



HPE Smart Buy Express Offers Playbook

Ready to go. Competitively Priced. Right-sized solutions.

July 2018



Preface

This playbook is to help you understand:

1. HPE New Smart Buy Express Offers
2. The Tower Portfolio
3. Upselling the HPE Smart Buy Express Offers
4. How to get started using iQuote
5. Be rewarded with HPE Engage & Grow

This Playbook is your mentor & guide. You should ensure you have it bookmarked in your internet browser or alternatively download it on to your desktop to help you add value as a trusted partner.



“At Hewlett Packard Enterprise, we have market leading innovation and are excited about what the future holds. We are headed where the market is going and are focused on delivering solutions that customers need the most. Our Partners are at the center of everything we do, and today they can do business with a more focused, nimble and agile Hewlett Packard Enterprise.”

- Antonio Neri, President and CEO, Hewlett Packard Enterprise

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Introducing HPE Smart Buy Express Offers

Hewlett Packard Enterprise is taking the momentum around our best-selling HPE ProLiant servers and extending it into the heart of the small and midsize business and small office/home office (SOHO) segment, with our new HPE Smart Buy Express Offers.

72%

Of small businesses say technology solutions help them run their business better¹

53%

Plan to increase technology investments¹

~4%

Rate SMB IT spending will grow at compound annual rate leading

¹ "SMB Group's 2017 Top 10 SMB Technology Trends" SMB Group, 2017.

² "Forecast Overview: Small-and-Midsize-Business External IT Spending, Worldwide, 2017" Gartner, May 2017.

Make it easy for customers to choose

HPE Smart Buy Express Offers are designed to help customers take the stress out of choosing the right IT solutions as their businesses evolve.

Make it easy to sell the right solution and be a trusted partner

By making it easier for your customers to choose HPE ProLiant servers, we also make it easier for you to position the right solution and make the sale.

Make it easy for you to make the sales

Easy accessible simple solution configurations and pre-approved competitive pricing will allow you to accelerate the sales cycle and make the sale quicker!





Introducing HPE Smart Buy Express Offers

SMB represents a growing market segment. And the majority of these customers are fully aware of how technology can help them run their businesses better.





This creates a unique opportunity for us to be that trusted partner to show them how they can improve their business processes and reach their goals quicker, which is why Hewlett Packard Enterprise has launched these new Smart Buy Express Offers.

These offers are designed to provide customers with a selection of best selling solutions designed to meet their needs.

Quick Solution Selling

 Focused set of best-selling solutions	 Solutions for typical workloads	 Simple configuration	 Improve your revenue and margins
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Ready to Go

 Lowest pre-approved price**	 In stock and ready to ship	 Instant, no-touch price	 Accelerate your sales cycles
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How it works

Smart Buy Express Offers will simplify the approach with Good, Better, Best packages as part of the new SMB modelling. SKUs will now be categorized into three key groupings: Entry offers, Performance offers and Solution offers SKUs.



Entry offers positioning

Simple, entry level solutions with the lowest cost.

Performance offers positioning

Offering more performance and features with top selling configurations.

Solution offers model positioning

Powerful integrated solutions targeted at popular workloads.

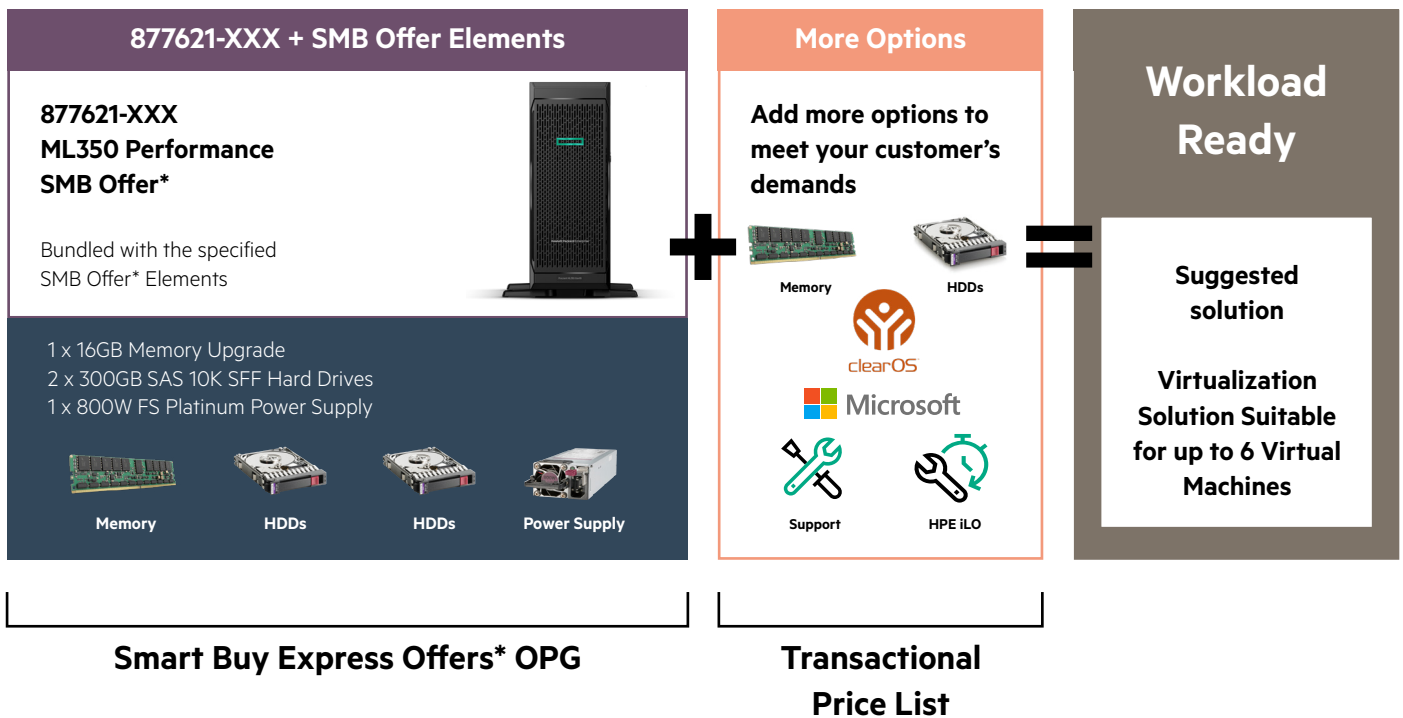
Structure of SMB Offerings

Below is an example of a HPE ProLiant ML350 Performance Gen10 offering. The top options have been bundled together with the server in the same sales order to offer the greatest discounting package available.

In order to offer something more tailored to your customers' specific needs, we recommend you use additional options, software as well as HPE Pointnext offerings. Your customers can then benefit from additional discounts through the Transactional Price List where many of these options are included.

The combination of a base server, plus top options, software and Pointnext services are the building blocks for a workload ready customer solution.

In this example, you can then create a solution that could easily support a virtualization solution for up to 6 virtual machines, a very common use case.



* "Smart Buy Express Offers" in the US and Canada; "Smart Buy Express Offers" in EMEA; and "Intelligent Buy Offers" in APJ ** Default PointNext operational service added to cart

Smart Buy Express Offers SKUs – July 2018

ENTRY

MicroServer Gen10

873830-S01 **ENTMS-001**
 AMD X3216 2C, 3.0GHz, 8 GB RAM, No Drive (4LFF NHP Cage)

Offer Elements

1x HPE 1TB SATA 7.2K LFF RW HDD (801882-B21)

ML30 Gen9

P03704-S01 **ENTML30-001**
 Intel® Xeon® E3-1220v6 4C 3.0GHz 72W, 8 GB RAM, No Drive (4LFF HP Cage DVD)

Offer Elements

1x HPE 1TB SATA 7.2K LFF RW HDD (801882-B21)

ML110 Gen10

P03684-S01 **ENTML110-001**
 Intel® Xeon® 3104 6C (1.7GHz/ 85W), 8 GB RAM, No Drive (4LFF NHP Cage DVD), 1 x 350W PS

Offer Elements

1x HPE 1TB SATA 7.2K LFF RW HDD (801882-B21)

ML350 Gen10

877619-001 **ENTML350-001**
 ML350 Gen10 SMB Offer, 1P Xeon 3104 6C (1.7GHz/ 85W), 8 GB RAM, No Drive (4LFF NHP Cage), S100i; 1x500W PS

Offer Elements

1x HPE 8GB 1Rx8 PC4-2666V-R Smart Kit (815097-B21),
 1x HPE 1TB SATA 7.2K LFF RW HDD (801882-B21)

PERFORMANCE

MicroServer Gen10

P03698-S01 **PERFMS-002**
 AMD X3421 4C 3.4GHz, 8 GB RAM, No Drive (4LFF NHP Cage)

Offer Elements

1x HPE 8GB 1Rx8 PC4-2400T-E STND Kit (862974-B21)
 2x HPE 1TB SATA 7.2K LFF RW HDD (801882-B21),
 1x HPE Ethernet 1GB 4-Port 331T Adapter (647594-B21)

ML30 Gen9

P03705-S01 **PERFML30-001**
 Intel® Xeon® E3-1220v6 4C 3.0GHz 72W, 8 GB RAM, No Drive (4LFF HP Cage DVD)

Offer Elements

2x HPE 1TB SATA 7.2K LFF RW HDD (861691-B21)

ML110 Gen10

P03685-S01 **PERFML110-001**
 Intel® Xeon® 3106 8C (1.7GHz/ 85W), 16 GB RAM, No Drive (4LFF HP Cage); 1 x 550W PS

Offer Elements

1x HPE 1TB SATA 7.2K LFF RW HDD (861686-B21)

ML350 Gen10

877619-001 **PERFML350-001**
 Intel® Xeon® 3106 8C (1.7GHz/ 85W), 16 GB RAM, No Drive (4LFF HP Cage) S100i; 1x500W PS

Offer Elements

1x HPE 16GB 1Rx4 PC4-2666V-R Smart Kit (815098-B21)
 2x HPE 1TB SATA 6G 7.2K LFF HDD (861686-B21)

ML30 Gen9

P03706-S01 **PERFML30-002**
 Intel® Xeon® E3-1230v6 4C 3.5GHz 72W, 8 GB RAM, No Drive (4LFF HP Cage DVD RW)

Offer Elements

1x HPE 8GB 1Rx8 PC4-2400T-E STND Kit (862974-B21)
 1x HPE 4TB SATA 6G 7.2K LFF HDD (872491-B21)

ML110 Gen10

P03686-S01 **PERFML110-002**
 Intel® Xeon® 4108 8C (1.8GHz/ 85W), 16 GB RAM, No Drive (4LFF HP Cage); 1 x 550W PS

Offer Elements

2x HPE 1TB SATA 7.2K LFF RW HDD (861686-B21)

ML350 Gen10

877621-001 **PERFML350-002**
 Intel® Xeon® 4110 8C (2.1GHz/ 85W), 16 GB RAM, No Drive (8SFF HP Cage); P408i-a; 1x800 FS RPS PS

Offer Elements

1x HPE 16GB 1Rx4 PC4-2666V-R Smart Kit (815098-B21)
 2x HPE 300GB SAS 10K SFF SC DS HDD (872475-B21)
 1x HPE 800W FS Plat Ht Plg LH Pwr Sply Kit (865414-B21)
 1x Redundant Fan Cage Kit (874572-B21)

SOLUTION

MicroServer Gen10

870208-001 **SOLUMS-001**
 MicroServer Gen10 SMB Offer; 1P AMD X3216 2C, 3.0GHz, 8 GB RAM, 1 x 1TB, 4 LFF NHP Cage, 8GB Internal USB Kit

Plus **Top Selling Options**

1 x 240GB SATA SSD
 1 x SATA Enablement Kit

Plus choice of:

1 x ClearOS Bronze/Silver
or
 1 x Windows Server Standard
 3-3-3, Foundation Care 24x7

ML30 Gen9

P03707-S01 **SOLUML30-001**
 ML30 Gen9 SMB Offer, 1P Xeon E3-1240v6 4C 3.7GHz, 2x 8 GB RAM, No Drive (8 SFF HP Cage), 8GB USB, 8GB Internal USB Kit

Plus **Top Selling Options**

3 x 1.2 TB SATA HDDs
 2 x 240 GB SSD
 1 x Smart Controller
 1 x Smart Battery & Holder Kit
 1 x Cable Kit
 1 x Fan

Plus choice of:

HPE iLO Essentials
 1 x ClearOS Bronze/Silver
or
 1 x Windows Server Standard
 3-3-3, Foundation Care 24x7

ML110 Gen10

P03687-S01 **SOLUML110-001**
 ML110 Gen10 SMB Offer, 1P Xeon 4110 8C (2.1GHz/ 85W), 16 GB RAM, No Drive (8 SFF HP cage), 8 GB USB, 1 x 800W RPS PS, 8GB Internal USB Kit

Plus **Top Selling Options**

3 x 1.2 TB SATA HDDs
 1 x 16GB RAM
 2 x 240 GB SSD
 1 x Smart Controller
 1 x Smart Battery & Holder Kit
 1 x 800W PS

Plus choice of:

HPE iLO Essentials
 1 x ClearOS Bronze/Silver
or
 1 x Windows Server Standard
 3-3-3, Foundation Care 24x7

ML350 Gen10

P04674-S01 **SOLUML350-001**
 ML350 Gen10 SMB Offer, 1P Xeon 4110 8C (2.1GHz/ 85W), 16 GB RAM, No Drive (8SFF cage HP), 8GB USB, E-208i-a Controller, 800W RPS PS, 8GB Internal USB Kit

Plus **Top Selling Options**

4 x 1.2 TB SAS HDDs
 2 x 240 GB SSD
 1 x 16GB RAM
 1 x Redundant Fan Kit
 1 x 800W PS

Plus choice of:

HPE iLO Advanced or Advanced Premium Edition including 3yr 24x7 Technical Support and Updates E-LTU
or
 1 x Windows Server Standard
 3-3-3, Foundation Care 24x7

MicroServer Gen10

P04923-S01 **SOLUMS-002/003**
 MicroServer Gen10 SMB Offer; 1P AMD X3421 4C, 3.4GHz, 8 GB RAM, 4 LFF NHP Cage, 8GB Internal USB Kit

Plus **Top Selling Options**

UTM Solution: 1 x 240GB SATA SSD
 1 x SATA Enablement Kit.
 Also add 1 x 1TB HDD for Storage & Backup

Plus choice of:

1 x ClearOS Bronze/Silver
or
 1 x Windows Server Standard
 3-3-3, Foundation Care 24x7

*APAC: Q8L01A, JP: Q8K22A

Smart Buy Express Rack Offers Entry - July 2018

ENTRY

DL20 Gen9

871428-B21 **ENTDL20-001**
 DL20 Gen9 SMB Offer, 1P Intel G4560 2C, 3.5GHz, 8 GB RAM, No Drive (2LFF NHP Cage)

Plus Offer Options

1 x 1TB HDD (801882-B21),
 1 x 8GB RAM (862974-B21)

DL360 Gen10

P01880-B21 **ENTDL360-001**
 DL360 Gen10 SMB Offer, 1P Xeon 3104 6C 1.7GHz, 8 GB RAM, No Drive (4LFF HP Cage)

Plus Offer Options

1 x 1TB HDD (861691-B21)
 1 x 8GB RAM (876181-B21)

DL380 Gen10

868709-B21 **ENTDL380-001**
 DL380 Gen10 SMB Offer, 1P Xeon 3106 8C (1.7GHz), 16GB RAM, No Drive (8LFF NHP Cage), 1 x 500W PS

Plus Offer Options

1 x 1 TB HDD (861691-B21)

DL385 Gen10

878712-B21 **ENTDL385-001**
 DL385 Gen10 SMB Offer, AMD 1P 7251 8C (2.1GHz), 16GB RAM, No Drive (8LFF Cage), 1x500W PS

Plus Offer Options

1 x 2TB HDD (872485-B21)
 1 x 16GB RAM (838089-B21)

Smart Buy Express Performance – July 2018

PERFORMANCE

DL20 Gen9

871429-B21 **PERFDL20-001**
DL20 Gen9 SMB Offer, 1P Xeon E3-1220v6 4C 3.0GHz, 8 GB RAM, No Drive (2LFF NHP Cage)

Plus Offer Options

2 x 1TB HDD (861691-B21)
1 x 8GB RAM (862974-B21)

DL360 Gen10

867961-B21 **PERFDL360-001**
DL360 Gen10 SMB Offer, 1P Xeon 3106 8C 1.7GHz, 16GB RAM, No Drive (8SFF HP Cage)

Plus Offer Options

2 x 300GB HDD (872475-B21),
1 x 16GB RAM (835955-B21)
1 x Smart Array P408i-a (804331-B21)
1 x 500W PS (865408-B21)

DL380 Gen10

826564-B21 **PERFDL380-001**
DL380 Gen10 SMB Offer, 1P Xeon 3106 8C (1.7GHz), 16GB RAM, No Drive (8SFF Cage), 1 x 500W PS

Plus Offer Options

2 x 300GB HDD (872475-B21)
1 x 16GB RAM (835955-B21)
1 x Smart Array P408i-a (804331-B21)
1 x Smart Storage Battery (P01366-B21)

DL385 Gen10

878714-B21 **PERFDL385-001**
DL385 Gen10 SMB Offer, AMD 1P 7251 8C (2.1GHz), 16GB RAM, No Drive (8SFF Cage), 1x500W PS

Plus Offer Options

2 x 300GB HDD (872475-B21)
1 x 16GB RAM (838089-B21)

871430-B21 **PERFDL20-001**
DL20 Gen9 SMB Offer, 1P Xeon E3-1240v6 4C 3.7GHz, 16GB RAM, No Drive (4SFF HP Cage)

Plus Offer Options

2 x 300GB SFF HDD (872475-B21)
1 x 16GB RAM (862976-B21)

867962-B21 **PERFDL360-003**
DL360 Gen10 SMB Offer, 1P Xeon 4114 10C 2.2GHz, 16GB RAM, No Drive (8SFF HP Cage)

Plus Offer Options

2 x 300GB HDD (872475-B21),
1 x 16GB RAM (835955-B21)
1 x 500W PS (865408-B21)

878718-B21 **PERFDL385-002**
DL385 Gen10 SMB Offer, AMD 1P 7301 16C (2.2GHz), 32GB RAM, No Drive (8SFF Cage), 1x500W PS

Plus Offer Options

1 x Additional Processor (881170-B21)
2 x 600GB HDD (872477-B21)
2 x 16GB RAM (838089-B21)
1 x 500W Power Supply (865414-B21)

878720-B21 **PERFDL385-003**
DL385 Gen10 SMB Offer, AMD 1P 7401 24C (2.0GHz), 32GB RAM, No Drive (24SFF Cage), 1x800W PS

Plus Offer Options

2 x 600GB HDD (872477-B21)
2 x 16GB RAM (838089-B21)
1 x 800W PS (865414-B21)

878722-B21 **PERFDL385-004**
DL385 Gen10 SMB Offer, AMD 2P 7451 24C (2.3GHz), 64GB RAM, No Drive (8SFF Cage), 2x800W PS

Plus Offer Options

2 x 600GB HDD (872477-B21)
2 x 32GB RAM (838083-B21)

SMB Solution Offers by Workload



SMB Solution Offerings – Key Focus Areas



Unified Threat Management	File Sharing, Storage and Backup	Virtualization	Multi-function Business Requirements
Provides multiple gateway applications that can replace physical network gateway devices to keep your network secure	Stores, backs up and shares media and other large files and applications with a secure central server, not from the cloud or from individual devices susceptible to viruses, malware, and theft.	Enables your business with multiple line of business apps that have the ability to be virtualized.	Enables your workforce and increase employee productivity with multiple apps for communication, collaboration, and email.

HPE Tested SMB Solution Portfolio Matrix

	UTM	Storage & Backup	Virtualization	Multi Function
Micro Server	SOHO (20 Emp.)	SOHO (1-10 Emp.)		
ML30		Small Bus. (11-100 Emp.)	SOHO & Small Bus. (1-2 VMs)	SOHO & Small Bus. (1-100 Emp.)
ML110		Small Bus. (101-250 Emp.)	Small Bus. (1-4 VMs)	Small Bus. (101-250 Emp.)
ML350		Small & Mid Bus. (251-500/1000 Emp.)	Small & Mid Bus. (1-6 VMs)	Small & Mid Bus. (251-500/1000 Emp.)

Microsoft Windows Server 2016 – Market leader; Broader ISV support; Mature Tools

ClearOS: Lowest Cost Option; OpenSource Solution; Appliance Ready

Smart Buy Express - Additional Base SKUs

HPE ProLiant Gen10 DL360, DL380 & DL385 Rack Servers

<p>HPE DL360 Gen10</p> <p>\$2095* 56%* savings</p> <p>874459-S01</p> <p>Intel Xeon 4112 (1) 0 HDD (up to 8SFF) 1x16GB DDR4 1x500W PS 50pt P408i + SSB SPIF</p>	<p>HPE DL360 Gen10</p> <p>\$2355* 52%* savings</p> <p>874457-S01</p> <p>Intel Xeon 4110 (1) 0 HDD (up to 8SFF) 1x16GB DDR4 1x500W PS 50pt P408i + SSB SPIF</p>	<p>HPE DL360 Gen10</p> <p>\$2999* 55%* savings</p> <p>874458-S01</p> <p>Intel Xeon 4116 (1) 0 HDD (up to 8SFF) 2x16GB DDR4 2x800W PS 50pt P408i + SSB SPIF</p>	<p>HPE DL360 Gen10</p> <p>\$3299* 54%* savings</p> <p>874461-S01</p> <p>Intel Xeon 5118 (1) 0 HDD (up to 8SFF) 2x16GB DDR4 2x800W PS 50pt P408i + SSB SPIF</p>	<p>HPE DL360 Gen10</p> <p>\$4375 48%* savings</p> <p>874462-S01</p> <p>Intel Xeon 6132 (1) 0 HDD (up to 8SFF) 2x16GB DDR4 2x800W PS 50pt P408i + SSB SPIF</p>																																																								
<p>HPE DL360 Gen10</p> <p>\$4655 48%* savings</p> <p>874456-S01</p> <p>Intel Xeon 6136 (1) 0 HDD (up to 8SFF) 2x16GB DDR4 2x800W PS 50pt P408i + SSB SPIF</p>	<p>HPE DL360 Gen10</p> <p>\$5699* 44%* savings</p> <p>874460-S01</p> <p>Intel Xeon 5115 (2) 0 HDD (up to 8SFF) 4x16GB DDR4 2x800W PS 50pt P408i + SSB SPIF</p>	<p>HPE DL380 Gen10</p> <p>\$2265 53%* savings</p> <p>875759-S01</p> <p>Intel Xeon 4112 (1) 0 HDD (up to 8LFF) 1x16GB DDR4 1x500W PS 50pt P408i + SSB SPIF</p>	<p>HPE DL380 Gen10</p> <p>\$2485 51%* savings</p> <p>875760-S01</p> <p>Intel Xeon 4110 (1) 0 HDD (up to 8SFF) 1x16GB DDR4 1x500W PS 50pt P408i + SSB SPIF</p>	<p>HPE DL380 Gen10</p> <p>\$3485 50%* savings</p> <p>875766-S01</p> <p>Intel Xeon 4114 (1) 0 HDD (up to 24SFF) 1x16GB DDR4 2x800W PS 50pt P408i + SSB SPIF</p>																																																								
<p>HPE DL380 Gen10</p> <p>\$2999 51%* savings</p> <p>875761-S01</p> <p>Intel Xeon 5115 (1) 0 HDD (up to 8SFF) 1x16GB DDR4 1x500W PS 50pt P408i + SSB SPIF</p>	<p>HPE DL380 Gen10</p> <p>\$3689 51%* savings</p> <p>875762-S01</p> <p>Intel Xeon 5120 (1) 0 HDD (up to 8SFF) 2x16GB DDR4 2x500W PS 50pt P408i + SSB SPIF</p>	<p>HPE DL380 Gen10</p> <p>\$3829 52% savings</p> <p>875763-S01</p> <p>Intel Xeon 6126 (1) 0 HDD (up to 8SFF) 2x16GB DDR4 2x500W PS 50pt P408i + SSB SPIF</p>	<p>HPE DL380 Gen10</p> <p>\$7239 45%* savings</p> <p>875765-S01</p> <p>Intel Xeon 6132 (2) 0 HDD (up to 8SFF) 4x16GB DDR4 2x800W PS 50pt P408i + SSB SPIF</p>	<p>HPE DL380 Gen10</p> <p>\$9239 45%* savings</p> <p>875764-S01</p> <p>Intel Xeon 6148 (2) 0 HDD (up to 8SFF) 4x16GB DDR4 2x800W PS 50pt P408i + SSB SPIF</p>																																																								
<p>HPE DL385 Gen10</p> <p>\$2159* 55% savings</p> <p>P00323-S01</p> <p>AMD EPYC 7251 (1) 0 HDD (up to 8SFF) 1x16GB DDR4 1x800W PS 50pt P408i + SSB SPIF</p>	<p>HPE DL385 Gen10</p> <p>\$2795 55%* savings</p> <p>P00324-S01</p> <p>AMD EPYC 7301 (1) 0 HDD (up to 8LFF) 2x16GB DDR4 1x500W PS 50pt P408i + SSB SPIF</p>	<p>Add on HPE Server Options & Pointnext:</p> <table border="1"> <thead> <tr> <th>Option</th> <th>SKU</th> <th>Description</th> <th>Savings*</th> </tr> </thead> <tbody> <tr> <td>DDR4</td> <td>815097-B21</td> <td>HPE 8GB 1Rx8 PC4-2666V-R Smart Kit</td> <td>45%</td> </tr> <tr> <td>DDR4</td> <td>815098-B21</td> <td>HPE 16GB 1Rx4 PC4-2666V-R Smart Kit</td> <td>45%</td> </tr> <tr> <td>DDR4</td> <td>838081-B21</td> <td>HPE 16GB 1Rx4 PC4-2666V-R Smart Kit</td> <td>45%</td> </tr> <tr> <td>LFF HDD</td> <td>861691-B21</td> <td>HPE 1 TB SATA 7.2K LFF SC DS HDD</td> <td>45%</td> </tr> <tr> <td>LFF HDD</td> <td>872491-B21</td> <td>HPE 4TB SATA 7.2K LFF SC DS HDD</td> <td>45%</td> </tr> <tr> <td>SFF HDD</td> <td>872475-B21</td> <td>HPE 300GB SAS 10K SFF SC DS HDD</td> <td>59%</td> </tr> <tr> <td>SFF HDD</td> <td>872477-B21</td> <td>HPE 600GB SAS 10K SFF SC DS HDD</td> <td>45%</td> </tr> <tr> <td>SFF HDD</td> <td>765455-B21</td> <td>HPE 2TB SATA 7.2K SFF SC 512e DS HDD</td> <td>59%</td> </tr> <tr> <td>iLO</td> <td>E6U59ABE</td> <td>HPE iLO Adv incl 1 yr TSU E-LTU</td> <td>45%</td> </tr> <tr> <td>OS</td> <td>871141-B22</td> <td>MS WS16 Ess ROK en SW</td> <td></td> </tr> <tr> <td>OS</td> <td>871148-B21</td> <td>MS WS16 (16-Core) Std ROK en SW</td> <td></td> </tr> <tr> <td>Pointnext</td> <td>H8QF0E</td> <td>HPE 3y FC 24x7 DL360 Gen10 SVC</td> <td>33%</td> </tr> <tr> <td>Pointnext</td> <td>H8QP7E</td> <td>HPE 3y FC 24x7 DL380/385 Gen10 SVC</td> <td>33%</td> </tr> </tbody> </table>			Option	SKU	Description	Savings*	DDR4	815097-B21	HPE 8GB 1Rx8 PC4-2666V-R Smart Kit	45%	DDR4	815098-B21	HPE 16GB 1Rx4 PC4-2666V-R Smart Kit	45%	DDR4	838081-B21	HPE 16GB 1Rx4 PC4-2666V-R Smart Kit	45%	LFF HDD	861691-B21	HPE 1 TB SATA 7.2K LFF SC DS HDD	45%	LFF HDD	872491-B21	HPE 4TB SATA 7.2K LFF SC DS HDD	45%	SFF HDD	872475-B21	HPE 300GB SAS 10K SFF SC DS HDD	59%	SFF HDD	872477-B21	HPE 600GB SAS 10K SFF SC DS HDD	45%	SFF HDD	765455-B21	HPE 2TB SATA 7.2K SFF SC 512e DS HDD	59%	iLO	E6U59ABE	HPE iLO Adv incl 1 yr TSU E-LTU	45%	OS	871141-B22	MS WS16 Ess ROK en SW		OS	871148-B21	MS WS16 (16-Core) Std ROK en SW		Pointnext	H8QF0E	HPE 3y FC 24x7 DL360 Gen10 SVC	33%	Pointnext	H8QP7E	HPE 3y FC 24x7 DL380/385 Gen10 SVC	33%
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iLO	E6U59ABE	HPE iLO Adv incl 1 yr TSU E-LTU	45%																																																									
OS	871141-B22	MS WS16 Ess ROK en SW																																																										
OS	871148-B21	MS WS16 (16-Core) Std ROK en SW																																																										
Pointnext	H8QF0E	HPE 3y FC 24x7 DL360 Gen10 SVC	33%																																																									
Pointnext	H8QP7E	HPE 3y FC 24x7 DL380/385 Gen10 SVC	33%																																																									
<p>HPE DL385 Gen10</p> <p>\$3469 55%* savings</p> <p>P00325-S01</p> <p>AMD EPYC 7301 (1) 0 HDD (up to 8SFF) 2x16GB DDR4 2x800W PS 50pt P408i + SSB SPIF</p>	<p>HPE DL385 Gen10</p> <p>\$5091 54%* savings</p> <p>P00326-S01</p> <p>AMD EPYC 7451 (1) 0 HDD (up to 8SFF) 4x16GB DDR4 2x800W PS 50pt P408i + SSB SPIF</p>																																																											

New for Q3 2018! 50pt SPIF for each SBE base server + up to 10,500 additional points. See page 3 for details.

* Pricing shown is expected savings & is subject to change. Contact your distributor for actual pricing.

SMB Solutions Deployment Guide per Workload Use Case

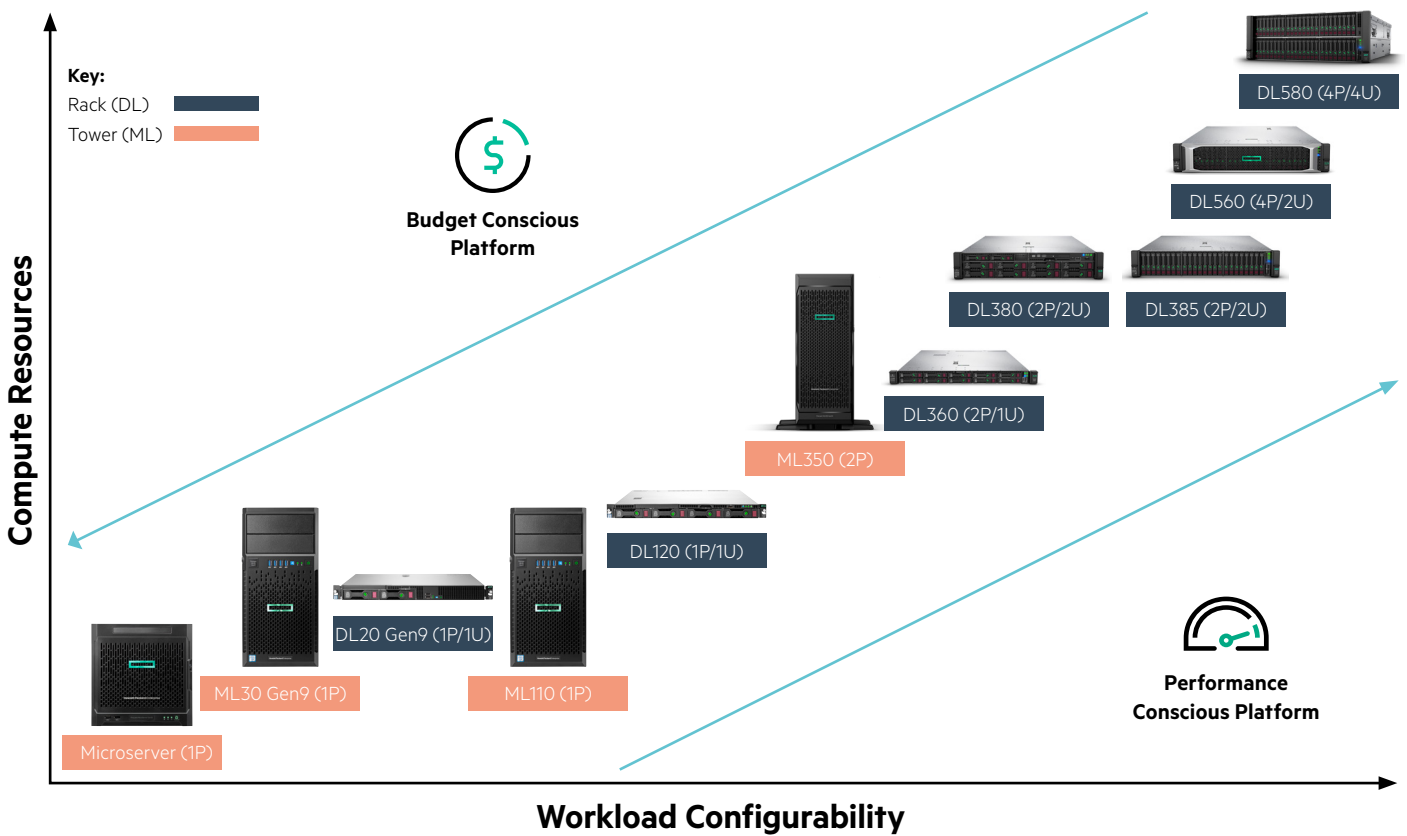
In order to meet the requirements of the different solution workload demands, we recommend you add the additional HPE options listed below.*

	UTM	Storage & Backup	Virtualization	Multi Function
Micro Server (1-10 Emp.)	Start with 870208-XX1 Add: Top Selling Options Add: ClearOS	Start with 870208-XX1 Add: Top Selling Options Add: ClearOS or WS Add: 1x8GB RAM (862974-B21), 1 x 1 TB HDD (801882-B21)		
ML30 (11-100 Emp.)		Start with P03707-XXX Add: Top Selling Options Add: ClearOS or WS, iLO	Start with P03707-XXX Add: Top Selling Options Add: Clear OS or WS, iLO Add: 1 x 16GB RAM (862976-B21)	Start with P03707-XXX Add: Top Selling Options Add: Clear OS or WS, iLO Add: 1x16GB RAM (862976-B21)
ML110 (101-250 Emp.)		Start with P03687-XXX Add: Top Selling Options Add: ClearOS or WS, iLO	Start with P03687-XXX Add: Top Selling Options Add: Clear OS or WS, iLO Add: 2x16GB RAM (815098-B21)	Start with P03687-XXX Add: Top Selling Options Add: Clear OS or WS, iLO Add: 2x16GB RAM (815098-B21), 1x 1.2TB HDD, 872479-B21)
ML350 (251-500/ 1000 Emp.)		Start with P04674-XXX Add: Top Selling Options Add: ClearOS or WS, iLO	Start with P04674-XXX Add: Top Selling Options Add: Clear OS or WS, iLO Add: 2x16GB RAM (815098-B21), 1x 1.2TB HDD, 872479-B21)	Start with P04674-XXX Add: Top Selling Options Add: Clear OS or WS, iLO Add: 2x16GB RAM (815098-B21), 2x 1.2TB HDD, 872479-B21)

*Options are provided for guidance purposes only, individual setup conditions may require alternative options.

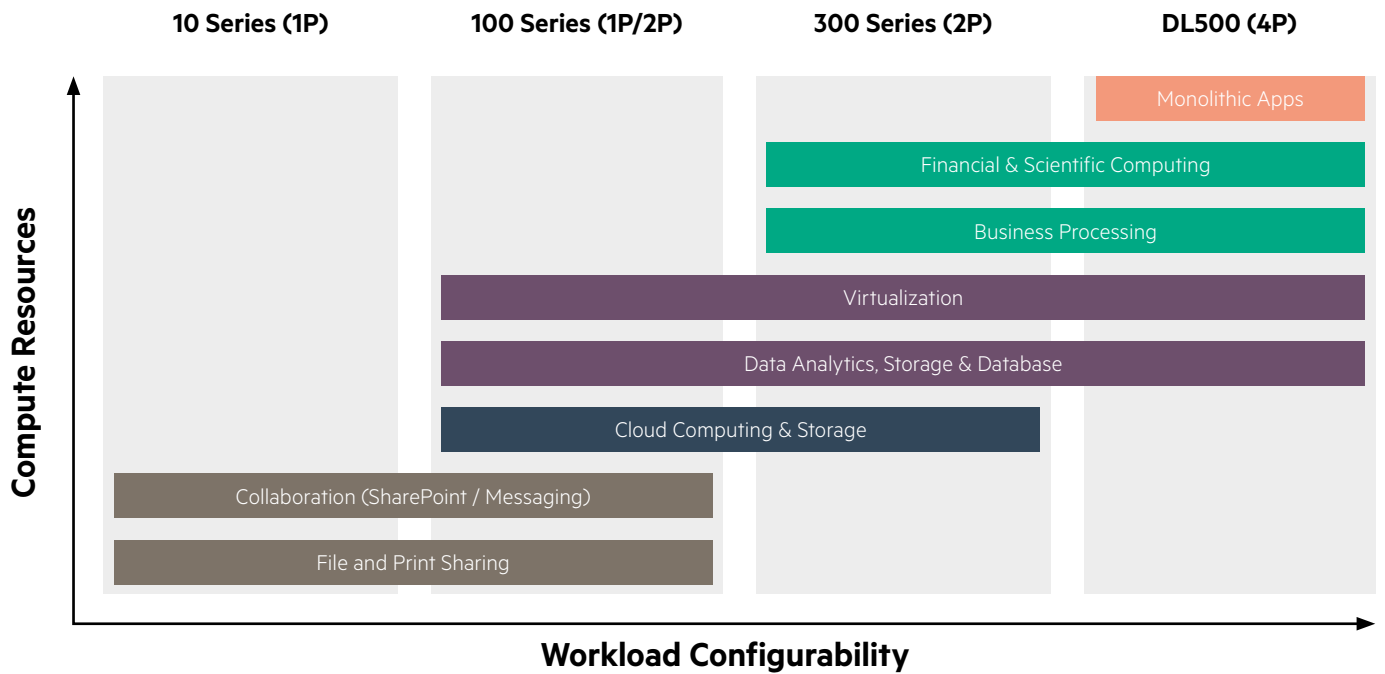
The Hewlett Packard Enterprise Tower & Rack Server Portfolio

HPE tower and rack servers are available in a variety of platforms to support different compute needs and workloads. The below chart shows the transition of server platforms dependent on server needs and displays how the focus tower platforms fit in with the rest of the server portfolio.



HPE ProLiant Workload based Positioning

The below chart demonstrates the relevant platform that should be used for different workloads.



Performance optimized, tower servers designed to meet SMB compute demands

HPE tower and rack servers are available in a variety of platforms to support different compute needs and workloads. The below charts shows the transition of server platforms dependent on server needs and displays how the focus tower and rack platforms fit in with the rest of the server portfolio.

MicroServer Gen10

The compact server to make your own

- Instant out-of-box server set up and deployment.
- Up to 32GB Memory Expansion
- 4 LFF SATA, Hard Drives



[Discover More](#)

ML30 Gen9

The ideal first server for growing businesses

- Optimized compute for physical and virtual workloads and applications
- Enterprise class management features
- Up to 64GB Memory Expansion
- Up to 8 SFF (4 LFF) Hard Drive

[Case study - Rivanna Water & Sewer Authority](#)



[Discover More](#)

ML110 Gen10

1P tower with enterprise-class reliability and performance

- Features the best performance and expandability in the 1P tower portfolio.
- Memory, HDD and I/O expansion for growing business needs
- Up to 192GB Memory Expansion
- Up to 16 SFF (8 LFF) Hard Drives

[IT Pro Product Of The Year Awards - Winner Best Tower](#)



[Discover More](#)

ML350 Gen10

ProLiant's most powerful and versatile 2P tower

- Features the best performance and expandability in the tower portfolio.
- Memory, HDD and I/O expansion for growing business needs
- Supports up to 2 x Intel Xeon Scalable Processors

[Case study - TD&T achieves solid returns](#)



[Discover More](#)

Performance optimized, rack servers designed to meet SMB compute demands

HPE tower and rack servers are available in a variety of platforms to support different compute needs and workloads. The below charts shows the transition of server platforms dependent on server needs and displays how the focus tower and rack platforms fit in with the rest of the server portfolio.

DL20 Gen9

Compact and affordable with outstanding configuration flexibility to cater to a wide variety of business requirements at an affordable price point

- Introducing support for Intel® Xeon® E3-1200v6 and 2400MHz UDIMM
- Up to 64GB Memory Expansion
- Compact 1U server that works in a variety of environments.

[Discover More](#)



DL360 Gen10

The secure dual processor server with exceptional flexibility and unmatched expandability packed in a dense 1U rack design.

- Supports Intel® Xeon® Scalable processor with up to 28 cores and memory speeds of up to 2666 MT/s.
- Up to 3.0TB Memory Expansion
- Up to 10 SFF (4 LFF) Hard Drives

[Discover More](#)



DL380 Gen10

2P rack with enterprise-class reliability and performance

- Security through firmware and optional chassis intrusion options
- Up to 3.0TB Memory Expansion
- Up to 12 SFF (24 LFF) Hard Drives

[Discover More](#)



DL385 Gen10

Purpose-built platform to address virtualized and memory-centric workloads.

- Delivering security with HPE Silicon Root of Trust and AMD EPYC Secure Processor.
- Providing up to 32 cores and 2 TB of memory per processor.
- Supports up to three double wide or five single wide graphic processing units (GPUs) for workload acceleration.

[Discover More](#)



Leverage HPE Financial Services to upsell Smart Buy Express Offers

One of the most significant challenges small and midmarket organizations face is delivering IT services with small IT teams and limited IT budgets. Industry research indicates that the overwhelming majority want pay-per-use options that bundle equipment, software, services and maintenance. We can help enhance your ability to upsell HPE Top Value Offers by including IT investment solutions that provide the added simplicity and affordability that customers seek.



Trade-in the old, make room for new

Ship existing equipment back and get money for the technology



Make a big transition easier

Support to securely retire and recover value from old equipment. Our expertise gives customers peace of mind.



Simple to acquire and consume

Subscribe to a complete technology solution with a predictable monthly payment.

HPE Transition Services

HPE Subscription

Additional incentives from HPEFS for channel partners



Sell more

- 20% – 35% larger revenue opportunities from customers who use financial services
- Increased attach rates of software and services for solution selling
- Proactive credit approvals facilitate add-on and repeat sales



Earn more

- Partners have the ability to uplift rates and control how much they earn
- Additional incentive programs can add up to 4% margin

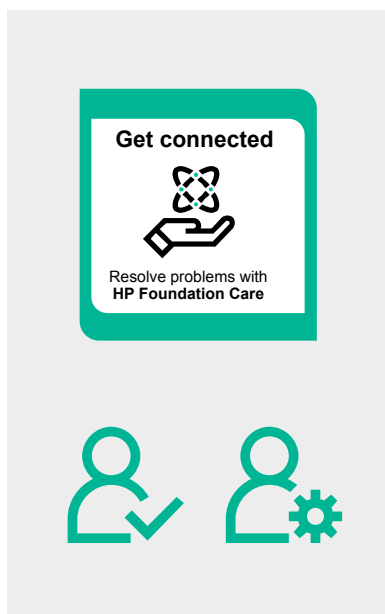
Better cash flow

- We initiate funding within 48 hours of customer acceptance
- Full immediate revenue recognition for you while customers make monthly payments

We can help you move customers more easily from Entry offers to Performance offers to Solutions. A subscription for a complete solution gives customers greater affordability and flexibility to renew, upgrade and grow. You can request a monthly payment quote from iQuote and contact your local HPE Financial Services representative to work with you.

Pointnext Service Recommendations for SMB Offers

Entry	Performance	Solution
SMB Offer - Example of Pointnext Service Recommendations HPE iQuote to help you select the recommended service level.		
3 yr Foundation Care NBD (default added to cart)	3 yr Foundation Care NBD (default added to cart)	3 yr Foundation Care 24x7 (default added to cart)
5 yr Foundation Care NBD	4 yr Foundation Care NBD	3 yr Foundation Care NBD
3 yr Foundation Care NBD	5 yr Foundation Care NBD	4 yr Foundation Care NBD
4 yr Foundation Care NBD	4 yr Foundation Care NBD	5 yr Foundation Care NBD
5 yr Foundation Care NBD	5 yr Foundation Care NBD	4 yr Foundation Care NBD
HPE Recommended 3 yr Foundation Care 24x7	HPE Recommended 3 yr Foundation Care 24x7	HPE Recommended 5 yr Foundation Care 24x7



Value Prop

HPE recommends Foundation Care as the perfect partner for most SMB Offers. HPE Foundation Care provides basic peace of mind that your hardware and software problems will be resolved quickly. It provides comprehensive hardware and software support for your IT infrastructure. HPE technical assistance partners with your team to resolve hardware and software problems using HPE and approved third party products.

HPE recommends Proactive Care for some of the SMB Offers in the high-end platforms. HPE Proactive Care provides all Foundation Care deliverables plus more. This service gives your customer access to our Advanced Call Center for enhanced call handling. And, with the help of regular scans and reports, it helps your customer attend to issues before they become problems.

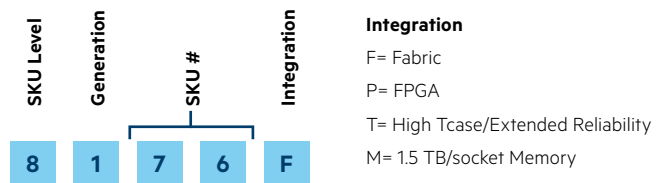
Give your investments a longer lease on life

Intel's latest range of processors paired with HPE's newest technologies offer innovative solutions.

Intel® Xeon® Processor Scalable Family



Skylake-SP SKU Numbering



HPE Intel® Solid-State Drives

HPE Intel® SSDs remove performance bottlenecks, enabling faster access to data with consistently low latency—all while using less power. They are best suited for enterprise environments with highly random data under a variety of write-workload applications such as online transaction processing or Big Data analytics. HPE SSDs provide significantly better random read and write input/output operations per second (IOPS). Available in both SAS and SATA to fit your needs.

Intel® Solid State Drive Product Families consistently offer amazing performance for NVMe®/PCIe® and SATA with broad industry compatibility, and robust enterprise RAS features.

Unlike the competition, the HPE ProLiant Gen10 Server family is the world's most secure industry standard server¹. HPE innovations that cannot be met by competition are the following:

HPE ProLiant Gen10 servers are World's Most Secure Industry Standard Servers with silicon root of trust¹.

Memory can increase Microsoft Exchange operations by up to 7x and reduce database licensing costs by up to 50%.²

Jitter Smoothing mitigates processor frequency fluctuation to improve overall workload throughput above turbo mode.³

Core Boosting enables higher performance across more processor cores which can save customers up to \$500K in annual core-based licensing fees Available in future releases.⁴

1 Based on external firm conducting cyber security penetration testing of a range of server products from a range of manufactures, May 2017.

2 HPE internal lab testing. Best Performance measured March 31, 2017. HPE Internal lab testing. Data gathered on pre-release hardware and software, final results may differ, March 31 2017.

3 The first instantiation of many components that make up IST, is Jitter Smoothing. Available only through HPE, Jitter Smoothing, available on all servers with iLO 5, dampens the fluctuation in frequency as processors jump into turbo mode and makes the frequency deterministic at a frequency above the standard baseline.

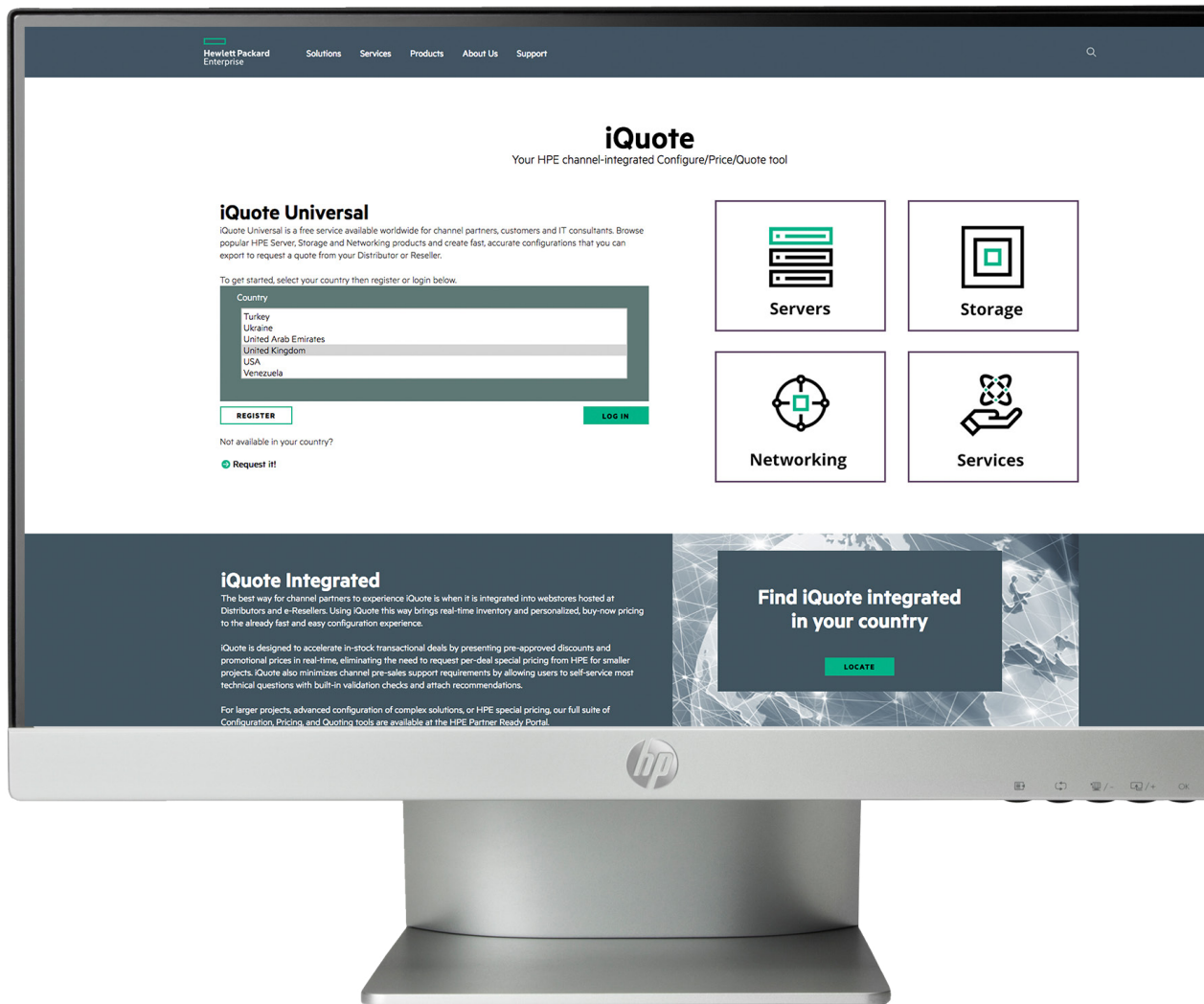
4 HPE Internal testing from Performance Engineering Benchmarking team, April 2017.

iQuote Overview

iQuote is an online sales enablement program that simplifies the selling experience and empowers Solution Providers to position, configure, quote, and ultimately purchase Hewlett Packard Enterprise products and solutions from a single location. All the Smart Buy Express Offers are available in iQuote. Visit the Smart Buy Express Offers page.

How do I access iQuote?

Access the Universal Version via: <https://iquote.hpe.com> or contact your preferred HPE Authorised Distributor for live pricing.



Engage & Grow Overview

Engage & Grow is an incentive program designed to motivate, educate and recognize authorized reseller sales representatives for their success, knowledge and sales of qualifying HPE products and services with minimal administrative effort. This tool makes it easy and fun to learn about HPE’s breadth of products and also access fantastic marketing collateral for all HPE products and services in one location.



Shop & Redeem

The Rewards Store offers a variety of options to redeem your points. The reloadable card offers you purchasing power wherever Visa is accepted.

HPE is redefining the small business server



Hewlett Packard Enterprise is redefining the small business server. Your server, operating system and applications should all come together. Now they do. ClearOS Software from HPE is now exclusively available with HPE servers. ClearOS is an intuitive operating system with over 100 intelligently integrated applications and services. With ClearOS, you have the technology you need to run your business. HPE servers with ClearOS Software makes technology simple, secure, and affordable for small business.

Available in US, Canada, Germany, France, UK & I, Netherlands, Spain & Italy

Visit for more details of both these offers.

<https://promotions.ext.hpe.com>



HPE Windows Server Cashback Offer - How to qualify

Purchase a qualifying Gen10 TV/GO Server Solution with a qualifying HPE Windows Server Operating System (as outlined in the qualifying products table on the claim form) within the promo period, complete the claim form and you will receive up to €500 cash back from HPE (values vary with each qualifying Operating System).

Geographical scope

UK, France, Spain, Portugal, Czech, Poland, Slovakia, Slovenia, Hungary, Belgium/Luxemburg, Netherlands, Switzerland, Austria, Finland, Sweden, Norway, Finland-Estland-Lithuania -Latvia, Denmark

Valid from 1st June - 31st July



Where to Learn More


If you are looking for additional support and resources then please see below a selection of links to help you.


[Rack and Tower Family Guide](#)

[Management Overview Presentation](#)

[HPE Enterprise Information Library](#)

[iQuote](#)

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