

# HPE Alletra: AI-Driven Storage Solutions for Business

Recent developments in IT mean that we have more power than ever when storing, analysing, and working with data. Businesses rely on fast and efficient physical storage arrays for primary and secondary workloads and disaster recovery. Finding the right solution for your customers can be complex and challenging.

HPE Alletra offers everything your customers could need for their physical storage arrays – scalability, reliability and cost efficient performance. Read on to discover the benefits it offers businesses looking to overhaul their IT environment, and what you can offer as an Ingram Micro Partner.



## What is HPE Alletra?

HPE Alletra Storage Portfolio is a range of cloud-native storage arrays suitable for a variety of business needs. Alletra has hybrid flash and hard disc and all-flash setups that provide fast, reliable, and cost-efficient setups and enable a hybrid cloud data experience.

All HPE Alletra arrays include AI-driven analysis and can be managed from anywhere through the Data Services Cloud Console (DSCC). This is a key component of the Alletra's cloud-like experience because it allows customers to upgrade easily, automate at scale, and seamlessly remotely manage their data infrastructure. It provides a SaaS-style user experience that is quick, easy, and reliable.

## The HPE Alletra Range

There are three array options in the Alletra range, which run on the same core principles but with fundamental differences on top. Let's cover these briefly so you know what you can offer your customers:

### 5000 Series

The 5000 Series uses a hybrid flash technology for simple and reliable storage. It's suitable for businesses that might not require drastic amounts of storage but would still benefit from the cloud-like experience that HPE Alletra offers.

### 6000 Series

The 6000 Series is an all-flash storage array that is easily scalable and better-suited to business-critical workloads. It guarantees no single point of failure, meaning your customers can rest assured that their storage is as reliable as possible.

### 9000 Series

The 9000 Series offers efficient data access and extreme latency sensitivity. Whereas the 5000 and 6000 Series arrays are used as standalone products, the 9000 Series can be consumed as-a-service, giving your customers as much or as little as they need.

The 9000 storage array is now available through HPE GreenLake so customers can eliminate up front capital costs with a pay-per-use model.

## What does HPE Alletra offer Partners?

As an Ingram Micro Partner, it's important to consider what HPE Alletra offers you as much as your customers. It has numerous benefits over traditional data management products, such as:

### Hybrid Cloud Data Experience

The HPE Alletra range forms part of a hybrid cloud data experience. This allows you to offer your customers scalability and reliability with ease of management. In short, a hybrid cloud experience is a modern data management and storage solution suitable for dynamic environments and workloads.

### Built for the Future

The HPE Alletra storage arrays are built on the backbone of HPE Nimble. Perfect for SMEs, it supports an extensive range of advanced data services and cloud-native capabilities making it ideal for customers looking to build for the future.

## Differentiation

Differentiation is the leg-up many Channel Partners look for when choosing products to add to their roster. HPE Alletra is a fairly novel approach to data storage, if only because it challenges your customers to think about how they consume their data, and to what ends.

This is a major benefit for Partners: HPE Alletra is easy to explain to clients who work with data, and its advantages over the competition are clear.

## Find out more about HPE Alletra

HPE Alletra is an intelligent data management platform that has the power to transform how your customers view and access their vital data. Offering HPE Alletra to your customers via Ingram Micro has its own range of advantages, too, including expert advice and support.

HPE Alletra represents a profitable opportunity for you, our Partners. Ingram Micro can support you with everything from positioning with end customers, to configuration services. We'll make sure you earn the most from every deal and your customers get the most from their IT investment.

**Find out more about what value Ingram Micro adds to HPE Alletra on Horizon, and get in touch with our experts to see how we can help.**

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