



# GET MORE

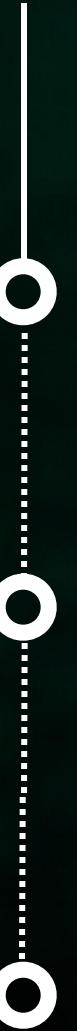
with your HPE ProLiant Core

HPE ProLiant Gen10

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August 2019

25 YEARS of  
PROLIANT  
INNOVATION



A night cityscape with a digital network overlay. The network consists of green lines connecting various nodes, some of which are highlighted with green rectangular boxes. The background shows illuminated skyscrapers, including one with 'PICC' signage and another with '中航工业' (AVIC) signage. The overall scene is dark with vibrant green and white lights from the city and the digital overlay.

Securing everything, everywhere

# Security attack trends

**Hardware and  
firmware  
attacks**

**Regulatory,  
GDPR, SEC**

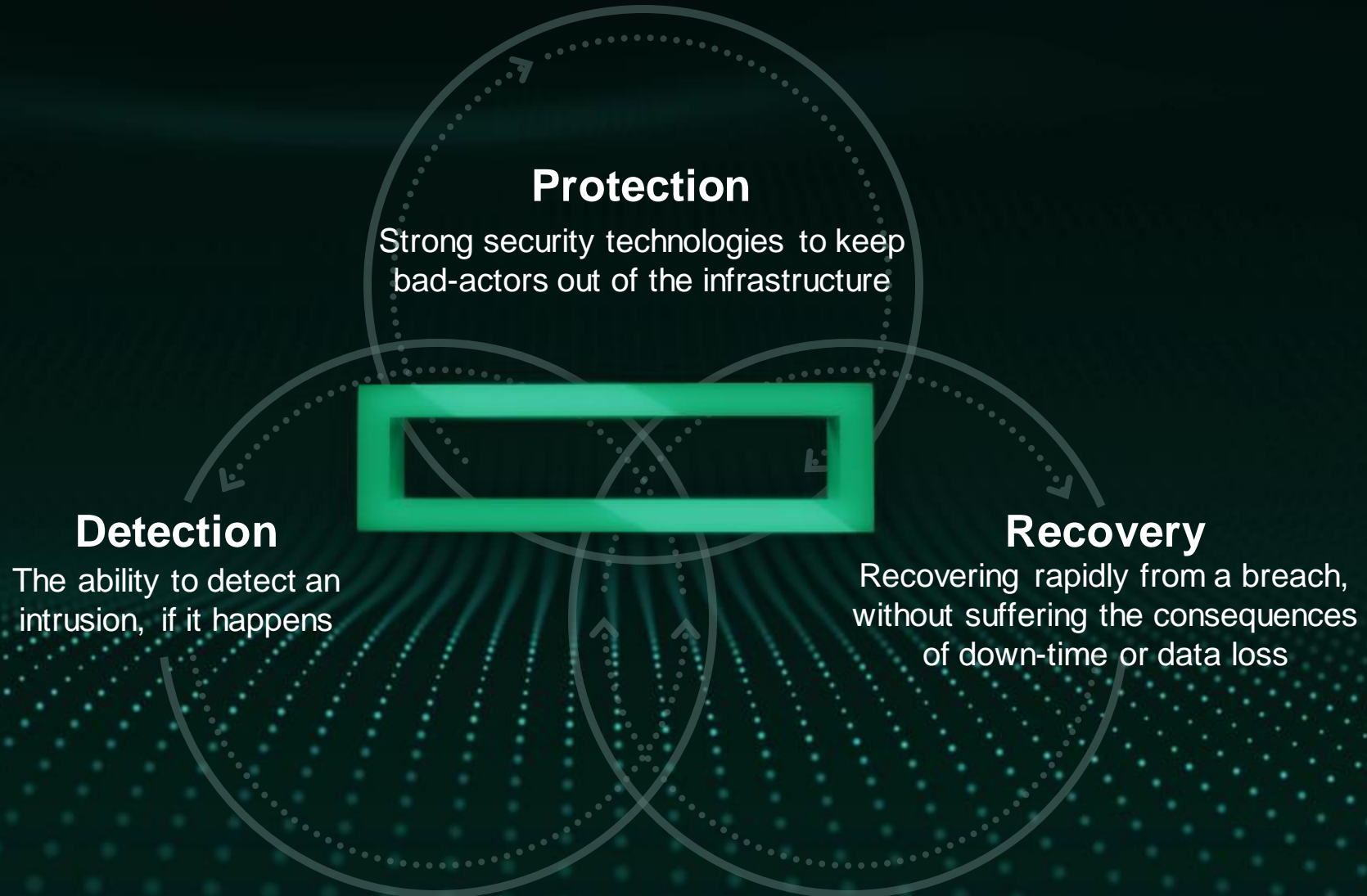
**Machine  
learning  
and AI**

**Human  
element**

**Pervasive  
ransomware**

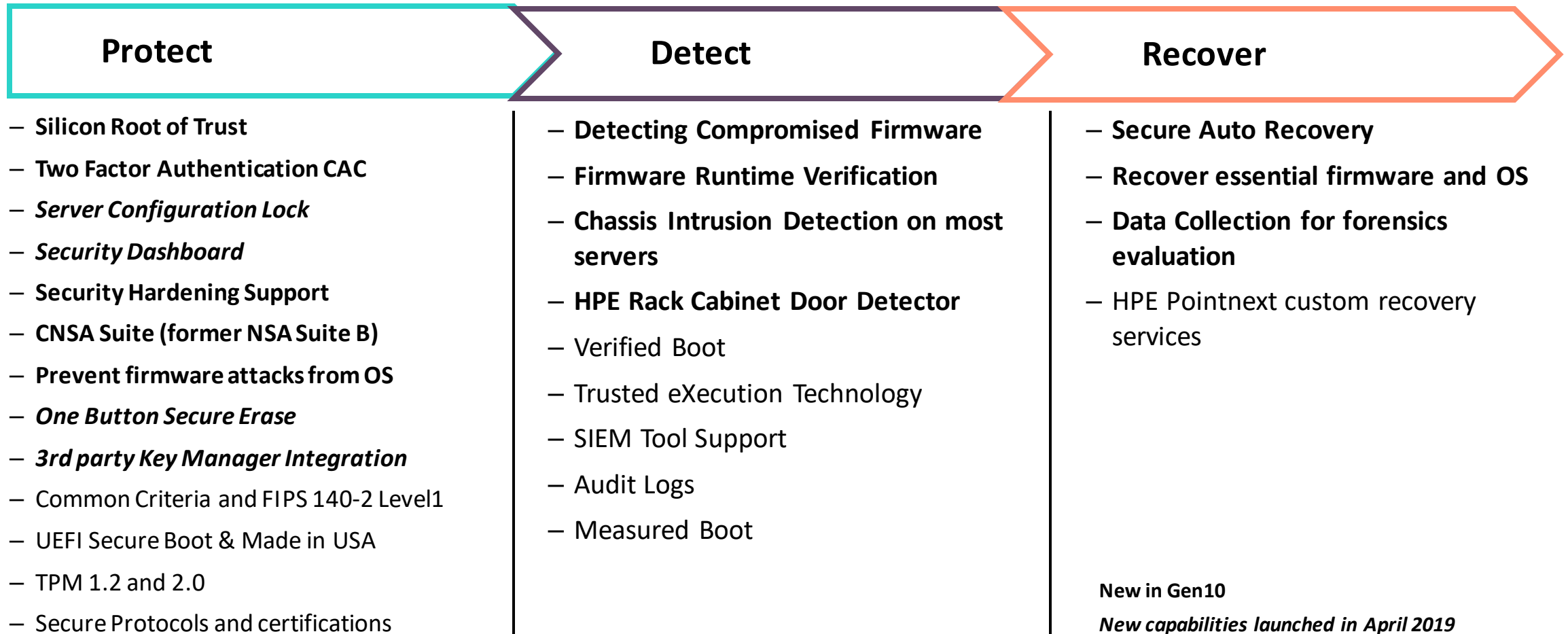


# Security Requires Defence In Depth



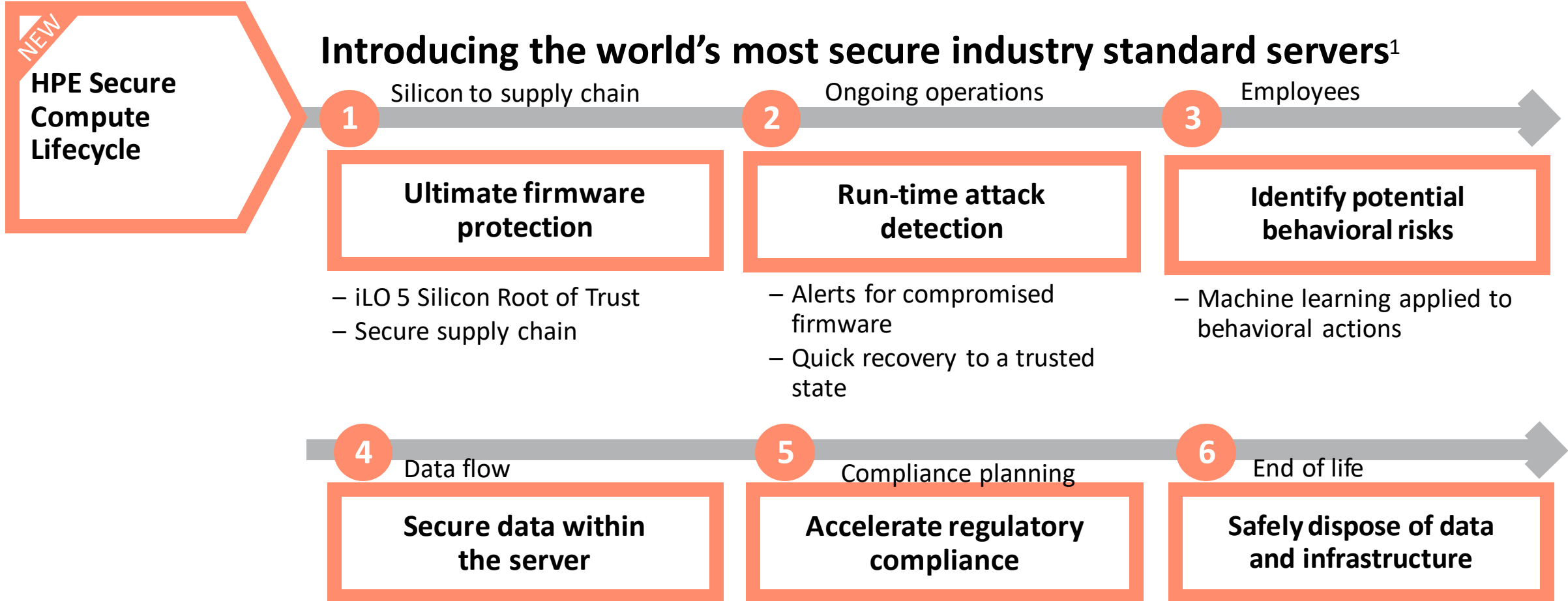
# HPE Secure Compute

## The world's most secure industry standard servers\*



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

# Data Protection and Security by Design



# HPE is The Industry Leader in Cyber Security



	Hewlett Packard Enterprise	DELL	CISCO	Lenovo
Server Silicon Root of Trust	●	◐	◐	◑
Networking Security A.I. (Aruba)	●	◑	◑	◑
Secure Supply Chain Beyond DFARS	●	◑	◑	◐
Storage FIPS 140-2 Level 2 Certification	●	◑	◑	◑
Server/Storage Ransomware Recovery	●	◑	◑	◑
Pointnext Security Assessment Services	●	◑	◑	◑
Server/Storage/Networking NIST 800-53	●	◑	◑	◑
Server CNSA Suite	●	◑	◑	◑
Made in the USA BIOS Firmware	●	◑	◑	◑
Server 3 <sup>rd</sup> Party Pen Testing & Validation	●	◑	◑	◑
Server/Storage Cyber Monitoring (InfoSight)	●	◐	◐	◑

# Cyber Security Value from HPE – what to sell

## HPE can help customers avoid security breaches

**Assess** security status  
with HPE Pointnext

- Security assessment services
- Employee training and assessments
- Security policy evaluations

**Aruba Networking**  
state of the art AI for  
detection and quarantine

- HPE Aruba Introspect
- HPE Aruba ClearPass

**HPE Gen10 Servers**  
ML/DL/BL/Apollo/Synergy

- **HPE Gen10 Worlds Most Secure Industry Standard Servers**
- **Server System Restore for recovery from ransomware**
- **HPE Silicon Root of Trust include at no extra cost**
- **Real-time firmware monitoring and detection of compromise**

**HPE Storage**  
3PAR/Nimble/SimpliVity

- HPE SimpliVity meeting today's near zero recovery objectives
- HPE Nimble data recovery
- HPE 3 Par with FIPS level 2 and self encrypting storage





**Hewlett Packard**  
Enterprise

# Latest Promotions



# HPE Programs

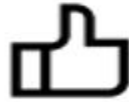
## Smart Buy Express

Ready to go. Aggressively priced.  
Right-sized Solutions.

## Engage & Grow

Up to 18,000 pts for  
Smart Buy Express Servers

### Simple



#### Eliminate complexity

- Focus set of best selling solutions
- Simple configurations
- All BTO now on SBE

### Affordable



#### Budget Friendly

- Aggressively Priced
- Instant, pre-approved discounts
- Average of 9% reduction in June

### Secure

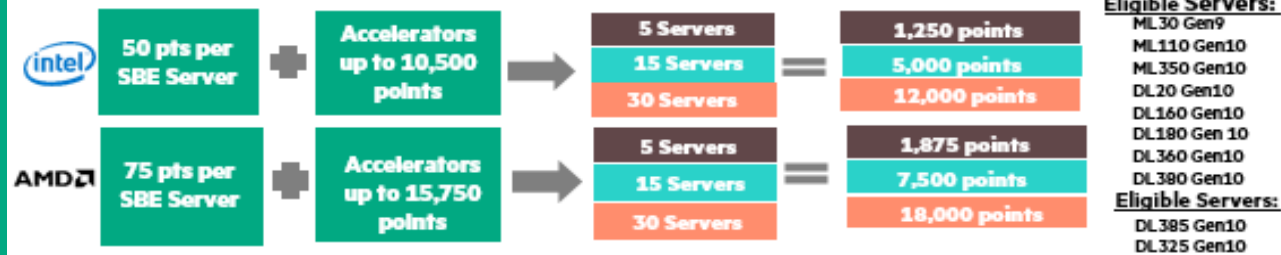


#### Provide peace of mind

- The world's most secure industry-standard servers
- Protection against attacks and quickly recover from unplanned downtime with built-in security features, such as iLO and the silicon root of trust.

### Back & Improved for Q3'19: SPIF Accelerators on SBE Rack and Tower Servers!

Earn up to 75 points per Smart Buy Express Server plus accelerators up to 18,000 points



**NEW for Q3 20pt SPIFs for PointNext SKUs!**

Visit Engage & Grow or contact your PBM for more details.

### MicroServer Gen10



- Towers Gen 10
- ML30
  - ML110
  - ML350

### 1U Rack Servers



- DL20
- DL160
- DL360
- DL325



### 2U Rack Servers

- DL180
- DL380
- DL385



# HPE Smart Buy Express PRICE DROP

Our collection of bestselling Servers, Storage, Networking and PointNext offers keeps getting better: Now offering a wider selection with lower prices.

**Average price reduction of 9% on HPE ProLiant Gen10 servers + options**



HPE ProLiant DL380 Gen10

NOW **\$4,860\***  
WAS \$5295\*

**P02465-B21**

Intel 5218 16c (2)  
0 HDD (up to 8SFF)  
2x32GB DDR4  
1x800W PS  
P408i+SSB

**8% PRICE DROP**



HPE ProLiant DL360 Gen10

NOW **\$1,745\***  
WAS \$1,990\*

**P06453-B21 \***

Intel Xeon 4110 8c (1)  
0 HDD (up to 8SFF)  
1x16GB DDR4  
1x500W PS  
P408i+SSB

**12% PRICE DROP**



HPE ProLiant DL325 Gen10

NOW **\$1,455\***  
WAS \$1615\*

**P04649-B21**

AMD EPYC 72518c (1)  
0 HDD (up to 8SFF)  
1x16GB DDR4  
2x500W PS  
P408i+SSB

**10% PRICE DROP**



HPE 32GB 2Rx4 PC4-2400T-R Kit

NOW **\$315\***  
WAS \$495\*

**815100-B21**

**36% PRICE DROP**



HPE 1.8TB SAS 10K SFF SC 512e DS HDD

NOW **\$370\***  
WAS \$495\*

**872481-B21**

**25% PRICE DROP**

Server Options:

# NEW! HPE ProLiant DL160 Gen10 Server

The right balance of performance, manageability, and efficiency to meet the needs of cost-conscious businesses



## Available Smart Buy Express Offerings

**\$999\***

Intel Xeon 3106 (1)  
16GB Memory  
Up to 4 LFF HDD supported  
3 Year Warranty

**878968-B21**

**\$1069\***

Intel Xeon 4110 (1)  
16GB Memory  
Up to 8 SFF HDD supported  
3 Year Warranty

**878970-B21**

## The DL160 Gen10 Advantage

- **Scalable**
  - Up to 2 Intel Xeon Scalable processors
  - Up to 9.6TB internal storage (8 SFF hard drives)
  - (2) PCIe expansion slots
  - 500W Flexible Slot power supply with optional redundancy
- **Secure & Manageable** - Industry-leading server security and manageability with iLO 5 and HPE InfoSight for Servers
  - *Now with* dedicated management and service ports for HPE iLO 5

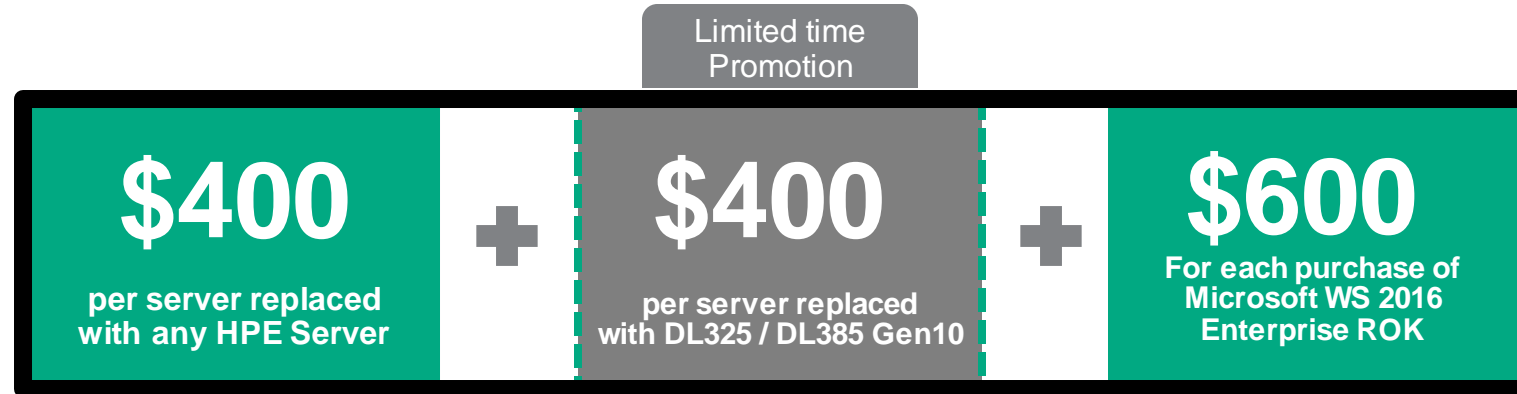
# CTO vs SBE Comparison

- What is CTO?
- What is Smart Buy Express?

	CTO DL380 4110 16GB – P408ai – 500W PS	Smart Buy Express P06420-B21 <small>(Same config as CTO)</small>
	\$5,055	\$4,907
Special pricing discount	51% Medallion + Deal Reg	65% SBE Discount
Partner Cost	\$2,476.95	\$1,720
Time to Ship	Minimun 14 days	Early as Next Day

# Modernize Your Infrastructure & Save

## Up to \$1,400 cash back for server trade up



**Simple:** Reduce your customers total cost of acquisition by trading in their old equipment and replacing with new

**How it works:**

- Customer requests a trade in quote through the website listed below **(To determine the MV of the traded server)**
- Complete the purchase of new Gen10 Server **(Don't forget to attach Window Server 2016)**
- Submit the final claim and **request the shipping labels** to ship the older server

HPE will cover shipping, handling, and recycling costs. Max rebate per product trade-in is \$40k. Good in the U.S. and Canada thru 10/30/19. Complete details: visit



**Championship: Race to Replace**

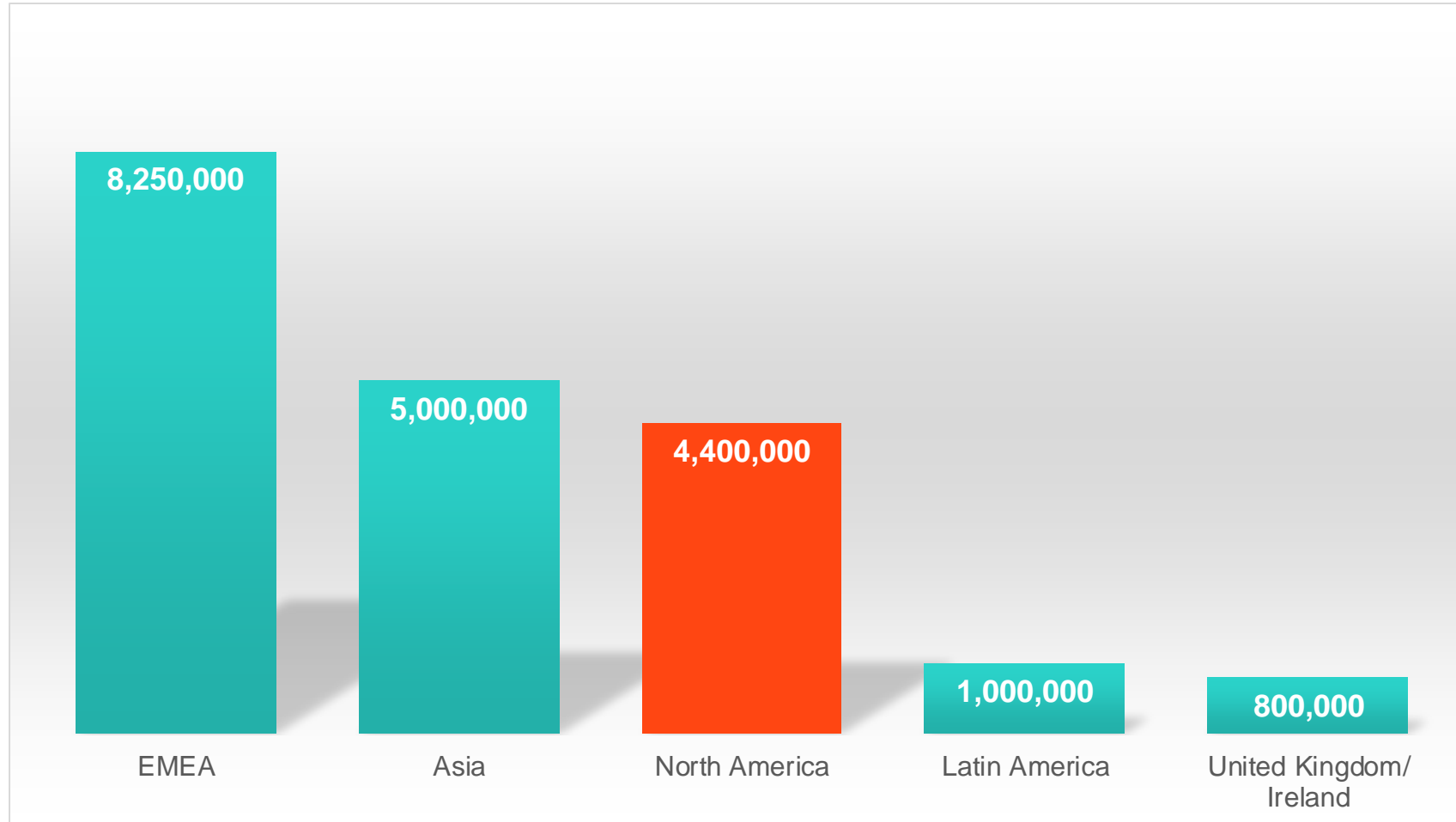
**Venue: WS2008 EOS**

**Participants: 4M Servers in North America**

**Date: Now until January 2020**



# Current number of servers running Windows Server 2008



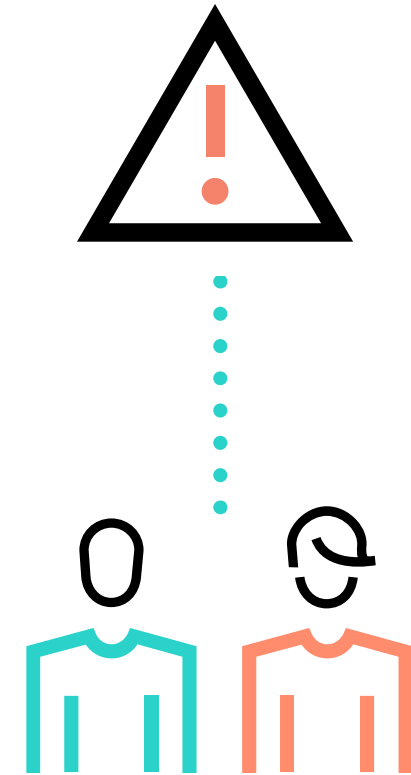


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## After January 14, 2020

Customers still running Windows Server 2008/2008 R2 will face:

- **NO** free support
- **NO** free security updates
- **NO** feature updates

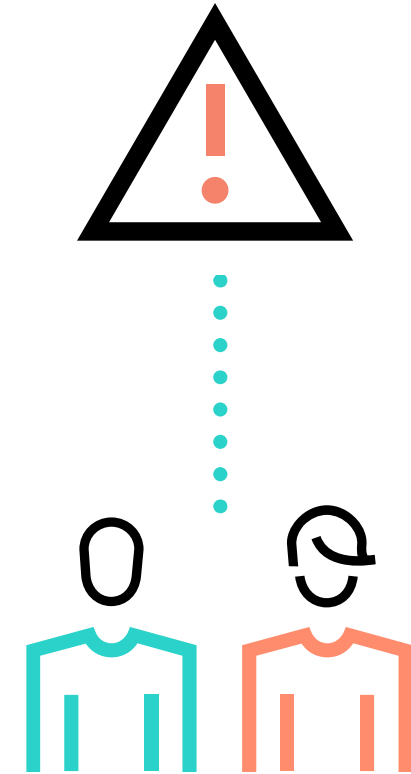


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## After January 14, 2020

The business risk of running Windows Server 2008 or 2008 R2 after EoS

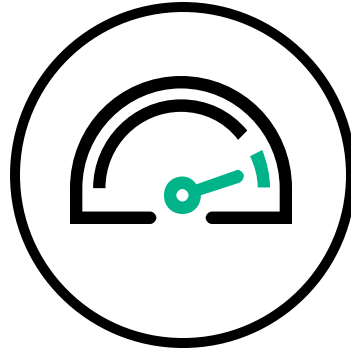
- Increased **exposure to major vulnerabilities** and cybersecurity attacks on systems, databases and applications
- **Discontinued support** for many commercial applications and tools
- Mounting **operational expenses**



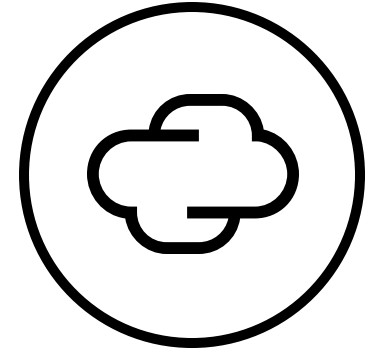
## 3 reasons not to wait until January 2020



**Fight Cyber  
Crime**



**Improve IT  
Efficiency**



**Ready for  
the Cloud**



**Hewlett Packard  
Enterprise**

**Thank you**



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1. Tap on Agenda icon



2. Tap on the session you want to rate

3. Rate session on scale of 1 – 7

4. Write a comment (if you want)

5. Hit Submit!

