



THE SUPER SIX

Epic sales opportunities for 2018



TRANSFORMS.
AUTOMATES.
FAST.

Blades Plus

Optimise and transform on-premises infrastructure

Blade Plus aids digital transformation by optimising infrastructure for hybrid IT workloads while maintaining cost, flexibility and operational simplicity. It also facilitates faster processes, brings greater availability, and increases agility through data centre automation. The umbrella benefit being that customers can shift their investment from routine maintenance to innovation.

Remember:

- Realise that the right infrastructure offers many benefits
- Increase customers' agility by upgrading or switching to HPE
- Maximise availability by reducing downtime
- Accelerate workload deployment such as virtualization and cloud
- Help customers shift investment from maintenance to innovation

Hero dialogue

CISCO UCS IS GETTING ON A BIT – HAVE YOU THOUGHT ABOUT UPGRADING?

It's 8+ years old 'unified' architecture, slow (45 wasted workdays a year) and inefficient ("You have to manage a lot of touchpoints"). Whereas HPE Synergy provides up to **31% cost savings** vs Cisco UCS, **it's faster (137% time savings) and more efficient (66% fewer touchpoints for you to manage).**

Hero dialogue

**ARE THERE ANY WORKLOADS
BEGINNING TO CREAK?**

**ARE YOU LOOKING
TO ADD MORE
WORKLOADS?**

Upgrading to a HPE solution will give you much better efficiency and optimisation now, and stand you in good stead for the future.

**Let me see if I
can match your
requirement.**

Solutions:

Synergy

For those with in-house software development or need a better blade than c-Class

SimpliVity

For those with small virtualized workloads using VMware

Apollo

For those who require density or HPC interconnect

BladeSystem Gen10 + OneView

For those who are only open to blades

Plans of attack:

Route 1:

Upgrade installed base

Understand that upgrading will enable customers to transform their business and achieve their goals.

Show customers that there's a HPE solution for every kind of infrastructure requirement.

Sell HPE Synergy, SimpliVity, Apollo, or BladeSystem Gen10 + OneView – depending on the customer requirement.

Route 2:

Displace the competition

Understand that Cisco UCS is aging and the future roadmap is unclear.

Show customers they can benefit from increased speed, agility, simplicity and cost-savings with the right solution.

Sell HPE Synergy as the more unified, simpler and more future-proof solution.

SELL THE SUPER POWER OF BLADE PLUS

Get in on the action at
supersix.westcoastcampaigns.co.uk

T O BE CONTINUED...