Hewlett Packard Enterprise

Arrow HPE GreenLake Activation Kit

Designed to help Arrow's HPE GreenLake channel partners grow their practice, this guide will help you:

- Understand the HPE GreenLake sales journey.
- Identify where you and your customers are on this path.
- Access resources, including product reviews and lead generation opportunities.

Use this information to direct conversations, strengthen your sales pitch and empower your customers to complete their digital transformations.

ARROW

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Sales journey*

1

Articulate HPE's Vision to establish HPE GreenLake as the market-leading edge-to-cloud platform

Learn more about **Sales Stages and Activities**

2

Pivot from Product to "As a Services" Selling—HPE GreenLake Messaging

- **Elevator pitch**
- **Persona based selling**
- **Objection Handling**
- **Sales Programs to leverage**
- **Services portfolio positioning**

3

Target accounts for Pipeline Generation—Data driven PTB accounts with GPI and **Power BI Link and Access**

- eDM's to Customer- link to activation kit

4

Lead generation and Opportunity Qualification

Review **discovery questions** and key drivers that drive customer buying behavior for their IT needs

Review the **channel fulfillment journey** and how to engage your channel partner

5

Leverage Battlecards—Review the decision tree and ability to pitch based on key drivers—Financial, Technical, Risk and TTM (Business)

6

Compare Consumption versus Capex versus Lease

- Qualification methodology and scorecard
- **Public Cloud Comparison**
- If Not GL—pass lead to Channel Partner for quoting

7

Generate Quotes—Quick Quote Tool, Use of SWIFT option, Custom Quotes NGQ/OCA—Updated versions

- **Quick Quote Tool**
- **Integrated Quoting**
- **Workloads (as a service)**

8

GL Value Selling—Compare the total cost of ownership

Articulate business benefits

- For TCO conversation—Connect with OC(Fin)

*Pick the relevant box(es) wherever you are on your sales journey

Post Deal Closure Resources and Bonus Opportunities

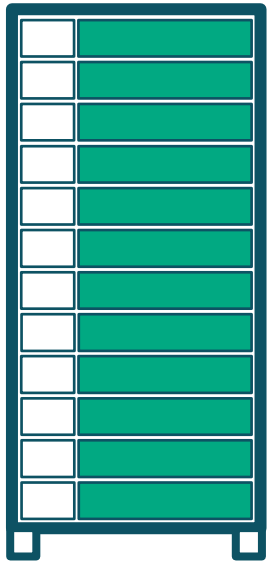
Sales Stages and Activities

	Focus	Activities	Forecast Category	Exit Stage when...	Roles
SALES STAGE 1	Understand • Qualify an opportunity and deep dive into the customer needs and HPE ability to meet those • Identify commitment to advance the project	• Customer Contact • Fields are properly completed • Customer Research Template (3-3-3) has been reviewed	• Pipeline	• Customer Challenge has been understood and customer commitment to project has been identified as positiv	• SDRs • Partner Sales Rep • Field Sales Rep*
SALES STAGE 2	Validate • Understand compelling event that is driving customer need • Understand the Go-to Market (direct and Indirect) and who the preferred Partners are or Sis are	• Update system fields with newly acquired information • Add Partners to Opportunity, Partner Contact • Conduct deep dive sessions with customer to identify need • Challenger Pre & Post Call Questions • Business Value Framework: what is important to the customer	• Pipeline	• Customer needs have been identified and an actual compeling event is driving the customer proje	• SDRs • Field Sales Rep*
SALES STAGE 3	Qualify • Deal Size / Order of magnitude • Understand customers procurement process to determine the length of time for the deal to close • Understand competitive positioning: what is needed to succeed	• Engage Pre-Sales or Sales Specialists to support in solution development and upsell opportunities • Create quote w/ configurations to present to customer • Challenger Pre & Post Call Questions • Business Value Framework: what is important to the customer	• Upside	• Customer buying requirements and process (BRD, RL or RFP) have been understood and validated	• Field Sales Rep* • Pre-Sales • Sales Manager (FLM/DM)
SALES STAGES 4a / 4b	Develop / Propose Solution • Engage customer to co-create solution to best fit their needs • Gain solution validation and agreement from customer • Develop and submit solution	• Sync most likely configuration(s) on quote to the opportunity • Challenger A->B Template • Teaching for Solution Consumption • Stakeholder Action Plan • Stakeholder Identification Map	• Commit	• Pricing Terms & Conditions are reviewed with the Customer	• Field Sales Rep* • Pre-Sales • Sales Manager (FLM/DM)
SALES STAGE 5	Negotiate & Close • Negotiate to close preferred quote • Confirm proposed solution fully addresses customer need	• Identify product ship date based on latest SC lead time • Steer demand towards mainstream SKUs • Concession Strategy Template • C-Suite Alignment Checklist • Objection Management Template	• Commit	• HPE receives Customer PO. • Channel Partner submits order for processing	• Field Sales Rep* • Sales Manager (FLM/DM)
CLOSED	• Provide insight into why a sale was Won or Lost	• When HPE receives Customer PO the Opportunity should be set to SS06 „**Won, Deploy, Expand**“. Apply most applicable Reason Code • For Opportunities > 250K$ provide a **Won/Lost analysis** • Consider engaging Marketing with the creation of a „Will to Win“ • If at any point in time during the Sales Cycle an Opportunity is lost, close the Opportunity with a **„Lost“** Status. Apply applicable Reason Code. • For Opportunities > 250K$ provide a **Won/Lost analysis** • if it has been decided an Opportunity won't be pursuedc,set the SS **„HPE not pursued“.** Apply most applicable Reason Code			• Field Sales Rep* • Sales Manager (FLM/DM)

*Includes Client Specialist, Product Specialist (eg Storage Specialist, PBM, Digital Sales Rep (DSR)

Moving to an as a service mindset

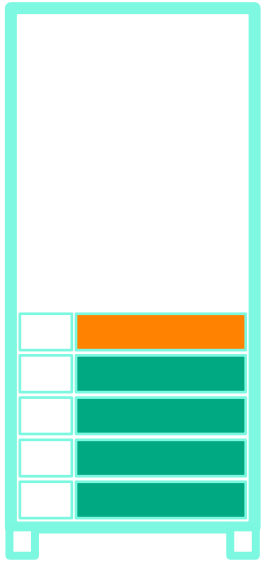
Project Projected capacity needs over time



Traditional Purchase

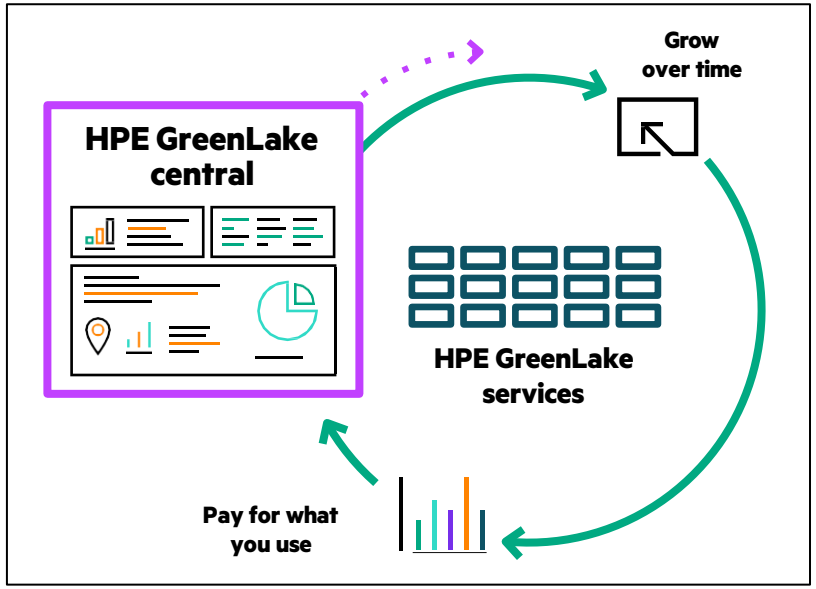
Investment up front ahead of use

What you actually need at project start



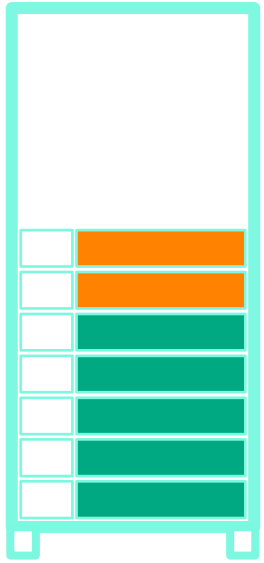
HPE GreenLake Day 1

Lower investment with on hand variable



HPE capacity metering and analytics provide greater visibility of utilization and transparency of cost

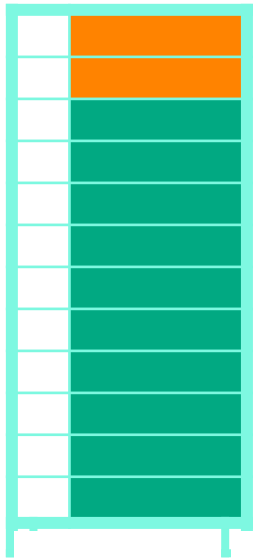
Capacity upgrades delivered ahead of need



Platform Growth

Cost of new capacity taken in line with revenue growth

Deployment matches fluctuating and unplanned needs



$ Efficiency

HPE GreenLake delivers high commercial efficiency

Selling HPE GreenLake

Value proposition

- HPE GreenLake brings the modern cloud experience to your apps, data, and workloads in the locations you need them with self-serve, pay-per-use, scale up and down, and managed for you as a service by HPE. Therefore, you can free up capital, boost operational and financial flexibility, and free up your talent to accelerate what's next for you.
- As the edge-to-cloud platform as-a-service company, HPE helps you accelerate your digital transformation with a holistic strategy across technology, people, economics, and sustainability. HPE GreenLake is the digital transformation accelerator of our strategy the one platform that brings the cloud experience to your apps and data where they must live, transforms your traditional non-cloud native apps with an open, container-first approach and enables you to create your own AI/ML competency in house.
- HPE GreenLake edge-to-cloud platform gives you visibility and control across all your clouds in one operating model, enabling you to transform how you deliver services across your business, accelerating your thinkers, makers, and doers in IT and beyond.

Top customer benefits

- Increased net new revenue from faster time-to-market
- Eliminate overprovisioning and preserve cash flow
- Capacity available ahead of demand
- Align IT spending to business goals
- Visibility and control across all your clouds
- Deploy projects faster
- Choose your technology
- Less time spent "keeping the lights on"
- Environment stays current, compliant, and secure
- Reduced costs of support and professional services
- Increased IT team and business productivity

Customer challenges

Staffing

- IT focused on maintaining current operations, not high-value initiatives
- Skills, training, and knowledge gaps
- Pressure to reduce IT staff and budgets
- Desire for self-service and provision on demand
- Lack of sufficient IT team bandwidth

Financial

- Managing budgets
- Transparency across usage and consumption
- Capital outlays for multi-year investments
- Spikes in spending
- Increased overprovisioning cost
- Slow to create new revenue streams

Infrastructure/Security

- Constantly changing security protocols
- Slow provisioning times for new projects
- Keeping equipment and software maintained and current
- Resources available when needed
- Desire to better leverage data to improve customer experience
- Increasing data to store and access

Why sell HPE GreenLake?

- Accelerate your Digital Transformation initiatives
- Pay-per-use—Boost financial flexibility, free up capital, better control costs, and align costs to business outcomes with a cloud-like experience in an edge-to-cloud platform.
- Scale up and down with ease—Scale resources up and down as you need to and always have capacity ahead of demand.
- Unify and simplify your operations—Management and governance services to operate the infrastructure for you, to free up staff for more value-added work, to stay safe, and to deliver insights to control cost and risk with hybrid cloud.
- Self-service—Intuitive self-service portal provides simple point-and-click automated provisioning.

Selling HPE GreenLake ...cont'd

How to sell

- **Lead with a consumption conversation**: Talk about total cost of ownership—not a price comparison with a traditional purchase or public cloud
- **Sell proactively off-cycle to begin customer learning**: Start the conversation off-cycle so you can fully explore utilization rates, right-sizing the environment, and relevant workloads to consider
- **Consider your HPE Pointnext Complete Care Base opportunities**: With the additional value we bring through an HPE GreenLake experience, it makes sense to approach existing HPE Pointnext Complete Care Customers about moving to HPE GreenLake
- **Manage third-party components under HPE GreenLake**: Talk about the agnostic nature of HPE GreenLake. The customer gets one monthly bill and ease of management, and all those sales count towards your quota
- **Emphasize the value of metering and proactive services**: Conquer overprovisioning challenges and demonstrate the value of an assigned account team, and high-value services

Key differentiators

- True pay per use based on actual metered usage
- Cloud like experience securely on-premises
- Pre-provisioned buffer capacity to never run out
- Control over privacy, compliance, latency, and security
- Single platform for cloud-native and traditional apps
- Self-service hybrid cloud portal
- Inclusion of your whole, multivendor IT estate
- Unique, modular building-block approach
- Supports a multi-cloud strategy with no vendor lock-in
- Single, integrated view into cost, governance, performance, and security
- Dedicated Account Support Manager (ASM) and Proactive Services
- A decade of experience delivering platform as a service

Conversation starters

- "What if I could give you a public cloud experience with all the benefits of on-premises IT?"
- "HPE GreenLake is an IT-as-a-service consumption model offering—not a lease—that will radically transform how you procure, deploy, and leverage technology"
- "HPE GreenLake bills monthly based on actual metered usage and that metering is included. And you can scale up as you grow with an installed buffer that's ready to use."
- "What if I told you I had the solution for controlling the performance, security, and compliance of your data?"
- "How would you feel about aligning your costs to the business without constraints from your capital budget?"
- "Cloud is not a destination—it's an experience."
- "HPE GreenLake is a suite of curated services that delivers IT outcomes with hardware, software, and expertise on-premises"

HPE GreenLake discovery conversation drivers

Financial

- Is your customer looking to minimize their operational cost?
- Are they trying to measure the cost of IT?
- Do they have a limited IT budget, but need to invest in a solution that will grow with their business?
- Are they looking for more control over their IT spend?
- Is the customer spending too much on overprovisioning?

Time to Market

- Is your customer looking to speed up their Time to Market through the business?
- Are they struggling to do this with their current IT environment?
- Does the entire Supply Chain process cause delay in implementing changes to the IT environment?
- Are they looking to implement a new solution across their environment, but need a more controlled timed release of new technologies?
- Is the customer satisfied with the speed of new releases?

Risk

- Is the customer looking to reduce risk of changes to their IT environment?
- Are they concerned on the impact of change with new technologies?
- Do they need to reduce the risk to procurement budgets, looking for a more controlled infrastructure change, where they are only paying for what they consume?
- Are they concerned with the security risks of public cloud?
- Is your customer looking for a solution that will help them control performance, security, and compliance of their data?

Technology

- Does your customer having aging infrastructure or infrastructure that is reaching its end of service life?
- Does the customer have a cloud strategy?
- How is your customer managing legacy IT?
- Is managing configurations and resources time-consuming and complex for your customer?
- How would a cloud-like experience on-premises impact the business?

Decision tree based on business drivers

Identify the customer's challenge or pain points based on the driver criteria

Buying drivers	Financial	Time to Market	Risk	Technology
Pitching pointers	• Align capital or operating budgets • Reduce overprovisioning • Improve payment method for capacity • Reduce TCO through disciplined deployment process • Access predictable pricing, with clear visibility, and commitment to pricing for the duration of the contract	• Speed up application performance and time to innovate • Reduce time-consuming procurement cycles • Shorten time to deploy global IT projects up to 65% • Increase team productivity by up to 40% • Drive automated and lean processes through the business unit	• Standardize capabilities across the organization • Reduce/remove the burden of capacity planning • Scale capacity up or down according to business needs • Integrated view into cost, governance, performance, operations, and security • Experience reduced system outages and improved application performance • Ensure that your environments stay current, compliant, and secure	• Accelerate transformation to the cloud • Adjust quickly to changing workload, application, and business demands • Deliver new services and modernize legacy assets • Support the business in their multi-cloud strategy, with no vendor lock-in • Save time with a range of configurations delivered and operated

Persona decision tree—IT director/manager

IT Director/Manager

What they want	Transformation of workloads	Reduce time to market	Manage capacity with fluctuating business needs	Increase utilization of assets	IT governance and asset management
What to lead with	All the workloads you need	Speed time to value	Procure IT assets more quickly	Eliminate over or under-utilized assets	Streamlined and automated management
Unique value proposition	HPE GreenLake supports almost any technology from HPE. As your business needs change, you can easily add new workload with a simple change order for greater speed and agility	With HPE GreenLake, you can quickly respond to new business needs by choosing from a broad range of aaS offerings and additional capacity that's available in minutes	Move faster, get capacity when you need it, and accelerate app and services deployment. Buffer capacity is available at any time when you need to deploy new services and workloads or to address spikes in activity	Unlike a traditional CAPEX purchase model, you only need to provision for your current IT needs with HPE GreenLake. Your monthly billing charges are based on your actual metered usage.	HPE GreenLake Central gives you a unified view of all your IT operations and lets you provision, monitor, and manage infrastructure with cloud-native controls.

Persona decision tree—CIO/CTO

CIO/CTO

What they want	Reduce cost	Improve agility	Journey to the cloud/aaS	Reduce time spent on IT operations
What to lead with	Lower costs and improve ROI	Bring agility back into IT	Stay competitive with the latest technology	Speed insights and control
Unique value proposition	Eliminate the need for up-front capital and stop overprovisioning. HPE GreenLake enables you to avoid overprovisioning on infrastructure and eliminate expenses for technology refreshes, allowing you to realize payback on your investment as quickly as within 12 months of implementation	With HPE GreenLake Central, our intuitive software platform, you can rapidly deploy services, gain cost and compliance insights, and simplify management across your entire hybrid estate. Free up business users and developers from traditional wait times with a self-service software platform for the services they need for all of their business demands.	HPE GreenLake engagements include a build-in technology refresh feature allowing you to benefit from the latest technology in the market as it becomes available. HPE can even help you retire and recover value from your existing ageing infrastructure	Put control and insights in the hands of those who need it, with cost transparency and control delivered through consumption analytics, HPE GreenLake Central gives you a unified view of all your IT operations and lets you provision, monitor, and manage infrastructure with cloud-native controls

Persona decision tree—IT operations/admin

IT Operations/Admin

What they want	Reduce time spent on “keeping the lights on” activities	Sustain and support continuous operations	Manage availability of resources	Provide capacity as needed	Track usage
What to lead with	Simplify IT	Support business agility	Meet uptime and availability demands	Reduce risk with on-site buffer capacity	Gain clear visibility into usage metrics
Unique value proposition	With HPE GreenLake Central, our intuitive software platform you can easily provision. monitor, and manage infrastructure with cloud-native controls. Free up business uses and developers from traditional wait times with a self-service software platform for services they need	Supply development teams and LOBs with the resources they need for their mission-critical apps. With HPE GreenLake, you can get additional capacity quickly when needed, so IT is not seen as a bottleneck by applications owners.	Gain mission-critical resiliency without sacrificing agility. HPE Alletra technology, available through the HPE GreenLake consumption-based model is backed by 100% availability guarantees for your mission-critical workloads	HPE GreenLake deployments are designed to meet your current needs and include built-in buffer capacity to address any unexpected spikes in demand. You avoid both the cost of overprovisioning and the risk of under-provisioning	HPE GreenLake Central allows you to easily monitor and optimize your HPE GreenLake and public cloud capacity from a single centralized dashboard. Gain cost and compliance insights and simplify management across your entire hybrid estate.

Persona decision tree—CFO

CFO

What they want	Optimize IT spend	Conserve capital	Improve financial metrics and manage risk
What to lead with	Reduce your total IT spend	Free up capital and gain financial flexibility	Maintain proper control
Unique value proposition	HPE GreenLake offers a 30–40% reduction in total cost of ownership by eliminating the need for overprovisioning storage and server capacity. You also avoid the costs of hardware refreshes and retirement as assets become obsolete	Eliminate the need for up-front capital while having the capacity your business needs available when you need it. With a flexible pay-per-use model, HPE GreenLake offers both simplicity and financial clarity	Easily manage financial risk through transparency of costs, budgets, and utilization. HPE GreenLake Central provides a unified view of both your on-premises HPE GreenLake costs and your public cloud costs from a single dashboard.

Persona decision tree—LOB

LOB

What they want	Visibility into application and infrastructure costs	Prepare for future solutions and innovations	Increase time to value	Remain competitive in the market
What to lead with	Align costs to business outcomes	Meet digital demands	Increase business agility	Transform your apps
Unique value proposition	The pay-per-use billing model HPE GreenLake offers is based on your actual usage. Advanced metering and transparent reporting enable you to directly tie costs to specific users, projects and workloads so you can ensure spending is aligned with business outcomes.	You have more data available from your business than ever before, now you need the ability to transform this data into insights to uncover inefficiencies and support competitiveness. HPE GreenLake offers integrated solutions that speed decisions, insights, and innovations while reducing complexity	Get what you need to respond quickly to competitive forces with new or additional IT resources available to you as a service. With scale-up-and-down flexibility and a pay-per-use model, HPE GreenLake makes it easy to ensure your LOB has the IT resources it needs	For cloud-native and non-cloud-native apps alike, HPE GreenLake delivers agility to apps and data where they live—edges, colocations, or data centers—giving your developers the resources to help them work faster and smarter. With HPE GreenLake, you can quickly add capacity without the need for a lengthy procurement process or up-front capital expense

Persona decision tree—security officer

Security Officer

What they want	Minimize risk	Retain control	Avoid a cybersecurity breach
What to lead with	Mitigate risk with compliance monitoring services	Maintain security and application controls	Protect your apps and data
Unique value proposition	Gain a comprehensive view of over 1,500 IT compliance, corporate governance, and regulatory compliance controls, both technical and non-technical, and achieve a single source of truth across Governance, Risk, and Compliance with real-time monitoring and remediation recommendations. The compliance monitoring service delivers comprehensive, ongoing evaluation of your compliance status, tiered by risk.	Data security and privacy concerns are slowing digital transformation efforts, with 68% of users reporting security and compliance as a barrier to public cloud. With on-premises infrastructure, you retain control of your applications and data—including compliance and security risk mitigation	Protect your business and reduce the financial impact of data breaches and cybersecurity incidents with managed security from HPE GreenLake Management Services. Tailor your service with security monitoring, vulnerability management, compliance, and more

Persona decision tree—developer/data scientist

Developer/Data Scientist

What they want	Capacity is available as needed	Reduce time spent on operational issues	Satisfy compliance concerns
What to lead with	Procure IT assets more quickly	Accelerate the development lifecycle	Solve for operations risks and data gravity issues
Unique value proposition	Get additional capacity when you need it and accelerate app and services deployment. Buffer capacity is available at any time when you need to deploy new services and workloads or to address spikes in activity	HPE GreenLake delivers fast, flexible, frictionless, agile provisioning of IT resources. Self-service, automated workflows and faster access to scalable resources reduce the need for manual IT administrative tasks	Avoid the compliance, security, and data gravity issues of public cloud, and the operational risk of running the infrastructure yourself. Workloads run right next to your on-premises data lake, letting you avoid hidden costs for data egress

The right choice for customers

Investment Model (Capex or Lease)

Traditional IT approach

- Upfront Investment in Capex
- Long procurement cycles
- Overprovisioning during sizing

Requires

- Evaluation of technology
- Technical staff and skills
- Project Management
- Test Environment

Advantages

- Data privacy & protection
- Legal compliance
- Manage latency

"HPE GreenLake"

Consumption model on-premises

- "Cloud-like" experience but on-premises
- Under your control, Scalable
- Payments based on actual metered consumption

Advantages

- Low start-up investment
- Alignment between costs and revenues
- Frees up cash-flow allowing parallel investments for core business needs
- Get time to market advantages

Public Cloud

Consumption model off-premises

- Operational Expenses
- Faster procurement, many choices
- Technology agnostic
- No technical staff/skills required
- Managed and hosted IT
- Data privacy & protection concerns
- Compliance and sovereignty under cloud control
- Variable latency
- Lock-in possibilities
- Governance re Procurement?

HPE GreenLake objection handling

Feel, Felt, Found method

How it works	Financial: "It sounds expensive"	Time to market: "I need to be able to keep up with demand"	Risk: "There's too much risk in a service model"	Technology: "We have a public cloud first strategy"
Feel: "I understand how you feel." Let them know you heard them and can relate.	**Feel:** "I understand how you feel. I spent some time with George at CGI…"	**Feel:** "I understand how you feel." This is a common comment we get from our customers early in the sales cycle. I spent some time talking to Ian at Canary Wharf…"	**Feel:** "I understand how you feel. Moving from a tradition purchase model to an as a service model can be a change…"	**Feel:** "I understand that you are dealing with a public cloud first strategy, I spent some time with Julian from Specsavers…"
Felt: "Initially, another customer felt that way." Let them know that this initial thought is common	**Felt:** "Initially, George felt that exact same way because he wasn't sure how to compare a product to a service…"	**Felt:** "Initially, Ian felt that way as you do. He was unsure of that gain around agility…"	**Felt:** "Lyndon felt as if there wasn't any value in the service…"	**Felt:** "They were moving very much in the same direction and felt the same as you…"
Found: "What they found was that, after doing X, Y happened." X is what you would like them to do (consume IT-as-a-service), and Y is something positive that will receive.	**Found:** "When he made his own business case on the agility gains and the pay per use benefits, what he found was, on average he saves 70% more with HPE GreenLake than he would if he went with the traditional purchasing model."	**Found:** "When he moved forward with HPE GreenLake, what he found was, he was able to cut that supply chain from 93 days to 2 days."	**Found:** "When Lyndon looked at HPE GreenLake, what he found was, he was able to see improvements in firmware management, which reduced his system outages, and he was able to grow his Net Promoter Score. After a year, Lyndon has found, revenue has grown by 8%."	**Found:** "What Julian found was, with HPE GreenLake he was able to achieve an agile solution that could grow capacity and he had far greater control of his costs and could change to a hybrid cloud strategy."

HPE GreenLake deal qualification

Optimal Characteristics

- Understands **consumption** and has **a growth model**
- Growth typically **10%++++** per year
- **Variability** in business—Needs the flexibility to **meet growth and surges in demand**
- **Addresses cloud transformation model**
- with need for migrating to new technologies
- **Overprovisioning** of capacity from prior traditional capital purchase
- **Long procurement cycles/Supply chain**
- issues affecting end customer SLA's
- Compelling need for **on-premises** managed **Data Center** (Compliance, governance, security)

Not a good fit

- Want to **compare** 1:1 HPE GreenLake vs Purchase/Leasing (e.g., price/server).
- No growth or **limited growth/low volumes**
- **Little variability** in demand
- Customer is entirely **focused on capital acquisition cost**
- Does **not support Right Sizing** and Overprovisioned environment
- Customer "sweats" assets **years beyond reasonable lifecycle**
- Do not focus on **<100k HW solutions**. 200k HW with growth is fine

Essential questions for HPE GreenLake opportunity qualification

Ask for:	Up-front on-premises	HPE Financial Services	HPE GreenLake
Does the customer require on-site, dedicated infrastructure?	x	x	x
Have the customer some services/applications already in the public Cloud?			x
Does the customer recognize the risk of over/under provisioning in their operation and values the elimination of these risks?			x
Has the customer experienced Capacity Planning challenges in the past or feels exposes to such challenges in the future?			x
Is the customer conscious of their current installation elapse time and do they consider this a challenge to their business in any way?			x
Does the customer have any budgetary constraints?		x	x
Does the customer want to align its costs to income?			x
Is customer happy to enter a long-term relationship with HPE?		x	x
Which is the expected growth?	<10%	x	> 10%

Channel fulfillment journey

HPE-generated lead

1

HPE seller enters opportunity into SFDC

2

Know your HPE GreenLake partner(s) in the account

- Qualified HPE GreenLake lead tagged to existing partner: (y/n)
- iPBM is notified and partner(s) added into the SFDC opportunity

3

Engage the channel partner

- How to engage with your channel partner in the account
- Gauge partner(s) competence level with HPE GreenLake selling
- Placeholder for Channel 3.0 process

4

Channel fulfills and delivers HPE GreenLake to end customer

Partner-generated lead

1

Partner enters opportunity into SFDC

2

Engage with the iPBM

- Link to channel playbook if existing
- Identify the quoting method (Distributor Marketplace, Quick Quote, Custom solution)

3

Support the channel partner

- If deal is complex, iPBM will engage a Solution Architect

4

Channel fulfills and delivers HPE GreenLake to end customer

Post Deal Closure Resources and Bonus Opportunities

Cloud services for your workloads

HPE GreenLake offers 18 categories of 70+ services to run your business

AI, ML, & Analytics	Edge	Private Cloud
Business Applications	High Performance Computing	SAP
HPE Compute	Hybrid & Multicloud	Storage
Containers	Hyperconverged	Security, Risk, & Compliance
Database	Migration	Virtual Desktop
Data Protection	Networking	Virtualization

Edge ← → Datacenter ← → Colocation →

HPE GreenLake catalog of services GTM by solution area

Solution Area **Cloud Services Catalog by Solution Area Drivers**

Cloud

Data Center Modernization		SAP	Cloud			Migration	Business Continuity	Business Applications (industry)
Compute	**Virtualization**		**Hyperconverged**	**Containers**	**Hybrid & Multi-cloud**		**Security, Risk & Compliance**	
• Composable compute • Compute Ops Management • General purpose compute • High availability compute • Storage Optimized Compute	• General Purpose VM Infrastructure • Hyperconverged VM Infrastructure • Virtual Machines **Virtual Desktop** Virtual Desktop Infrastructure	• SAP HANA® • SAP S/4 HANA Cloud, Private Edition	• Disaggregated HCI • General Purpose and Edge HCI • HCI • Hyperconverged VM Infrastructure • Microsoft Azure Stack HCI • Nutanix HCI	• Google™ Anthos™ • HPE Ezmeral Runtime Enterprise on VMs	• Google Anthos • HCI • Managed services for Cloud • Microsoft Azure Stack HCI • Microsoft Azure Stack Hub • VMware Cloud Foundation™ **Private Cloud** Private Cloud Enterprise	• Application Migration • Data Migration • Financial Migration • Mainframe Migration	• Managed Disaster Recovery	

Data & AI

Data Platform/Warehouse		Data Migration & Lifecycle Management		HPC, AI/ML Ops & Analytics		Business Applications (industry)
Storage	**Database**	**Data Protection**	**Security, Risk & Compliance**	**AI/ML Ops & Analytics**	**High Performance Computing**	
• Backup & Recovery • Block Storage • Business Critical • Data Fabric • File Storage • General Purpose • Mission Critical • Object Storage	• EDB Postgres • Microsoft SQL Server • Nutanix Era for Database • SAP HANA	• Backup & Recovery • Backup Infrastructure • Cohesity • Commvault • Disaster Recovery • Managed Backup • Managed disaster recovery • Veeam • Zerto	• Continuous Compliance • Continuous Cost Control • Managed Backup • Managed Security • Zerto • SW License & Asset Management	• AI and HPC infrastructure • Big Data • Data Fabric • HPE Ezmeral Unified Analytics • ML Ops • Qumulo • Scality RING	• AI and HPC infrastructure • HPC	• Electronic health records (Epic) Payments (Lusis) • Customer Engagement (FIS Ethos)

Edge

Edge-to-Cloud Networking				Virtual Desktop / VDI	Business Applications (industry)
Edge	**Networking**				
• Aruba • Hyperconverged General Purpose infrastructure • Ruggedized Infrastructure	• EdgeConnect • HPE Aruba Central • Indoor Wireless • Outdoor Wireless	• Remote Wireless • SD branch • UXI	• Wired Access • Wired Aggregation • Wired Core	• Virtual Desktop Infrastructure	• 5G core stack

HPE GreenLake cloud services aligned by Marketing Catalog, and GTM lens of Solution Areas (Cloud, Data & AI, Edge) with the associated drivers

Despite the popularity of public cloud data security and privacy concerns force customers to take a hybrid approach

Challenges to hosting workloads on Public Cloud	Security, compliance and data protection were the top reasons for organizations to avoid public cloud. Performance, cost and availability were also important considerations.
Hybrid as a model of choice	Hybrid has become mainstream with 57% of enterprises adopting it
Hybrid cloud reduces value propositions	Customer owns part of the operation and cannot leverage capabilities offered by a public cloud provider thus reducing the value propositions offered by public cloud
On Fixed Cost Model	83% of enterprises are still using fixed cost model
On-prem capacity planning remains a challenge	Many enterprises take a better safe than sorry approach and hence waste 40-50% of the server capacity
Rock and a Hard Place	Enterprises need to keep resources secure and compliant but at the same time need the scalability which is constrained by the fixed capacity model
Consumption-based Pricing Model Growth	By 2022, 15% of enterprises will use pay-as-you-go, up from 1% in 2019

The HPE GreenLake advantage

Challenges to hosting workloads on Public Cloud

Hybrid as a model of choice

On Fixed Cost Model

On-prem capacity planning remains a challenge

Rock and a Hard Place

Consumption-based Pricing Model Growth

Differentiators	
Supports a Multi-Cloud strategy	HPE GreenLake supports **right mix** of public (AWS, Azure, GCP™), private, hybrid cloud strategy based on Customer needs
Buffer Capacity	Pre-provisioned buffer capacity ready to use when needed and actively managed by HPE. 30% Capex savings due to eliminated need for overprovisioning
Single Platform for Cloud Native and Traditional Apps	Nearly two-thirds of all infrastructure as a service workloads are still NON-cloud native. HPE GreenLake for containers designed for both cloud native and distributed non-cloud native applications with open-source Kubernetes, Enables true hybrid cloud operations across any location: on-premises, public clouds, and edge.
On-Prem Expertise	HPE has decades of experience in delivering on-premises mission critical apps and advisory services. Over 1400+ contracts and growing
VM Sizing	HPE GreenLake Gives customers the ability to customize VM configurations (per vCPU, RAM, Storage). In a public cloud environment customers are restricted by VMs per instance recommendations provided by the vendor
Egress Costs	HPE GreenLake delivers cloud services for on-premises data intensive applications avoiding data egress costs of public cloud vendors
Metering Flexibility	HPE GreenLake offers wide range of metering choices. Customers can meter per core, per GB of storage, per VM, per network port, per container node, whatever fits the business. HPE GreenLake solutions enable payment per outcome delivered.

Differentiating between Capex, Lease and HPE GreenLake—Summary

Monthly expense aligned with Actual Use versus Incurred Ahead/Regardless of Use

Feature	CAPEX	OPEX/Lease	HPE GreenLake
Model	Own, Build IT Ahead of Use	Build IT Ahead of Use	**Use IT, Deploy As Used**
Capacity Adds	Procurement/Ahead of Use	Procurement/Ahead of Use	**Immediate/As Used**
Infrastructure Utilization	40%–75%	40%–75%	**Near-100%**
Excess Infrastructure Risk	Customer	Customer	**HPE**
Monthly Cost	Fixed Depreciation	Fixed Lease Payment	**Variable (Avg. of Daily Use)**
Cost Matched to Business	Periodic Stair-Step Up	Periodic Stair-Step Up	**Immediate/Up-down**
Monthly Unit Cost	Variable/Unknown	Variable/Unknown	**Fixed/Known**
Cash Outlay	Up-front Lump Sum	Contractual Monthly	**Variable Monthly Service**
Tech Adaptation to Use	As-deployed	As-deployed	**As Used**
Tech Refresh	Manual Have to retire old assets	Manual	**Automatic**
Metered Reports	If Acquired	If Acquired	**Integral**

Leverage HPE GL Sales Programs to build your pipeline

High Propensity Program

Target **HIGH PROPENSITY** accounts to position standard aaS offers based on HPE GreenLake leveraging direct and / or indirect sellers using email outreach supported by an easy to use engagement kit.

Metrics to measure impact:
New Logo wins
Pipeline (% growth and $$ Value)

Blitz

Increase HPE GreenLake pipeline activating the Sales Centers (DSR led) with the right tools, trainings, and enablement to generate pipeline.

increase sellers' confidence in pitching and selling HPE GreenLake

Run as a focused outreach over 1 or more quarters - predefine targets and metrics

Metrics to measure impact:
New Logo Wins
$$ value of HPE GreenLake Pipeline
Conversions / Wins from Pipeline generated

Joint GTM (BU/ISV)

Cross BU collaboration for joint GTM on solutions targeting the segment (Compute and Storage aaS GTM)
- Align on common priorities and solutions

JGTM and collaboration with ISV-partners on Workloads (Eg : Veeam, VMware, RedHat)

Metrics to measure impact:
Pipeline based on workload (DP, VDI)
New Logo and Expand goals

HPE GreenLake Champions League Program

Increase percentage of closed HPE GreenLake deals each quarter by encouraging HPE GreenLake selling behavior within the Digital sales community via a program that rewards recognition points based on a star-ranking system. Establish and nurture DSR community and encourage best practices sharing to build strong HPE GreenLake selling skills

Metrics to measure impact:
# of GL DSR's leading with HPE GreenLake
HPE GL Wins by Geo

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Configure, Price, and Quote HPE GreenLake

HPE GreenLake – predefined offers
(via Disty Marketplaces only)

ASQ aaS quoter

HPE GreenLake Quick Quote

Integrated Quoting with HPE GreenLake

HPE GreenLake custom solutions
(work with HPE GreenLake Solution Architect)

~1 Day
TAT

2 Weeks +
TAT

Predefined and Configurable Offers

Custom Offers

Specific workloads

ie. compute, storage and dHCI

Fully customized & tailored solutions

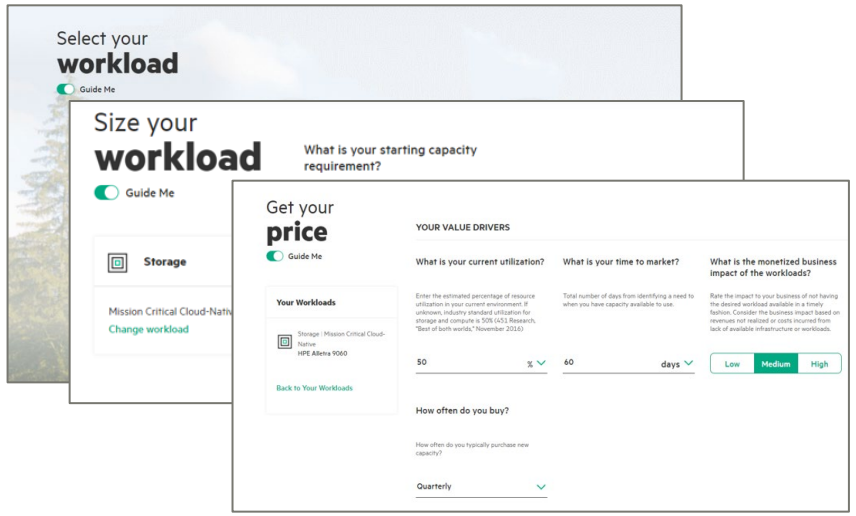
HPE GreenLake CPQ Tool – Key Capabilities

HPE GreenLake CPQ Tools	Price and Quote Turnaround Time	Start & End BOM	Pricing Bands	Multi Site (on One Quote)	Change Orders Can I make changes?	Order Visibility Implementation Status	FAST Contracting
HPE GreenLake Quick Quote	Instant price and budgetary, legal quote	◆ No	■ Yes	■ Yes	■ Yes - New Tech Only *For growth change order use FQ*	◆ No	Varies By Country
Integrated Quoting with HPE GreenLake	90% within 24 hours Budgetary quote by request Legal quote pre-approved	◆ No Single BOM calculated to be mid-way between Start and End BOM	◆ No Single UoM Price	◆ No Planned for R2 release in FY23	■ Yes - Growth & New Tech Using Flexible Quote	◆ No	■ Yes
Flexible Quote	Dependent on Complexity Budgetary and legal quotes	■ Yes	■ Yes	■ Yes	■ Yes - Growth & New Tech	◆ No	Varies
ASQ	Instant Price and Order	◆ No	Mixed	◆ No	◆ No	◆ No	
Backup and Recovery	Instant Price and Order	◆ No	■ Yes	◆ No	◆ No	◆ No	■ Product specific T&C
Compute Ops Manager	Instant Price and Order	◆ No	◆ No	◆ No	◆ No	◆ No	■ Product specific T&C
Block Storage	Instant Price and Order	◆ No	◆ No	◆ No	◆ No	◆ No	■ Yes
Predefined Offers Subscription (Disty Marketplace)	Instant Price and Order	◆ No	◆ No	■ Yes	◆ No	◆ No	■ Yes

HPE GreenLake Quick Quote

What is new in HPE GreenLake Quick Quote?

- Preview a technical configuration (bill of materials) for top selling workloads
- Request and track credit approvals to facilitate early visibility on customer credit checks
- Ability to edit or clone previous quotes
- Improvements to user experience & search capability
- Order readiness checklist that provides required elements to configure the final BOM
- Enhancements for new technology change orders, UOM, fixed pricing, and add-ons (e.g., Veeam)



What are the details?

HPE GreenLake Quick Quote is a self-guided, automated quoting system created to expedite the selling cycle of HPE GreenLake solutions in support of customer workloads. Within six clicks for pricing and eight clicks for a proposal, sellers can spend more time with customers and less on internal processes.

What to do next!

- Click on this **link** to access the HPE GreenLake Quick Quote demo
- Check out the HPE GreenLake Sales Tools – Config through Order and Contracting Seismic **briefcase** to learn more
- Need access? Request HPE GreenLake Quick Quote access **here**

"HPE GreenLake Quick Quote has **improved ease of use** and the ability for Tech Data to pull a SOW, send to a partner, and the customer will have **binding pricing instantly after quoting**. The **new add-ons make it easy to guide customers to a work-load that is right for them**." Todd Vorsanger, Distributor Business Manager

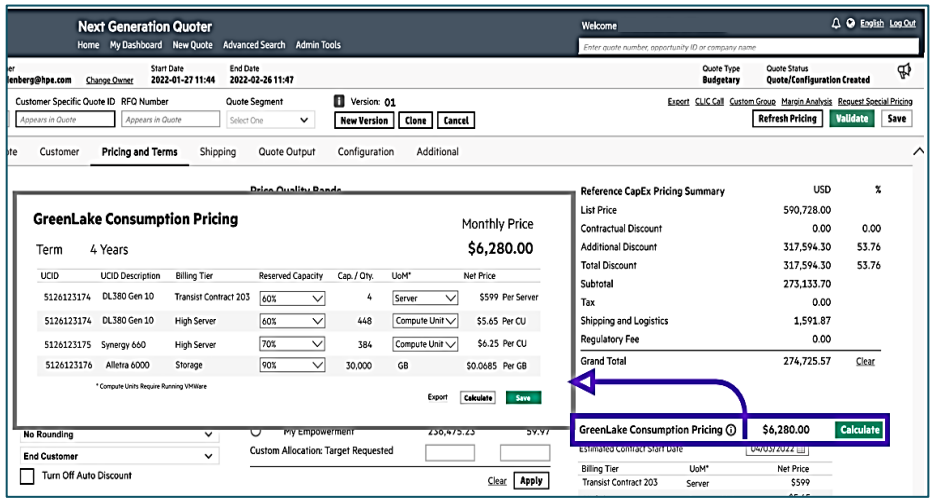
"GLQQ can be key for partners looking to **grow their GL pipeline**. There are no excuses. **It's easy, and a great way to start or progress consumption conversations**."—Paul Poynter, Arrow Electronics

"GLQQ has **evolved at a fast pace**, getting much better than other tools at incorporating multiple BUs into **creating customer ready solutions**."—Fe Magrins, SEUR Account Manager

Integrated Quoting with HPE GreenLake

What is Integrated Quoting with HPE GreenLake?

- OCA and IQ now include a quick and easy way to configure and quote an HPE GreenLake select solution from a specified catalog
- HPE GreenLake provides solution pricing for the select solutions with two standardized HPE GreenLake service level choices



How will this help?

- Enables existing OCA and NGQ users (partners, HPE Presales and sellers) to **self-serve standard HPE GreenLake solutions.**
- Generates a **legal HPE GreenLake quote in minutes**
- **Reduces quote TAT** so that **90% of quoted volume** can be turned around in **under one day**

What are the details?

- HPE GreenLake is enabled within existing config, price, and quote (CPQ) processes
- HPE pre-sales and sales can self-serve to build HPE GreenLake solutions with many common hardware platforms, including: HPE ProLiant DL300 & DL500 servers, HPE Synergy, HPE Nimble, HPE Primera, and HPE Alletra
- Support includes: HPE Pointnext Complete Care Entry or Standard, Starts Packs and Installation Services
- Flat pricing with no bands (start and end BOM are the same). Add capacity as needed using the change order process.

What to do next!

Access the Seismic Briefcase, "HPE GreenLake Sales Tools—Configuration through Order and Contracting"

- Self-serve recorded training sessions are available now.

Closing an HPE GreenLake deal

Express good HPE GreenLake sales behaviors, shorten the sales cycle, and earn recognition points

HPE GreenLake DSR Champions League

- Earn recognition points by being one of the top performers in the Champions League. Participants earn stars based on:
  - HPE GreenLake Accreditation
  - Quick Quote usage
  - HPE GreenLake demo
  - HPE GreenLake win
  - Accelerator for a New Logo Win
- Available worldwide for FY23 and awarded quarterly
- Please note: this bonus will not show up on the Sales Plan and Bonus Site but is active and valid

Submit a Will to Win to share your win success and expand our win profile repository

- Review this **short video** for tips on how to submit a Will to Win

Get your customer to be an external reference and win a cash bonus!

HPE GreenLake Customer Reference Bonus

- Earn up to $4000 cash bonus for a completed external HPE GreenLake customer reference
- Celebrate your customer WIN and have them share their story as an external reference so we can continue to illustrate successful implementations and demonstrate customer value
- Available worldwide for FY23 or until funding is exhausted
- Refer to the **bonus program** for the guidelines and criteria

HPE GreenLake sales engagement kit

HPE GreenLake Seismic Briefcase

Prepare for the call

Sales Training and Enablement

- HPE GreenLake Sales Accreditation
- HPE GreenLake Financial Acumen Training

Playbooks and White Paper

- HPE GreenLake Sales Playbook
- HPE GreenLake Mapbook

HPE GreenLake Success Stories

- WW HPE GreenLake GTM and Sales Enablement Success Stories
- HPE GreenLake Win Repository

Share with your customers

Demos

- HPE Demo Portal
- HPE GreenLake Edge-to-Cloud Platform
- HPE GreenLake Test Drive

HPE GreenLake Public References

- HPE GreenLake Customer Stories
- HPE GreenLake Digital Game Changers

New and Press Releases

- HPE Newsroom

Social Media

- HPE Technology YouTube™
- HPE GreenLake LinkedIn

HPE GreenLake GTM Tools

- Customer Engagement Portal
- Power BI
- MyIB How to Guide

Quoting Tools

- HPE GreenLake Quick Quote
- HPE GreenLake Quick Quote Toolkit
- Integrated Quoting Tool (IQT) Program Guide
- IQT Reference Guide
- IQT Video

Relevant Resources

HPE GreenLake New Logo Sales Program Seismic Briefcase HPE GreenLake Managed Services Seismic Briefcase
HPE GreenLake Sales Tools—Configuration through Order and Contracting
The Cloud that Comes to You Seismic Briefcase
HPE GreenLake cloud services Seismic Briefcase

Thank you

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