

Arrow and HPE GreenLake: Empowering channel partner growth

The systems engineer's and solutions architect's guide to success

What you need to know and do to lead a successful HPE GreenLake practice



Get certified

Complete training.



Understand the terms of service with Arrow and HPE (FAST)

This outlines the terms of service and facilitates a streamlined partnership process.



Swim lanes to revenue

Learn to present the advantages of a consumption-based, subscription model over CapEx.



Use the right tools

Understand which resources have the best outcomes.



Start small

Target a specific workload, not a data center. Do not convert a current CapEx deal into HPE GreenLake.

HPE GreenLake is not a product; it encompasses all HPE offerings. What sets HPE GreenLake apart is its proprietary IP metering and GreenLake Central platform. These features enable businesses to track real-time usage, analyze usage by department and identify trends, leading to proactive adjustments and cost savings without a lengthy bid process.

Value of HPE GreenLake

HPE GreenLake offers flexible, scalable and cost-optimized solutions that simplify IT infrastructure management and enable strategic focus for organizations. **By effectively communicating the following points, system engineers and solutions architects can position HPE GreenLake as a solution that simplifies IT management, optimizes costs and empowers businesses to prioritize strategic objectives.**

- **Flexibility:** Only pay for the resources and services needed, allowing easy infrastructure scaling to meet changing business needs.
- **Scalability:** Quickly and efficiently expand infrastructure to accommodate increased demand or business growth.
- **Cost optimization:** Align IT costs with actual usage, avoiding upfront investments and reducing unnecessary expenses.
- **Simplification:** Offload tasks like hardware procurement, deployment, monitoring and maintenance to HPE, freeing up your time and resources.
- **Strategic focus:** Shift focus from day-to-day operational tasks to driving innovation and strategic initiatives, with HPE managing infrastructure.



Tools

Quick Quote (QQ): Always start here. Best for \$300,000 budgets or less.

- Focus on the customer's desired outcomes.
- The best strategy is to start small.

Integrated Quote (IQ): Faster than a custom quote. Best for \$300,000 budgets or more.

- No statement of work (SOW) on output. Must request SOW from HPE.
- Best tool for fast response to address customer timeline

Custom (OCA): For those opportunities that require specific builds. Best for \$300,000 budgets or more.

- Very detailed, but time is required. It can take seven to 14 days, depending on the configuration and pricing action needed.

ASQ: For block, backup, disaster and recovery subscription solutions under the HPE GreenLake umbrella.

NOTE: It's vital to have correct end-user contact information and ship-to information. Purchase orders (POs) will be put on hold if the end-user and ship-to do not match. It will require an edit to the quote.

Arrow's HPE GreenLake team

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CloudPhysics

Insight into customers' IT infrastructure

CloudPhysics is the best tool for discovery because it provides comprehensive visibility into a customer's IT infrastructure. It allows you to analyze performance, identify inefficiencies and make data-driven decisions for optimizing cloud environments. Explore the [Seismic briefcase](#).

Resources on Seismic

[HPE GreenLake Flex Solutions sales tools and processes](#)

[Mapbook for GreenLake - Partner Ecosystem](#)

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

