

Hewlett Packard
Enterprise

Playbook

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HPE GREENLAKE ELEVATOR PITCH PLAYBOOK

WW HPE GreenLake ecosystems team

GET STARTED >

This playbook is designed to help you be able to deliver the HPE GreenLake portfolio pitch by using a series of short elevator pitches that will build in content as you progress.

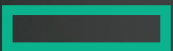


TABLE OF CONTENTS

CHAPTER 1: WHY IS HPE GREENLAKE SO RELEVANT?

CHAPTER 2: ISN'T IT JUST A LEASE?

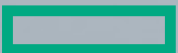
CHAPTER 3: THE ELEVATOR PITCH (INTRODUCTION TO HPE GREENLAKE)

CHAPTER 4: THE ELEVATOR PITCH AND WRAP-AROUND SERVICES

CHAPTER 5: FINANCIAL BENEFITS

CHAPTER 6: HPE GREENLAKE PORTFOLIO PITCH

SUMMARY



CHAPTER 1: WHY IS HPE GREENLAKE SO RELEVANT?

A few years ago, **Antonio Neri, President and CEO**, of **Hewlett Packard Enterprise** announced the move to everything as a service. But why?

There are several major shifts in the market to support this:

The shift from traditional purchase



Since 2019, more IT budget has been spent on as-a-service solutions than traditional purchases, and this gap will only continue to increase.

Economic impact



The financial impact of the pandemic has only increased this. Industry experts talk about a financial recovery period of around three years, so customers are looking for solutions that enable them to hold on to their funds.

As-a-service demand



Cloud has changed the way customers view IT capacity, have it as a service, pay for what you use, hold on to funds, and scale when required.

Resource challenge



IT resource challenge has been a problem for several years and is only accelerating; demand is exceeding supply.

Sustainability/environmental



Environmental challenges are an increasing focus for customers, and they are looking for solutions to help with these.

Want to see an expert deliver this pitch?

CHAPTER 1 VIDEO

[Here is the full script to deliver this content.](#)



CHAPTER 2: ISN'T IT JUST A LEASE?

HPE GreenLake analogy—Travel as a service

Some customers and partners may view HPE GreenLake as just a lease. By using this simple analogy of **travel as a service**, you should easily be able to demonstrate why HPE GreenLake is not a lease.



Want to see an expert deliver this pitch?

CHAPTER 2 VIDEO

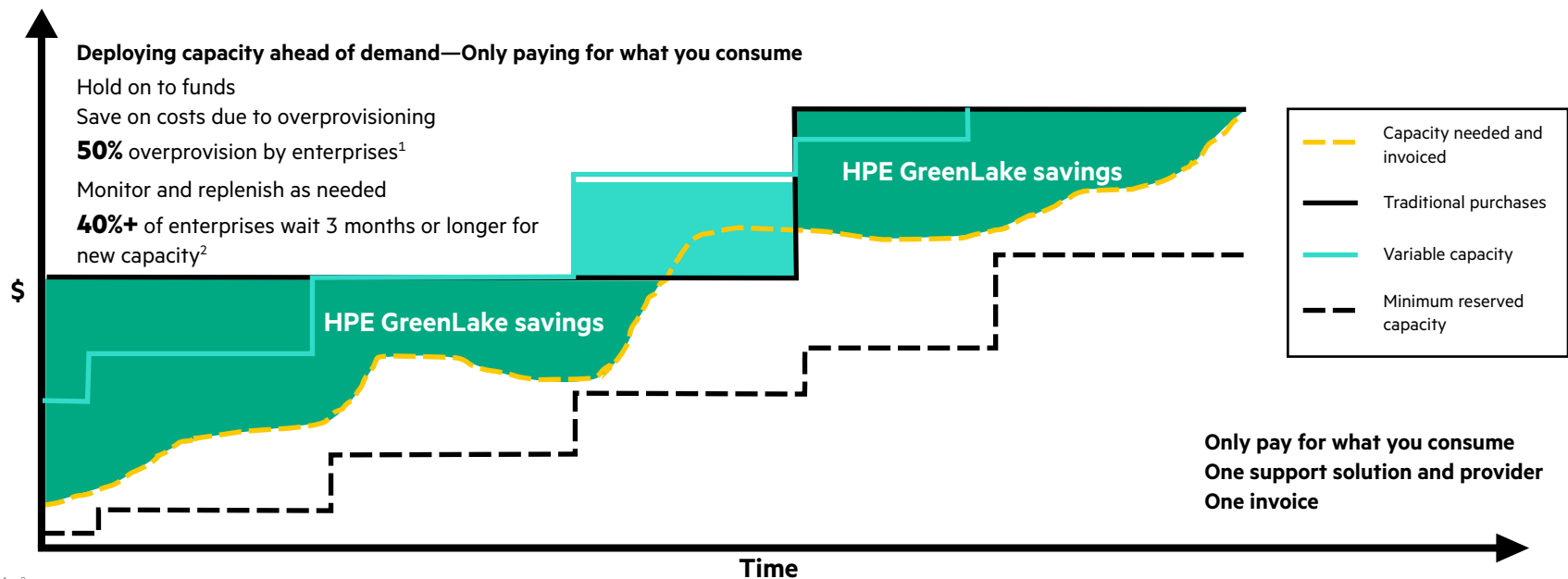
[Here is the full script to deliver this content.](#)



CHAPTER 3: THE ELEVATOR PITCH (INTRODUCTION TO HPE GREENLAKE)

Antonio Neri stated **everything as a service**, and we continue to see development within our portfolio, with solutions that offer smaller starting capacities through to complete workloads delivering the cloud that comes to you.

It is important to be able to deliver a clear message to our customers about HPE GreenLake, and a good way of starting with this is to be able to deliver the elevator pitch. This chapter introduces you to the first element, focusing on the infrastructure as a service. We will then continue to add more elements of our portfolio to your messaging.



¹, ² 451 Research, Oct 2019

Tip: This elevator pitch enables you to give your customer an understanding of the foundation deliverables within the HPE GreenLake portfolio. In the following chapters, we will build on this to add further solutions.

Want to see an expert deliver this pitch?

CHAPTER 3 VIDEO

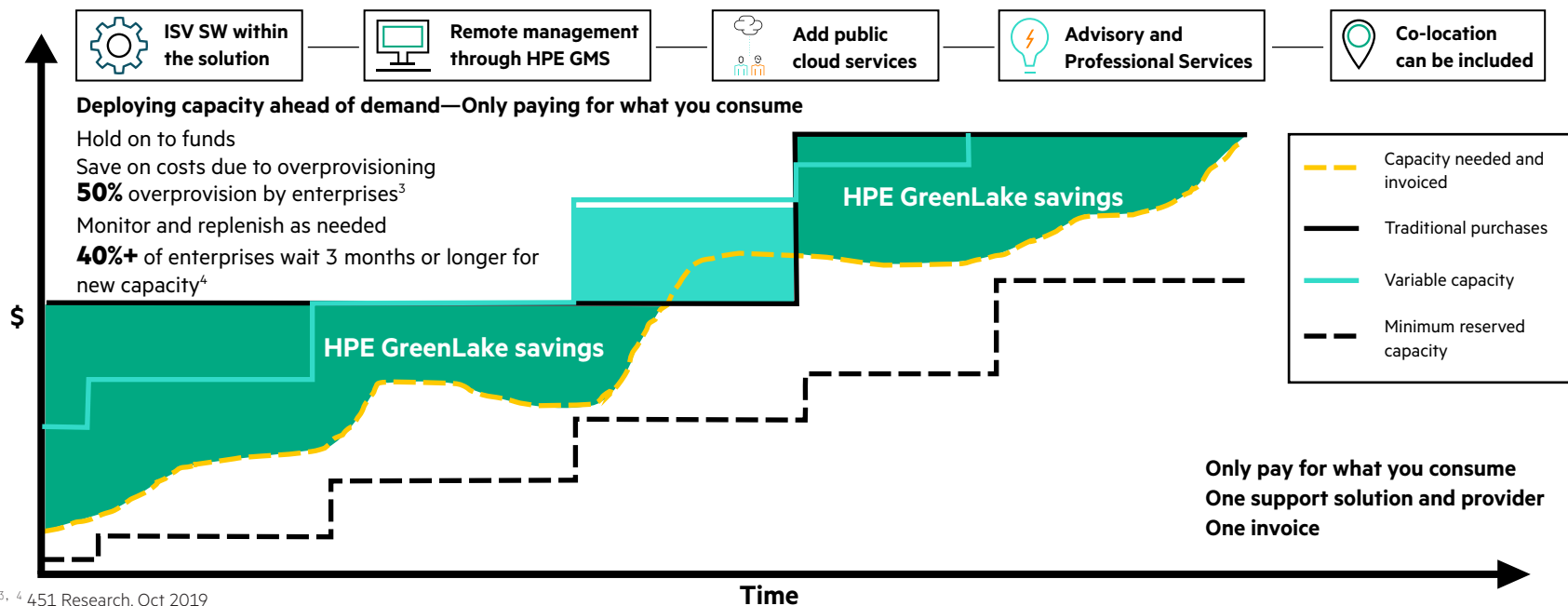
[Here is the full script to deliver this content.](#)



CHAPTER 4: THE ELEVATOR PITCH AND WRAP-AROUND SERVICES

If we take the messaging from Chapter 3, which covers the foundation solution of the HPE GreenLake portfolio, we can then add in some of the additional services that we want to wrap around to be able to deliver more cloud-like solutions.

The core message is the same, but we can then add in elements such as the software we can include from our ecosystem of partners; our HPE GreenLake Managed Services; public cloud services; our Advisory and Professional Services; and our co-location solutions, all of which can be included within one unit price.



Want to see an expert deliver this pitch?

CHAPTER 4 VIDEO

[Here is the full script to deliver this content.](#)



CHAPTER 5: FINANCIAL BENEFITS

To demonstrate the value of HPE GreenLake, we need to be able to highlight the financial benefits the solution provides. Here are the main areas:

Preserve cash



The first is the fact that the customer avoids a heavy up-front expense in purchasing equipment, so they can hold onto their cash and reinvest back into the business.

Reduce cost



We are deploying capacity as and when required. The Customer has much better utilization rates and so benefits from the reduction of costs such as power, cooling, data center footprint charges, software licenses, and support.

Quicker TTM



The variable capacity means the customer can respond to business demands in minutes, so they can reduce their time to market, and launch products, services, and solutions in a quicker fashion bringing money into the business.

Budget



We commit to the unit rate price at the beginning of the contract. This helps the customer with budgeting and enables them to align cost to usage and chargeback to the business. The unit charges reduce the more capacity the customer is using.

Free up



The customer can free up IT resources to focus on more critical areas, as HPE aligns an account team to deliver proactive support and capacity management, which also reduces downtime.

Want to see an expert deliver this pitch?

CHAPTER 5 VIDEO

[Here is the full script to deliver this content.](#)



CHAPTER 6: HPE GREENLAKE PORTFOLIO PITCH

HPE GreenLake platform: Comprehensive end-to-end solutions to meet your customer requirements

Cloud that comes to you

HPE GreenLake cloud services

- | | | | |
|--------------------|-----------------|------------|---------------------|
| • Virtual machines | • SAP HANA® | • Database | • Data protection |
| • Containers | • ML Ops | • AI/ML | • Telco/5G |
| • HPC | • Analytics | • EDA | • Electronic health |
| • Bare metal | • Data services | • Edge | |
| | • VDI | | |

Platform software

HPE Ezmeral/container

Virtual machine

Bare metal

IaaS with smaller start capacity

HPE GreenLake IaaS with smaller starting capacity

HPE GreenLake IaaS with smaller starting capacity predefined; prepriced; preconfigured solutions with smaller starting capacities through HPE GreenLake Quick Quote

Automation



Control and metering

Modules



Capacity

Scale



Smaller starts

Infrastructure

Compute | Storage | Networking

HPE GreenLake Central cloud portal

Your as a service with HPE GreenLake

Partner workloads

Advisory and Professional Services

HPE GreenLake Managed Service

Co-location

ISV solutions

Optional deliverables

Capacity management

Proactive support

Reactive support

Infrastructure

Core components

→ More...



CHAPTER 6: HPE GREENLAKE PORTFOLIO PITCH

We now have a portfolio of solutions that range from quotations delivered within a matter of clicks, which include solutions with smaller starting capacities, right up to solutions designed with everything required to deliver **the cloud that comes to you**.

We also have a growing ecosystem of partners, for which we want to engage with them, so they can not only sell across the portfolio but also use HPE GreenLake to wrap around their services to sell through to their customers and deliver solutions powered by HPE GreenLake.

The content in this elevator pitch will enable you to go through all of this in a matter of minutes.



Best Practice: When engaging with our partners, we should think about which elements of the portfolio are most relevant to them. This will vary from partner to partner. It is not just about the right partner, but the right portfolio for them as well. Encourage them to look at HPE GreenLake as an enabler for them to sell more of their portfolio by wrapping it around HPE GreenLake.



Want to see an expert deliver this pitch?

CHAPTER 6 VIDEO

[Here is the full script to deliver this content.](#)



SUMMARY



Understand your customer, what they are looking to do, and the challenges they have, and then link back to the benefits of HPE GreenLake.



Think about who you are talking to within the customer or partner organization and adapt your messaging to this.



Engage with your partner and let them add value to the solution. If HPE GreenLake is part of their solutions, this will lead to repeatable business.

For access to the full HPE GreenLake Elevator Pitch Playbook Video Series click [here](#).
For access to the full HPE GreenLake Elevator Pitch Playbook Video Series Slide presentation please click [here](#).

