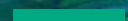


Hewlett Packard
Enterprise

HPE NWE PROMO PACK Q4FY20



Kris Schoemans

Valid from August 1st 2020 to October 31st 2020

Q3FY20 HIT PROMOTIONS

HPE TOP VALUE OFFERS	(Kris Schoemans)
WINDOWS 2019 CASH BACK	(Alexandra Stobbs & Christophe Snyers)
HPE AMD PROMO SUMMARY	(Christophe Snyers)
INTEL SSD PROMOTION	(Kris Schoemans)
HPE NIMBLE STARTER KITS	(Sonia Nandegge)
HPE SIMPLIVITY 325 PROMOTION, HPE SIMPLICONVERT and HPE SIMPLIREPLACE	(Sonia Nandegge)
HPE CLOUD VOLUMES	(Sonia Nandegge)
HPE Integrated vSAN Ready Nodes Solutions	(Filip Verstraeten)
DESKTOP VIRTUALIZATION: VDI STARTER KITS	(Jérôme Bathias)
HPE iLO ADVANCED TRIAL LICENSE	(Kris Schoemans)
ENGAGE & GROW PROGRAM	(emea-support@hpereward.com)
HPE FINANCIAL SERVICES	(Patrick Leoni)

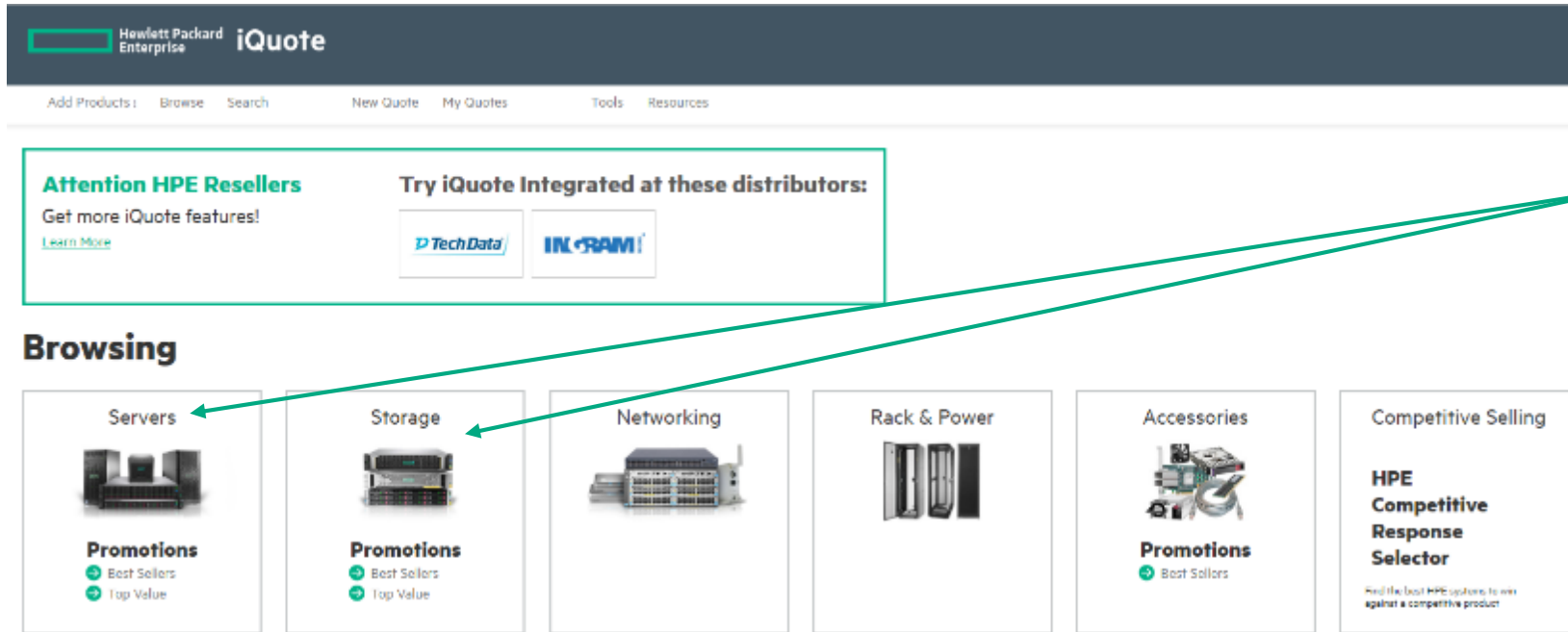




TOP VALUE OFFERS

iQUOTE

The best tool to quote HPE's stock products with filtering, compatibility, configuration and live stock information.



All the Top Value Offers are available in iQuote. Visit the Top Value Offers page.

Existing Tool Capabilities Include:

- Top Recommended Options
- Technical Validations
- Standalone Parts Quoting
- Competitive Selling information
- Live stock information
- Engage & Grow point values
- HPE Financial Services monthly payment option for your configured solution

Access the Universal Version via: <https://iquote.hpe.com>

(showing partner indicative pricing and live stock from all your distributors)

OR access the tool via your preferred HPE Authorised Distributor to check your own pricing for the configured solution and immediately proceed to order.



HOW TO CONFIGURE A TOP VALUE SOLUTION

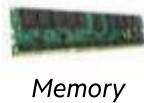
877621-XXX + Top Value Offer Elements

877621-XXX
ML350 Performance
Top Value Offer*



Bundled with the specified
Top Value Offer* Elements

- 1 x 16GB Memory Upgrade
- 2 x 300GB SAS 10K SFF Hard Drives
- 1 x 800W FS Platinum Power Supply



Memory



HDDs



HDDs

More Options

Add more options to meet
your customer's demands



HDDs



Memory



Support



HPE iLO

Workload Ready

suggested solution

Virtualization
High Avail. Storage
Hybrid Database
Backup
Scalable Storage

Top Value Offers OPG

**Transactional
Price List**

TOP VALUE OFFERS: ALTERNATIVE CHART

Platform	Cascade Lake SMB Offer	Skylake Alternative	AMD Alternative
ML110	PERFML110-004	SOLUML110-003	
ML110	PERFML110-005	SOLUML110-003	
ML350	PERFML350-004	PERFML350-010	
ML350	PERFML350-005	PERFML350-010	
DL160	PERFDL160-002	PERFDL160-001	PERFDL325-011
DL180	PERFDL180-004	PERFDL180-002	PERFDL385-010
DL360	PERFDL360-010	PERFDL360-021	PERFDL325-011
DL360	PERFDL360-011	PERFDL360-022	PERFDL325-011
DL380	PERFDL380-006	PERFDL380-023	PERFDL385-010
DL380	PERFDL380-011	PERFDL360-021	



AUGUST TOP VALUE FOCUS TOWER OFFERS

MICROSERVER GEN10

P07203-421 PERFMS-007

Microserver Gen10 SMB Offer, AMD Opteron X3418 4C 3.2GHz, 8 GB RAM, No Drive (4LFF NHP Cage), 200W PS

Offer Elements

1 x 1TB SATA HDD (843266-B21)

MICROSERVER GEN10 PLUS - NEW

P16005-421 ENTMS-003

Microserver Gen10 Plus SMB Offer, 1P Intel® Pentium G5420, 3.8GHz, 8 GB RAM, 180W PS

Offer Elements

1 x 8GB (879505-B21)
2 x 1TB SATA HDD (843266-B21)
1 x iLO Enablement Kit (P13788-B21)

ML30 GEN10

10 € E&G pnts

P16928-421 PERFML30-007

ML30 Gen10 SMB Offer, 1P Intel® Xeon® E-2224 4C, 3.4GHz, 16GB RAM, No Drive (4LFF HP Cage), S100i, 350W PS

Offer Elements

2 x 1TB SATA HDD (861686-B21)
1 x 16GB (879507-B21)

ML110 GEN10

20 € E&G pnts

P21440-421 PERFML110-007

ML110 Gen10 SMB Offer, Intel® Xeon-B® 4208 8C (2.1GHz/ 85W), 16GB RAM, No Drive (8SFF HP Cage), 800W PS

Offer Elements

1 x 16GB Memory (P00920-B21)
1 x Smart Array Controller P408i (830824-B21)
1 x Smart Storage Battery (P02381-B21)
2 x Smart Storage Battery Holder Kit (786710-B21)
1 x 800W PS (865414-B21)

ML350 GEN10

40 € E&G pnts

P11051-421 PERFML350-005

ML350 Gen10 SMB Offer, Intel® Xeon® 4210 10C (2.2GHz/ 85W), 16GB RAM, No Drive (8SFF Cage), P408i-a Controller, 800W PS

Offer Elements

3 x 16GB RAM (P00920-B21)
1 x 800W Power Supply (865414-B21)

ML350 GEN10

20 € E&G pnts

P21788-421 PERFML350-012

ML350 Gen10 SMB Offer, Intel® Xeon-S® 4210R 10C (2.4GHz/ 100W), 16GB RAM, No Drive (8SFF Cage), P408i-a SR Controller, 800W PS

Offer Elements

1 x 16GB RAM (P00920-B21)
1 x 800W Power Supply (865414-B21)

Silver, Business and Proximity partners can earn [Engage & Grow Bonus Points](#) on these August Top Value focus products

AUGUST TOP VALUE FOCUS RACK OFFERS

DL20 GEN10

10 € E&G pnts

P17081-B21 PERFDL20-007

DL20 Gen10 SMB Offer, 1P Intel® Xeon® E-2236 6C, 3.4GHz, 16GB RAM, No Drive (4SFF Cage), S100i, 500W PS

Offer Elements

1 x 16GB RAM (879507-B21)
2 x 1TB SATA HDD (655710-B21)

DL20 GEN10

10 € E&G pnts

P17079-B21 PERFDL20-008

DL20 Gen10 SMB Offer, 1P Intel® Xeon® E-2224 4C, 4.2GHz, 16GB RAM, No Drive (2LFF Cage), S100i, 290W PS

Offer Elements

1 x 16GB RAM (879507-B21)
1 x 1TB SATA HDD (861686-B21)

DL160 GEN10

20 € E&G pnts

P19560-B21 PERFDL160-002

DL160 Gen10 SMB Offer, 1P Intel® Xeon® 4208 8C 2.1GHz, 16GB RAM, No Drive (8SFF Cage), S100i, 500W PS

Offer Elements

1 x 16GB RAM (P00920-B21)
1 x Smart Array P408i-a SR (869081-B21)
1 x Cable Kit (866448-B21)
1 x Smart Storage Battery (P01366-B21)

DL360 GEN10

25 € E&G pnts

P23579-B21 PERFDL360-014

DL360 Gen10 SMB Offer , 1P Intel® Xeon-S® 4214R 12C 2.4GHz, 32GB RAM, No Drive (8SFF HP Cage), P408i-a SR, 500W PS, Network Choice

Offer Elements

1 x 32GB RAM (P00924-B21)
1 x 500W Power Supply (865408-B21)

DL360 GEN10

20 €E&G pnts

P23578-B21 PERFDL360-013

DL360 Gen10 SMB Offer , 1P Intel® Xeon-S® 4210R 10C 2.4GHz, 16GB RAM, No Drive (8SFF HP Cage), P408i-a SR, 500W PS, Network Choice

Offer Elements

3 x 16GB RAM (P00922-B21)
1 x 500W Power Supply (865408-B21)

DL380 GEN10

20 € E&G pnts

P24841-B21 PERFDL380-014

DL380 Gen10 SMB Offer, 1P Intel® Xeon® 4210R 10C 2.4GHz, 32GB RAM, No Drive (8SFF HP Cage), P408i-a SR, 800W PS, Network Choice

Offer Elements

1 x 32GB RAM (P00924-B21)
1 x 800W Power Supply (865414-B21)

DL325 GEN10

P18604-B21 PERFDL325-010

DL325 Gen10 Plus SMB Offer, 1P AMD EPYC™ 7302P 16C, 2.8GHz, 2 x 16GB RAM, No Drive (8SFF Cage), P408i-a SR, 500W PS

Offer Elements

2 x 16GB RAM (P07642-B21)
1 x 500W PS (865408-B21)

DL385 GEN10 PLUS

BP's 20 € E&G pnts
60 € Summer Promo BP's

P07596-B21 PERFDL385-008

DL385 Gen10 Plus SMB Offer, 1P AMD EPYC™ 7302P 16C, 2.8GHz, 2 x 16GB RAM, No Drive (8SFF Cage), P408i-a SR, 500W PS

Offer Elements

2 x 16GB RAM (P07640-B21)
1 x 500W PS (865408-B21)

Silver, Business and Proximity partners can earn [Engage & Grow Bonus Points](#) on these August Top Value focus products

AUGUST TOP VALUE FOCUS STORAGE OFFERS

MSA 1050 SAN STORAGE SFF - FC	50 EUR E&G pnts	MSA 2050 SAN STORAGE SFF - FC / ISCSI	100 EUR E&G pnts	MSA 1050 SAN STORAGE SFF - SAS	50 EUR E&G pnts
Q2R19B-003	MSA1050-004	Q1J01B	MSA2050-003	Q2R21B	MSA1050-002
MSA 1050 8Gb Fibre Channel Dual Controller SFF Storage		MSA 2050 SAN Dual Controller SFF Storage		HPE MSA 1050 SAN Dual Controller SFF Storage	
SFF Array Chassis, 2 MSA 1050 FC 2-port controllers, 4 8Gb SW FC SFPs installed, 2 .7m PDU cords (IEC 14), 1 Rackmount kit		SFF Array Chassis, 2 MSA 2050 SAN controllers, 2 AC Power Supplies, 2 .7m PDU cords (IEC C14), 1 Rackmount kit		SFF Array Chassis, 2 MSA 1050 SAN controllers, 2 AC Power Supplies, 2 .7m PDU cords (IEC C14), 1 Rackmount kit	
Offer Elements		Offer Elements		Offer Elements	
MSA 7.2TB SAS 6-pack HDD Bundle (R0P85A)		MSA 10.8TB SAS 6-pack HDD Bundle (R0P86A)		MSA 7.2TB SAS 6-pack HDD Bundle (R0P85A)	



Silver, Business and Proximity partners can earn [Engage & Grow Bonus Points](#) on these August Top Value focus products

TOP VALUE DISTRIBUTOR INFORMATION

Top Value Offers: August version



Cheat sheet: August version



Playbooks



Top Value Offers: Net promo prices August





WINDOWS 2019 CASH BACK



HPE SMALL BUSINESS SOLUTION FOR SMALL OFFICE DEPLOYMENT

New: Double Cash Back with Small Office Deployment Solutions

Now claim €200 cash back when you buy Windows Server with the DL20 Gen10

HPE SMALL BUSINESS SOLUTION FOR SMALL OFFICE DEPLOYMENT

Built to solve your business problems | Tested and validated | Cloud ready

HPE Small Business Solutions for Small Office Deployment include compute, networking, expanded storage, and services in one complete package and a choice of configurations – making IT a snap to set up and manage.

[View sizing options](#)

[View solution brief](#)



< FIRST OFFICE
1-25 employees
(2 client devices per employee)
HPE ProLiant ML30 Gen10
HPE OfficeConnect 1920s
2x Aruba InstantOn AP12 WAP
HPE RDX



< WITH EXPANDED STORAGE
1-100 employees
(2 client devices per employee)
HPE ProLiant DL20 Gen10
HPE StoreEasy 1460
2x Aruba 2530
1x Aruba AP15 WAP*
4x Aruba AP12 WAP*



Claim up to €200 Cashback

When purchased with Microsoft Windows ROK.
Visit hpe.com/eu/cashback for more details.



Windows Server 2019
The operating system that bridges on-premises and cloud.



**Remote Desktop
Validated Solution**
Small Office Deployment
Solution with DL20 has been
validated for 20-remote users
and ML30 for 10 remote users.



Set it up in a snap

When you're setting up a new office, selecting, sizing, purchasing, deploying, managing, and supporting a server and Wi-Fi network is often the biggest item on the to-do list – increasing timelines and taking attention away from more important decisions.

**HPE Small Business Solutions for
Small Office Deployment give you
everything you need to deploy a
complete office IT infrastructure in one
secure, simple, and affordable solution.**

CLAIM UP TO €1000 WITH HPE PROLIANT AND WINDOWS SERVER



Purchase a qualifying HPE ProLiant server with Windows Server 2019 and claim €500 cash back – double that with qualifying AMD platforms! Values will vary with each qualifying operating system.

CASH BACK AMOUNTS

Windows Server 2019 Essentials

€50

Windows Server 2019 Standard

€100

Windows Server 2019 Datacenter

€500

Cash back amounts doubled when purchased with the following
AMD SKUs: P17200-B21, P17201-B21, P18604-B21, P16690-B21,
P16694-B21, P07596-B21

DOUBLE CASH BACK WITH AMD

CLAIM UP TO €1,000 WITH

HPE PROLIANT AND WINDOWS SERVER 2019

HPE ProLiant server and Windows Server 2019 cash back offer – promotion is valid from

August 1, 2020 – October 31, 2020

Purchase a qualifying HPE ProLiant server with a qualifying Windows Server 2019 Operating System within the promo period

Fill out and submit the on-line claim form



HPE will review your cash back claim and you will receive up to €1,000 cash back from HPE

Visit hpe.com/eu/cashback for more details

Terms and conditions apply

WINDOWS SERVER 2019: THE OPERATING SYSTEM THAT BRIDGES ON-PREMISES AND CLOUD

AMD PROMOS



AMD FOCUSED PROMOTIONS WITH PROLIANT DL325 AND DL385 GEN10 (PLUS)

Discover our Top Value offers with AMD EPYC technology, a complete solution bundled with key options and attractively priced.

The HPE ProLiant Gen10 servers powered by AMD EPYC processors deliver world-class performance, pushing SMBs to the next level.



[Find full line-up of AMD Top Value offers here](#)

Engage & Grow AMD Incentives

- Are you ready to earn BonusPoints?
- Discover our AMD products and solutions. One BonusPoint equals €1 and the payout occurs every quarter. Do you want to benefit immediately? Take a look at our AMD Incentives and increase your sales.

HPE Product Group Description	Points per Unit	Incentive Name
HPE ProLiant Gen10 DL325 or DL385	60	AMD Server

Register at emea.engageandgrow.hpe.com



Double Cash Back for Microsoft Windows Server 2019 ROK with AMD

- Receive up to €1000 with HPE ProLiant and Windows Server 2019.
- Buy one of the selected HPE ProLiant servers with Windows Server 2019 ROK and receive a €500 cash back; and you can double this amount with the specified AMD-platforms!
- These deals will be doubled if the following AMD SKU's are bought: P17200-B01, P17201-B21, P18604-B21, P16690-B21, P16694-B21, P07596-B21

Cash back promotion on selected AMD servers

Windows Server 2019 Essentials	2x - €50 = -€100
Windows Server 2019 Standard	2x - €100 = -€200
Windows Server 2019 Datacenter	2x - €500 = -€1000

[Find it here](#)

Looking for a trade-in?

- If your customers are on the fence about moving to the new HPE ProLiant servers with AMD processors, you can find our trade-in deals in every country right here.

[Find it here](#)

INTRODUCING: HPE AMD CHANNEL KIT

HPE ProLiant Gen10 (Plus) with AMD EPYC combines the ProLiant intelligence and security with the innovation and performance of AMD EPYC into a unique server solution.

This kit provides our Channel Partners with the key resources to start the HPE AMD sales conversation with their customers and to build a successful campaign quickly.

AMD



Mediakit for Channel Partners

Contents:



Infographic
Whitepaper
Datasheets

Campaign kit for Channel Partners

Contents:



eDM
Newsletter item
SoMe posts
Digital Roll-up



Sales Kit for Channel Sales

Contents:



Sales presentation
Playbook
FAQ
Top Offers brochure
with active promos

Get here the Mediakit for
Channel Marketing people



Gecomprimeerde
(gezipte) map

Get here the Saleskit for
Channel Sales



Gecomprimeerde
(gezipte) map



INTEL SSD'S PROMOTION

PURPOSE OF THE PROMOTION

- Help sell out Skylake and Cascade Lake BTO units in stock at distribution at the moment.
- Give the possibility to distributors to **combine a BTO unit with Intel SSDs or Optane SSDs** and give a **better price than TVA + TPL** to its resellers.
- Intel SSD's are the cheapest ones in most categories with this promotion. (For available SSDs.)
- Learn about Optane during the training that will be organized in July and August.
- Increase AUP and Options Attach.
- Promotion valid for sell-out from July 6th till August 31st 2020.

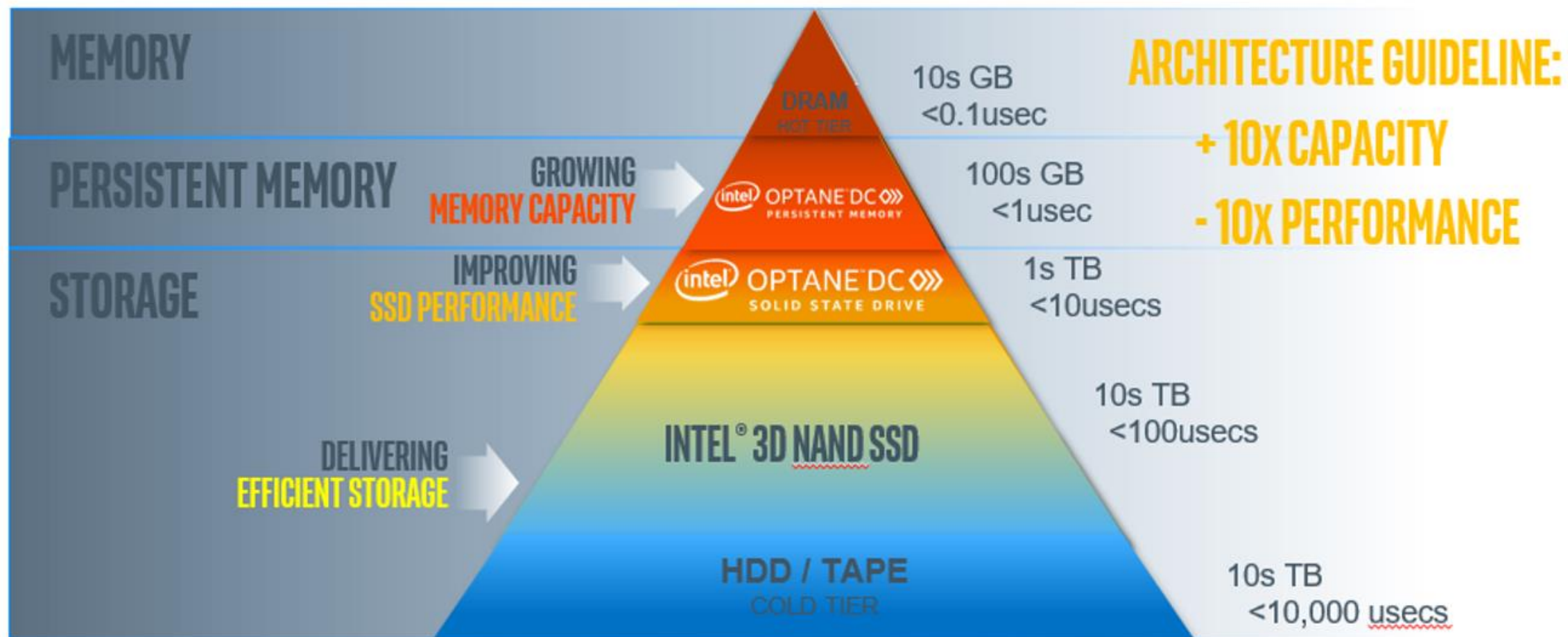


Promotion NOT valid till the end of the quarter.

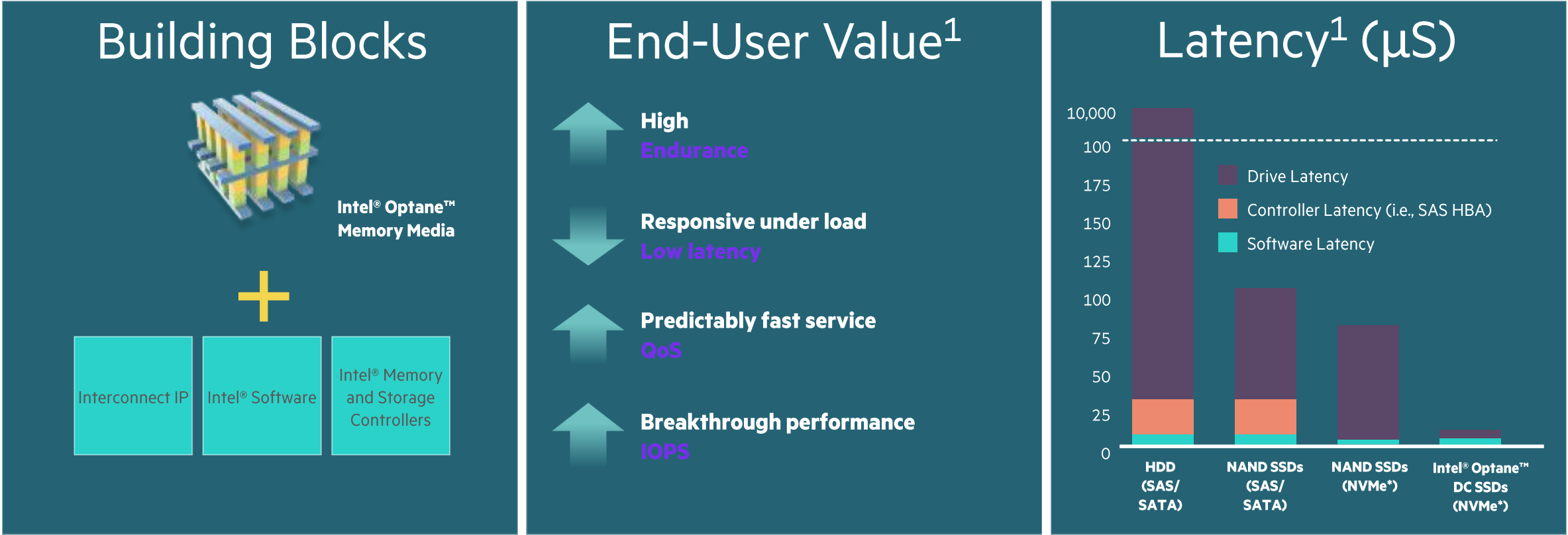
STOCK UNITS

Part Number	Description	Engage & Grow points	
P11051-421	HPE ML350 Gen10 4210 1P 16G 8SFF Svr	60	summer promo
P19774-B21	HPE DL360 Gen10 4208 1P 16G NC 8SFF Svr	60	summer promo
P19779-B21	HPE DL360 Gen10 4210 1P 16G NC 8SFF Svr	60	summer promo
877621-421	HPE ML350 Gen10 4110 1P 16G 8SFF Svr	50	summer promo
P02462-B21	HPE DL380 Gen10 4208 1P 16G 8SFF Svr	60	summer promo
P20174-B21	HPE DL380 Gen10 4210 1P 32G NC 8SFF Svr	60	summer promo
P17079-B21	HPE DL20 Gen10 E-2224 1P 16G 2LFF Svr	50	summer promo
P11050-421	HPE ML350 Gen10 4208 1P 16G 4LFF Svr	60	summer promo
P16926-421	HPE ML30 Gen10 E-2224 1P 8G NHP Svr	50	summer promo
867962-B21	HPE DL360 Gen10 4114 1P 16G 8SFF Svr	10	
P16930-421	HPE ML30 Gen10 E-2224 1P 16G 8SFF Svr	10	
P06420-B21	HPE DL380 Gen10 4110 1P 16G 8SFF WW Svr	10	
P17081-B21	HPE DL20 Gen10 E-2236 1P 16G 4SFF Svr	10	
P19775-B21	HPE DL360 Gen10 4214 1P 16G NC 8SFF Svr	25	
P19561-B21	HPE DL160 Gen10 4208 1P 16G 4LFF Svr	0	
P03687-425	HPE ML110 Gen10 4110 Soln EU/UK Svr	10	
P11052-421	HPE ML350 Gen10 4214 1P 32G 8SFF Svr	0	
P10813-421	HPE ML110 Gen10 4210 1P 16G 8SFF Svr	20	
P20249-B21	HPE DL380 Gen10 5218 1P 32G NC 8SFF Svr	30	
P10812-421	HPE ML110 Gen10 4208 1P 16G 4LFF Svr	20	
P16928-421	HPE ML30 Gen10 E-2224 1P 16G 4LFF Svr	10	
P19777-B21	HPE DL360 Gen10 5218 1P 32G NC 8SFF Svr	0	
P06453-B21	HPE DL360 Gen10 4110 1P 16G 8SFF WW Svr	10	
P03686-425	HPE ML110 Gen10 4108 Perf EU/UK Svr	0	
P17077-B21	HPE DL20 Gen10 G5420 1P 8G 2LFF-NHP Svr	0	

WHAT DOES OPTANE BRING TO YOUR SOLUTION?



INTEL OPTANE ADVANTAGE



PROCESS

- OPG created per currency for the Optane SSD and Intel SSD.
- Distributors can order the parts with upfront discount.
- OPG Nummers:
 - Belgium – Luxembourg: 97705821
 - Denmark: 97705942
 - Finland – Baltics: 97706028
 - France: 97706039
 - Netherlands: 97706026
 - Norway: 97705930
 - Sweden: 97706036

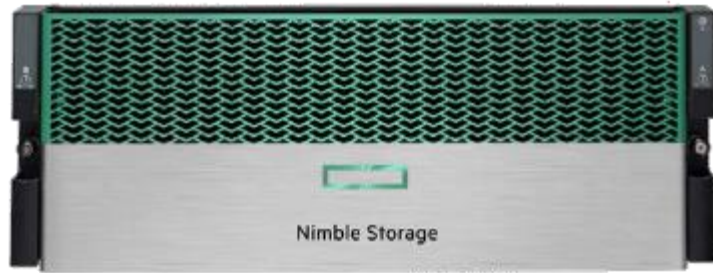


NIMBLE STARTER KITS



NIMBLE GEN 5 STARTER KITS

5 models selected across All-Flash and Adaptive-Flash Storage



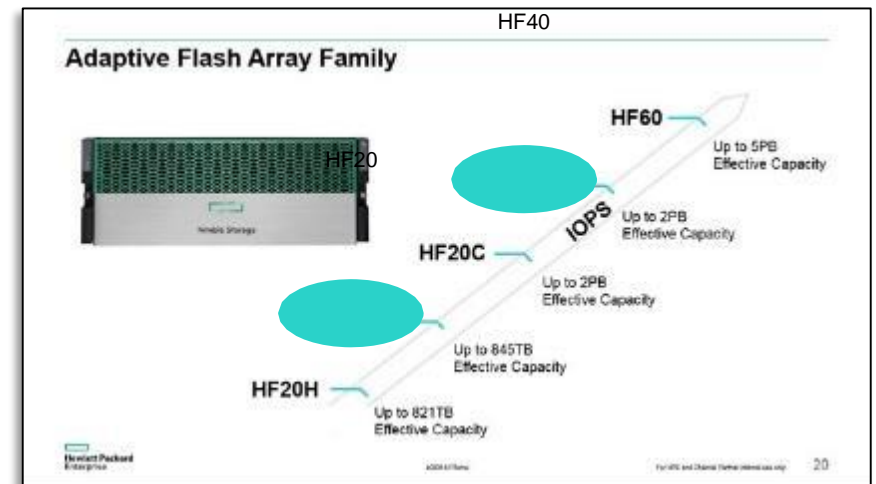
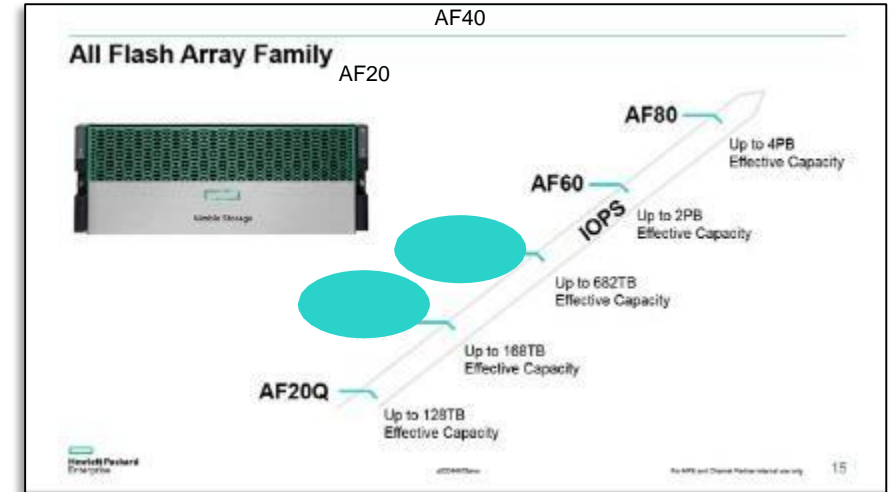
5 Models available as promo

- All Flash AF20 11.5TB
- All Flash AF40 23TB and 46TB
- Adaptive Flash HF20 21TB
- Adaptive Flash HF40 42TB

Add Data Protection to your solution with **Veeam**

Starter kit selection from across the entire Nimble portfolio :

- selected models span from 22,500 IOPS to 125,000 IOPS
- from 6TB to 1,1PB RAW capacity for the All Flash models
- from 11TB to 1,47PB RAW capacity for the Adaptive Flash models
- from 22 to 390 kIOPS



AF20 FLASH PERFORMANCE STORAGE

28.109,-€ or 1,41 €/GB or 3,91 c€/GB/month* (partner indicative price)

Silver/Business partners: Earn [Engage & Grow points](#) starting at 600 EUR or more depending on the config

Platinum/Gold partners: Earn [Engage & Grow points](#) starting at 300 EUR or more depending on the config

- Perfect combination of **flash storage** and **predictive analytics**
- Guaranteed **six-nines**¹
- HPE Store More Guarantee delivers **more effective capacity** per terabyte of raw flash than competitive all-flash arrays.²
- Increasing uptime on their whole infrastructure with **the power of HPE InfoSight**.

Add Data Protection to your solution with Veeam

Tech details:

- HPE Nimble Storage AF20 All Flash Dual Controller
- 11,52TB Flash Bundle
- 8,0TB usable capacity after RAID (triple RAID parity)
- **20,0TB effective usable capacity with 2,5:1 data reduction rate***
- 4x 10GbE, 4x 1/10GBASE-T
- 4U rack units, 36kg
- 2624 BTU/h, Power 800W

*The effective storage capacity with data reduction varies depending on data type.

Based on HPE Nimble installed base Infosight data, data reduction is very likely to be at least 2:1

Already encrypted or compressed data is not suitable for data reduction.

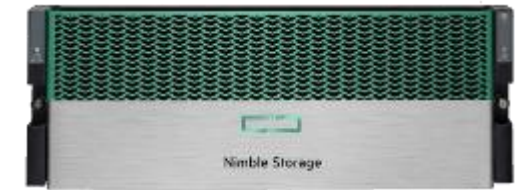
Local Nimble specialist can assist with information.

¹ HPE Get Six Nines Guarantee: <https://www.hpe.com/h20195/v2/Getdocument.aspx?docname=a00026086enw>

² Based on HPE Engineering performance tests and measurements versus the previous generation of HPE Nimble Storage All Flash arrays

*36 months

HPE Nimble AF20 11,5TB All Flash
11,5 TB RAW Flash capacity
8,0TB Usable capacity
20,0 TB estimated Effective capacity



~ 25'000 IOPS

Part Nbr	Opt Code	Description	Qty
Q8H74A		HPE NS AF20 All Flash CTO Base Array	1
Q8B72B		HPE NS AF20 R2 11.52TB FIO Flash Bndl	1
Q8B90B		HPE NS 2x16Gb FC 2p FIO Adptr Kit	1
Q8G27B		HPE NS NOS Default FIO Software	1
R0P84A		HPE NS IEC 60320 C14 to C19 FIO Pwr Cord	2
HT6Z0A3		HPE NS 3Y 4H Parts Exchange Support	1
HT6Z0A3	ZF3	HPE NS AF20 11.52TB Flash Supp	1
HT6Z0A3	ZEA	HPE NS AF20 All Flash Base Array Supp	1
HT6Z0A3	ZG1	HPE NS 2x16Gb FC 2p Adptr Supp	1

R0E19AAE		Veeam Avail Suite Ent+ 1yr 8x5 E-LTU	1
R0E23AAE		Veeam Avail Suite Ent+ Add 2yr 24x7 Sup	1

veeam

AF40 23TB FLASH PERFORMANCE STORAGE

43.404,- € or 1,05 €/GB or 2,91 c€/GB/month* (partner indicative price)

Silver/Business partners: Earn [Engage & Grow points](#) starting at 900 EUR or more depending on the config
Platinum/Gold partners: Earn [Engage & Grow points](#) starting at 450 EUR or more depending on the config

- Perfect combination of **flash storage** and **predictive analytics**
- Guaranteed **six-nines**¹
- HPE Store More Guarantee delivers **more effective capacity** per terabyte of raw flash than competitive all-flash arrays.²
- Increasing uptime on their whole infrastructure with **the power of HPE InfoSight**.

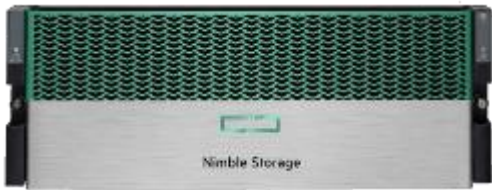
Add Data Protection to your solution with **Veeam**

- Tech details:
- HPE Nimble Storage AF40 All Flash Dual Controller
 - 23 TB Flash Bundle
 - 16,6 TB usable capacity after RAID (triple RAID parity)
 - **41,4 TB effective usable capacity with 2,5:1 data reduction rate***
 - 4x 10GbE, 4x 1/10GBASE-T
 - 4U rack units, 36kg
 - 2624 BTU/h, Power 800W

*The effective storage capacity with data reduction varies depending on data type.
Based on HPE Nimble installed base Infosight data, data reduction is very likely to be at least 2:1
Already encrypted or compressed data is not suitable for data reduction.
Local Nimble specialist can assist with information.

¹ HPE Get Six Nines Guarantee: <https://www.hpe.com/h20195/v2/Getdocument.aspx?docname=a00026086enw>
² Based on HPE Engineering performance tests and measurements versus the previous generation of HPE Nimble Storage All Flash arrays
*36 months

HPE Nimble AF40 23TB All Flash
23,0 TB RAW Flash capacity
16,6 TB Usable ca
41,4 TB estimated Effective capacity



~ 100'000 IOPS

Part Nbr	Opt Code	Description	Qty
Q8H41A		HPE NS AF40 All Flash CTO Base Array	1
Q8B90B		HPE NS 2x16Gb FC 2p FIO Adptr Kit	1
Q8G27B		HPE NS NOS Default FIO Software	1
Q8G44B		HPE NS AF40 R2 23TB FIO Flash Bndl	1
R0P84A		HPE NS IEC 60320 C14 to C19 FIO Pwr Cord	2
HT6Z0A3		HPE NS 3Y 4H Parts Exchange Support	1
HT6Z0A3	ZG1	HPE NS 2x16Gb FC 2p Adptr Supp	1
HT6Z0A3	ZFF	HPE NS AF40 All Flash Base Array Supp	1
HT6Z0A3	ZGM	HPE NS AF40/60/80 23TB Flash Upgr Supp	1

R0E19AAE		Veeam Avail Suite Ent+ 1yr 8x5 E-LTU	1
R0E23AAE		Veeam Avail Suite Ent+ Add 2yr 24x7 Sup	1



AF40 46 TB FLASH PERFORMANCE STORAGE

66.241,- € or 0,79 €/GB or 2,19 c€/GB/month* (partner indicative price)

Silver/Business partners: Earn Engage & Grow points starting at 1300 EUR or more depending on the config

Platinum/Gold partners: Earn Engage & Grow points starting at 650 EUR or more depending on the config

- Perfect combination of flash storage and predictive analytics
- Guaranteed six-nines availability¹
- HPE Store More Guarantee delivers more effective capacity per terabyte of raw flash than competitive all-flash arrays.²
- Increasing customers uptime on their whole infrastructure with the power of HPE InfoSight.

Add Data Protection to your solution with Veeam

Tech details:

- HPE Nimble Storage AF40 All Flash Dual Controller
- 46 TB Flash Bundle
- 33,65 TB usable capacity after RAID (triple RAID parity)
- 84,1 TB effective usable capacity with 2,5:1 data reduction rate*
- 4x 10GbE, 4x 1/10GBASE-T
- 4U rack units, 36kg
- 2624 BTU/h, Power 800W

*The effective storage capacity with data reduction varies depending on data type.

Based on HPE Nimble installed base Infosight data, data reduction is very likely to be at least 2:1

Already encrypted or compressed data is not suitable for data reduction.

Local Nimble specialist can assist with information.

¹ HPE Get Six Nines Guarantee: <https://www.hpe.com/h20195/v2/Getdocument.aspx?docname=a00026086enw>

² Based on HPE Engineering performance tests and measurements versus the previous generation of HPE Nimble Storage All Flash arrays

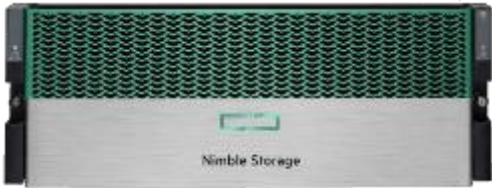
*36 months

HPE Nimble AF40 46TB All Flash

46,1TB RAW Flash capacity

33,7 TB Usable capacity

84,1TB estimated Effective capacity



~ 100'000 IOPS

Part Nbr	Opt Code	Description	Qty
Q8H41A		HPE NS AF40 All Flash CTO Base Array	1
Q8B91B		HPE NS 4x16Gb FC 2p FIO Adptr Kit	1
Q8G27B		HPE NS NOS Default FIO Software	1
Q8G61B		HPE NS AF40/60/80 46TB FIO Flash Bndl	1
R0P84A		HPE NS IEC 60320 C14 to C19 FIO Pwr Cord	2
R3P91A		HPE NS AF/HF Array Standard Trk	1
HT6Z0A3		HPE NS 3Y 4H Parts Exchange Support	1
HT6Z0A3	ZGC	HPE NS 4x16Gb FC 2p Adptr Supp	1
HT6Z0A3	ZFF	HPE NS AF40 All Flash Base Array Supp	1
HT6Z0A3	ZGN	HPE NS AF40/60/80 46TB Flash Supp	1

R0E19AAE		Veeam Avail Suite Ent+ 1yr 8x5 E-LTU	1
R0E23AAE		Veeam Avail Suite Ent+ Add 2yr 24x7 Sup	1



HF20 ADAPTIVE FLASH STORAGE

22.330,- € or 0,55 €/GB or 1,52 c€/GB/month* (partner indicative price)

Silver/Business partners: Earn [Engage & Grow points](#) starting at 470 EUR or more depending on the config

Platinum/Gold partners: Earn [Engage & Grow points](#) starting at 240 EUR or more depending on the config

- **Most efficient hybrid array** Inline always-on deduplication available in Adaptive Flash models
- **For mixed, primary workloads** with cost-efficient flash performance
- **Enhanced Data Protection**, near-instant restore and DR
- Write to disk at **flash speeds**
- Guaranteed **six-nines**¹
- Increasing uptime on their whole infrastructure with **the power of HPE InfoSight**

Add Data Protection to your solution with Veeam

Tech details:

- HPE Nimble Storage H240 Adaptive Dual Controller
- 18% Flash to Disk Ratio, 21T HDD bundle
- 16,3TB usable capacity after RAID (triple RAID parity)
- **40,8 TB effective usable capacity with 2,5:1 data reduction rate***
- 4x 10GbE, 4x 1/10GBASE-T
- 4U rack units, 48kg
- 2460 BTU/h, Power 750W

*The effective storage capacity with data reduction varies depending on data type.

Based on HPE Nimble installed base Infosight data, data reduction is very likely to be at least 2:1

Already encrypted or compressed data is not suitable for data reduction.

Local Nimble specialist can assist with information.

¹ HPE Get Six Nines Guarantee: <https://www.hpe.com/h20195/v2/Getdocument.aspx?docname=a00026086enw>

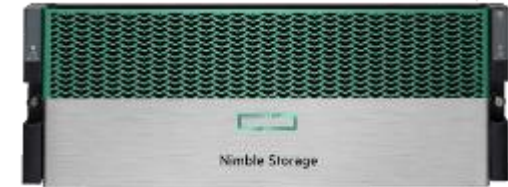
* 36 months

HPE Nimble HF20 21TB Adaptive Flash

21TB Hybrid + 2.88 TB Flash

16,3 TB Usable capacity

40,8 TB estimated Effective capacity



~ 22,500 IOPS

Part Nbr	Opt Code	Description	Qty
Q8H72A		HPE NS HF20 Hybrid CTO Base Array	1
Q8B68B		HPE NS HF20/20C Hybrid 21TB FIO HDD Bndl	1
Q8B88B		HPE NS 2x10GbE 2p FIO Adptr Kit	1
Q8G27B		HPE NS NOS Default FIO Software	1
R0P84A		HPE NS IEC 60320 C14 to C19 FIO Pwr Cord	2
Q8J29A		HPE NS HF20 R2 2.88TB FIO Cache Bndl	1
HT6Z0A3		HPE NS 3Y 4H Parts Exchange Support	1
HT6Z0A3	ZEB	HPE NS HF20 Hybrid Base Array Supp	1
HT6Z0A3	ZE6	HPE NS HF20 2.88TB Cache Supp	1
HT6Z0A3	ZED	HPE NS HF20/20C Hybrid 21TBHDD Bndl Supp	1
HT6Z0A3	ZET	HPE NS 2x10GbE 2p Adptr Supp	1

R0E19AAE		Veeam Avail Suite Ent+ 1yr 8x5 E-LTU	1
R0E23AAE		Veeam Avail Suite Ent+ Add 2yr 24x7 Sup	1

VEEAM

CONFIDENTIAL | AUTHORIZED HPE PARTNER USE ONLY

HF40 ADAPTIVE FLASH STORAGE

36.465,- € or 0,44 €/GB or 1,22 c€/GB/month* (partner indicative price)

Silver/Business partners: Earn [Engage & Grow points](#) starting at 760 EUR or more depending on the config

Platinum/Gold partners: Earn [Engage & Grow points](#) starting at 380 EUR or more depending on the config

- **Most efficient hybrid array.** Inline always-on deduplication available in Adaptive Flash models
- **For mixed, primary workloads** with cost-efficient flash performance
- **Enhanced Data Protection**, near-instant restore and DR
- Write to disk at **flash speeds**
- Guaranteed **six-nines**¹
- Increasing uptime on their whole infrastructure with **the power of HPE InfoSight**.

New: add Data Protection to your solution with **Veeam**

Tech details:

- HPE Nimble Storage HF40 Adaptive Dual Controller
- 17% Flash to Disk Ratio, 42T HDD bundle
- 33,3TB usable capacity after RAID (triple RAID parity)
- **83,2 TB effective usable capacity with 2,5:1 data reduction rate***
- 4x 10GbE, 4x 1/10GBASE-T
- 4U rack units, 48kg
- 2780 BTU/h, Power 850W

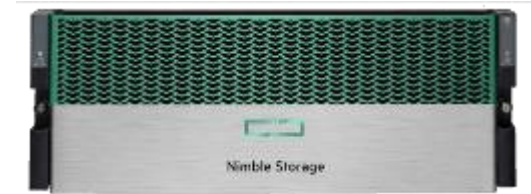
*The effective storage capacity with data reduction varies depending on data type.

Based on HPE Nimble installed base Infosight data, data reduction is very likely to be at least 2:1

Already encrypted or compressed data is not suitable for data reduction.

Local Nimble specialist can assist with information.

HPE Nimble HF40 42TB Adaptive Flash
42TB Hybrid + 5.76 TB Flash
33,3 TB Usable capacity
83,2 TB estimated Effective capacity



~100'000 IOPS

Part Nbr	Opt Code	Description	Qty
Q8H39A		HPE NS HF40 Hybrid CTO Base Array	1
Q8H45A		HPE NS HF40/60 Hybrid 42TB FIO HDD Bndl	1
Q8B63B		HPE NS HF40 R2 5.76TB FIO Cache Bndl	1
Q8B90B		HPE NS 2x16Gb FC 2p FIO Adptr Kit	1
R0P84A		HPE NS IEC 60320 C14 to C19 FIO Pwr Cord	2
Q8G27B		HPE NS NOS Default FIO Software	1
HT6Z0A3		HPE NS 3Y 4H Parts Exchange Support	1
HT6Z0A3	ZFG	HPE NS HF40 Hybrid Base Array Supp	1
HT6Z0A3	ZFA	HPE NS HF40/60 5.76TB Cache Supp	1
HT6Z0A3	ZG1	HPE NS 2x16Gb FC 2p Adptr Supp	1
HT6Z0A3	ZGR	HPE NS HF40/60 Hybrid 42TB HDD Bndl Supp	1

R0E19AAE		Veeam Avail Suite Ent+ 1yr 8x5 E-LTU	1
R0E23AAE		Veeam Avail Suite Ent+ Add 2yr 24x7 Sup	1

veeam

¹ HPE Get Six Nines Guarantee: <https://www.hpe.com/h20195/v2/Getdocument.aspx?docname=a00026086enw>

* 36 months

OVERVIEW WITH PARTNER INDICATIVE NET PRICE



Nimble Starter Kits F20Q1					Reseller Indicative Net Buying Price				
Model	RAW Capacity	Usable Capacity	Data Reduction Rate	Effective Capacity	Net Price Products and Support	Net Price €/GB	Net Price c€/GB/Month	Net Price Installation	Net Price of Veeam for 6 sockets
HF20_21TB	21,0 TB	16,3 TB	2,5:1	40,8 TB					
3 years					22.330 €	0,55 €	1,52 c€	1.872 €	16.009 €
4 years					24.027 €	0,59 €	1,23 c€	1.872 €	
5 years					25.725 €	0,63 €	1,05 c€	1.872 €	22.251 €
HF40_42TB	42,0 TB	33,3 TB	2,5:1	83,2 TB					
3 years					36.465 €	0,44 €	1,22 c€	1.872 €	16.009 €
4 years					39.487 €	0,47 €	0,99 c€	1.872 €	
5 years					42.509 €	0,51 €	0,85 c€	1.872 €	22.251 €
AF20_11.5TB	11,5 TB	8,0 TB	2,5:1	20,0 TB					
3 years					28.109 €	1,41 €	3,91 c€	1.872 €	16.009 €
4 years					30.249 €	1,51 €	3,15 c€	1.872 €	
5 years					32.387 €	1,62 €	2,70 c€	1.872 €	22.251 €
AF40_23TB	23,0 TB	16,6 TB	2,5:1	41,4 TB					
3 years					43.404 €	1,05 €	2,91 c€	1.872 €	16.009 €
4 years					46.402 €	1,12 €	2,34 c€	1.872 €	
5 years					49.398 €	1,19 €	1,99 c€	1.872 €	22.251 €
AF40_46TB	46,1 TB	33,7 TB	2,5:1	84,1 TB					
3 years					66.241 €	0,79 €	2,19 c€	1.872 €	16.009 €
4 years					70.584 €	0,84 €	1,75 c€	1.872 €	
5 years					74.927 €	0,89 €	1,48 c€	1.872 €	22.251 €

For pricing and ordering, add the configuration to IQ and ask for Nimble Starterkit pricing in the comment field.

Reference OPG for Sweden: OPG 97524003

Reference OPG for Norway: OPG 97596417

Reference OPG for Denmark: OPG 97596293

Reference OPG € countries: OPG 97596358

You can download the prices in all currencies from pcomm.

Please note that NBO is not eligible for these starterkits.

SIMPLIVITY 325



SIMPLIVITY 325 PROMO

From August 1st 2020 to October 31st 2020

Hypervisor

SimpliVity Data
Virtualization Platform

AMD EPYC CPU

DRAM

All Flash SSD



HPE SimpliVity 325

**2 HPE SimpliVity 325
Ready Pack Nodes at
19 749 EURO *
146 999 DKK
214 999 NOK
211 749 SEK**

Earn [Engage & grow Bonus Points](#) starting at **EURO 390,00** or more depending on the config

Value proposition

The compact cluster provides integrated backups, high availability, unified global management, and all of the other advanced data services that HPE SimpliVity infrastructure offers.

Low-cost solution for CPU intensive workloads

This single socket platform reduces hypervisor licensing costs by 50% when compared with dual-processor servers,

Reduce total TCO by as much as 45%.

Target customer use cases:

Remote Office/Branch Office (ROBO) general virtualization

Edge deployments

Storage modernization that requires built-in backup and protection

SMB deployments

Offer

2X HPE SimpliVity 325 Ready Pack with 4X 1.92 TB SSDs for an approximate total of 4.6 TB of effective storage at a very aggressive price.

Targeted audience

New and existing HPE Hyperconverged solution customers

Offer period

August 1st 2020 to October 31st 2020

Geographical scope

North Western Europe

Terms and conditions

The promotion is valid until October 31st 2020

New and existing HPE Hyperconverged customers

Cannot be combined with other promotions on the same SKU parts

NBO is now allowed with this promotion.

* Recommended Reseller Price ex-VAT.

FOR HPE AND CHANNEL PARTNER INTERNAL USE ONLY

HPE SIMPLIVITY 325 READY PACK

Quantity	Product #	Option Code	Product Description
2	R2Z06A		HPE SimpliVity 325 Gen10 Node
2	R2Z27A		HPE SimpliVity AMD VMware Node Tracking
2	P16644-L21		AMD EPYC 7302P (2.8GHz/16-core/155-180W) FIO Processor Kit for HPE ProLiant DL325 Gen10
16	P19043-B21		HPE 32GB (1x32GB) Dual Rank x4 DDR4-2933 CAS-21-21-21 Registered Smart
4	872475-K21		HPE 300GB SAS 12G Enterprise 10K SFF (2.5in) SC 3yr Wty Digitally Signed Firmware HDD
2	R2Z28A		HPE SimpliVity 4x1.92TB SFF SSD Kit
2	P01366-B21		HPE 96W Smart Storage Lithium-ion Battery with 145mm Cable Kit
2	647594-B21		HPE Ethernet 1Gb 4-port 331T Adapter
2	817709-B21		HPE Ethernet 10/25Gb 2-port 631FLR-SFP28 Adapter
4	865414-B21		HPE 800W Flex Slot Platinum Hot Plug Low Halogen Power Supply Kit
2	BD505A		HPE iLO Advanced 1-server License with 3yr Support on iLO Licensed Features
2	R2Z77A		HPE SimpliVity 325 4.6TB Software
2	P04983-B21		HPE DL325 Gen10 Redundant Power Supply Enablement Kit
2	734811-B21		HPE 1U Cable Management Arm for Rail Kit
2	734807-B21		HPE 1U Small Form Factor Easy Install Rail Kit
1	H7J32A3		HPE 3Y Foundation Care NBD SVC
2	H7J32A3	YKR	HPE SimpliVity 325 Gen10 Node Supp
2	H7J32A3	YKS	HPE SVT 325 OmniStack 4.6TB SW Supp
1	HA124A1		HPE Technical Installation Startup SVC
2	HA124A1	5LZ	HPE SVT for VMware Remote SW St SVC

REFERENCE OPG NUMBERS

OPG Numbers	
€uro Countries	97639286
Denmark	97638909
Norway	97639253
Sweden	97591629

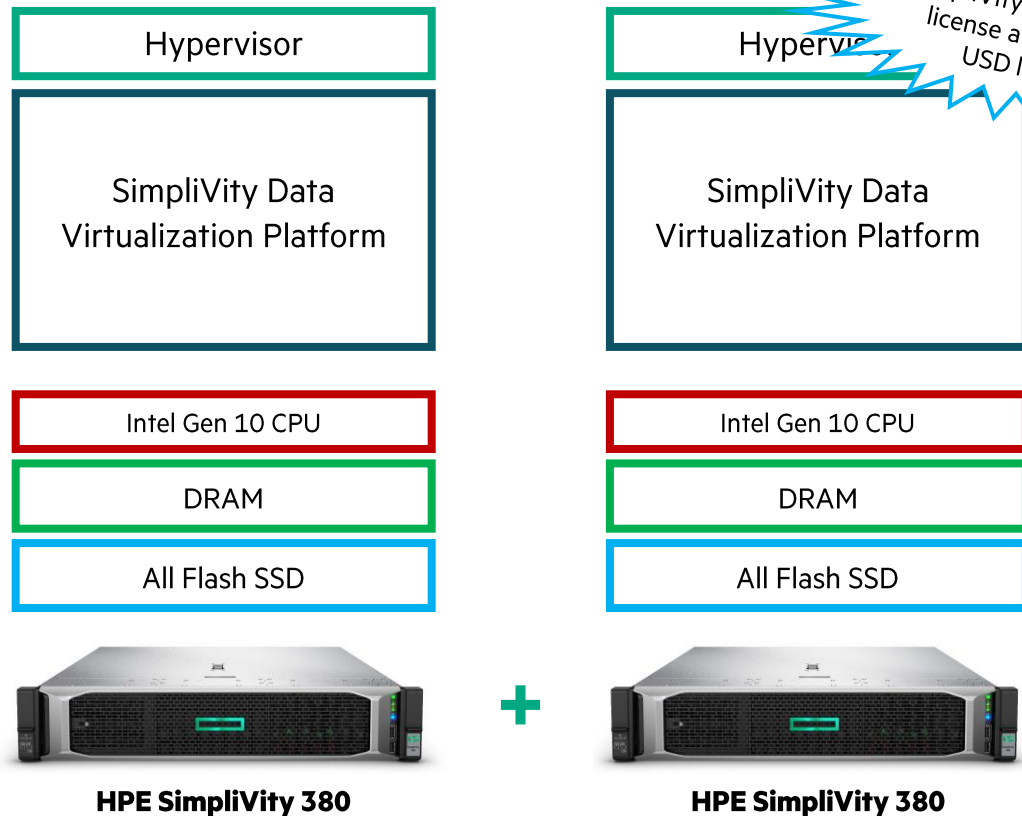


SIMPLICONVERT



SIMPLICONVERT WITH HPE SIMPLIVITY PROMOTION

- Available until October 31st 2020



Earn [Engage & Grow Bonus Points](#) approx. **EUR 415,00** or more depending on the config

Value proposition

- Superior data efficiency with 90% guaranteed capacity savings across production
- Build-in backup storage capacity
- Delivers 73% TCO savings compared to traditional infrastructure

Target customer use cases:

- Enterprise Remote Office / Branch Office (ROBO) general virtualization
- Client Virtualization (VDI)
- Storage modernization that requires built-in backup and protection
- Datacenter consolidation that requires VM Server and SAN Install Base refresh

Offer

Customer buys two or multiple SimpliVity 380 nodes and get **one HPE SimpliVity software license at \$100 USD list**.

Targeted audience

New HPE Hyperconverged solution customers

Offer period

August 1st 2020 – October 31st 2020.

Geographical scope

Check with your Distributor for availability

Terms and conditions

1. The promotion valid until October 31st 2020
2. New HPE Hyperconverged customers only (No HC in the last 3 years)
3. SW license promotion limited to only 1 per customer entity
4. Cannot be combined with other promotions on the same SKU parts



SIMPLIREPLACE



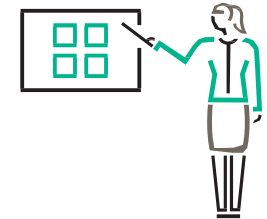
HPE SIMPLIVITY SIMPLIREPLACE PROGRAM



- Tired of rising costs and complex management for your virtualized workloads? Do you want 91% more time back into your day for new projects while reducing costs?

Replace your current HCI vendor with SimpliReplace !

- The SimpliReplace offer includes:
 - Special Promotional discount on new HPE SimpliVity nodes
 - Fair market value trade-in credit for your existing HCI solution
 - Special discounts on HPE PointNext support
 - HPEFS offers (90-day deferral) where available.



HPE SimpliVity comes with the following HyperGuarantee



20% lower cost vs. Other HCI vendors

HPE SimpliVity provides the lowest entry point of any HCI solution with lower administration, data center and support costs.



Simplified data protection – built-in

The only hyperconverged platform that includes built-in backup and replication. Restore 1 TB VM in 60 seconds or less guaranteed.



Highest availability and most advanced AI for HPE SimpliVity

Five 9s availability at the lowest entry point of just 2 nodes with HPE InfoSight.

HPE CLOUD VOLUMES



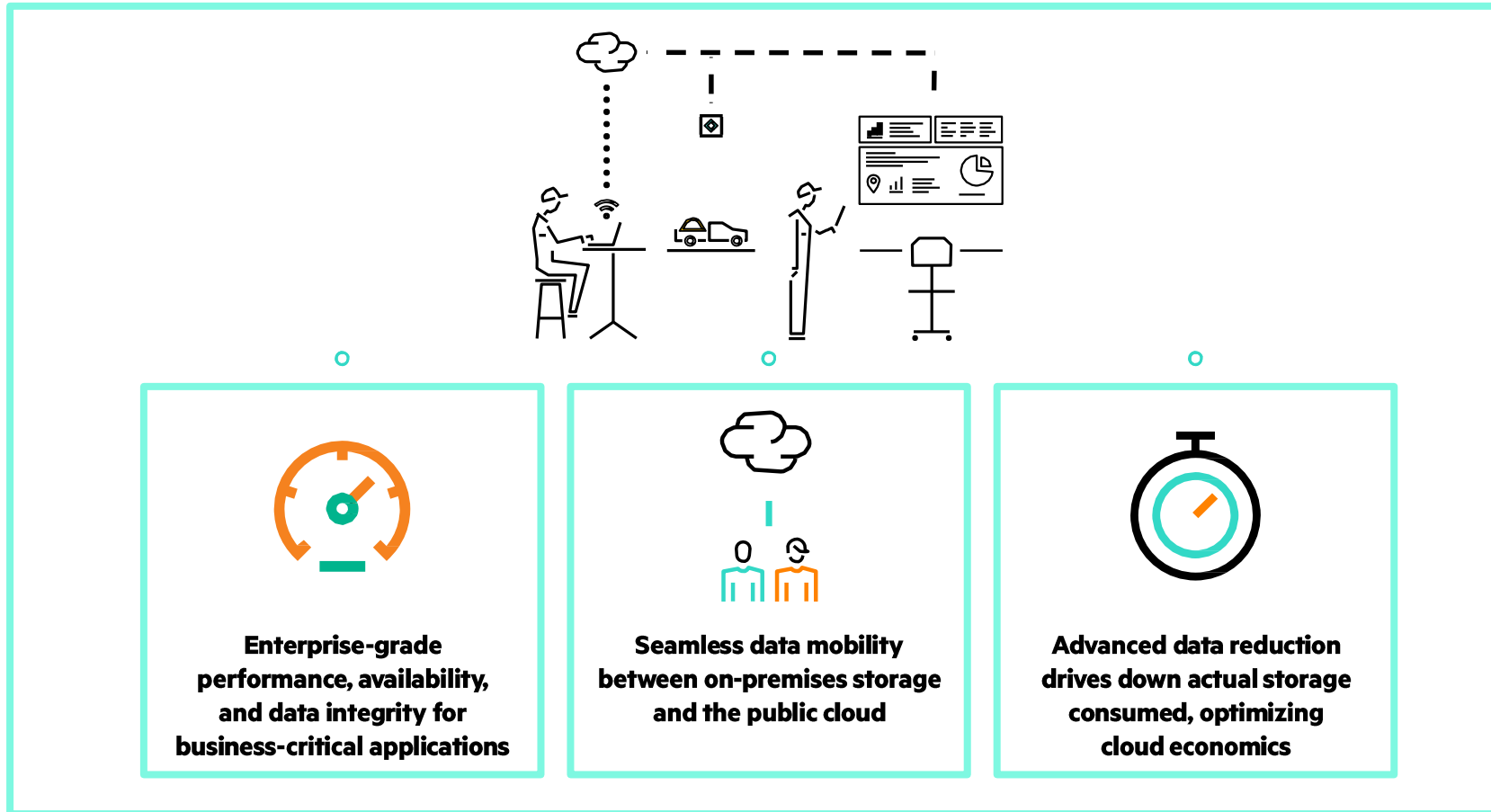
The background of the slide is an aerial photograph of a vast tulip field. The field is composed of numerous long, parallel rows of tulips in various colors, including red, orange, yellow, pink, and white. The rows are arranged in a grid-like pattern, creating a strong sense of perspective. In the center of the slide, there is a rectangular inset that shows a zoomed-in view of the same field, highlighting the individual rows and the vibrant colors of the flowers. The inset is framed by a thin white border.

PROMOTIONAL OFFER FOR HPE CLOUD VOLUMES



Request Form
HPE Cloud Volume

- Manage unpredictable workloads while protecting your data by using HPE Cloud Volumes.



- **As a suite of enterprise cloud data services**, HPE Cloud Volumes unlocks agility and innovation **by empowering IT to move away from managing infrastructure, to simply consuming it**. Organizations can spin up storage capacity in minutes and pay-as-they-consume in the cloud without compromising on enterprise SLAs.
- Get a \$3500 (USD) credit promotion per account for subscriptions purchased between April 15th and October 31st, 2020.
- Contact your HPE sales representative for more details.



HPE INTEGRATED VSAN READY NODE SOLUTIONS

WHAT IS HPE VSAN READY NODES?

Turnkey Solution for accelerating your journey to software-defined storage

Consolidated Compute & Storage Nodes

- ✓ Built on the number 1 server for virtualization – **HPE ProLiant Servers**
- ✓ Use VMware vSAN Storage



Tested solution ships complete with:

- ✓ SSD
- ✓ HDD
- ✓ Memory
- ✓ Networking
- ✓ I/O Controller

3 HPE vSAN Ready Nodes with **Workload Optimized** for...



DL325

All Flash 6

P17504-B21

1x AMD EPYC 7401P
256GB DDR4
Capacity - 12TB
10Gb 2-port 563FLR-SFP+
1x VMware vSAN Advanced

Virtualization & Infrastructure

- Web Serving
- App/dev
- Collaboration
- Data Management
- Content Delivery Network
- Sys Management
- Security
- CRM



DL360

All Flash 8

P17393-B21

2x Intel Xeon-Silver 6132
384GB DDR4
Capacity - 12TB
10Gb 2-port 562FLR-SFP+
2x VMware vSAN Advanced

Data Management & Transaction Processing

- Data Analytics
- Data Management
- Search
- Electronic Design Automation



DL380 24SFF

Hybrid 8

P17481-B21




2x Intel Xeon-Silver 4214
384GB DDR4
Capacity - 14.4TB
10Gb 2-port 562FLR-SFP+
2x VMware vSAN Advanced

Storage Optimized, Data Warehouse

- Data Management (Warehousing)
- Long-Term Storage (Archival)
- Collaboration

3 HPE vSAN Ready Nodes with **Workload Optimized for...**

Earn 1000 **Engage & Grow points** by selling 1 of the 3 proposed configurations.

SKU	HPE ProLiant Server	VMware vSAN Profile	Min Configurations		Optimized For	Workload
P17504-B21	DL325 Gen10 	All Flash 6 (AF-6)	CPU	24 core	VM Density	<ul style="list-style-type: none"> • Web serving • Collaboration • Security • Data Management
			Memory	256GB		
			Storage Capacity	8TB		
			Storage Cache	2x200GB		
P17393-B21	DL360 Gen10 	All Flash 8 (AF-8)	CPU	24 core	Memory Intensive and Transactional processing	<ul style="list-style-type: none"> • Data Analytics • Data Management • Search
			Memory	384GB		
			Storage Capacity	12TB		
			Storage Cache	2x400GB		
P17481-B21	DL380 Gen10 24SFF 	Hybrid 8 (HY-8)	CPU	24 core	Storage	<ul style="list-style-type: none"> • Data Management (Warehousing) • Long-Term Storage (Archival) • Collaboration
			Memory	384GB		
			Storage Capacity	12TB		
			Storage Cache	2x400GB		

How to order?

Value proposition

- HPE vSAN Ready Nodes are complete solutions, fully tested, pre-configured and jointly recommended by VMware and HPE.
- The vSAN Ready Nodes proposed in this promotion are workload optimized for Virtualisation, Data Management and Storage Optimized data warehouse.

Offer

- vSAN Ready Nodes are pre-configured in OCA. Additional components can be added.
- vSAN licences included in the bundles.
- Refer to deal # **97791836 €**
- **# 97794963 DKK**
- **# 97795241 NOK**
- **# 97795251 SEK**

Targeted audience

Mid-market & Enterprise Class customers

Offer period

August 15st to October 31st 2020, with option to extend

Geographical scope

NWE region (France, Netherlands, FinBal, BeLux, Norway, Sweden, Denmark) .
Check availability with local country category

T&Cs

1. Additional components (cables, services, etc.) follow standard discount rules.
2. No parts can be deducted from the offered bundle.
3. Any cumulating with other promotions on similar SKUs is not allowed



DESKTOP VIRTUALIZATION VDI STARTER KITS

HPE PROPOSALS FOR DESKTOP VIRTUALIZATION

Server Based Computing **SBC** + Virtual Desktop Infrastructure **VDI**

VDI Solutions for every need

RACK SCALE

Small teams to hundreds of users



HPE ProLiant DL

HYPER-CONVERGED

High-density storage and compute



HPE SimpliVity

COMPOSABLE

Scale to thousands of users



HPE Synergy

DESIGN & IMPLEMENTATION SERVICES

SUPPORT & MANAGEMENT

EDUCATION

FINANCING



Microsoft

CITRIX®

vmware®

STARTER KITS

SBC Apps Virtualization

30



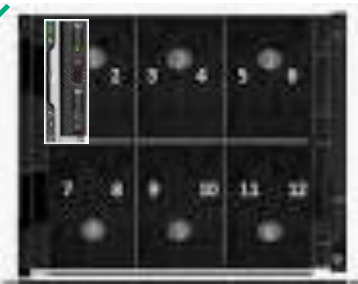
HPE DL360

60



HPE SVT 325

60



HPE 12000 Frame
SY480

VDI Desktop Virtualization

16



HPE DL380

16



HPE SVT 380G

16



HPE 12000 Frame
SY480 & PCIe Exp

Value proposition

- HPE Virtual Desktop Infrastructure (VDI) Solutions and HPE Server Based Computing (SBC) configurations you need to succeed with WFH and remote access capabilities
- Increase user productivity, streamline operations and better manage risk

Target customer use cases

- Client/server applications like EHR, ERP, MRP customer management and support
- Regulatory compliance in health care, finance and government
- Graphics applications like CAD, FEA and geoscience visualization

Offer

- Partner can buy up to 3 kits. Needs to complete configuration with additional compute, storage modules and options.
- Software licenses not included (Microsoft, VMware and Citrix)
- Refer to deal **#97564064 €**
- **#97596542 SEK**
- **#97596822 NOK**
- **#97596909 DKK**

Targeted audience

Mid-market & Enterprise Class customers

Offer period

May 1st to October 31st 2020, with option to extend

Geographical scope

NWE region (France, Netherlands, FinBal, BeLux, Norway, Sweden, Denmark) .
Check availability with local country category

T&Cs

1. Additional components (cables, services, etc.) follow standard discount rules.
2. Installation services & support services to be included
3. Promotion limited to 1 per customer
4. Any cumulating with other promotions on similar SKUs is not allowed



Earn 100 [Engage & Grow Bonus Points](#) with Nvidia Tesla T4²

48



ILO ADVANCED FREE TRIAL



FREE EXTENDED ILO ADVANCED TRIAL LICENCE UNTIL END CALENDAR YEAR 2020

HPE iLO Advanced offers security and smart remote functionality without compromise for HPE ProLiant Servers and now customers and channel partners can access an **extended trial license that lasts until the end of the year for FREE.**

HPE understands challenging circumstances require solutions that will help customers that need to access their server remotely and securely.

This license includes the full suite of HPE iLO server management capabilities that offers users enhanced security, improved efficiency and ease of server Management

Seismic content :

- [Selling in Uncertain Times](#)
- [FAQ - iLO Advanced Free Trial License Offer](#)
- [Sales Summary Sheet - iLO Advanced Free Trial License Offer](#)
- [eDM – iLO Advanced Is Free to Use For the Rest of 2020](#)
- [HPE Gen10 Servers Security](#)



DOWNLOAD FREE EXTENDED iLO ADVANCED TRIAL LICENSE IN 5 STEPS

Step 1: Go to the iLO home page www.hpe.com/info/iLO

Step 2: Click on the green box “Try ILO Advanced”

Step 3: Complete Form and click “Go to Download”

Step 4: Click on Download

Step 5: Acknowledge Welcome Email Confirmation

NOTE:

- Customers downloading licenses till Nov 2nd, 2020 will get a key that will expire on Jan 1st, 2021.
- Customers downloading licenses after Nov 2nd, 2020 will get a key valid for 60 days from date of activation



ENGAGE & GROW PROGRAM

ENGAGE & GROW PROGRAM FOR REWARDING PRODUCT SALES

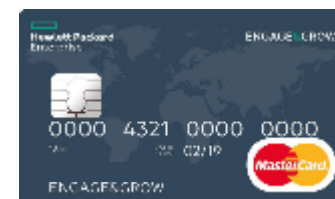
Program open to Platinum, Gold, Silver, Business and Proximity Partners

Engage & Grow is the program to recognize and reward channel sales reps sales performance, to increase Revenue on specific products



For selling pre-selected HPE products, sales reps can earn Bonus Points. Points which need to be redeemed at the end of the quarter

BeNeLux
Credit card payment



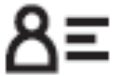
Nordics
Bank transfer



HOW DO NEW RESELLERS REGISTER?



Go to <https://emea.engageandgrow.hpe.com/EN/Pages/CompanyRegistration> webpage



Register your company with your company's HPE Partner ID (Sales or Partner Vendor) Manager or company administrator* needs to be the 1st person to register



Complete the partner survey in 15 minutes



Company administrator can invite more sales reps from your company via 'Company Management' console (under 'my profile')



For BeNeLux partners only: order prepaid credit cards for each sales rep or order 1 company credit

(only order credit cards in case money will be transferred to individual credit cards)



HOW DOES THE PROGRAM WORK FOR RESELLERS?

 **Sales Reps are collecting Bonus Points** for selling select HPE Products (and Pointnext Attach Services*). Since December 2019 value products are also rewarded

 1 Bonus Point is **1€ gross for the Sales Rep, max 3 K €** gross per quarter
Proximity Resellers can earn **max 2 K €** gross per quarter
Silver, Business, Gold, Platinum Partners can earn **max 20 K €** gross per quarter

 **Product Trainings and Downloads** are rewarded (for Volume products – Silver, Business and Proximity partners only)

 **Weekly Update** of sell-out Reports (loaded into the tool based on HPE Sell-out reports)

 Bonus Points need to be actively transferred at the **end of the quarter**

BeNeLux



Nordics

Bank transfer



YOUR SCORE

Hello James Miller

Please see the Bonus Points your team earned for all Incentives

1498 BP

Team members: 7

Time period: 2016-02-01 – 2016-04-30

Last update: 2016-03-25

* PN Attach incentives are only valid for Silver, Business and Proximity partners.

SKY LAKE AND CASCADE LAKE INTEL SERVERS

ENGAGE & GROW SUMMER PROMO

This new incentive is open to Platinum, Gold, Silver and Business Partners as of August 15

As long as stock lasts with distributors you can benefit from the Q4 Engage & Grow point values

This special summer promo adds 40 Bonus Points to the Bonus Points that were allocated to these Product SKU's during Q3.
Also Platinum & Gold partners are eligible to earning these Bonus Points (although they were not eligible during Q3)

SKU number	Part of Engage & Grow in Q3	Q3 Engage & Grow Point values	Product description	Q4 Engage & Grow point values
877621-421	yes	10	HPE ML350 Gen10 4110 1P 16G 8SFF Svr	50
P17079-B21	yes	10	HPE DL20 Gen10 E-2224 1P 16G 2LFF Svr	50
P16926-421	yes	10	HPE ML30 Gen10 E-2224 1P 8G NHP Svr	50
P11051-421	yes	20	HPE ML350 Gen10 4210 1P 16G 8SFF Svr	60
P19779-B21	yes	20	HPE DL360 Gen10 4210 1P 16G NC 8SFF Svr	60
P19774-B21	yes	20	HPE DL360 Gen10 4208 1P 16G NC 8SFF Svr	60
P20174-B21	yes	20	HPE DL380 Gen10 4210 1P 32G NC 8SFF Svr	60
P02462-B21	yes	20	HPE DL380 Gen10 4208 1P 16G 8SFF Svr	60
P11050-421	yes	20	HPE ML350 Gen10 4208 1P 16G 4LFF Svr	60

Q4 ENGAGE & GROW INCENTIVE OVERVIEW PLATINUM & GOLD

The product sales rewards and point calculation method may vary quarter by quarter

VALUE program Bonus Points	HPE Product Line	HPE Product Line Description	Point Calculation	Incentive name	Update versus Q3 incentive
	S8	Hyper Converged	Deal size based (100\$ sold is equal to 2 BPs)	Simplivity/ Hyper Converged	No change
	QS	Primera storage	Deal size based (100\$ sold is equal to 1 BPs)	Primera Storage	Point value adapted
	H5	Nimble Storage Enterprise Arrays		Nimble	
	H6	Nimble Storage Entry Arrays			
	H7	Nimble Storage Add-Ons and Expansion Shelves			
	N1	Cloud Volumes			
	N2	Timeless Storage Controllers Update			
	S6	Synergy Infrastructure and Compute		Synergy	No change
	S7	Synergy Value Options			
	PH, PO, PN, PM, PK, PF, PB, ON, O1, NZ, LU	GreenLake	2500 or 5000 BPs based on order booking value* * It must be a new Indirect Greenlake deal Sales cycle needs to be driven by Partner (HPE sales can support the team) For an Order booking value between 200-499K\$ -> 2500 BPs will be awarded For an Order booking value above 500K\$ -> 5000 BPs will be awarded	Greenlake	Point value adapted
Other Bonus Points		HPE Product Description	Point Calculation	Incentive name	Update versus Q3 incentive
		AMD Servers	60 BP's per AMD server sold	AMD	No change
		ProLiant DX Servers	60 BP's per ProLiant DX server sold	Nutanix	New incentive
		Skylake and Cascade lake summer promo	50 or 60 BP's per server sold	Server Summer promo	
		RedHat	Details TBC	Red Hat	
		VSAN Ready nodes	1000 BP's per configuration	VSAN	
		Pointnext Data Center care	Starter Pack: 150 to 250 BP's	Pointnext DC Care	New SKU's added

56

Q4 ENGAGE & GROW INCENTIVE OVERVIEW SILVER AND BUSINESS PARTNERS

The product sales rewards and point calculation method may vary quarter by quarter

VALUE program Bonus Points	HPE Product Line	HPE Product Line Description	Point Calculation	Incentive name	Update versus Q3 incentive
	S8	Hyper Converged	Deal size based (100\$ sold is equal to 2 BPs)	Simplivity	No change
	H5	Nimble Storage Enterprise Arrays	Deal size based (100\$ sold is equal to 2 BPs)	Nimble	
	H6	Nimble Storage Entry Arrays			
	H7	Nimble Storage Add-Ons and Expansion Shelves			
	N1	Cloud Volumes			
	N2	Timeless Storage Controllers Update	Deal size based (100\$ sold is equal to 1 BP)	Synergy	Point value adapted
	S6	Synergy Infrastructure and Compute			
	S7	Synergy Value Options		Primera Storage	Point value adapted
	QS	Primera storage	2500 or 5000 BPs based on order booking value* * It must be a new Indirect Greenlake deal Sales cycle needs to be driven by Partner (HPE sales can support the team) For an Order booking value between 200-499K\$ -> 2500 BPs will be awarded For an Order booking value above 500K\$ -> 5000 BPs will be awarded	Greenlake	
PH, PO, PN, PM, PK, PF, PB, ON, O1, NZ, LU	GreenLake				
Other Bonus Points		HPE Product Description	Point Calculation	Incentive name	Update versus Q3 incentive
		AMD Servers	60 BP's per AMD server sold	AMD	No change
		ProLiant DX Servers	60 BP's per ProLiant DX server sold	Nutanix	New incentive
		Skylake and Cascade lake summer promo	50 or 60 BP's per server sold	Summer promo	
		RedHat	Details TBC	Red Hat	
		Compute « Count it all » sell-out booster	All Compute Product lines sales: 250 to 350 BP's	Compute count it all	
		VSAN Ready nodes	1000 BP's per configuration	VSAN	New SKU's added
		Pointnext Data Center care	Starter Pack: 150 to 250 BP's	Pointnext DC Care	
		Pointnext Attach Services		Pointnext	TBC
		Incentives like Intel Servers, Windows ROK licenses, MSA, StoreEver, Nvidia, Rack&Power also remain in place in Q4			



HPE FINANCIAL SERVICES

H2 20 – SUGGESTION

Freeing up cash in the middle of CV-19



Create the Story

- Value Proposition
- Solutions : 3 possible proposals to chose from:
 - No payments first 3 months. Then normal monthly charge for rest of period.
 - 1% per month charge during the first 8 months, then 3.33% per month for the rest of the period.
 - Sale and lease back of equipment to HPEFS.

HPEFS OFFER APPLICABILITY BY SEGMENT

All HPEFS offers are generally available, but may have more/less applicability depending on the customer segment

Global Accounts

Enterprise Accounts

MM/SMB Accounts

DEFER OR REDUCE EXPENSE

Payment Deferral2020 Payment Relief Program

GENERATE CASH FROM ASSETS

Accelerated Migration

RELIEVE CAPACITY STRAIN OR DELIVERY DELAYS

Certified Pre-Owned Tech



DEFER OR REDUCE EXPENSES

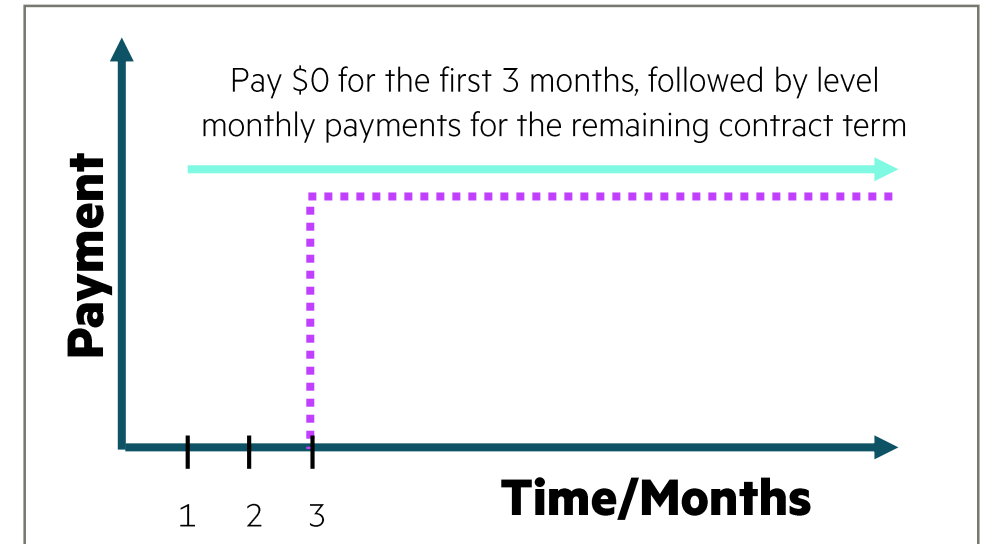
90 Day Payment Deferral

SIMPLE AND STRAIGHTFORWARD...BUY NOW, PAY IN LATER

- Delay new equipment payments to help ease budget strain.
- No payments for up to 90 days

HOW IT WORKS

1. Put equipment into place today and make no payments for the first 90 days of your contract term
2. Qualifying transactions start at a minimum of \$5,000 USD
3. Available globally where ever HPE Financial Services operates.
4. Full portfolio of HPE Servers & Systems, Networking and Data Storage hardware. Select non-hardware items (e.g. software, software appliances, services, and installation) may be bundled.



Financing available through Hewlett-Packard Financial Services Company and its subsidiaries (HPFSC) to qualified customers and is subject to credit approval and execution of standard HPFSC documentation. Rates and terms are based on customer's credit rating, offering types, services and/or equipment type and options. Other charges, including without limitation, taxes, fees and shipping charges, may apply. Not all HP products are eligible. Not all customers may qualify. Other restrictions may apply. HPFSC reserves the right to change or cancel this program at any time without notice

DEFER OR REDUCE EXPENSES

2020 Payment Relief Program

DEFER OVER 90% OF THE COST UNTIL 2021

- Lower payment to get you into next year
- Pay 1% of the solution value monthly for the first 8 months
- Full portfolio of HPE Servers & Systems, Networking and Data Storage hardware.
- Up to 20% select non-hardware items (e.g. software, software appliances, services, and installation) may be bundled.
- Qualifying transactions start at a minimum of \$5,000 USD
- Offer available until December 31st, 2020

Example (\$100K) over 36 months

First 8 months

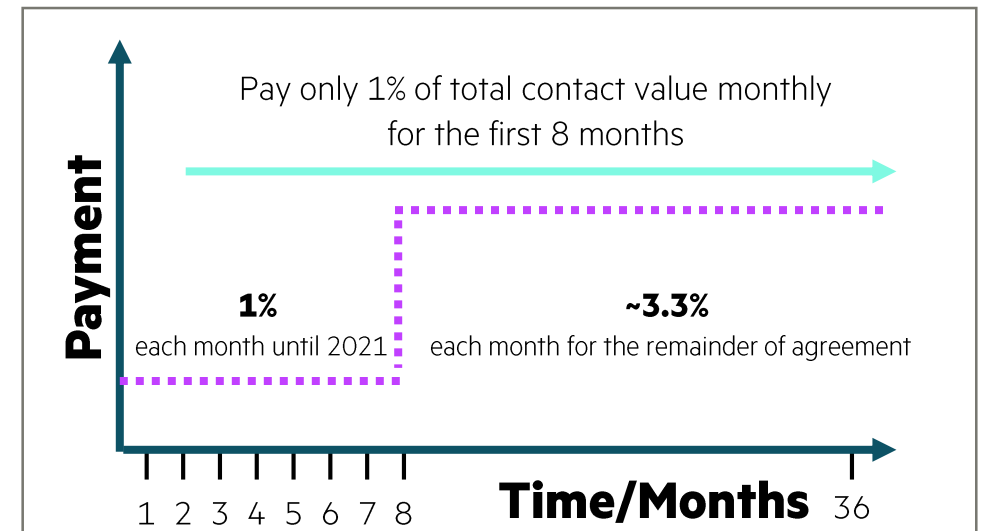
$\$100,000 \times 1\% =$
\$1,000 per month

2021

Remaining 28 months

$\$100,000 \times \text{approx. } 3.3\% =$
~\$3,300 per month

36, 48 or 60 month contract term



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GENERATE CASH FROM EXISTING ASSETS

Accelerated Migration

MONEY IN YOUR POCKET TO HELP EASE BUSINESS VOLATILITY

- Cash infusion back into your business using your current tech
- In place tech become an enabler to bridge budget gaps
- No interruption to your business operations

HOW IT WORKS

1. We work with you on scope infrastructure and determine asset value validation. Asset purchased with the last two months may be eligible for full original invoice value. Minimum transaction size is \$100,000 USD
2. HPEFS purchases your technology through an asset ownership transfer, and you receive a cash payment for the calculated value.
3. You keep using your in place tech and we establish a usage agreement. Contract duration, payment terms and structure tailored to your individual needed.

Financing available through Hewlett-Packard Financial Services Company and its subsidiaries (HPFSC) to qualified customers and is subject to credit approval and execution of standard HPFSC documentation. Rates and terms are based on customer's credit rating, offering types, services and/or equipment type and options. Other charges, including without limitation, taxes, fees and shipping charges, may apply. Not all HP products are eligible. Not all customers may qualify. Other restrictions may apply. HPFSC reserves the right to change or cancel this program at any time without notice

A NEW WAY TO FUND

\$642M

Amount HPEFS has added to clients budgets over the last two years

\$25K to \$94M

Range of capital returned to client accounts

ALSO AVAILABLE

Tech buyback: Empty your storage rooms & put money back in your pockets. Use excess, newer generation owned tech to help generate capital.

USE CASE EXAMPLE*

Seismic: <https://hpe.seismic.com/Link/Content/DCXnX4H6Z0XEyfgrZn2F9lXQ>

DEFER OR REDUCE EXPENSE*

MINING COMPANY

- Company needed a solution to access tech for multiple projects with easy return and refresh, and minimal impact to cash flow.
- Simple financial solution that avoided a large cash outlay, facilitated quick action and avoided the complications of ownership
- HPEFS was able to provide a predictable monthly payment with the flexibility to upgrade more often, return or refresh equipment again

GENERATE CASH FROM ASSETS*

LARGE US INSURER

- Needed to transform to a new as-a-service consumption model while protecting/optimizing the capital investments made to date in support of its insurance customers.
- In addition to new technology acquisition of servers, storage and networking as part of a GreenLake deployment, we used their existing assets to return capital to business.
- Funding from their existing IT estate generated enough capital to cover the 1st year cost of an HPE Storage installation.

RELIEVE CAPACITY STRAIN OR DELIVERY DELAYS

AUSTRIA HOSPITAL

- Directly related to strain created by COVID-19 pandemic
- Hospital was experiencing capacity constraints and require additional compute power to handle the additional workload
- HPEFS Asset Lifecycle team identified the required assets, 14 Gen 9 C7000 Blades, which were currently being decommissioned at a European auto maker.
- In partnership with Pointnext, we did data sanitization at the auto maker and then ship directly to the Hospital

*Example to illustrate solutions. Not specifically related to COVID-19 business impact.

SALES ENABLEMENT ASSETS

Available on HPEFS Briefcase, and in the HPE Selling in Uncertain Times Briefcase on Seismic

Program Guides

- Solutions to address Economic Challenges 1 Page Overview
- PPT: HPEFS Solutions to address Economic Challenges Deep Dive
- DOC: HPEFS Solutions to address Economic Challenges 1 Pager

Collateral

- [Payment Deferral](#)
- 2020 Payment Relief Program (in production, available March 30)
- [Accelerated Migration](#)
- [Extended Deployment](#)
- [Certified Pre-Owned Technology](#)

The screenshot displays the HPE Financial Services website. At the top, the HPE logo and 'Financial Services' are visible. Below this, a section titled 'FINANCING AND ASSET LIFECYCLE OPTIONS TO ADDRESS ECONOMIC CHALLENGES' is dated 'Updated: March 22, 2020'. A paragraph explains that HPE Financial Services is focused on helping alleviate some of the strain felt by businesses as they, as a global community, navigate the current business reality. A variety of financing and asset lifecycle options are available to help address the most pressing challenges you're facing, from helping companies and organizations succeed both long-term and protect your day-to-day business, and prepare for the future with a few options to consider.

Below this, there are several key sections:

- GENERATE CASH FROM EXISTING ASSETS:** Accelerated Migration. Unleash the hidden value in your current computing spend. If you don't need all your money in your pockets today, the incremental capital you have the flexibility to support other parts of your business. Over the last few years, HPE Financial Services has helped customers realize up to \$100,000 in cash.
- DEFER OR REDUCE EXPENSES:** Payment Deferral. Acquire now and pay later. Take a light budget. Available on new technology purchases, software, software appliances, services, and installation. [Find out more about Payment Deferral](#).
- 2020 Payment Relief Program:** Access the HPEFS 2020 to help navigate temporary cash flow challenges. Financing agreement. Pay 1% of total contract value on monthly payments would equal ~1.1% of total contract value.
- MATCH PAYMENTS TO PRODUCTION:** Extended Deployment. Extend technology today, but stay? The phased deployment program allows you to configure, test, and stand up your systems before you go live. [Find out more about Extended Deployment](#).
- RELIEVE CAPACITY STRAIN OR DELIVERY DELAYS:** Certified Pre-Owned Technology. Premium equipment that is technology available to you. This technology is certified and meets HPE's 3-year warranty. Whether components, parts, and upgrades, or whole systems, you can be assured that you will be receiving a premium, on-time, on-site, and of equipment is available to help the client's custom configured with a variety of options to meet their needs.

On the right side, there is a section titled 'MATCH PAYMENTS TO USE Extended Deployment' with a sub-header 'ACQUIRE NOW, PAY WHEN DEPLOYED'. It lists several benefits:

- Get up to 22 months of extended deployment.
- A flexible payment structure that allows you to pay for what you need when you need it.
- Only 50% of total value is paid upfront.
- Flexible payment structure allows a financing period of up to 24 months.
- Flexible payment structure allows a financing period of up to 24 months.
- Flexible payment structure allows a financing period of up to 24 months.

Below this, there are four columns: GREATER FLEXIBILITY, REDUCED RISK, COST CONTROLS, and IMPROVED PRODUCTIVITY. Each column has a brief description of the benefit.

At the bottom, there is a section titled 'Navigating a challenging landscape' with a sub-header 'Overcoming challenges, now and into the future'. It discusses the challenges of navigating a challenging landscape and how HPE Financial Services can help.



THANK YOU

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