

HPE GreenLake battle card

The opportunity

HPE GreenLake presents a significant opportunity for organizations in the public sector, healthcare, manufacturing and finance industries. It enables your customers to streamline IT operations, optimize costs and allocate resources more effectively, freeing up valuable time and resources for strategic initiatives and business growth.

Target Industries



Public Sector



Manufacturing



Healthcare



Financial

Resources

- [Mapbook for GreenLake](#)
- [HPE CloudPhysics briefcase](#)
- [HPE GreenLake activation kit: Sales tips](#)

The Pitch

HPE GreenLake revolutionizes IT infrastructure management by offering a flexible, scalable and cost-optimized solution. It enables businesses in the public sector, healthcare, manufacturing and finance industries to prioritize strategic initiatives while reducing costs. Unlike traditional IT solutions, HPE GreenLake introduces a groundbreaking approach to rapidly scale IT resources while paying only for what's needed.

Case Studies

Healthcare

[Expanding patient services, reducing wait times, PrairieStar Health Center](#)

[Saving lives with patient-centered innovation, Enloe Medical Center](#)

Public Sector

[A historic county goes digital, County of Essex](#)

[Driving efficiency, boosting the Puerto Rican economy, DDEC](#)

[HPE Ezmeral Case Studies interactive brochure](#)





What do I sell?

- Lead with CloudPhysics
- Use CloudPhysics results to determine where HPE GreenLake can fit
- Start small: Simple Backup

Your sales motion should be initiated by highlighting the intelligence provided by HPE CloudPhysics. Engage in a conversation about the value that HPE CloudPhysics brings to the table. Next, identify a simple workload requirement that allows customers to experience GreenLake Central's benefits. With HPE GreenLake, customers can embrace a consumption-based model, paying only for the required resources and services. This approach provides a scalable infrastructure that seamlessly adapts to changing business needs, reducing upfront investments and unnecessary expenses.

Competitive comparison

It's important to note that HPE GreenLake is not a product. Instead, it's the umbrella of all HPE products offering a competitive edge over other solutions in the market. The actual value lies in the metering capabilities and the GreenLake Central platform. Here are some key advantages:

- **Best-in-class metering:** HPE GreenLake ensures accurate and transparent metering, enabling customers to pay only for the resources they consume. This approach leads to cost optimization and improved budget allocation.
- **GreenLake Central:** HPE GreenLake Central is a robust management platform that empowers users to oversee and control their GreenLake infrastructure, their cloud, and other data center instances. It provides centralized visibility and control, allowing for efficient management and optimization of resources.

Why we win

HPE GreenLake stands out as the preferred choice for businesses. Here's why::

- **Simplified management:** HPE handles deployment, monitoring and maintenance, freeing up customers' time and resources.
- **Optimal cost allocation:** Customers only pay only for what consume, aligning IT costs with actual usage and avoiding over-provisioning.
- **Strategic focus:** By offloading operational tasks to HPE, organizations can concentrate on driving innovation and strategic initiatives and delivering better business outcomes.

Arrow's HPE GreenLake team

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