Hewlett Packard Enterprise

HPE Synergy

Competing against Cisco UCS

Help customers capitalize on the benefits of migrating to HPE Synergy—speed, agility, simplicity, cost-savings, and future-proofing—from a Cisco UCS infrastructure.

Elevator pitch

Cisco's aging UCS platform has not kept pace with the idea economy; it continues to impede scale, increase complexity, decrease operational efficiency, and drive up costs. With HPE Synergy, customers benefit from:

- A single infrastructure of fluid resource pools of compute, storage, and fabric to support any workload.
- Software-defined intelligence for template-driven workload deployment to automate and accelerate IT operations.
- A unified API to deliver infrastructure as code.

What do I sell?

HPE Synergy—One infrastructure for both traditional and cloud-native applications

- First platform purpose-built for composable infrastructure.
- Single infrastructure powered by HPE OneView.
- Reduces operational complexity by composing physical and virtual compute, storage, and fabric pools into any configuration for any application.
- Easily enables a broad range of applications and operational models such as virtualization, hybrid cloud, and DevOps.
- Fits multiple concurrent storage models including DAS, SAN, SDS, and vSAN.

[1] blogs.cisco.com/datacenter/composable-infrastructure-part-5-the-right-tool-for-the-job
[2] HPE Synergy advantages vs. Cisco UCS
[3,7] Principled Technologies Report
[4] TechValidate: HPE OneView Customer Statistic
[5] The Hunt for the Perfect API
[6] Benchmark results as of April 27, 2017
[8] HPE Synergy and Cisco UCS: Comparing four typical datacenter tasks

Competitive comparisons

Fluid resource pools = less complexity, better scalability, and higher performance

- Allows customers to standardize on a single architecture that integrates compute, storage, and fabric in an all-in-one solution.
- Readily scales and delivers applications with high operational efficiency.
- Cisco has multiple UCS platforms and form factors, depending on workload characteristics.[1]

Simplifying the data center = better economics

- Reduces TCO by 15% compared to Cisco UCS.[2]
- Up to 88% fewer steps needed to boot from SAN, and 60% less time to apply firmware updates.[3]

HPE OneView = increased efficiency

- Faster, with up to 63% less time needed.[3]
- 91% of customers who replaced Cisco UCS Manager/Central with HPE OneView increased the number of servers managed across multiple locations by 25% while keeping staffing levels the same.[4]

Unified API = future proofing applications and tool automation

- Easier integration and automation with leading DevOps tools, with HPE Synergy's modern interface. Cisco UCS is still using old and limited XML API.[5]

HPE Synergy + 3PAR = record-breaking performance and high SLAs

- HPE offers leading end-to-end solutions, from compute to storage.
- Cisco must partner with third-party storage vendors.
- HPE 3PAR is the #1 storage for all Gartner Critical Capability use cases and has world-record SPC price-performance.[6]

Responding to fear, uncertainty, and doubt (FUD)

FUD: HPE Synergy is more complex than competitive solutions.

Response: A new report by Principled Technologies proves that for day-to-day operations in the data center, HPE Synergy is faster, requires fewer steps, and uses fewer administration tools than Cisco UCS. HPE Synergy saves from 8 to more than 30 steps, and in most cases, is more than 60% faster, using fewer interfaces, depending on the task.[7] At scale HPE Synergy savings really add up—save a year of IT Admin time just doing Firmware updates.[8]

FUD: You must guess about application resource needs before deploying HPE Synergy.

Response: HPE Synergy manages pools of resources and lets you deploy them against the needs of your application. No guessing required. All you need to do is add resources to your environment, from one frame up to 21 frames. Then with HPE Synergy, you can compose and recompose to match the changing needs of your applications. These resources can be updated and redeployed as necessary, without service interruptions.

FUD: I/O devices are physically installed and configured in servers.

Response: That's true. I/O devices are installed in all servers. What is different with HPE Synergy is that HPE Virtual Connect provides a wire-once, change-ready environment that makes it easy for administrators to manage dynamic network environments. HPE Synergy Composer manages HPE Virtual Connect to deliver simple, composable bandwidth resources without predetermined ratios.

Resources

Partner resources

Access the Seismic Doc Center via the HPE Partner Ready Portal

Internal resources

HPE Synergy Competitive Intelligence Portal

HPE Synergy Sales Portal

Public-facing resources

HPE Synergy advantages vs. Cisco UCS white paper

HPE Synergy advantages vs. Cisco UCS presentation

HPE OneView surpasses Cisco UCS Manager

HPE Synergy performance papers

#1 high water mark for VMmark

Visit **hpe.com/info/synergy** for a complete list of resources.

[9] **Technical white paper—HPE Synergy advantages vs. Cisco UCS**

Share with colleagues

Overcoming objections

Objection: Composability doesn't matter.

Response: A composable infrastructure enables you to manage your infrastructure resources—physical, virtual, on-premises, and cloud—to deliver a better mix of performance, security, scalability, and cost for your workloads. Synergy's composable architecture of compute, storage, and fabric:

- Creates a 24x7 data center
- Enables you to compose/recompose resources
- Supports a multi-app, multi-storage, multi-deployment environment that lets users simply and easily match hardware to the needs of the application and the business, dynamically and in real-time

Cisco UCS is:

- Missing storage
- Has architecture limitations
- Has an uncertain future
- Needs different form factors or specialized offerings to deliver solutions for various applications

Objection: We need the benefits of both cloud and on-premises IT, and getting them both from one solution would be costly and complex.

Response: HPE Synergy:

- Delivers one infrastructure for all apps, both traditional and cloud-native
- Provides an IaaS solution that flexes to meet the needs of the app
- Makes it simple and efficient to manage the entire solution faster, easier, and with fewer tools

Cisco UCS:

- Has multiple interfaces and older XML APIs, making automation complex
- Makes it difficult to optimize bandwidth and scale at the same time
- Is complex to manage, forcing you to use multiple legacy tools with out of date functionality

Objection: We only want to run a standard x86 rack platform with software-defined technologies.

Response: This is exactly what HPE Synergy delivers with its IaaS design that is managed from a single software interface. Synergy:

- Aggregates compute, storage, and fabric resources to scale to each application's needs and manages them via a single software interface.
- Reduces complexity and improves performance while lowering cost by eliminating top-of-rack switches.
- Supports local distributed storage, DAS, and SAN, all at the same time.
- Supports bare-metal provisioning at 16 Tbps midplane speed.

Cisco UCS:

- Requires multiple vendors and software tools. Does not aggregate all the necessary elements into a single software-driven solution.
- Cannot easily or simply deliver multiple storage solutions and topologies. Does not offer disaggregated storage.
- UCS forces a tradeoff between bandwidth and scale with its top-of-rack switch architecture which increases your costs as bandwidth requirements escalate.

Objection: HPE Synergy is too expensive.

Response: HPE Synergy offers architectural advantages that translate to a 15% TCO saving over Cisco UCS.[9] HPE Synergy reduces cost by:

- Using only one infrastructure to run any application, reducing CAPEX and freeing staff
- Eliminate costs by removing top-of-rack switches
- Cuts CAPEX by dramatically reducing resource overprovisioning with Synergy's composable design
- Saves money by reducing time and complexity of routine tasks by using HPE OneView, a single management tool for compute, storage, and fabric

With Cisco UCS, as the deployment scales, cable count and management costs increase significantly due to the top-of-rack architecture, resulting in higher TCO.

a00027058ENN, September 2017