



Infrastructure. Anywhere.



## HPE Primera: The World's Most Intelligent Storage for Mission-Critical Applications

Every organization, regardless of industry or size has workloads essential to their business. These mission-critical workloads represent the keys for you to unlock innovation, move ahead of your competition and ultimately redefine the marketplace. But it's near impossible for IT to keep up with the demands of both new and existing mission-critical applications because they're consumed with provisioning, troubleshooting and supporting infrastructure. Sacrificing resiliency for agility is no longer acceptable. Now is the time for intelligent storage that manages itself for every mission-critical app of today and tomorrow.

### ONE PLATFORM FOR BOTH TRADITIONAL AND NEXT GEN APPS

**HPE Primera** delivers the agility of the cloud and raises the bar on resiliency and performance, so you can enable innovation without compromise. Built upon proven resiliency and powered by **HPE InfoSight**, HPE Primera delivers instant access to data with storage that sets up in minutes, tunes itself and upgrades transparently. Deploy, manage, and scale your storage in 93% less time<sup>1</sup> than other traditional storage platforms.

#### Delivering an Enhanced Yet Simplified User Experience for Mission-Critical Storage

**SIMPLE TO INSTALL:** Customers can self-install HPE Primera in less than 20 minutes.

**SIMPLE TO MANAGE:** Storage can be provisioned on HPE Primera within seconds. Data reduction is built-in and always-on with the flexibility to turn it off.

**SIMPLE TO UPGRADE:** HPE Primera is built with a services-centric OS that decouples data services so they can be quickly deployed, upgraded, or restarted independently and without any disruption.

**SIMPLE TO OWN:** Customers have the choice to deploy HPE Primera as a service with a fully managed experience and pay only for what they use through **HPE GreenLake**. For CapEx purchases, the ownership experience is transformed with **Timeless Storage for HPE Primera**, ending forklift upgrades. Customers get a non-disruptive controller refresh, all-inclusive software, and storage guarantees for data reduction and availability.



Thousands of disruptions have been prevented, saving our customers over 1.5 million work hours.<sup>4</sup>

## APP-AWARE RESILIENCY FOR 100% AVAILABILITY GUARANTEED

HPE Primera delivers app-aware resiliency that sees ahead to prevent disruptions to help ensure zero downtime of mission-critical applications. **The first layer of protection** starts with an all-active resilient design center developed to maintain availability while delivering predictable performance at all times.

In addition, the intelligent and advanced software protects against **silent data corruption** providing end-to-end data integrity. HPE Primera facilitates business continuity with **automatic site failover**, while it modernizes and extends data protection to the cloud. Unlike traditional storage that stops here, HPE Primera also uses **artificial intelligence (AI)** and **machine learning (ML)**, powered by **HPE InfoSight**, to predict and prevent disruptions across storage, servers and virtual machines.

### HPE InfoSight: Seeing Beyond the Storage Walls

More than 90% of issues arise from above the storage layer<sup>2</sup>. HPE Primera sees beyond storage, applying HPE InfoSight's predictive analytics in the networking, application and server layers as well.

Over the past decade, HPE InfoSight has analyzed application patterns across **1,250 trillion data points**<sup>3</sup>, transforming how storage is managed and supported. Thousands of disruptions have been prevented, saving our customers over **1.5 million work hours**.<sup>4</sup>

# 100% AVAILABILITY GUARANTEE

HPE Primera comes standard with HPE Proactive Care and a 100% data availability guarantee without requiring special contracts or onerous terms.

And when it comes to consolidating traditional and next-generation applications, HPE InfoSight's **embedded AI engine** shows you in real-time if there will be any resource contention issues, so you can safely consolidate at scale without impacting speed and availability.

This end-to-end app-aware approach for resiliency is why every HPE Primera is backed by a **100% Availability Guarantee**.

<sup>1</sup> [hpe.com/v2/Getdocument.aspx?docname=a00058506enw](http://hpe.com/v2/Getdocument.aspx?docname=a00058506enw)

<sup>2</sup> Based on HPE internal testing of a leading Tier-1 storage system versus HPE Primera, May 2019.

<sup>3</sup> Based on an ongoing initiative where data points are collected and processed (since 2011) for HPE Nimble Storage and HPE 3PAR Storage arrays.

<sup>4</sup> Based on the volume of critical issues proactively resolved for customers.

## 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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