

HOW TO USE THIS GUIDE

This playbook includes high-level messaging and specific selling guidance for our joint solution areas. It was built with expertise and insights from HPE and Microsoft subject matter experts and seasoned sellers in all regions. Use it to spot opportunities and have more productive prospect and customer conversations. Use the navigation panel on the far right of every page to move around quickly and easily.





JOINT VALUE PROPOSITION

To thrive today, companies must rapidly adapt, scale, and innovate to reduce complexity and seize the new opportunities that are emerging. This is why many are leveraging the powerful HPE–Microsoft partnership. Building on a strong 30-year relationship, the HPE—Microsoft alliance empowers businesses with integrated products, solutions, and services that drive successful transformations and business outcomes.

Together, we are igniting new innovation with hybrid cloud, we are unleashing the power of data, and we are redefining customer and employee experiences. We are driving customer success around today's most pressing areas, including hybrid IT and analytics, and building more intelligent and secure connections at the edge. We are extending our longstanding partnership by blending the power of Azure with HPE's leadership in infrastructure, support, and services, including HPE's breakthrough HPE GreenLake consumption-based solutions for smooth and effective capacity growth. Two leaders with one mission: driving success in the digital age for our customers.

TOP THINGS TO KNOW

Windows Server 2008 and 2012 workloads will soon need end-of-life security updates. Migrate those workloads to Azure Stack HCl and get the security updates for free. This is a great entry point for customers ramping up to the hybrid space and consuming Azure services. It also buys them time to figure out which apps need to be modernized and moved off legacy OS versions. This **opportunity is huge,** as the majority of our customers are running 2008 or 20012 workloads. HPE for Microsoft Azure Stack HCl offers validated solution configurations.

Many customers have begun refining their SQL data management strategies. Azure is viewed as the **primary destination for SQL workloads** going forward, and Microsoft and HPE customers are proactively engaging HPE around these migrations now. HPE ProLiant Servers and components are tested, optimized, and validated with Azure Stack HCI OS to deliver reliable solid performance.

More Hyper-V runs on HPE infrastructure than any other platform, and more Windows Servers are deployed on HPE infrastructure than any other platform; 34% of HPE servers are running SQL, representing 60% of Microsoft SQL sales. HPE is Microsoft's largest provider of infrastructure services, and HPE is also Microsoft's largest commercial account, a testament to **how committed we are to each other's technologies**.¹

Customers, on average, operate using five clouds across laaS, PaaS, and SaaS in addition to the on-premises estate, which leads to a much **more complex IT operation**, more toolsets and skills to find, unknown and unrestrained costs and an inability to control risk and manage compliance, all of which put the business at risk and increase cost.

TOP THINGS TO SAY

The best way to bring in Azure Stack HCI is under HPE GreenLake, offering the widest range of migration and workload modernization options across the **broadest portfolio** of general, mission-critical and HPC compute. Global organizations like that their SQL databases of varying sizes can span all those platforms in a coherent way.

Post pandemic, organizations want to **maximize remote workforce productivity**, while increasing efficiencies and security. But legacy infrastructure often holds companies back from taking advantage of modern capabilities and gaining the flexibility of cloud.

Currently, 70% of critical production applications and data remain outside the public cloud, in a secure, single tenant environment and at the edge, where the data is increasingly created. HPE GreenLake with Azure Stack HCI and Microsoft SQL Server enables businesses to transform their on-premises and edge workloads by providing customers with a cloud experience and operating model for applications and workloads close to where the data lives.²

Scale effectively and economically with high-performance software-defined storage and networking that's affordable for businesses of virtually every size.

A STORIED PARTNERSHIP

Building on a strong 30-year partnership, the HPE-Microsoft alliance empowers businesses with integrated products, solutions, and services that help drive successful outcomes.

We enable companies around the world to capitalize on the best technologies, solutions, and services available. Together, we ignite innovation with hybrid cloud; we unleash the power of data and redefine experiences at the edge, creating endless opportunities for customers around the world. We're more than just partners; together, we're designing the possibilities of tomorrow.

The HPE-Microsoft partnership is rooted in deep investments and relationships at the highest levels of both companies. It's clear that this is the most comprehensive partnership in the industry today.

Together, HPE and Microsoft deliver several compelling benefits for customers:



World-class solutions on the Microsoft platform that drive clients' productivity, innovation, and growth.



Best of both worlds, as Microsoft provides the standard platform for HPE infrastructure.



Provide development, management, and modernization for your mission-critical applications and infrastructure.



Deliver critical innovation, value, and outcomes.

PARTNERSHIP FACTS

- ☑ HPE is Microsoft Azure Expert MSP, one of 55 elite partners with this global certification
- ☑ Up to 30,000 joint Microsoft and HPE Partners
- and price-performance @ 3000GB (non-clustered)³
- ✓ 30-year Microsoft partnership, deep collaboration, significant multi-year mutual investments
- ✓ Vast 135-country global reach
- ✓ Service desk in 43 languages
- ✓ More Hyper-V runs on HPE infrastructure than any other platform (largest install base at 30.5% Hyper-V with deployments on HPE hardware)4
- ✓ More Windows Servers are deployed on HPE infrastructure—that makes us the #1 driver of Windows Server, with more than 35% revenue share and the largest server install base⁵
- ☑ 34% of HPE servers have SQL, which represents 60% of Microsoft SQL sales of \$9B (this is a huge percentage of Fortune 500 companies running their businesses on HPE and Microsoft)⁶

3

CONTENTS

TRENDS AND CHALLENGES

BUSINESS TRENDS

70 PERCENT **Need to reskill and upskill the workforce.** By 2026, 70% of G2000 companies will use AI to develop guidance and insights for risk-based operational decision-making.

50 PERCENT **Demand for product as a service.** By 2024, 50% of G2000 organizations will develop industry ecosystem digital operations centers to monitor capacity, expertise, market, and environmental conditions for 50% faster time to market.



Must mitigate supply chain risks. By 2024, 75% of G2000 will embed quality management across the value chain, including the supply chain and field service, reducing the overall cost of quality (COQ) by 25%.



Humanizing the digital experience. 72% of consumers say they are engaged only by personalized marketing.



Brand loyalty has waned. 75% of U.S. consumers have reported new shopping behaviors.



Data is exploding. More data will be generated within the next 3 years than was created in the last 30 years. The challenge to optimize data collection, secure it, and harness it is tremendous.

CIO CHALLENGES



Change is everywhere. Apps and data strategies must be modernized, cloud and infrastructure management must be simplified, and IT must be managed much more effectively.



HCI is a compelling option. CIOs want to optimize their infrastructure costs, get decent performance for multiple workloads, and simplify workload management. Almost 80% of customers surveyed are increasing their use of HCI, and the majority say they will buy HCI in the next 1–2 years.



Familiar management and operations. CIOs want to simplify management and operate their hybrid infrastructure seamlessly with tools and operations they know. They must enable support for globally dispersed IT systems from any location.



Hybrid and multi-cloud is a game changer. Legacy systems, regulations, data sovereignity, latency, technical hurdles, and custom requirements all must be dealt with effectively.



Enterprise scale and price performance. CIOs want to use HCI to help them reduce data-center complexity and total cost of ownership.



Operate hybrid seamlessly. Global CIOs want to meet their hybrid cloud needs with different deployment options for their many environments and workloads. And they want consistent performance and scalability across edge, hybrid, and cloud.

CONTENTS

Sources: Azure Stack HCI for Manufacturing Pitch Deck Level 100 and Azure Stack HCI for Retail Pitch Deck Level 100 AUTHORIZED HPE AND MICROSOFT PARTNER USE ONLY

HPE AND MICROSOFT JOINT OFFERINGS

PRIVATE/HYBRID CLOUD

HPE GreenLake with Azure Stack HCI Validated Nodes enables businesses to transform their on-premises and edge workloads by providing customers with a cloud experience and operating model for applications and workloads close to where the data lives.

By combining Microsoft Azure Stack HCI Validated Nodes with offerings such as the HPE GreenLake edge-to-cloud platform, customers benefit from a unified, automated experience. The solution means customers can determine their own right mix of hybrid cloud and workload placement, with flexibility as well as control.

Currently, Channel Partners can sell Azure Stack HCI Validated Nodes. Later this year, it is expected that Azure Stack HCI Integrated Systems will be available broadly through the channel. The following are the differences between these offerings.

Azure Stack HCI Integrated Systems

- 1. Simple to deploy—pre-install done for you
- 2. One point of contact for support
- You cannot re-use existing hardware
- 4. Configurable with HPE GreenLake modular cloud-native infrastructure instance options
- 5. Standard HPE GreenLake services tiers
- modular cloud-native infrastructure
- 7. Standard units of measure defined for billing 7. Custom units of measure for billing

Azure Stack HCI Validated Nodes

- 1. Build your own
- 2. Hardware and software support are separate
- Build on existing hardware certified and validated by Microsoft, if all the parts meet the spec of a validated solution
- 4. Customizable based on HPE certified hardware
- 5. Optional and custom HPE GreenLake services tiers
- **6.** Lifecycle management with HPE GreenLake **6.** Optional lifecycle management available custom units of measure for billing

DATA MANAGEMENT SOLUTIONS WITH SQL

We help enterprises create an intelligent data strategy, unifying data edge to cloud, and operationalizing AI/ML to accelerate insights from all data. We bring the cloud to your apps and data wherever they live—in your colocations, data centers, and edges. From accelerating container adoption to scaling SQL Server workloads, we help you streamline application modernization for improved speed and agility. Together, HPE and Microsoft deliver Al-driven storage and industry-leading compute solutions to solve your most dataintensive challenges—all available as a service through HPE GreenLake.

SMB SOLUTIONS WITH MICROSOFT

Enhance collaboration through unified, secure, and intelligent digital workplaces that utilize the technology, solutions, and services to seamlessly support the way people now work while increasing employee engagement and satisfaction. All so everyone can connect on their terms, safely and easily. Together, HPE and Microsoft provide customers with a complete and secure workplace experience.

SECURITY

Wherever confidential data is stored, it must be protected against unauthorized access, whether through physical device theft or malicious applications. The Zero Trust principles that HPE and Microsoft solutions leverage aren't just about implementing one or another security or networking technology. It's a completely new approach to the way companies do security architecture. With hardware-based isolation security that begins at the chip, Windows Server and Azure Stack HCI provide unmatched protection.

CONTENTS

5

PRIVATE/HYBRID CLOUD

Messaging >



TELL THE STORY OF OUR SHARED VALUE

Many customers and service providers are looking for a hybrid cloud solution that gives them the best of both worlds—the speed, agility, and simplicity of the Azure public cloud combined with the cost-effective and secure environment of a powerful on-premises cloud. They need a solution that protects and extends the investment they have made in development and training skills in Microsoft Azure to help drive innovation to turn ideas into products and services faster and easier and quickly adjust business processes.

The HPE GreenLake for Microsoft Azure Stack HCI cloud experience provides on-demand capacity, combining agility and the economics of public cloud with the security and performance of on-premises IT. This service gives customers the ability to accelerate digital transformation with cloud benefits of quick provisioning, scalability, and pay-per-use economics, all within the control of their own on-premises environment.



SOLUTIONS

Microsoft Azure Stack HCI Validated Nodes as a HPE GreenLake offering, HPE GreenLake edge-to-cloud platform, HPE ProLiant DL38





KEY MESSAGES

Enabling movement of applications—Across the right mix of private (on-premises and/or those managed provided by HPE and MSFT service provider partners) and public cloud that provides the flexibility to meet different app needs for compliance, data sovereignty, economics, and latency across the continuous development and production lifecycle.

Integrated cloud-native infrastructure—Provides fast deployment and simplified IT operations that easily scale all based on the world's bestselling servers, HPE ProLiant DL380s, that have been pre-validated, factory-integrated, and optimized for Microsoft Azure Stack through co-engineering by HPE and Microsoft. This includes modular cloud-native infrastructure for Azure Stack HCI.

Consistent developer, management, and security experience—Across private and public cloud, reduce costs and risk while improving productivity, including Azure management tools, laaS, and PaaS services, as well as third-party applications and components designed for Azure that all work with Azure Stack HCI enabled by Azure Arc and Azure Resource Bridge.

Validated nodes are the most popular hardware scenario—Existing hardware can be repurposed as long as it matches a current validated node solution in the Azure Stack HCI catalog. Faster time to value with the HPE GreenLake edge-to-cloud platform that enables standardized ordering, deployment, and management.

Simplified IT—Simplified management for consistent operations. Manage your servers using existing tools, simplifying management for hybrid cloud. In addition, management can increasingly be done by generalists.

A single point for support—With a wide range of support expertise and options enables faster and easier resolution of issues to keep Azure hybrid clouds and the apps they support, operating at optimal performance.

Flexible consumption model—Options offered through HPE GreenLake enable customers to pay for private/hybrid cloud with predictable monthly payments. With the HPE GreenLake platform, you can boost efficiency and manage risk with no up-front costs or wasted spend on overprovisioning. The HPE Consumption Analytics portal gives detailed views, analytics, and insights into infrastructure utilization, helping customers better manage utilization.

Discover power at the edge—HPE GreenLake enables customers to accelerate data-first modernization and provides over 50 cloud services that can run on-premises, at the edge, in a colocation facility, and in the public cloud.

CONTENTS

PRIVATE/HYBRID CLOUD

Messaging > Sales Strategy >

SELLING STRATEGY

Lead with what HPE GreenLake brings—the cloud experience—Self-serve capabilities, pay per use, scale up and down, and managed—to apps and data everywhere, in edges, colocations, and data centers. It enables customers to free up capital, boost operational and financial flexibility, and free up talent to accelerate what's next.

Focus on cloud innovation for all your customers' workloads, wherever they reside—Right now, many businesses need to accelerate growth and innovation anywhere and everywhere. This solution from HPE and Microsoft plays a key role in making that possible.

Identify and select features and benefits that resonate because they pertain to identified customer pain points. Highlight how Azure Stack HCI can work alongside their existing infrastructure and that they don't need to uproot their current operations or drastically increase costs to incorporate a new Azure Stack HCI deployment with HPE GreenLake.

TARGETS AND TRIGGERS

Enterprise and mid-market companies

- ✓ Current Hyper-V customers
- ✓ Customers that need Extended Security Upgrades (ESU)
- ✓ On-premises customers beginning their cloud journey
- ✓ Refreshing infrastructure and want turnkey solutions with little deployment effort from IT staff

IT staff

- ✓ Public cloud not meeting performance requirements
- ✓ Need to move to a new server version or consolidate workloads
- ✓ Wants to reduce costs, collapse their IT admin silos, and free IT resources to focus on innovation
- ✓ Wants easier cloud backups
- ✓ Current customers running existing workloads with need to modernize the HCI. If they're already using Azure stack solutions, they may need to be modernized

PUBLIC SECTOR REGION: GREATER MANCHESTER, UK

Challenge

Deliver modern, reliable, and efficient transportation options and services for the citizens of Greater Manchester for years to come

Solution

Improve responsiveness, security, and reduce costs using a hybrid cloud approach

Outcomes

Consolidates IT footprint to lower infrastructure, operational, and licensing

Results

Leverages data insights to improve security, performance, and availability monitoring. Reduces OS patching update time from 2 weeks to 2 minutes

7

CONTENTS

PRIVATE/HYBRID CLOUD

Discovery & Objections >

CONTENTS

7

DISCOVERY QUESTIONS

How do you ensure your data is secure in case of disaster or emergency?

Azure Stack HCI has stretch clustering with native failover to aid in disaster recovery and make sure your data isn't lost. Nested resiliency ensures your servers stay running in the case of multiple disk failures, even in a two-node deployment. Security for Azure Stack HCI leverages cloud-native Azure tools and services.

Are you currently using private/hybrid cloud?

If a customer is already using private/Hybrid Cloud, probe for expansion opportunities, is their private/hybrid cloud implementation meeting their needs? Have they been able to establish the right mix to meet the goals of the business?

What are your business drivers for private/hybrid cloud? What are your challenges?

Find out what's important to your customer. Private/Hybrid cloud provides better security and control, granting the ability to comply with regulations or adhere to data governance principles where the business needs it, but also makes available the scalability of the public cloud. Better understanding of your customer's drivers and challenges will help you position a solution that will help them achieve their desired outcomes.

What is your budget and timeline?

Find out if your prospect has realistic expectations for timelines and costs. Customers who haven't considered budget and timeline may not be serious candidates.



OBJECTION HANDLING

We like our current IT environment. Why should we invest in Azure Stack HCI?

The IT landscape is constantly changing and growing. Waiting to modernize means missing out on the great benefits of Azure Stack HCI, such as price performance, flexibility in using existing x86 infrastructure, and enhanced security.

What is your budget and timeline?

Find out if your prospect has realistic expectations for timelines and costs. Customers who haven't considered budget and timeline may not be serious candidates.

This sounds expensive.

Private/Hybrid cloud deployments can help save costs in the long run by increasing operational efficiencies through increased automation of IT tasks. This also enables IT workers to focus more time on innovation.

Public cloud is better for us.

Public cloud does have a lot of benefits. However, it's not the right fit for every workload. Do you have any regulatory compliance concerns that private cloud can help you address, for example, by maintaining control over where your data is housed? Are you having any performance challenges with the public cloud?

Do I need to overhaul my data center or current HCI solution?

No. Azure Stack HCI can scale down to just one node using the latest hardware from your choice of hardware partners. Additionally, the flexible payment model, \$10 per physical core per month for software, allows you to buy only what you use and grow from there. Azure Stack HCI can also work as a complementary product to your existing data center and HCI solution. Your existing Windows Server license can be applied as the guest OS for Windows virtual machines.

SQL DATA MANAGEMENT

Messaging >

APPLICATION MODERNIZATION

FASTER & MORE COMPREHENSIVE BUSINESS INSIGHTS

PROTECT CURRENT DATA ESTATE

CONTROL AND VISIBILITY OF DATA

MODERNIZE DATA ESTATE ACROSS INFRASTRUCTURE OF CHOICE

TELL THE STORY OF OUR SHARED VALUE

Enterprise organizations everywhere and across all industries are embarking on a hybrid cloud journey. Their key goals are speed, agility, simplicity, consistency, and cost-effectiveness to support digital transformation, business innovation, and accelerated growth.

To meet demanding business goals, many organizations are searching for solutions to support transactional databases for cloud-native applications, and businesses face a constant challenge to keep pace with the data processing and storage requirements generated by all aspects of their business.

Our offerings provide the ability to upgrade to a truly hybrid data platform with industry-proven security, scalability, and availability. This helps customers maximize their existing investments by incorporating the latest advancements in security and flexible features.



SOLUTIONS

Windows Server 2022 Datacenter Edition 16 Core, Windows Server 2022 Datacenter Edition Additional License, HPE Pointnext Services, SQL Server 2022, Azure Stack HCI, Azure Arc-enabled SQL managed instance on Azure Stack HCI, HPE InfoSight App Insights for SQL Server



KEY MESSAGES

Unparalleled scale and modernization for in-memory computing—Enable organizations of any size to start small and grow seamlessly to address the largest-scale data demands of SQL. Bring the cloud to your apps and data wherever they live—in your colocations, data centers, and edges. Built-in query intelligence makes it possible for applications to scale on HPE better with no code changes.

Unprecedented modularity—Scale your environment up or out by customizing each building block to match your workload needs. Maximize your return on investment while meeting business demands.

Optimum flexibility—Leverage Al-driven storage and industry-leading compute solutions to solve your most data-intensive challenges. Made available via an as-a-service consumption option with HPE GreenLake.

High performance at scale—Accelerate transactions and insights with record-setting performance and eliminate network and scale-out latency. Customers can address environments of all sizes as a single system, which adds management simplicity.

Unmatched reliability and security—Use storage array-based data services to address cybersecurity threats without the need for additional security software. Protect against firmware attacks and malware and minimize exposure to threats, with the silicon root of trust.

"Firmware first" approach—Avoid problems and downtime before they have the chance to make an impact. Errors are contained at the firmware level, before any interruption can occur at the OS layer. The analysis engine also offers predictive fault handling and initiates self-repair without operator assistance.

Best-in-class performance, error reporting, and handling—Get best-in-class performance, scalability, and availability for business-critical workloads like Microsoft SQL Server on Windows Server 2022. The analysis engine for predictive fault handling initiates self-repair without operator assistance.

Better uptime and no overprovisioning necessary now—SQL Server as a service from HPE GreenLake saves customers 40–50%⁷ from not having to overprovision hardware and just paying for what customers use. Customers realize increased uptime for business databases with up to 100% availability guarantees, and with this come the AI Ops benefits of predictive analytics and faster troubleshooting from HPE InfoSight App Insights for SQL Server.

CONTENTS	

SQL DATA MANAGEMENT

Messaging > Sales Strategy >

SELLING STRATEGY

Data modernization is the biggest opportunity—Start by understanding customer challenges related to data management. As databases grow in size and scope, businesses can benefit from the modular architecture of the Superdome Flex family that allows customers to grow with flexibility and scale up to any size.

Huge opportunity to update infrastructure—Most of the SQL Server installed base is at end of support or will reach it this year. Along with aging hardware, these customers need infrastructure refresh. In addition to the age of the environments, many of these customers are experiencing specific performance issues and need to upgrade to handle larger data sets, deliver more transactions and throughput, and/or reduce latency for these databases and related applications.

Focus on superior security combined with SQL Server—SQL Server has been deemed the most secure database for many years, and we offer a hardened and highly secure solution.⁸ SQL Server 2022 Ledger provides built-in blockchain integrated into SQL Server and HPE. The Superdome Flex team just achieved two world records in performance and price/performance.

Look for EOL opportunities—End of support for SQL Server 2012 and 2008/2008 R2 are critical opportunities customers will need to act around.

More databases are becoming mission-critical—The number of users and databases is growing, coupled with SMBs demanding greater performance. Don't overlook the many businesses for whom SQL is their key management insight tool.

Better deployment or migration—HPE Pointnext Services can provide the initial advice to help ensure a successful SQL Server deployment, deliver a smooth migration and fast consolidation, and provide support and ongoing training and readiness services to make any SQL Server on HPE Storage environment operate efficiently and effectively.

Promote the power to scale—Using SQL Server 2022, performance and scalability are automatically enhanced via built-in query intelligence.

TARGETS AND TRIGGERS

- ✓ In need of infrastructure for an SQL Server database to support consolidated financial intelligence department workloads
- ✓ Interested in simplicity of sizing and deployment of a hyperconverged infrastructure (HCI)-based solution but concerned about potential trade-offs in reliability and availability
- ✓ Running SQL Server 2008 or SQL Server 2014 and are past end-of-support deadlines
- ✓ Running aging HPE MSA hardware and need more performance for their SQL Server database or apps

- ✓ Running SQL Server on HPE 3PAR and need an infrastructure refresh
- ✓ Concerned about the rising cost of managing data and data pipelines, especially in Oracle
- ✓ Struggling with database growth and complexity
- ✓ Requires server virtualization with Windows Server software-defined (WSSD) data center capabilities
- ✓ Need to enable hybrid capabilities by bridging on-premises SQL investments to the cloud.



Challenge

PT Mandiri Tunas Finance grew its business by 10-fold within in a span of 10 years. In 2019, it extended \$2.06 billion worth of loans, partnering with more than 2,000 vehicle dealers across the country. A booming vehicle financing business meant unprecedented data growth. With business success, there was increasing pressure on MTF's legacy infrastructure, which could not keep up with the volume of transactions the company was handling on a daily basis.

Solution

For IT to deliver on the required service-level agreements (SLAs), scalability, and performance, MTF embarked on a multi-year digital transformation journey, choosing HPE Superdome Flex as its compute platform.

Results

The end-of-day processing time is 8 times better. The usual 4-hour processing time has been cut down to just 30 minutes. Additionally, decision-makers can access information such as sales figures and employee productivity rates in real time through a mobile app.

CONTENTS

SQL DATA MANAGEMENT

Discovery & Objections >

11

CONTENTS

7

DISCOVERY QUESTIONS

How are you dealing with multiple data sources and the fragmented visibility of data estates?

Azure Purview integration with SQL Server 2022 enables visibility over your entire data estate across multiple SQL deployments edge to cloud. You can classify data using built-in and custom classifiers and Microsoft. Plus, set up and control specific access rights to SQL Server.

Are you struggling to move data from on-premises and avoid insight lags?

Azure Synapse Link for SQL Server 2022 provides automatic change feeds that capture the changes within SQL Server. Break the wall between operational and analytical stores. Get near-real-time latency between SQL Server and Synapse and analyze all your data using Spark and SQL runtimes in Synapse.

What if you could run disaster recovery without management overhead?

With Azure SQL Managed Instance, you can deploy and configure easily with PaaS, optionally use Azure SQL Managed Instance for read-scale out, and restore Azure SQL Managed Instance databases back to SQL Server.

Is your SQL Server running slower than you would like?

Whether with all-flash SSDs, new NVMe drives, or Storage Class Memory, HPE Storage makes databases and applications run faster and lets users work faster. Recent testing shows 4–15X performance improvements for SQL Server running on the newest All-NVMe flash storage systems, ideal for the most demanding of OLTP applications.

Have you been investigating NVMe as a way to improve your SQL Server environment?

HPE Alletra 9000/HPE Primera is architected for unconstrained scalability, with an all-active architecture built for NVMe and the best set of built-in replication capabilities for any RTO or any RPO.

OBJECTION HANDLING

We've already got everything we need—we just need to optimize.

HPE Pointnext Services can help ensure that you're tapping the power of your data to uncover insights and accelerate time to value for big data and analytics projects. HPE Financial Services can help you unlock the value of your entire IT estate with innovative, sustainable strategies that ensure your assets and financial plans align to your business goals and make your IT investment a force multiplier—not a stumbling block. HPE GreenLake can help you bring cloud speed, agility, and as-a-service models to existing apps and data where they are today.

We have very specific requirements and specs for performance. We're concerned about reliability and availability.

With a broad portfolio of HPE technologies and an extensive partner ecosystem, you can quickly procure the benchmarked and certified solutions you need with the specs you demand.

I don't want to take a risk on new stuff.

Reducing risks is an important consideration in today's environment. To begin, HPE ProLiant is the intelligent compute foundation for hybrid cloud that delivers unmatched workload optimization, security, and automation, all available as a service. HPE has changed the server security landscape with its breakthrough silicon root of trust firmware technology, which enables you to protect, detect, and recover from cyberattacks.

But I don't really want to update my SQL workload storage.

HPE Storage helps SQL Server customers maximize transaction output and minimize infrastructure costs. HPE Storage offers solutions that address a broad set of SQL Server user segments, along with trusted expert guidance to help customers get the benefits of the latest SQL Server database while maintaining business continuity, system uptime, performance, and control.

SECURITY

PS REDUCE RISK
IMPLEMENT ZERO TRUST PS REDUCE RISK

IMPLEMENT ZERO TRUST

ENABLE REGULATED CUSTOMERS SIMPLIFY OPERATIONAL HARDENING

TELL THE STORY OF OUR SHARED VALUE

Security threats are constant and costly. Security is only as strong as the layer below the point of attack. Attackers move laterally, so customers need a consistent strategy to support both on-premises and cloud workloads. Using completely disparate tools greatly increases risk at a time when security is top of mind.

Together, HPE and Microsoft offer solutions to securely operate customer workloads, simplify operational hardening, reduce risk, and enable regulated customers. This is a holistic lifecycle approach to security that starts in the supply chain and extends to the infrastructure, and beyond to the software and application workloads.

HPE follows Zero Trust principles in everything we do, to give customers absolute trust in their server infrastructure. Zero Trust demands that all users, devices, and application instances must prove they are who or what they purport to be and that they are authorized to access the resources they seek to ensure integrity is verified, always. HPE technologies help make this a costeffective and agile process, so security doesn't get in the way of doing business.



SOLUTIONS

Microsoft Defender for Cloud, Microsoft Sentinel, Azure Active Directory (Azure AD), HPE Silicon Root of Trust, Secure Supply Chain, MS Secured-Core, Aruba Clear Pass Device Insights, Aruba ESP (Edge Services Platform)

Messaging >



KEY MESSAGES

Physical security—Wherever confidential data is stored, it must be protected against unauthorized access. Customers can create access security provisions that protect against internal and external threats while preserving the necessary network access for authorized clients and users throughout the technology lifecycle.

Leverage Secured-core—Through a powerful combination of hardware root of trust and siliconassisted security, Windows Server and Azure Stack HCI deliver built-in hardware protection out of the box. UEFI BIOS provides a higher level of security by protecting against unauthorized operating systems and malware rootkit attacks, validating that only authenticated ROMs, pre-boot applications, and OS boot loaders that have been digitally signed are allowed to run.

Intelligent provisioning—A server assistance tool that is simple to use, offers fast deployment, and provides flexibility in how to deploy servers. Users can create storage volumes or deploy images on the fly, which gives you the ability to provide instructions before the system boots.

Privileged access management—With built-in just-in-time and just enough administration. And integration with Microsoft and partner ecosystem for privileged access and identity management.

Comply with regulations—Microsoft builds the Windows OS in compliance with the industry's most rigorous policies and procedures to ensure that devices and users are secured before the device is even turned on. This supports adherence to security frameworks, regulations, and protocols.

Complex networks are creating increased security risk—Diverse sets of users and devices connecting at the edge increase the attack surface. The IoT presents significant operational advantages but remains a common entry point for attack. Legacy networking architectures fail to meet the needs of a highly distributed cloud-first world and are increasingly costly. Aruba ESP and Edge-to-Cloud Security enable customers to embed Zero Trust and SASE (Secure Access Service Edge) best practices into the network.

Reduce risks by eliminating blind spots—Security starts with visibility. You can't secure what you can't see. ClearPass Device Insight reduces risk by eliminating blind spots on the network or entire classes or groups of devices that are invisible to administrators. It leverages AI/ML to categorize devices that have not been previously encountered. Seamless integration with ClearPass Policy Manager means that policies are applied and enforced according to roles.

CONTENTS

12

SECURITY

SELLING STRATEGY

Look for organizations with sensitive data, such as customer databases or intellectual property—They need to prevent unauthorized access to their networks before data is lost. They also need to focus on keeping all data secure and avoiding gaps as data needs grow and evolve.

Touch on the fact that companies get integrity verification they can trust—We offer three levels via the silicon root of trust, the ability to detect
and recover firmware. Mention Zerto, a Hewlett Packard Enterprise Company,
is part of the Hewlett Packard Enterprise (HPE) Complete Program, a onestop-shop for leading products coupled with HPE technologies delivering
interoperability, reliability, and validation for the end-to-end solutions.

Tap into work from anywhere requirements—Hybrid workplace and BYOD call for increased security. COVID-19 has accelerated this trend. In addition, the traditional security perimeter is dissolving, which increases risk.

Make security part of every digital transformation pursuit—The proliferation of IoT devices and more data at the edge plus apps continuing to migrate to the cloud means anytime is a good time for a security conversation.

Focus on how offerings help mitigate advanced threats—Secured-core server for Windows Server 2022 and Azure Stack HCl has industry-leading security mitigations built into the hardware, firmware, and operating system to help thwart many advanced attack vectors.

Messaging > Sales Strategy >

TARGETS AND TRIGGERS

- ✓ Companies that are experiencing an unprecedented rise in the number of mobile, IoT, unmanaged, and unpatched devices that users want to connect to corporate networks
- ✓ Have a disparate set of security tools that are increasingly complex and poorly integrated into the DevOps cycle
- ✓ Have massive amounts of data in often unsecured locations
- ✓ Have highly sensitive content that is vulnerable to attack
- ✓ Need protection at every level but are particularly useful in the event of an attack
- ✓ Threatened by ransomware attacks and need to quickly recover

13

SECURITY

Discovery & Objections >

CONTENTS



DISCOVERY QUESTIONS

Do you currently have hardware roots of trust for your organization?

The problem of tainted hardware has been exacerbated by the ongoing pandemic. Supply chain disruptions have caused companies to seek out lowertier vendors, increasing the risk of corrupted or counterfeit components. This is why it's so important to start with security at the silicon layer: You are only as secure as the lowest layer of your technology stack.

Do you have concerns or requirements that call for U.S. sourced products?

For customers that prefer U.S. sourced products with verifiable cyber assurance, the HPE Trusted Supply Chain supports customers across the federal sector, the public, banking and financial services, and healthcare organizations that require highly secure products sourced in the U.S. HPE is the only major server manufacturer to produce a country-of-origin USA industry-standard server. These servers include advanced security features that are enabled by vetted HPE employees in highly secure U.S. facilities as part of the HPE Trusted Supply Chain.



OBJECTION HANDLING

Can Zero Trust help us protect critical information? How is it different?

With this framework, the integrity of every user and device is continually verified and monitored with limited access to data and network resources. Devices, applications, and data are also highly segmented, so if one part of the network is breached, attackers cannot easily access any other elements.

I'm not hearing as much about ransomware anymore. How worried should I really be?

Ransomware is the fastest-growing type of cybercrime. It is estimated that businesses will fall victim to a ransomware attack every 11 seconds. Moreover, 90% of organizations believe that phishing and ransomware are the top threats facing their organization, but only half have sufficient visibility into these challenges.

I'm in a regulated industry and not sure what you have is enough for me.

Microsoft builds the Windows OS in compliance with the industry's most rigorous policies and procedures to ensure that devices and users are secured before the device is even turned on. You get security assurance 24/7, 365 days a year, knowing the Microsoft Security Response Center is at the front line of security response evaluation.

SMB AND MID-MARKET SOLUTIONS WITH MICROSOFT

Messaging >



TELL THE STORY OF OUR SHARED VALUE

Digital transformation leads to greater efficiency and better customer experiences, but organizations are struggling to clear the path. Companies need trusted partners with expertise to deliver a new kind of compute built for the next digital decade. Specifically, SMBs need solutions optimized for their most demanding workloads and that deliver the power to choose how



KEY MESSAGES

Ensure security—Deploying Windows Server 2022 on next-generation HPE ProLiant Servers helps provide additional layers of security, such as Secured-core solutions that use HPE hardware, firmware, and operating system capabilities to protect against current and future threats.

CONTENTS

Streamline remote work—Enable remote users to run applications and desktops from almost anywhere with Remote Desktop Services—so that they can work effectively. Centralize the company's files and backup so that employees can share important data without risking data loss or compromising security.

Drive profit—Cloud-ready hybrid capabilities help customers enhance efficiency and lower costs for key functions like backup and disaster recovery, with access to enterprise-grade



SMB AND MID-MARKET SOLUTIONS WITH MICROSOFT

SELLING STRATEGY

Connect with the customer about their transformation challenges—

To succeed, customers need trusted partners with the expertise to deliver a new kind of compute built for the next digital decade. These solutions are optimized for the most demanding workloads, are simple to run thanks to automation, and give customers the power to choose how to deploy them.

Ask about how IT staff is managing risk—In an environment where IT staff struggles to keep up, most SMBs find themselves forced to react to security alerts. Our solutions can help them proactively and preemptively manage threats and address potential vulnerabilities.

Keep it simple—Focus on business benefits and expected performance improvements without using unnecessary technical jargon.

Probe around these pain points and areas of opportunity common to many SMBs:

- Want to improve cloud readiness
- Need more flexible and cost-efficient infrastructure
- Must deliver a full remote working experience
- Looking for enhanced security capabilities
- Must modernize server infrastructure and want better performance and scalability
- Need high availability for business apps and data

Messaging > Sales Strategy >

TARGETS AND TRIGGERS

- ✓ Single site businesses or businesses with remote offices or branch offices (ROBOs) with up to 100 users per location; includes verticals such as healthcare, restaurant/hospitality, and retail
- ✓ Businesses requiring a reliable and low-cost storage solution to be shared among multiple servers that can provide redundancy and more storage capacity
- ✓ Businesses with a single site, or with ROBOs—healthcare offices, retail stores, and startups; especially those affected by stay-at-home orders and trying to keep going in uncertain times
- ✓ SMB relying on existing operating systems and underlying infrastructure that are outdated or approaching the refresh cycle that need to evolve their server infrastructure
- ✓ Small to midsized businesses hosting on-premises or hybrid applications, or looking to move cloud applications on-premises for greater control, security, and performance

16

✓ Better performance and scalability

CONTENTS	

SMB AND MID-MARKET SOLUTIONS WITH MICROSOFT

Discovery & Objections >

2

DISCOVERY QUESTIONS

Growth-minded SMBs are moving toward hybrid solutions. Does your current local IT enable you to run public cloud services with the latest security features?

Modernizing your IT with next-generation HPE ProLiant Servers and Windows Server 2022 will help guarantee a zero-risk connection of your local IT to public cloud services. Moreover, with this HPE ProLiant and Windows Server 2022 solution, you will be able to connect to cloud services designed specifically for SMBs, like Azure Backup for automatic backup and Azure Site Recovery for data recovery.

As remote working continues to be essential across industries, it can be overwhelming to support your employees in so many locations. Can you support employees wherever they're working?

Windows Server 2022 empowers people to work effectively from nearly anywhere. Remote Desktop Services (RDS) is a platform built into Windows Server 2022, and it helps deliver enhanced virtualized apps, remote desktop access, and simplified management—all with improved security and cost-effectiveness in mind.

Protecting business-critical data is usually a top concern for any organization. Can you ensure your data and apps remain protected from the latest threats?

Windows Server 2022 can help prevent and detect zero-day exploits, network attacks, and data breaches with advanced security controls like Microsoft Defender Advanced Threat Protection, virtualization-based security, Windows Defender application control, and more. Plus, our new Secured-core solutions use HPE hardware and firmware, and operating system capabilities to help protect against current and future threats.

(i)

OBJECTION HANDLING

We're going straight to cloud.

Have you seen Forbes' reports that after the first wave of digital transformation, around 70% of workloads are still on-premises as they aren't suitable for public cloud? With HPE, you can easily deploy a secure and scalable hybrid cloud anywhere you need it, so you can always place workloads in the optimal environment.

What we've got is fine for what we need.

If you are planning to grow your business, would it help to start using servers that can help you achieve your goals? With HPE, you can start small with a right-size solution, then scale as you grow. You will also gain 360-degree security, which could help prevent a damaging cyberattack.

We've got everything we need. We just need to optimize.

Does your existing infrastructure have the performance, automation, and security to optimize workloads in a way that will give you a competitive edge and overcome your digital transformation? HPE Core Compute solutions are optimized for today's most demanding workloads and are designed for the next wave of digital transformation (DX).

We don't have the budget.

You can pay as you use, with no up-front payment, with HPE GreenLake or various HPE finance options. If your infrastructure is out of warranty, you might be paying more for support than you need to, and TCO could be lower with a new solution.

CONTENTS

FINANCIAL SERVICES

TELL THE STORY OF OUR SHARED VALUE

Financial institutions must transform in order to keep up with a rapidly changing business landscape, increased regulatory requirements, and the new threats coming from digital transactions. All to empower customers and teams and to enable faster, scalable, more efficient workloads—without adding unnecessary complexity or compromising security.

Microsoft and HPE come together to give customers capabilities to manage data to deliver differentiated experiences, empower employees, and combat financial crime while facilitating security, compliance, and interoperability. Enabled by the HPE and Microsoft partnership and solutions, financial service companies can confidently make the shift to digital and stay agile.





KEY MESSAGES

Deliver differentiated experiences at the edge—Accelerate loyalty and empower employees to provide personalized customer interactions and financial insights. Connect financial technology at the edge to provide modern experiences from anywhere. Businesses can tailor intelligent interactions with a financial view of customers and engage with them in their preferred channel of communication.

Modernize operations with confidence—Retain control over data and optimize the technology stack with a hybrid cloud model with Azure Stack HCI while meeting ever-changing stringent financial institution controls and regulations. Powerful security and compliance protocols are in place to keep data secure.

Combat financial crime—Help your team identify and respond to evolving criminal activity while helping to protect against losses with the future-first Microsoft Cloud for the financial services industry.

Transform payments—Bring complete payment solution, pay per transaction, and contactless payments to the cloud without comprising the performance or resiliency that businesses in this sector need to thrive. Businesses can leverage HPE GreenLake cloud services to enable real-time payments and generate new revenue streams.

Safeguard the business reputation and manage risk—Companies can grow revenue and offer an enhanced experience online while avoiding common industry risks. Help protect data and deepen risk insights to ensure compliance with Azure for FSI.

Accelerate development in the organization with HPE GreenLake—Make the most of cloud-native technologies to reduce workflow silos, shorten go-to-market cycles, and free up bandwidth for innovation. Businesses get a hybrid cloud environment optimized for cost and performance, empowering them to ensure rapid delivery and scale new products and services with ease.

MANUFACTURING

TELL THE STORY OF OUR SHARED VALUE

From crippling supply chain disruptions to growing security threats, challenges are driving manufacturers of all sizes to look to technology to increase agility and resilience. Modernizing IT infrastructure is no longer a one-time event. Customers need to go from shop floor to top floor to see what's happening across all their factories.

For manufacturers, improving business process efficiency and quality is a top strategic business goal. Together, Azure Stack HCI with HPE GreenLake services for manufacturing offers exactly that. This is easy to deploy and cost-efficient to manage, at a time when customers are still working to deal with disruptions originating outside the walls of their factories.





KEY MESSAGES

Leverage Al-powered video analytics—Visually identify defects or assembly mistakes with Azure Stack HCI. You can see how many units go into a package to find improvements and avoid overage costs. This gives customers the ability to reduce "escapes" and defects.

Predict failure before it happens—Use AI training in the cloud or by functioning at the edge without cloud connectivity to get and process alerts. Azure Stack HCI allows you to get insights into the vibrations coming off the machine, temperature sensitivity, sound sensitivity, and more.

Combine virtualized storage, computing, and networking with HPE and Microsoft—Get the greater simplicity and flexibility that manufacturers need to

meet the demanding infrastructure needs of a modern manufacturing environment without increasing concerns around costs or additional complexity.

Boost overall equipment efficiency—Implement this infrastructure via HPE and Microsoft with existing workflows to help you reduce product defects, scrap and rework, and factory downtime.

Improve from shop floor to top floor—Get the full picture with Azure Stack HCI by uncovering data at all levels to accelerate the time to insight to improve the employee experience and the quality of the product being manufactured.

Modernize your manufacturing cloud infrastructure with ease—Azure Stack HCl is a world-class Azure Arc-enabled virtualization stack built on proven technologies that were developed with hybrid cloud capabilities built in.

Fast, flexible compute infrastructure—Aligned to business priorities and delivered on a consumption basis with HPE GreenLake offering several cost-optimized, balanced, and performance infrastructure configuration options.

Consolidate hardware and services into fewer machines—Decrease overhead costs while pushing services into the cloud that previously required local resources.

CONTENTS

PUBLIC SECTOR

TELL THE STORY OF OUR SHARED VALUE

State and local governments are accelerating their digital transformation to improve citizen experience, better protect communities, support remote employees, and make operations more cost-effective. Agencies want flexible and secure infrastructure and cloud solutions to build a more agile and efficient government. HPE and Microsoft offer unmatched price/performance and the fastest path to value as well as one of the only ways to get centralized management and a consumption-based cloud experience. Cloud enabling the hardware addresses underutilization, apps and data gravity issues, and exorbitant and unexpected public cloud egress costs. With HPE GreenLake for Microsoft Azure Stack HCI, governments can deploy solutions quickly as well as get a way to modernize over time and achieve operational goals while meeting changing citizens' expectations.





KEY MESSAGES

Secure government—A majority of public sector conversations start with security. Cyberattacks on government agencies are increasing, and a data breach erodes citizen confidence. HPE and Microsoft extend security throughout the full environment, including virtual machines and containers. Centralized security management is possible with analytics and threat detection across the entire estate. HPE's Single Root of Trust thwarts slow rolling attacks, preventing attackers from getting under the software, while Azure Stack HCI monitors workloads on top, a great combination for protecting against ransomware attacks.

Consciously hybrid—Governments are increasingly moving workloads to the cloud to reduce IT costs and meet smaller budgets, as well as to improve the security, resiliency, and sustainability of their infrastructure. The cloud experience improves agility and helps governments achieve scalability when an immediate expansion of services is required. HPE GreenLake for Microsoft Azure Stack HCI delivers the agility of the cloud with the security and performance of on-premises infrastructure.

Scale licenses up or down and capacity in off times and peak times—How IT is consumed is especially important for schools that shut down in the summer or agencies that reduce hours in certain seasons. Or for agencies with defined peak periods, such as tax time for the IRS. Being able to scale down Microsoft licensing and turn down (or up) HPE GreenLake cores is a huge solution and selling advantage.

Centralized management eases skill gaps or staff shortages—Many government locations don't have local IT support, and the centralized management possible with HPE GreenLake for Azure Stack HCI relieves a significant burden in that regard as additional smart city use cases are deployed.

Explainable AI—Cameras and video surveillance solutions are being deployed by cities and municipalities for use cases, from crime prevention to traffic management. This intelligence at the edge enables proactive policing and large venue people management. However, agencies must be able to explain how an AI made the decision it made for accountability purposes, and this explainable AI is enabled by Azure Stack HCI.

Flexible work support—As remote and hybrid work has become more common, governments everywhere are finding new ways to support employees wherever they are working. One effective way to support remote workers is via Windows Server 10/11 Azure Native, which can run on-premises to remove latency and security issues. Customers get the highest density of any VDI in the market, and data stays in the data center to drive costs down and performance up.

CONTENTS

RETAIL

TELL THE STORY OF OUR SHARED VALUE

To succeed today, retailers must have a digital-first mindset to deliver better customer and staff experiences, integrate all of their sales channels (omnichannel), and cope with a deluge of data. However, the systems that are currently in place often prevent data-led programs.

Together, HPE and Microsoft empower retailers to revamp legacy systems to take advantage of the reliability at the edge and the flexibility of the cloud, while upgrading system performance and meeting data governance requirements. They can continue to adapt to perpetual changes with technology. All to improve store operations, through modernizing to support store automation and streamlining IT.





KEY MESSAGES

Be future-ready on your terms—Modernize applications and access the latest next-gen technologies. Build a unified data strategy leveraging the open-source, languages, and framework enabling broad, hybrid solution offerings.

Simplify scalability—With Azure Stack HCI, which reaches thousands of retail locations while providing scale performance that is nearly linear as more nodes are added to ease capacity planning, forecasting, and purchasing as your deployment grows.

Ensure security and data protection—The secured-core server for Windows Server 2022 and Azure Stack HCI comes equipped with industry-leading security mitigations built into the hardware, firmware and the operating system to help thwart some of the most advanced attack vectors.

Cut costs and save space—Azure Stack HCI deployment can contain as few as 2 nodes (or as many as 16), offering a very low entry point cost. Physical space at the retail site is kept low by eliminating the need for a high-speed switch or external storage.

Combine HCI and Azure Arc—Deploy cloud-native apps and Azure Arc services. When on-premises data services, such as intensive data analysis, are key to your retail data strategy, Azure Arc–enabled data services on Azure Stack HCI can create a resilient platform that also handles data-intensive loads.

Better support front-line employees—Upgrade training, communications, education, and work experiences by modernizing your infrastructure. Leverage technology to automate and enhance theft prevention, security, inventory management, and more.

CONTENTS

21

RULES OF ENGAGEMENT



LICENSES

HPE offers Microsoft Windows Server licenses that are sold with HPE ProLiant Servers and as part of HPE workload solutions. These are commonly called Original Manufacturer Equipment (OEM) licenses.

A license bought from HPE comes in two forms: a Reseller Option Kit (ROK) offered by the channel and a Factory Installed Only (FIO) version used for configure to order servers.

HPE OEM licenses offer all Windows Server editions (except for Windows Server SQL) as well as Client Access Licenses (CALs).

Both types must ship with a server to the end user.

The licenses are governed by the Microsoft End User License Agreement (EULA).

MS OEM licenses can be repurposed from one HPE server to another with a special license type or when bought with Software Assurance from Microsoft.



FINANCING AND COMPENSATION

HPE Financing provides flexible financing arrangements for hardware, software, and Microsoft licenses.

A single PO can be provided for hardware, support, and services (HPE direct or via a Channel Partner).

There is no change in compensation for HPE GreenLake. Sales reps are compensated on software included in HPE GreenLake deployments.

HPE manages the delivery of Microsoft OEM licenses, including factory integration of licenses.



SERVICE AND SUPPORT

HPE and its Channel Partners offer Microsoft licenses hard bundled with 24x7 support from HPE Pointnext Services.

HPE Pointnext Services is your single point of accountability, providing global 24x7 support on your HPE hardware and Microsoft environment.

Our deep technical expertise in Microsoft enables HPE Pointnext Services to resolve >90% of calls independently, and can engage with Microsoft Support as needed.

A strong service level agreement (SLA) and support teams are in place with Microsoft to engage and quickly resolve support cases that require collaboration between companies.

HPE Pointnext Services also offers a robust portfolio of proactive support services, including HPE Pointnext Services Complete Care, to keep your mission-critical environment up and running.

BENEFITS OF BUYING WINDOWS SERVER FROM HPE

- The customer gets 90 days of free installation support
- It is the most cost-effective way to license
- The licenses are tried and tested by HPE
- They are BIOS locked to an HPE server and have a reduced installation time
- HPE OEM Microsoft Windows Server 2022 does not require a monthly subscription; purchase a single solution without surprises
- Security patches and updates included

22

Check out Engage and Grow to earn bonus points when you sell ROK! CONTENTS

RULES OF ENGAGEMENT FOR HPE PROLIANT AND AZURE STACK HCI VALIDATED NODES



FAST TRACK FOR AZURE

FastTrack for Azure is to help customers onboard Azure Stack HCI on their hybrid infrastructure endeavor and help them solve to existing business requirements (management and security use cases) with Azure technology.

Customers will have an understanding of Azure's management and governance features and capabilities. Microsoft will enable teams to gain skills in the following:

- · Governance and cost management
- Integration into Azure and Azure AD
- Integration into on-premises data center infrastructure
- Preparation for workload deployments like ARC, AKS, or AppServices

FastTrack for Azure engages on the following components in a focused knowledge transfer to technical administration teams:

- Basic Azure and Azure Stack HCI Governance
- Technical Review of Hardware Setup and Data center Integration
- Connection Windows Admin Center and Azure Stack HCI to Azure
- Guidance on Backup and Recovery
- · Technical Review of Final Setup



WHAT IS THE AZURE ARC BOOST PROGRAM (AABP)?

The Azure Arc Boost Program (AABP), in partnership with Intel, is designed to drive Azure Arc–enabled POCs and deployments to customers who can benefit from deploying Microsoft hybrid technology.

What's included?

Azure Arc

- Azure Arc-enabled Services
- Azure Arc-enabled Servers
- Azure Arc-enabled Kubernetes

Azure Stack HCI

- · AKS on HCI
- AVD on HCI

(AABP does not fund hardware; however, applicable solutions must be Intel-based servers)

What level of funding is available?

- · Funding based on annual ACR potential
- Maximum funding available for partner services: up to \$50K
- FastTrack strongly recommended to maximize customer experience

For any AABP questions, contact aabpsupport@microsoft.com

Which customers are eligible?

- Must have Azure Stack HCI in the hybrid solution (i.e., Arc, Arc–enabled services, AKS on Azure Stack HCI)
- Must use an Azure Stack HCI partner
- Minimum potential opportunity size: 4 nodes of Azure Stack HCI
- POC can be smaller, such as 1 or 2 nodes



WHAT IS PARTNER ADMIN LINK (PAL)?

PAL is a Microsoft program that shares key goals to recognize and incentivize partners for delivering value-added services that drive Azure consumption and customer success.

- Partner Admin Link is a Microsoft incentive program to reward CSP partners
- It provides the CSP Partner with visibility of the customer's usage of Azure Consumed Services
- Microsoft pays CSP partners rebates based on the deals registered on PAL.

WHAT IS A CLOUD SERVICE PROVIDER (CSP) AND THE ADVANTAGES?

Microsoft certify approved partners to resell Azure services and Office 365.

The advantages of doing this are as follows:

- CSPs get a 15% discount on Microsoft retail prices
- The CSP Partner can own the relationship end to end from concept to billing
- Provides the customer with one point of contact
- MS offer rebates on Azure Consumed Revenues (ACR) bought via a CSP partner
- · Zero up-front financial commitment
- · Pay monthly in arrears for actual consumption
- · Ramp between zero and your spend limit
- Support included in monthly consumption charges
- Support levels configurable to suit requirements
- On-premises, off-premises and multi-vendor
- Both hardware and software, including HPE GreenLake
 Azure HCl as a Service and Stack



WHY IS IT IMPORTANT TO REGISTER DEALS IN THE MICROSOFT PARTNER CENTER?

Registering opportunities with Microsoft via their Partner Center Tool and gaining approval will block other Microsoft partners from gaining preferred pricing status. This is an important task for HPE and HPE Value Added Reseller (VAR) partners.

HPE POINTNEXT SERVICES

It is a CSP program requirement that CSP partners must include support when reselling the subscription. Customers will contact their CSP for level 1 and level 2 support, and the CSP is required to help resolve the problem for the customer. The CSP can elevate calls to Microsoft if needed, but the CSP remains responsible for all customer communications.

HPE can also provide remote support for Microsoft Cloud Services (Azure and Office 365) via Microsoft's proven access model for partners such as MS Azure Lighthouse and GDAP (Granular Delegated Admin Privileges) to existing cloud customers when HPE is not the customer's CSP.

For additional information on the Microsoft Managed Services features for remote access, visit:

https://docs.microsoft.com/en-us/azure/ lighthouse/

https://docs.microsoft.com/en-us/partnercenter/gdapintroduction

23

CONTENTS

Resources



Alexandra Stobbs	GTM Lead
Diana Stach	HPE WW Alliance Manager—Microsoft
Caryl Sullivan	Alliance Marketing Manager—Microsoft NA
Natalie Schleider	Microsoft Category Manager, NA
Cody Funk	Azure Stack Consultant LAC
Yuriria Luna	Microsoft Segment Manager EMEA
Eva Kouklikova	Azure Stack HCI Sales EMEA
Gregor Suryasaputra	APJ Category Manager—Microsoft OEM/ROK

SOURCES

- 1, 4-6. HPE and Microsoft Alliance deck, slide 7 speaker notes.
- 2. https://www.hpe.com/us/en/newsroom/press-release/2021/06/hewlett-packard-enterprise-fuels-hpe-greenlake-expansion-with-cloud-services-support-for-microsoft-azure-stack-hci-and-microsoft-sql-server.html
- 3. https://www.hpe.com/psnow/doc/a50004497enw?jumpId=in_psnow_acf98c71-1a53-46f9-a572-f03ca79e606f_gaiw
- 7, 8. National Institute of Standards and Technology Comprehensive Vulnerability Database.

Resources

HPE and Microsoft Alliance

HPE and Microsoft News

Transport for London Case Study

Microsoft Azure Stack HCI

Microsoft Azure Stack HCI Documentation

Microsoft Azure Stack HCI—HPE Validated Solutions

Storage Spaces Direct Calculator

HPE

HPE ProLiant DL Servers

HPE Edgeline Converged Edge Systems and OT

HPE Apollo 4000 Systems

HPE Solutions for Microsoft Azure Stack HCI

HPE Storage solutions for Microsoft

HPE GreenLake for database

Solution Briefs

Solution brief: Microsoft SQL Server on HPE Storage as an HPE GreenLake service

Solution brief: HPE Superdome Flex 280, TPC-H 100 TB

Solution brief: Scaling Microsoft SQL Server to new limits solution brief

SMB Solutions Briefcase

HPE ENGAGE & GROW partner incentive program

iQuote (for SMB)

CONTENTS

24