	$ -	$ -	$ -	$18	$18
Data center power, cooling rack space	$ -	$ -	$ -	$71	$71
Total Annual PROD Cost	*$523*	*$510*	*$539*	*$430*	*$376*
DR replication egress	$	$27	$30	$	$
DR solution[3]	$140	$164	$156	$150	$150
DR periodic testing	$23	$22	$22	$30	$30
Total Annual DR Cost	*$191*	*$213*	*$208*	*$179*	*$I79*
TOTAL PROD and DR	**$714**	**$712**	**$747**	**$609**	**$555**

[1] Amortized costs over 4 years. Cost of money, depreciation factors not considered.

[2] Cloud migration costs amortized costs over 3 years

[3] For PROD in the public cloud, DR is based on AWS CloudEndure

[4] GreenLakeVirtualization as a Service, 4-year contract 80% of target infrastructure consumed

ABOUT CPP ASSOCIATES

CPP Associates provides its customers and partners with responsible, consistent and repeatable solutions that will meet a customer's requirements and business needs now and in the future. Their expertise is the foundation for helping customers implement transformational IT solutions that enable revenue growth while controlling costs.

*CPP's proprietary **"Infrastructure Anywhere Assessment"** factors in more than 100 variables to determine the ideal approach for its clients to deploy "cloud-like" infrastructure to maximize agility with increased utilization while at the same time, meeting demanding business requirements with a focus on technology, service level, security and costs. Its market-leading **Data Intelligence Practice** is democratizing artificial intelligence, machine learning and predictive analytics to devise breakthrough business strategies for companies of all sizes.*

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