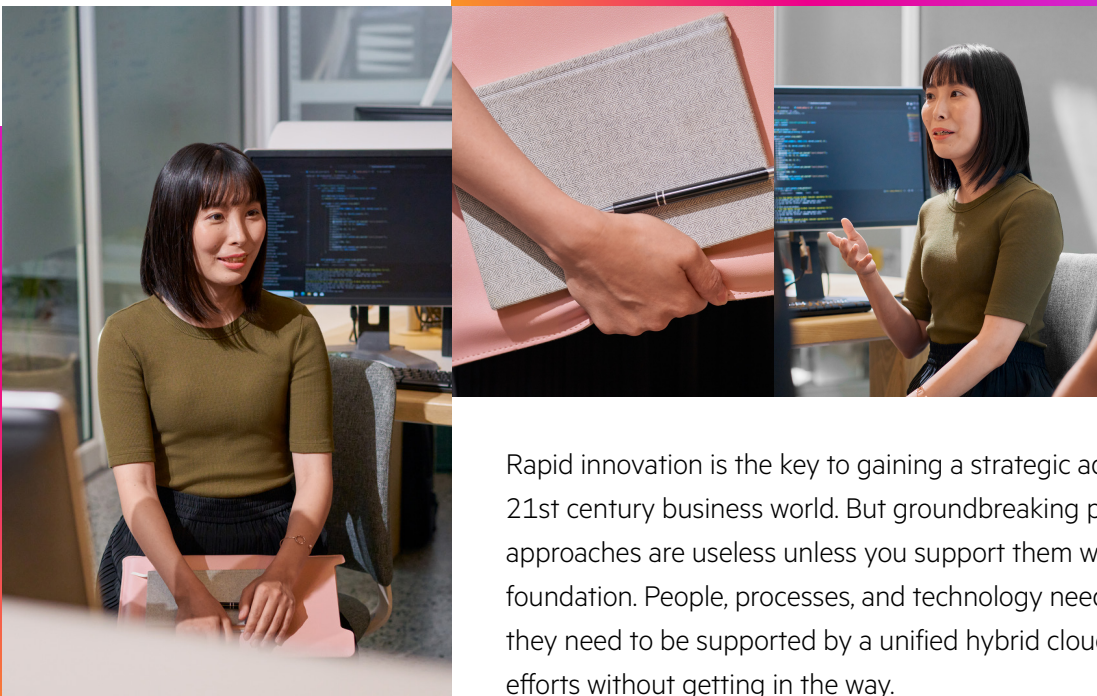


How the HPE GreenLake cloud helps unleash the potential of your innovators



Rapid innovation is the key to gaining a strategic advantage in the 21st century business world. But groundbreaking products and radical new approaches are useless unless you support them with a solid technological foundation. People, processes, and technology need to work in concert — and they need to be supported by a unified hybrid cloud that enables enterprise efforts without getting in the way.

Regardless of your role within a company, the HPE GreenLake cloud can provide the technology backbone that allows your initiatives to thrive. Here's how the leading hybrid cloud solution can help everyone in your organization drive innovation and accelerate growth.

IT leaders

CIOs, CTOs, and other IT leaders have been tasked with overseeing their organizations' digital transformations — perhaps the most important strategic initiative businesses are undertaking in the modern era.

It entails managing a hybrid technology stack that starts with on-premises data centers, extends through a diverse range of private and public cloud services, and terminates in thousands of edge devices. At the same time, tech leaders are being asked to modernize legacy systems, maximize availability, and minimize costs, all while enabling innovation with technologies like artificial intelligence and machine learning.

This challenging balancing act requires a unified management platform that offers visibility into every nook and cranny of their IT stack. It means leaning hard into automation while keeping a close watch on costs, energy consumption, and sustainability.

The HPE GreenLake cloud is a family of integrated services that allows technology leaders to simplify and streamline their hybrid cloud environments. It offers full visibility into, and complete control over, the increasingly diverse mix of technologies that drive enterprise innovation.

The numbers speak for themselves: HPE GreenLake customers experience a 45% reduction in total infrastructure costs over three years, consume 53% less energy, and suffer 86% less unplanned downtime.¹ At the same time, they're able to deploy new compute resources 81% faster.²

"CIOs want to move away from managing infrastructure and toward services that provide more value to the enterprise," says Anthony Delli Colli, director of customer innovation for the Office of the CTO at Hewlett Packard Enterprise. "Automating at the infrastructure level allows technology stakeholders to get closer to the set of outcomes the business is actually looking for."



Line of business leaders

Executives hoping to gain a competitive advantage are looking to generative AI to boost innovation, cut costs, and uncover new revenue streams. Nearly 9 out of 10 business leaders rank AI as one of their top three tech investment priorities, yet 62% say their organizations lack the talent and skills to fully realize their AI goals.³

AI can play a crucial role in streamlining operations, accelerating product development, predicting customer behavior, forecasting financial results, and much more. But developing a foundational large language model (LLM) to power an AI chatbot is prohibitively expensive. Even feeding proprietary company data to an open-source LLM requires increasingly scarce data science expertise, as well as significant computing resources.

Last year, HPE introduced HPE GreenLake for Large Language Models, a cloud service that provides the resources enterprises need to privately train, tune, and deploy large-scale AI models. HPE GreenLake for LLMs offers pay-as-you-go⁴ access to supercomputers in the cloud that are specifically designed to handle the massively parallel processing required for machine learning applications. Consuming AI as a service with HPE GreenLake reduces the need for massive up-front capital expenditures while allowing organizations to maintain total sovereignty over their proprietary data.

¹, ² "Quantifying the Sustainability Benefits and Business Value of HPE GreenLake," IDC, April 2024

³ "From Potential to Profit with GenAI," Boston Consulting Group, Jan. 12, 2024

⁴ May be subject to minimums or reserve capacity may apply

DevOps teams

Developers need to create and deploy dynamic cloud-native applications that can run across a diverse range of systems. But building continuous integration and continuous deployment pipelines requires the ability to stand up development environments within hours, not days or weeks.

HPE GreenLake for Private Cloud Enterprise makes it easy for DevOps team leaders to create a shared workspace, provision hardware resources, assign source artifacts, and choose contributors for each project. It offers expanded support for infrastructure as code, cloud-native toolchains, and Kubernetes clusters.

A report by Constellation Research shows that running dev environments inside private clouds can cut production cycles by as much as 50%.⁵

Developers can also call on the resources of the HPE Innovator Community⁶, which provides access to webinars and technology talks by HPE thought leaders, in-person meetups, and an API portal where developers can learn how to integrate their third-party apps with the HPE GreenLake cloud.

“HPE GreenLake brings the kind of DevOps tooling and automation to the private cloud that people have grown used to in the public cloud,” says Delli Colli. “The ability to deploy code as a service with support for third-party open-source tools is now a given.”



⁵ “The New 2023 Cloud Reality: A Rebalancing Between Private and Public,” Constellation Research, June 15, 2023

⁶ developer.hpe.com/

⁷ “HPE Storage substantiation,” HPE, 2023

ITOps personnel

Managing virtual machine (VM) workloads across a hybrid multicloud environment can be time consuming, inefficient, and error prone. And as the complexity of the technology stack increases, so does the risk of system outages, data breaches, and compliance failures.

IT operations professionals need a consistent set of policies and management practices they can apply across all VMs, whether they’re on-premises, in a colocation facility, or in the public cloud. That requires a low-touch, automated approach enabled by AI.

HPE GreenLake for Private Cloud Business Edition allows system admins to deploy agile, self-service private clouds wherever they’re needed, choosing the optimal infrastructure for each type of workload.

From a single console, IT pros can provision VMs, monitor their performance, view resource consumption, perform hardware health checks, and manage data backup and recovery. AI-managed, self-service tools resolve 86% of common issues automatically while built-in resilience guarantees 99.999% data availability.⁷

“ITOps is really about the ability to observe everything that’s happening in your legacy, hybrid, and next-gen environments, and then ultimately deliver a set of recommendations about how to respond,” says Delli Colli. “It’s fundamental to everything HPE GreenLake is doing.”



CFOs and FinOps practitioners

With enterprise workloads spanning multiple public and private clouds, it's all too easy to spin up services that are no longer needed or provision resources that are underutilized. Though managing cloud spend remains a top priority for technology leaders, nearly 25% of the money dedicated to software spending in the cloud continues to be wasted.⁸

The consumption analytics service in HPE GreenLake helps cloud operators and finance leaders avoid cloud sticker shock by offering granular visibility into costs across their entire technology stack — including services delivered by hyperscale cloud providers.

From the consumption analytics dashboard, you can drill down to view utilization by bare metal resources, containers, or VMs; compare installed capacity against actual usage; and see cost breakdowns by product, business unit, location, or service category. You can use this data to create showback and chargeback reports, and to enable more informed decisions about future investments.

As noted previously, organizations using HPE GreenLake have been able to reduce their infrastructure costs by up to 45% over a three-year period.⁹

“Everyone is operating within a very muddy brownfield of public and private cloud environments,” notes Delli Colli. “As they look to modernize their workloads and automate processes, finance leaders need to look at cost controls holistically across every environment. That’s what HPE GreenLake provides.”

⁸ “2024 State of the Cloud Report,” Flexera, March 28, 2024

⁹ “Quantifying the Sustainability Benefits and Business Value of HPE GreenLake,” IDC, April 2024

CISOs and security professionals

CISOs and other InfoSec professionals are often accused of putting the **no** in innovation. But digital transformation isn't possible without incurring some level of risk. Enterprises need to embrace experimentation while staying true to the principles of operational security and regulatory compliance.

HPE GreenLake allows security teams to implement Zero Trust architecture across their entire hybrid cloud environment, verifying the integrity of hardware, firmware, operating systems, and workloads in both private and public clouds. This continuous attestation allows security teams to identify and mitigate advanced threats within moments of detection. A secure silicon root of trust from HPE helps ensure that HPE hardware and firmware have not been compromised and remain in a secure state throughout its lifecycle. Secure development practices give security teams confidence that HPE GreenLake software solutions are free from known exploits at every layer of the stack.

Using HPE GreenLake for Disaster Recovery, security professionals can respond quickly to cyber threats such as ransomware attacks, enabling rapid disaster recovery and helping ensure business resilience.

Learn more at

[HPE.com/GreenLake](https://hpe.com/GreenLake)

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