

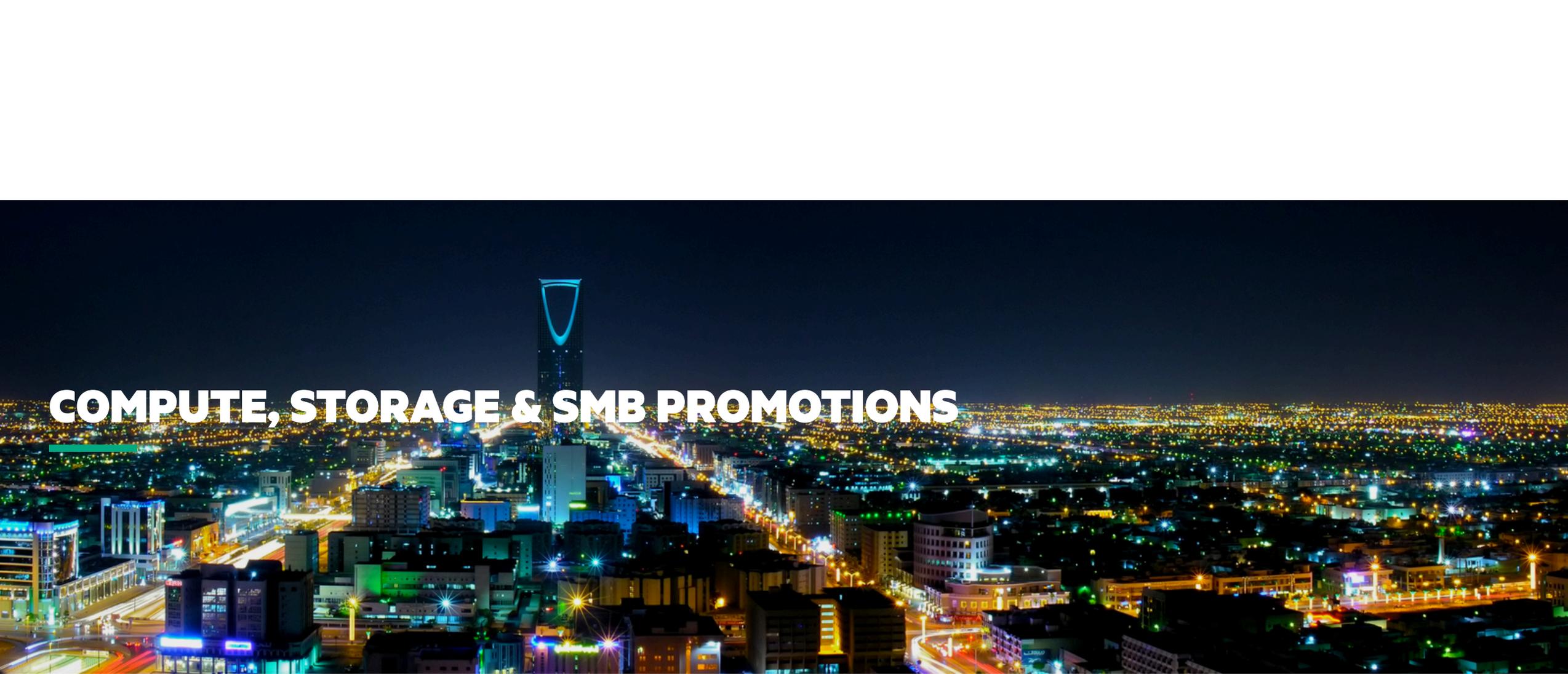


**Hewlett Packard  
Enterprise**

# **HPE MESA PROMOTIONS DECK**

**FY20 – H2**





# COMPUTE, STORAGE & SMB PROMOTIONS



# COMPUTE, STORAGE & SMB PRICE BOOKS

TPL : Transactional Price List

TVA : Top Value Accelerate

## SMB Bundles

Integral part of the TVA Price Book. Distributors get additional rebates on selling bundled solutions based on workloads and use cases.

## Local Promotions

- MSA SKUs that moved from TVA to TPL
- RSA: TVA SKUs that were removed from Standalones

## Other Promotions

- The times of COVID-19 : Infection Detection Solution
- VDI promotion for Citrix solutions
- dHCI Q3 promotion bundles



# TOP VALUE SMB OFFERS

“Ready to go. Aggressively Priced. Right-sized solutions.”

### Entry Offers

- Lowest Cost
- Entry Price Point
- Competitive Pricing Benchmark

### Performance Offers

- Top selling configuration
- High velocity (volume sales)
- Competitive Pricing Benchmark

### Solutions Offers

- Driven by customer workload demands
- Beyond Hardware
- Integrated HW/SW for key workloads

What are the HPE SMB Offers and what is in it for you?  
Check this video:



# TOP VALUE SMB OFFERS

## Examples: Performance Bundles

### DL380 Gen10

<b>P20174-B21</b>	<b>PERFDL380-011</b>
DL380 Gen10 SMB Offer, 1P Intel® Xeon® 4210 10C 2.2GHz, 32GB RAM, No Drive (8SFF HP Cage), 500W PS, Network Choice	
<b>Offer Elements</b>	
1 x 32GB RAM (P00924-B21) 1 x 500W Power Supply (865408-B21)	

### DL380 Gen10

<b>P20249-B21</b>	<b>PERFDL380-012</b>
DL380 Gen10 SMB Offer Intel® Xeon® 5218 15C 2.3GHz, 32GB RAM No Drive (8SFF HP Cage), 800W PS, Network Choice	
<b>Offer Elements</b>	
1 x Additional Processor (P02498-B21) 3 x 32GB RAM (P00924-B21) 1 x Riser Kit (870548-B21) 1 x 800W PS (865414-B21)	

## Examples: Storage Bundles

### MSA 2050 SAN Storage LFF - FC / ISCSI

<b>Q1J00A</b>	<b>PERFM5A-001</b>
<b>MSA 2050 SAN Dual Controller LFF Storage</b>	
LFF Array Chassis, 2 MSA 2050 SAN controllers, 2 AC Power Supplies, 2.7m PDU cords (IEC C14), 1 Rackmount kit	
<b>Offer Elements</b>	
MSA 48TB SAS 12G 6-pack HDD Bundle (ROP90A)	

### MSA 2050 SAN Storage SFF - FC / ISCSI

<b>Q1J01A</b>	<b>PERFM5A-002</b>
<b>MSA 2050 SAN Dual Controller SFF Storage</b>	
SFF Array Chassis, 2 MSA 2050 SAN controllers, 2 AC Power Supplies, 2.7m PDU cords (IEC C14), 1 Rackmount kit	
<b>Offer Elements</b>	
MSA 108TB SAS 6-pack HDD Bundle (ROP86A)	

## Examples: Entry Bundles

### DL160 Gen10 - NEW

<b>P19559-B21</b>	<b>ENTDL160-003</b>
DL160 Gen10 SMB Offer, 1P Intel® Xeon® 3204 6C 1.9GHz, 16GB RAM, No Drive (4LFF Cage), S100i, 500W PS	
<b>Offer Elements</b>	
1 x 500W Power Supply (865408-B21) 1 x Smart Array E208i-a SR (869079-B21) 1 x Cable Kit (866452-B21)	

### DL180 Gen10

<b>879513-B21</b>	<b>ENTDL180-002</b>
DL180 Gen10 SMB Offer, Intel® Xeon® 3106 8C (1.7GHz), 16GB RAM, No Drive (8SFF HP Cage), 500W PS	
<b>Offer Elements</b>	
1 x 16GB RAM (815098-B21) 1 x Smart Storage Battery (P01366-B21) 1 x Smart Array Controller P408i-a SR (804331-B21) 1 x Cable Kit (882011-B21)	

## Other SMB Offers available



**FILE AND BACKUP**  
1-250+ employees  
• Centralise files

**Choice of HPE ProLiant Gen10 servers**



**EXTERNAL BACKUP**  
10-100 employees  
Portable storage

**RDX external disk**  
**Recommended option**

**Virtualization**



1 - 8 VMs



**HPE ProLiant Gen10 300, 100, 10 series servers**



**FILE AND BACKUP**  
50-250+ employees  
• Regulatory compliance

**StoreEver 1/8 Autoloader**  
**Recommended option**



**< FIRST OFFICE**  
1-25 employees  
(2 client devices per employee)

**HPE ProLiant ML30 Gen10**  
**HPE OfficeConnect 1920s**  
**2x HPE OfficeConnect OC20\***



Check with your local HPE authorized distributor for latest and updated offers

# TOP VALUE SMB OFFERS

## What's new : Storage

Enhanced focus on Storage solutions : New bundles focusing on SAN, NAS & Backup solutions.

### StoreEasy 1460 - 8TB SATA Storage

If you need an easy-to-manage centralized space for securely storing documents, images, audio, and video files, look no further than HPE StoreEasy 1000 Storage. With HPE StoreEasy, you can have flexible, efficient, and reliable file storage, right-sized for your organization's needs and budget, without compromising on quality or capabilities.



StoreEasy 1460

### StoreEasy 1660

Packing in 60% more internal capacity than our previous generation's best seller, the new StoreEasy 1660 Storage scales to 16 LFF drives in just 2U, lowering expansion costs as your organisation's data grows.



StoreEasy 1660

## HPE RDX REMOVABLE DISK BACKUP SYSTEM OFFERS



### MSA 1050 SAN Storage SFF - Fibre Channel

Designed to meet entry-level storage requirements, the HPE MSA 1050 SAN Storage is a fantastic fit for budget constrained customers. With one of the lowest entry price points in the Hewlett Packard Enterprise Storage portfolio, the HPE MSA 1050 SAN Storage is the platform of choice for smaller IT workloads and has field-proven HPE ProLiant compatibility.



MSA 1050 SAN Storage  
Budget Optimized

### MSA 2050 SAN Storage SFF - Fibre Channel / iSCSI

The HPE MSA 2050 SAN Storage is a flash ready system designed for affordable application acceleration ideal for small and remote office deployments. Don't let the low cost fool you. The HPE MSA 2050 gives you the combination of simplicity, flexibility to grow now, and advanced features you may not expect in an entry-priced array. Start small and scale as needed with any combination of solid state drives (SSDs), high performance Enterprise SAS HDDs, or lower-cost Midline SAS HDDs.



MSA 2050 SAN Storage  
Flexible Hybrid Flash Storage

## HPE STOREEVER MSL OFFERS

### HPE StoreEver MSL 1/8 Tape Autoloader w/ LTO-7 SAS Drive



HPE StoreEver MSL 1/8 Tape  
Autoloader w/ LTO-7 SAS Drive

The HPE StoreEver MSL 1/8 Autoloader combines incredible storage density and features into a compact 1U form factor. Web-based remote management offers the capability to quickly and easily access, configure, monitor, and troubleshoot the autoloader, which reduces dependencies on local IT staff while allowing multiple sites to be supported centrally. Protect confidential information with native encryption, ensuring that if a tape is lost or stolen your data is protected from unauthorized access.

### HPE StoreEver MSL2024 Tape Library w/ LTO-7 FC Drive



HPE StoreEver MSL2024 Tape  
Library w/ LTO-7 FC Drive

The MSL2024 Tape Library offers exceptional storage density and capacity for businesses needing unattended backup, disaster recovery, or archive capability. Web-based remote management eliminates the need for remote office IT staff. Quickly and simply manage the tape media both in and out of the library with the standard bar code reader, configurable mail slots, and multiple 12-slot removable magazines. If a tape were lost or stolen, protect important business data from unauthorized access with data encryption options.

# HPE PROLIANT MICROSERVER GEN10 PLUS

The Compact ProLiant Server To Make Your Own

## Introducing

Unique form factor that is compact and ideal for small space. Fast to setup and easy to use

Powerful yet affordable server for your daily business workloads

iLO Silicon Root of Trust and server management for security, reliability and usability for your server

HPE ProLiant MicroServer Gen10 Plus delivers an affordable compact yet powerful entry level server that you can customize for on-premises or for hybrid cloud possibilities. It is the most compact MicroServer that we have launched so far, which can be placed flat or vertically depending on customer environment. The latest Intel Xeon® E and Pentium® processors supported deliver compute performance as well as security and remote management into the server with HPE iLO silicon root of trust.



# HPE PROLIANT MICROSERVER GEN10 PLUS

The Compact ProLiant Server To Make Your Own

## Key benefits

- Compute capability by the latest Intel Xeon E processor (E-2224)
- iLO 5 remote management
- Networking capability supporting 4x 1GbE LOM and optional BASE-T and SFP+ cards
- More compact design that is great for space constraint customers (4.6" height)

## Ideal use cases

- Small Office and Home Office general purpose applications (1-10 users)
- Remote Office and Branch Office
- Service Providers
- Network Gateway Solution

## Price positioning

- Affordable, compact server uniquely designed for SOHO and ROBO. Supporting Xeon level compute and iLO remote management
- Standard 1-1-1
- US ILP pricing starts from Entry @ \$709\*

## Competition

- Primary
- Dell T40
  - Lenovo ST50
- Secondary
- Fujitsu TX1330 M4

## Key competitive advantages

- Small form factor that saves customer premise space (only 4.6" when laid flat)
- Latest Intel Xeon E and Pentium processors for both performance and cost driven demands
- \*Full HPE iLO 5 support (up to Advanced), InfoSight and OneView
- Four onboard NICs to support SOHO networking requirement, right out of the box

\*US ILP is preliminary and subject to change without notice

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Up to 1 Intel CFL-R Xeon E or Pentium

Intel Xeon E-2224 (4C/4T/3.4-4.6 GHz/71W)  
Intel Pentium G5420 (2C/4T/3.8 GHz/54W)

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(2) DDR4 2666 MT/s, (32 GB max)

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Up to (4) LFF max, SATA HDD or,  
Up to (4) SFF max, SATA SSD

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Standard HPE Dynamic Smart Array **S100i**.  
HPE E208ip-SR HBA (Optional)

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4x1GbE embedded + Stand-up Card (1/10 GbE BAST-T, SFP+)

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1 x16 PCIe 3.0 slot

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HPE iLO 5, HPE SUM/SPP, HPE Intelligent Provisioning, UEFI  
(remote management activated with the iLO Enablement Kit)

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180W External Power Adapter

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**iLO Enablement Kit Option (with a dedicated iLO Port)**

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Standard 1-1-1 warranty

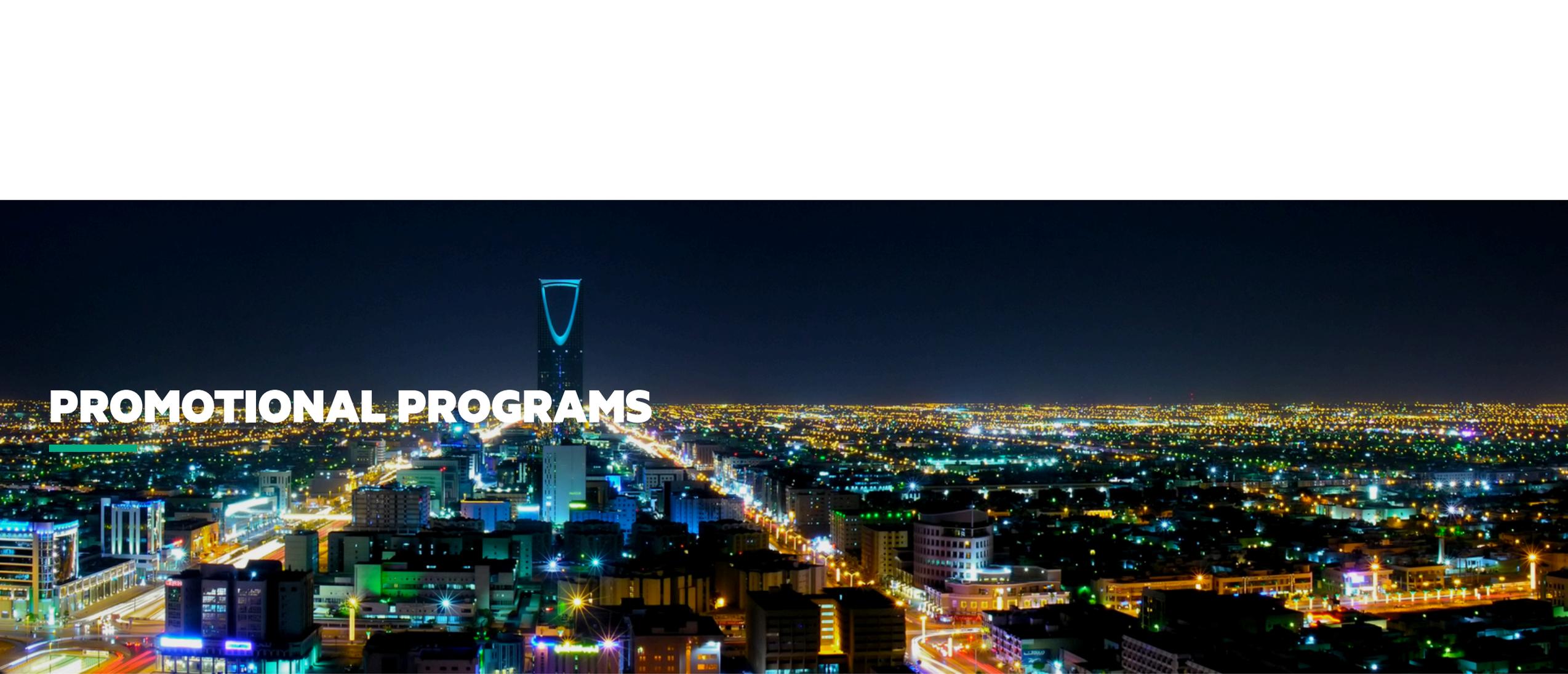
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HPE Secure Encryption, TPM option

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Replaces MicroServer Gen10

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# PROMOTIONAL PROGRAMS



# MICROSOFT CASHBACK PROMOTION

## Microsoft Windows Server Cashback Program

Claim up to €1000 when you buy an eligible HPE ProLiant server with Windows Server 2019.

Promotion Validity: Feb 1<sup>st</sup> 2020 – July 31<sup>st</sup> 2020.

Middle East:

[https://promotions.ext.hpe.com/WMCF.Web/emea\\_middle\\_east/en/promotion/20195/Details/](https://promotions.ext.hpe.com/WMCF.Web/emea_middle_east/en/promotion/20195/Details/)

Saudi Arabia:

<https://promotions.ext.hpe.com/WMCF.Web/sa/en/promotion/20195/Details/>

South Africa:

<https://promotions.ext.hpe.com/WMCF.Web/za/en/promotion/20195/Details/>



**Windows Server 2008 End of Support is happening on January 14 2020**

- No Free Support
- No Free Security Updates
- No Feature Updates

**Lower the cost of the migration to Windows Server 2019 by claiming up to €500 cash back**

**Additionally:** Included in the Engage&Grow program for partners to earn rewards for selling Microsoft licenses from HPE

**Additionally:** Local country-specific promotions. Reach your Category Manager for details.

# MICROSOFT “DOUBLE CASHBACK” PROMOTION



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

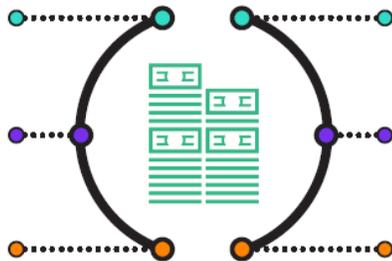
€500

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

HPE ProLiant server and Windows Server 2019 cash back offer – promotion is valid from February 1, 2020 – April 30, 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](http://hpe.com/eu/cashback) for more details

Terms and conditions apply

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

Program Terms and Conditions apply. Check the URLs provided for more details.

Windows Server with ProLiant Cash Back – Up to €500

Windows Server with AMD – Up to €1000

€200 Cash Back with the Small Office Deployment with the DL20 SMB Solution

Engage and Grow – Double Points for HPE Q3



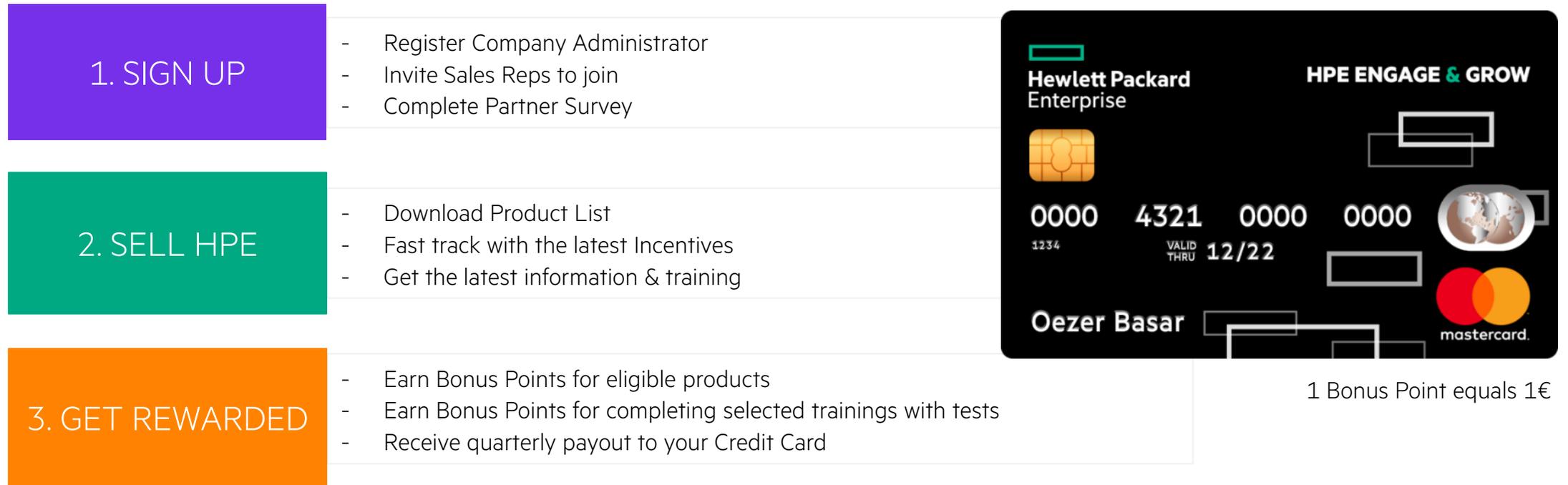
Hewlett Packard Enterprise

Microsoft

# HPE ENGAGE & GROW



- A channel sales incentive program for sales representatives (Sales/Pre-Sales Reps) of HPE Distributors and HPE Resellers
- Designed to motivate and reward the Sales Reps for selling eligible HPE products and solutions and taking selected trainings\*



Program participation, terms and conditions may vary across countries

# RACK SERVER REFRESH PROGRAM

## Refresh and get cash back

Refresh your old IT infrastructure with HPE ProLiant Rack Servers, and get up to \$500 cash back for each eligible competitive Server returned

- Collected at **no charge** from your site
- Drive more **efficient use of energy** & materials. Manage your IT assets in a secure, compliant, & **environmentally responsible** manner. Find out more at [HPE Circular Economy](#)
- **Participants:** End-User Customers, HPE Channel Partners
- **How to apply:** [www.hpe.com/eu/tradein](http://www.hpe.com/eu/tradein)

Brand	Model	Min Specs required	Cashback
Dell	Power Edge R4xx R5xx R6xx R7xx	min 2-socket Server with Intel Nehalem chipset, supporting Xeon5500-Class CPU and above  (Nehalem, Westmere, Sandy Bridge, Ivy Bridge, Haswell, Broadwell).	\$500
Lenovo	ThinkServer RD240 RD230		
	ThinkSystemSRxxx		
Cisco	C-Series		
Super Micro	all		
Huawei	RH Series		

Apply at  
[www.hpe.com/eu/tradein](http://www.hpe.com/eu/tradein)

Buy your new HPE  
Storage Product

Raise collection  
request for used  
product

get refund on your  
Bank account

*Can be combined with deal pricing, final refund may depend on deal discount granted*

Program Terms and Conditions apply. Check the URLs provided for more details.

FOR HPE AND CHANNEL PARTNER INTERNAL USE ONLY

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# HPE INCENTIVE FOR DISPOSAL PROGRAM

## Refresh and get cash back

**Refresh** your old IT infrastructure with HPE Gen10 Servers;

Easiest to manage with [HPE Infosight](#) & [OneView](#)

[World's most Secure Industry Standard Servers](#)

Industry Leading [Power & Efficiency](#)

- Get up to \$ 300 cash back for each used product replaced with new HPE Servers
- Collected at **no charge** from your site
- Drive more **efficient use of energy** & materials. Manage your IT assets in a secure, compliant, & **environmentally responsible** manner. Find out more at [HPE Circular Economy](#)
- **Participants:** End-User Customers, HPE Channel Partners
- **How to apply:** [www.hpe.com/eu/tradein](http://www.hpe.com/eu/tradein)

Replace	Against the purchase of...	Refund
Blade-, Rack- or Tower Servers of	ProLiant BL460c Gen10	\$370
	ProLiant DL160 Gen10	\$100
	ProLiant DL180 Gen10	\$100
	ProLiant DL325 Gen10	\$300
	ProLiant DL360 Gen10	\$300
	ProLiant DL380 Gen10	\$300
	ProLiant DL385 Gen10	\$300
	ProLiant ML110 Gen10	\$50
	ProLiant ML350 Gen10	\$300
	HPE Micro Server Gen 10+	\$100

- Any brand and age
- Complete and functional
- Which had been owned by the end-customer for at least 6 months

Buy your new HPE ProLiant Server

Log a claim at [www.hpe.com/eu/tradein](http://www.hpe.com/eu/tradein)

Prepare your used servers for disposal

get refund on your Bank account

*Products purchased via Promotional OPGs or where special pricing is applied are excluded from HPE's Incentive for Disposal program*

# HPE STORAGE INVESTMENT PROTECTION PROGRAM

## Refresh and get cash back

Refresh your old IT infrastructure with HPE All Flash Arrays;

- [HPE InfoSight](#): Manage with AI for hybrid cloud
- HPE Memory-Driven Flash: [Beyond all-flash](#)
- Industry Leading [Performance & Efficiency](#)
- **Get 200 € cash back** per TB returned.
- Collected at **no charge** from your site
- Drive more **efficient use of energy** & materials. Manage your IT assets in a secure, compliant, & **environmentally responsible** manner. Find out more at [HPE Circular Economy](#)
- **Participants:** End-User Customers, HPE Channel Partners
- **How to apply:** [www.hpe.com/eu/tradein](http://www.hpe.com/eu/tradein)

Return	Against the purchase of...	Refund up to...
Storage Products <ul style="list-style-type: none"> <li>• Any brand and age</li> <li>• Complete and functional</li> <li>• Which had been owned by the end-customer for at least 6 months</li> </ul>	HPE MSA	\$ 50 / TB raw capacity, capped at 50 TB
	Nimble Storage	\$ 200 per TB raw capacity, capped at 50 TB
	HPE Primera	
	HPE SimpliVity	

Apply at  
[www.hpe.com/eu/tradein](http://www.hpe.com/eu/tradein)

Buy your new HPE  
Storage Product

Raise collection  
request for used  
product

get refund on your  
Bank account

*Can be combined with deal pricing, final refund may depend on deal discount granted*



# SPECIALIZED COMPUTE & STORAGE PROMOTIONS



# STARTER KITS AND VALUE PROMOTIONS

DHCI:

Country	Deal ID	Valid Until
Middle East *	97564245	31 <sup>st</sup> July 2020
Saudi Arabia	97564245	31 <sup>st</sup> July 2020
South Africa (USD)	-	-
South Africa (ZAR)	97587074	31 <sup>st</sup> July 2020

Synergy:

Country	Deal ID	Valid Until
Middle East *	97271900 v2	23 <sup>rd</sup> June 2020
Saudi Arabia	97271900 v2	23 <sup>rd</sup> June 2020
South Africa (USD)		
South Africa (ZAR)		

All Starter Kits are at Upfront discounts.  
 Approved as Promotional Discounts.  
 Ready to quote and sell to customers.  
 Only valid for qualifying partners and distributors.  
 No changes to BOQ/configurations.  
 Cannot be used for stocking.  
 All HPE T&Cs and program guidelines apply.

Hardware for VDI solution based on Citrix:

Country	Deal ID	Valid Until
Middle East *	wip	
Saudi Arabia	wip	
South Africa (USD)	-	
South Africa (ZAR)	97570696	31 <sup>st</sup> July 2020

COVID-19 infection detection solution:

Country	Deal ID	Valid Until
Middle East *	97559124	31 <sup>st</sup> July 2020
Saudi Arabia	97559124	31 <sup>st</sup> July 2020
South Africa (USD)	97559124	31 <sup>st</sup> July 2020
South Africa (ZAR)	-	-

\* Middle East includes UAE, Qatar, Gulf & Levant, Egypt



# DHCI STARTER KIT

You choose the Compute, Storage & Networking of your choice...

## Value Proposition

HPE Nimble dHCI starter kit is a readily available config at a pre-approved discount. Valid for sale to end-users. Higher specifications can be easily achieved through hardware upgrades and support upgrades are also possible.

## Target Customer Use Cases

Cross segments : Mid-Enterprise, Large Enterprises, Commercial, Mid-Market and SMB.

## Workloads:

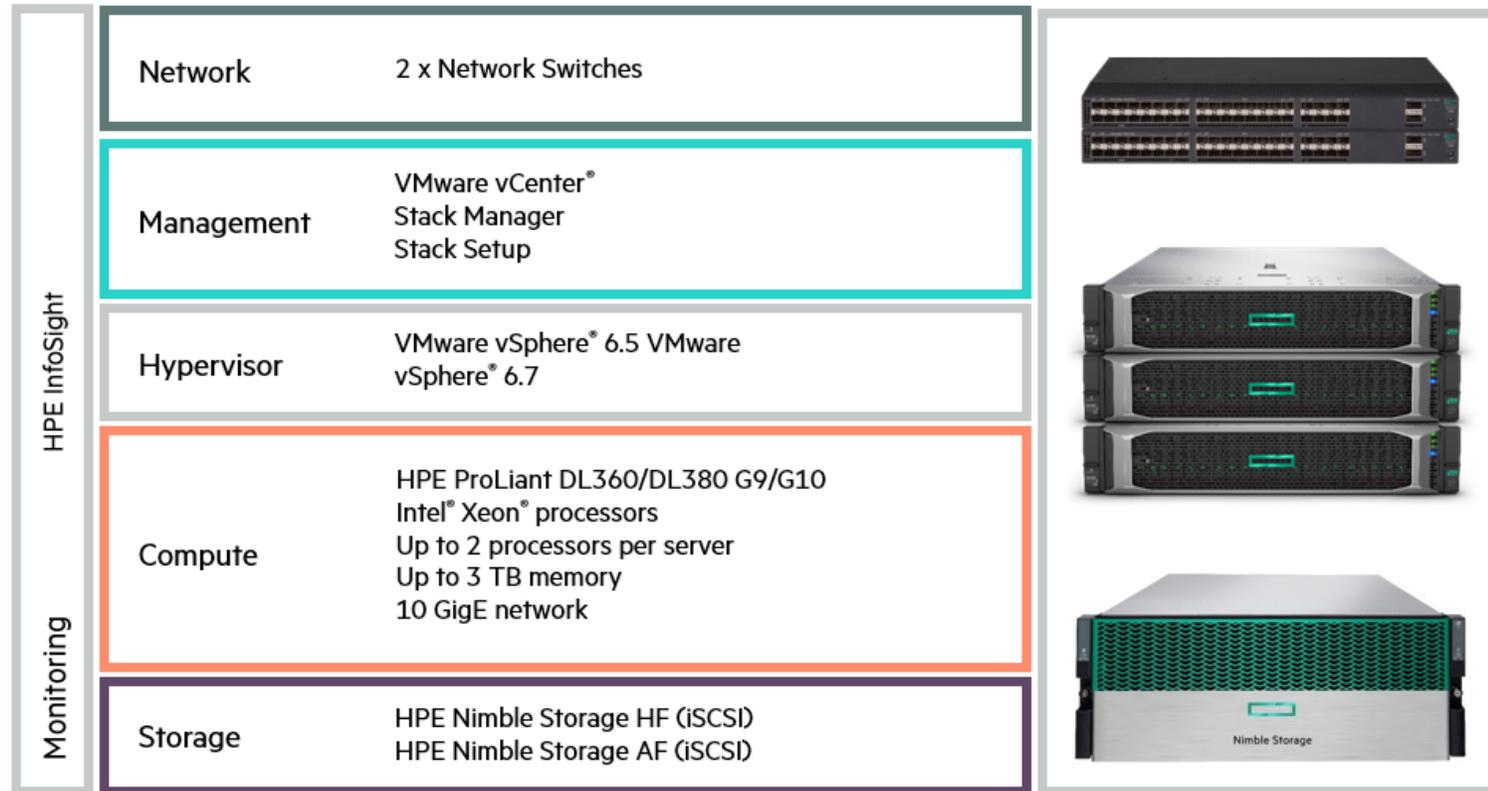
Virtualization, VDI  
 Storage I/O intensive  
 Databases: Oracle, SQL Server  
 Business Critical Apps and App Consolidation

**Offer :** Meant for selling to end-customers, and not for internal use.

**Targeted audience :** All HPE Authorized Partners (T1, T2, Dist)

**Offer Period :** HPE FY20 Q3 (May 2020 - July 2020)

**Geographical Scope :** UAE, Saudi Arabia, Qatar, Kuwait, South Africa, Bahrain, Oman, Yemen, Iraq, Egypt, Jordan, Lebanon. Country specific restrictions might apply for service/support delivery and sales.



# SPECIAL FEATURE : COVID19 INFECTION DETECTION SOLUTION

A.I. based solution to help communities thrive towards a post COVID19 world

## Solution Approach

### Why

To assure public safety and comply with health policies and regulations while resuming business operation

### What

Using AI Automate the potential infected people detection and monitor the compliance with regulation. Building a kit that contains a turnkey solution

### Who

The solution can be applied all government entities, public facilities, airports, schools and commercial malls



### Contactless Temperature Measurement

Head temperature measurement, reduce number of false positive alarms

Automatic detection of fever in crowded environments

Helps to avoid human detection lapses

No need to fully human checkpoints

### Mask & Gloves Compliance

Insight-AI performs face detection and analyzes the presences/absence of masks

Triggers alarms and logs event

Augments capabilities of health authorities to enforce compliance with required regulations

Extend capabilities of thermal/optical cameras with data augmentation

Logs datapoints to centralized system integrating with other collected data

### Cough & Sneezing Detection

Computer vision models specifically trained for this cases

Extend capabilities of thermal/optical cameras with data augmentation

Logs datapoints to centralized system integrating with other collected data

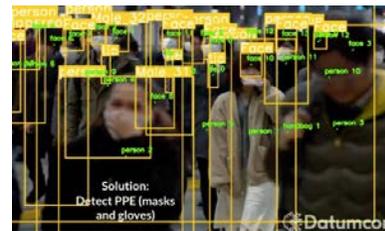
### Social Distancing

Computer vision algorithms check proper distancing between people on the shot

Triggers alarms and logs event

Augments capabilities of authorities to enforce compliance with minimum distance between people

Extend capabilities of thermal/optical cameras with data augmentation





# THANK YOU

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