



TOP 10 REASONS TO BUY HPE PRIMERA



MISSION-CRITICAL REDEFINED

The world's most intelligent storage for mission-critical apps¹ combines autonomous operations with extreme resiliency and performance.

We know every organization, regardless of industry, size, or age, has workloads essential to their business. The storage platform for these workloads is the key for you to unlock innovation, get ahead, and ultimately be more competitive.

But it's near impossible for IT to keep up with the demands of both new and existing mission-critical applications because they're consumed with provisioning, troubleshooting, and supporting infrastructure.

Sacrificing resiliency for agility is no longer acceptable; you need a new generation of enterprise storage that frees IT to accelerate what's next with storage that manages itself, predicts and prevents disruptions, and delivers ultra-low latency for every application.

¹ h20195.www2.hpe.com/v2/Getdocument.aspx?docname=a00058506enw



WHY BUY HPE PRIMERA?

1

GLOBAL INTELLIGENCE

Disruptions predicted and prevented to help optimize performance in real time

2

SERVICES-CENTRIC OS

Risk reduced and management simplified with a unique OS for high-end storage

3

ALL-ACTIVE ARCHITECTURE

Nonstop availability and low latency for fast performance at scale

4

TIMELESS STORAGE

Unique ownership experience for unending value

5

RADICAL SIMPLICITY

Time spent deploying, managing, and scaling reduced up to 93%²

6

As-a-service CONSUMPTION

IT consumption on your terms so you can be your own service provider

7

INTELLIGENCE AND COMPOSABILITY

Advancing the cloud experience with a foundation of composability on intelligence infrastructure for any workload

8

100% AVAILABILITY GUARANTEE

No disruptions with app-aware resiliency across all models

9

EXTREME SCALABILITY

Multinode with transparent upgrades

10

HYBRID CLOUD MOBILITY

Extended app-aware data protection to the cloud

² Based on HPE internal testing of a leading Tier-1 storage system versus HPE Primera, May 2019.

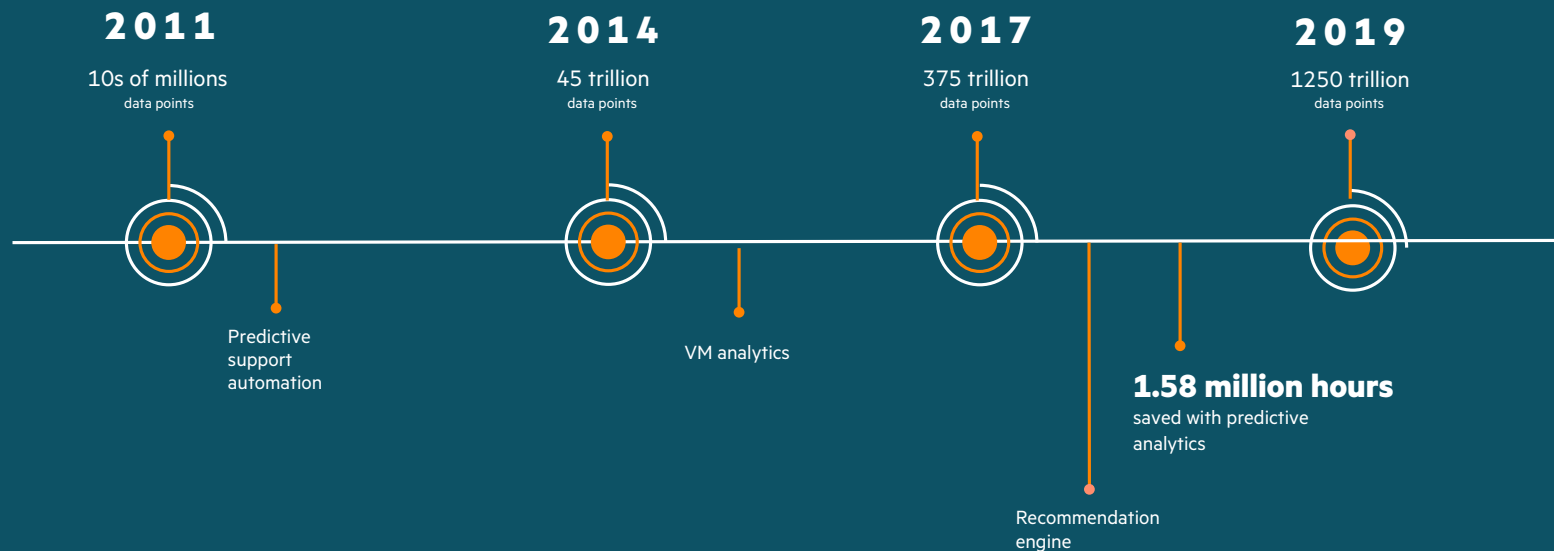


GLOBAL INTELLIGENCE

The most advanced AI for infrastructure³

Over the past decade, HPE InfoSight has analyzed over **1250 trillion** data points,⁴ transforming how storage is managed and supported. Through cloud-based machine learning, it predicts and prevents **86% of issues from storage to apps**⁵ and automates **85% of support calls**.⁶

HPE InfoSight is embedded into HPE Primera with real-time intelligence to deliver instant insights and dynamic optimization that takes action on its own—creating an end-to-end AI pipeline for self-managing storage.



³ HPE Storage Substantiation

⁴ Based on the number of data points collected and processed since 2011 from HPE Nimble Storage and HPE 3PAR Storage arrays.

⁵ Redefining the standard for system availability, August 2017

⁶ Assessing the financial impact of HPE InfoSight predictive analytics, ESG, September 2017



SERVICES-CENTRIC OS

A unique OS that helps eliminate risk and simplifies management



The HPE Primera OS uniquely brings advanced data services with radical simplicity and enhanced resiliency to your mission-critical apps. Unlike monolithic operating systems (OS) that create upgrade risk and require node reboots, HPE Primera is based on a services-centric OS, where every data service can be deployed, upgraded, and restarted independent of each other. This helps eliminate risk and node reboots for most updates.

With the HPE Primera OS, you get a simple consumer-grade user experience, faster access to new innovation, and a timeless investment that grows non-disruptively with your business.



**Independent
data services**



**Safer updates
without reboots**



**Investment
protection**

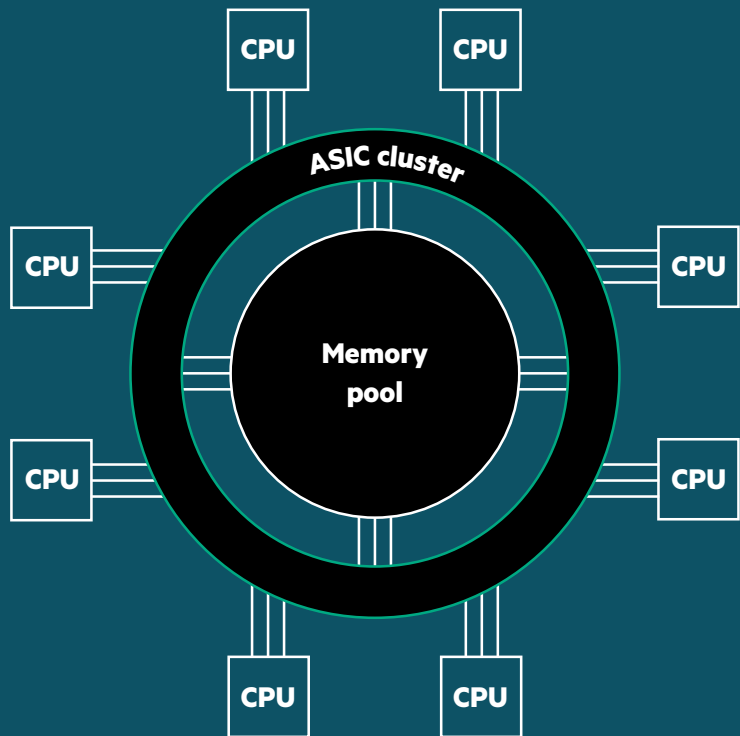


**Faster access to
innovation**



ALL-ACTIVE ARCHITECTURE

Every volume intelligently accesses every SSD, node, and port



All-NVMe
with flexible all-flash expansion

No tuning required
Every resource is always balanced

Multitenancy at scale
Up to 1.5M IOPS @ < 1 ms latency
and 44 GB/s bandwidth

Instant failover
True active-active for
high resiliency



TIMELESS STORAGE

Unique ownership experience for unending value

Up front

- Don't pay for software features and enhancements with **all-inclusive software**
- Get guaranteed data reduction ratios with the HPE Store More Guarantee
- Flat support pricing gives customers a simple and predictable support pricing model

Ongoing

- Say goodbye to disruption due to unexpected downtime, backed by our 100% Availability Guarantee
- Investment protection and TCO savings

Refresh

- Technology refresh every three years at no additional cost
- No more forklift upgrades
- Technology that's always current



RADICAL SIMPLICITY

Integrated management sets up in minutes and automatically tunes itself

Gone are the days of complex and tedious storage administration that slows your ability to serve your customers. We have made it extremely simple to manage high-end storage as HPE Primera sets up in minutes, tunes itself, and upgrades transparently without hassle.

- **Rack to apps** in 20 minutes⁷
- **AI-managed** operations automate array tasks
- **Automated setup** with streamlined workflows
- **No separate tools** needed with built-in management
- **No tuning** with all-active, always-on data reduction, and RAID 6
- **Extremely simple updates** transparent to applications
- **API-driven** for infrastructure as code

Up to

93%⁸

reduction in time spent to
deploy, manage, and scale
storage

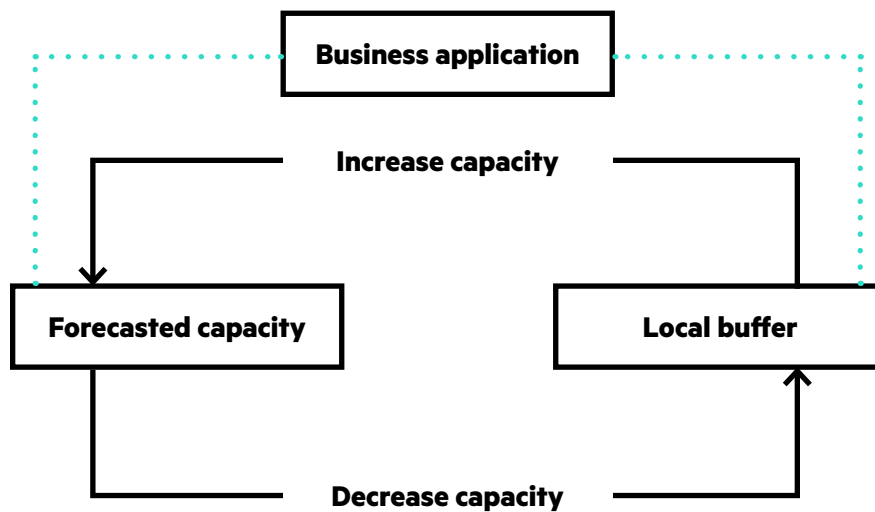
⁷ Based on a configuration with 24 SSDs.

⁸ Based on internal testing of storage management between HPE 3PAR and HPE Primera, May 2019.

As-a-service CONSUMPTION

Consume IT in your environment, on your terms with HPE GreenLake

Don't let your technology slow you down and don't pay more than you need. HPE GreenLake provides you with elastic scale and pay-as-you-go consumption. With HPE GreenLake, HPE Primera grows with your business needs and gives IT instant gratification with elastic consumption and scale delivered as a service.



Cloud economics, on-premises

Pay only for what you use

Scale capacity quickly when needed



INTELLIGENCE AND COMPOSABILITY

Advancing the cloud experience with a foundation of composability on intelligence infrastructure for any workload

HPE Primera is now integrated into HPE Synergy and HPE Composable Rack so customers can accelerate time-to-market, end the firefighting, and grow without boundaries.

**AGILITY AND
TIME-TO-MARKET**

89%

less time to deploy Oracle databases

**EXTREME
RESILIENCY**

100%

data availability guaranteed for always-on applications

**SEAMLESS DYNAMIC
SCALING**

30%

CAPEX savings due to eliminated need for overprovisioning with HPE GreenLake



100% AVAILABILITY GUARANTEE

Helps ensure zero disruptions with app-aware resiliency, guaranteed across HPE Primera models.

HPE Primera uses artificial intelligence and machine learning (AI/ML) to analyze application patterns, as well as predict and prevent disruptions across the infrastructure stack. The intelligent, advanced software protects against silent corruptions with end-to-end data integrity, facilitating business continuity with automatic site failover. It also modernizes and extends data protection to the cloud for your most critical apps. With no disruptions, corruptions, or delays you get app-aware resiliency, backed by the 100% Availability Guarantee.

The 100% Availability Guarantee is standard for HPE Primera customers with an HPE Proactive Care or higher support contract. It's a cost-nothing guarantee for a qualified outage.



Combines a resilient design center with app-aware data protection and predictive analytics that prevents disruption from storage to VMs.





EXTREME SCALABILITY

Multinode with transparent upgrades

Upgrading has been so easy for high-end storage

Efficient scaling

Multinode scale for performance and capacity

Simple refresh

Zero wasted investment with no forklift upgrades

Intelligent upgrades

Prescriptive for each array and built for self update

No disruptions

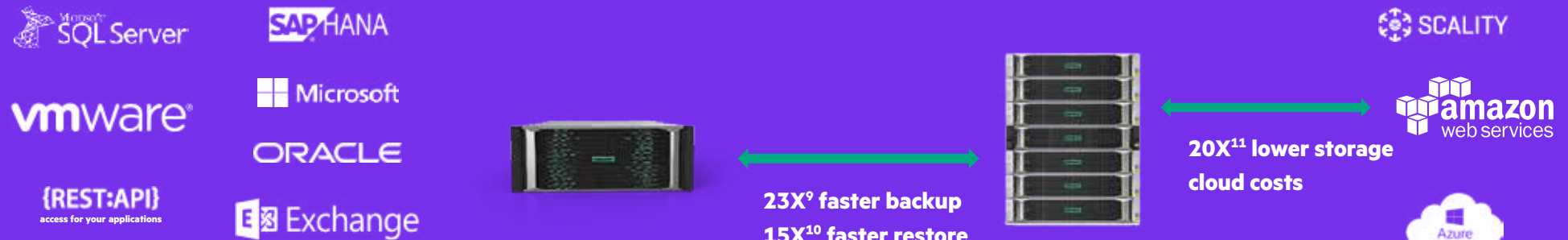
Upgrades are transparent to your apps and to you



HYBRID CLOUD MOBILITY

Extend your app-aware data protection to the cloud

HPE Primera delivers flash speed, application-integrated data protection, copy data management, and data mobility that is built for the cloud with less cost and complexity. It lets you seamlessly, securely, and cost-effectively move data across primary, secondary, and private/public cloud tiers, enabling simple cloud-based archive or disaster recovery while continuing to use your on-premises infrastructure for fast, reliable operational recovery and test/dev.



Self-service. Zero RPO/RTO. No appliances.¹² Assured app Quality of Service.

^{9, 10} Based on HPE testing of backup performance comparison between HPE Recovery Manager Central and traditional backup environments

¹¹ Assuming dedupe ratio of 20:1 as compared to a fully hydrated backup

¹² Refers to no cloud gateways or virtual appliances





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