DECEMBER 2022

HPE AND NUTANIX SALES PLAYBOOK

FOR HPE AND NUTANIX PARTNERS AND TEAMS

CONTENTS

HOW TO USE THIS PLAYBOOK

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 Nutanix 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.

Hewlett Packard Enterprise | **NUTANIX**

JOINT VALUE PROPOSITION

Hewlett Packard Enterprise, the edge-to-cloud company, and Nutanix, a leader in hybrid multi-cloud computing, offer a co-developed, best-of-breed portfolio that allows companies to advance their digital modernization and simplify their IT infrastructure—whether on-premises or hybrid—to improve performance and efficiency through centralized management, one-click operations, and AI-driven automation.

HPE GreenLake and Nutanix offer unmatched performance and flexibility to build the exact cloud you want—on your terms. Nutanix delivers innovative hyperconverged infrastructure (HCI) software that accelerates application delivery, with high-performing scalability and simplified management. HPE offers the only way to procure combined Nutanix software and HPE hardware in a true pay-per use model, with API-driven integrations, self-service purchasing, and comprehensive managed services options.

HPE GreenLake for Nutanix focuses on outcome-based consumption, supporting private and hybrid cloud, databases, mission-critical applications, and VDI/end user computing workloads with self-service capacity that is managed for you and can be easily scaled up and down. With the HPE ProLiant DX platform, customers can seamlessly run their Nutanix software on HPE servers and flexibly build more efficient hybrid cloud operations. Customers also can outsource their operations to the HPE Pointnext Services organization and reduce staff time spent on installations, patching, upgrades, and other IT maintenance tasks.

Together, HPE and Nutanix propel infrastructure modernization, with a consistent, cost-effective operating model across public, private, and hybrid clouds and more choices to meet businesses' needs.

TOP THINGS TO KNOW

The future is hybrid

Gartner is seeing strong HCI adoption driven by companies prioritizing operational simplicity over acquisition costs. Among adopters, HCI currently makes up nearly half of their infrastructure.[1]

Organizations must do more with less

The pandemic accelerated HCI adoption due to the ease of remote deployment. Only one IT generalist is needed to connect and cable new infrastructure—providing a big advantage for resource-constrained organizations in today's tough IT talent market.

Proactive security is essential

Unifying security across environments is complicated, which is why organizations need intelligent, automated solutions with built-in, analytics-driven security features that offer comprehensive protection.

Staying on-premises is a priority

46% of organizations indicate that they are currently leveraging on-premises managed services and consider these services cloud deployment options.[2]

Database operations are too complex

4 out of 5 organizations have more than 2,000 database instances they must provision, manage, optimize, refresh, and restore regularly.[3] Moving to an HCI-based platform with built-in database services can help these organizations manage database sprawl and complexity better.

TOP THINGS TO SAY

Businesses today need flexibility

To develop their infrastructure on their own terms and power their cloud environment with a highly secure and well-designed infrastructure and tools chosen to meet their specific needs.

Customers are demanding simplified, cost-transparent IT

Organizations are struggling to manage public cloud costs and need more control over their spending. Consumption-based IT gives them this option. Nutanix software can also help them plan for just-in-time capacity additions and cost governance.

Nutanix delivers superior performance and resilience

Only Nutanix offers a high-performing hypervisor for virtualized workloads at no extra cost that supports a wide range of use cases and enterprise applications. It leverages HPE ProLiant as its foundation—offering unmatched workload optimization and 360-degree security.

HPE GreenLake reduces management complexity

HPE GreenLake offers a unified experience that streamlines infrastructure management, allowing organizations to redeploy their IT resources to other high-priority areas of their business.

Best-in-class support

Nutanix's NPS scores are over 90, and HPE GreenLake has a 96% customer retention rate, so customers can take advantage of services and support tailored to their unique requirements and use IT to manage strategic, transformational projects.

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PARTNERSHIP MESSAGES

Greater choice and simplicity

HPE and Nutanix offer a choice of business models that enable customers to purchase or consume resources as a service through HPE GreenLake.

Advance sustainability

HPE and Nutanix help customers avoid overprovisioning, reduce their data center footprint, and lower their power and cooling costs.

Simplified service management

A single point of contact and a unified support model ease the support process and improve customer satisfaction.

Lower total cost of ownership

The HPE GreenLake platform's unified, cloud-smart experience, AHV No-Cost Hypervisor, and Nutanix Cloud Platform (NCP) dramatically lower TCO, and support and professional services spend, allowing customers to reinvest these savings in other areas of their business.

Outcome-based IT consumption

Unlike public clouds or solutions built in-house, our pay-per-use model enables organizations to align IT spending with outcomes and improve cost governance.

Increased reliability

HPE GreenLake for Nutanix reduces unplanned downtime events by 97%[6].

PARTNERSHIP FACTS

- ☑ **Over 2,000** shared customers globally.

- ☑ **67%** of recent closed deals were in the Global 2000.

- ☑ Nutanix was awarded **HPE GreenLake Global Ecosystem Partner of the Year** at HPE Discover 2022.

- ☑ **Nutanix NPS scores are +90[4] and HPE GreenLake has a 96%[5] customer retention rate.**

- ☑ All of the core Nutanix software is now available via HPE GreenLake, and is available in **more than 55 countries globally**.

- ☑ More customers are turning to HPE and Nutanix for their infrastructure needs, with an **80% YoY increase in Annual Contract Value (ACV)** bookings in Q1 2021 alone, including wins for HPE ProLiant DX servers and HPE GreenLake for Nutanix.

- ☑ Nutanix channel partners can sell HPE ProLiant DX servers, which are **uniquely designed to support Nutanix's Enterprise Cloud OS Software** as an integrated solution.

INDUSTRY MESSAGES

PUBLIC SECTOR

On-premises remains the norm due to security, compliance, and regulatory considerations, but cloud adoption is steadily growing in the public sector to gain new capabilities, improve service delivery, and support smart city and mission goals.

HPE GreenLake and Nutanix enable public sector organizations to accelerate their digital modernization, reduce TCO, and speed time to value. Nutanix is preconfigured right out of the box, and is the only HCI provider on the U.S. Department of Defense Approved Products List.

Our industry leading-portfolio offers robust, built-in security for highly sensitive workloads, server optimization that reduces energy consumption, and automated, intelligent operations. One-click simplicity for IT management minimizes administrative burdens for public sector organizations, maximizing the value of taxpayer dollars to help them achieve their missions.

RETAIL

Retailers must expand their digital capabilities rapidly to tackle supply chain challenges, increase sustainability, deliver an omnichannel experience, and drive consumer personalization. To accomplish this, they need best-in-class IT to integrate sales, marketing, services, and support and to create a more connected experience for current and future customers.

HPE GreenLake and Nutanix offer the infrastructure solutions and services retailers need to drive emerging revenue sources and deliver digital applications that expand their consumer base. Jointly developed, complementary solutions allow retailers to collect, harness, and deploy apps more quickly to innovate from store to web to distribution center. Together, we build a bridge to the future and help organizations power the retail of tomorrow—today.

HEALTHCARE ORGANIZATIONS

In healthcare, safeguarding patient data and privacy is life critical. However, organizations must balance these concerns with harnessing data to lower the cost of care, boost operational efficiency, and drive better outcomes.

Data sprawl makes achieving these aims more difficult than ever before, but HPE and Nutanix offer proven solutions that deliver the benefits of the cloud while mitigating concerns about privacy, security, data sovereignty, and unanticipated costs. HPE GreenLake, an as-a-service offering, can deliver fully optimized and managed operating environments to organizations, leading to greater operational agility and lower, predictable operating costs. When deploying HPE GreenLake with Nutanix, IT organizations can further simplify their infrastructure management operations and focus on more pressing needs for healthcare providers. Together, the Nutanix Cloud Platform and HE GreenLake enable healthcare customers to modernize and secure their IT environments and improve agility, including moving apps and clinical workloads across their IT environment—whether on-premises, to the cloud, or to the edge.

FINANCIAL SERVICES

Financial services, insurance, and fintech all share similar concerns today: Constantly adapting to dynamic operating, security, and regulatory environments. The industry has long been at the forefront of digital transformation, but delivering a modern, intelligent multi-channel environment has been complex and costly.

The industry is looking to simplify and ensure control with hybrid infrastructure, distributed workforce solutions (end-user computing), and intelligent data services that increase the organizations' competitiveness and enable them to deliver a compelling, compliant, and secure digital customer experience. HPE GreenLake and Nutanix offer a comprehensive portfolio that allows FinServ companies to innovate faster and with less risk.

FinServ IT teams rely on Nutanix to simplify cloud management for globally distributed workforces, offices, data, and modern business-critical applications. HPE GreenLake for Nutanix delivers a unified, secure cloud operating model that enables FinServ organizations to build future-ready operations and adeptly navigate an ever-evolving financial landscape.

JOINT OFFERINGS

HPE GREENLAKE WITH NUTANIX FOR PRIVATE CLOUD

The explosive growth of apps and data has accelerated businesses' private and hybrid cloud journeys. Many organizations want the scalability, speed, and agility public clouds offer but would like to extend their existing on-premises security policies to the cloud more easily without overhauling their environments.

HPE GreenLake with Nutanix for Private Cloud gives organizations this ability. Nutanix Cloud Platform delivers the simplicity and agility of a public cloud alongside the performance, protection, and governance of a private cloud. HPE GreenLake with Nutanix offers a cloud experience—self-serve, pay per use, and scalable, and with more control—to empower organizations to deploy and manage an HCI model effectively.

☑ **Flexible choice**—Consume hardware and software resources as as service through HPE GreenLake.

☑ **Cost transparency**—Avoid the expense variability of public clouds and benefit from clearer, more predictable costs.

☑ **Reduce complexity**—Eliminate networking complexity, avoid re-architecting IT, and simplify infrastructure management.

HPE GREENLAKE WITH NUTANIX FOR DATABASES

Whether an organization's main goal is to modernize database operations, consolidate databases to prevent sprawl, accelerate internal development cycles, or improve critical application performance, HPE GreenLake with Nutanix for Databases makes deployment and management as easy as a single click—and more cost-effective and flexible than the leading public clouds. Combining the advanced HCI and powerful management capabilities of the Nutanix Cloud Platform (NCP), the streamlined, scalable approach of Nutanix Database Service (NDB), and the cost control and transparency of HPE GreenLake, HPE GreenLake with Nutanix for Databases offers a comprehensive, turnkey solution for organizations that want to improve database management and better support the mission-critical database applications that power their businesses.

☑ **High reliability and more control**—Reduce unplanned downtime by 97%, and achieve stronger control over data compliance, performance, and security with NCP.

☑ **Superior scalability**—With an NCP license, customers can layer on NDB to stand up, manage, and scale their databases without separate solutions or cumbersome software installations.

☑ **Better economics**—HPE GreenLake platform's flexible pay-per-use model offers more simplicity and greater financial clarity.

HPE GREENLAKE WITH NUTANIX FOR END USER COMPUTING

HPE GreenLake with Nutanix for End User Computing is the best choice for demanding VDI, offering deployments with one-click management, superior scalability, and industry-leading ROI. Our joint EUC offerings feature integrations with desktop solutions such as Citrix DaaS and VMWare Horizon® View™ and give customers the ability to run virtual desktops and applications on-premises. With HPE GreenLake, customers can modernize and scale their VDI experience by using a flexible model that enables them to easily add new users, achieve increased security through a deploy future-ready remote-work IT solutions cost-effectively.

☑ **Simple to use**—Deploy and provision desktops 8x faster,[7] add new apps and services within minutes, and perform one-click infrastructure updates.

☑ **Predictable costs**—Incrementally add new users and increase enterprise productivity with more cost control than public clouds.

☑ **Reliable**—Increase operations velocity, reduce deployment time by 57%, and spend almost two-thirds less time on management.[8]

☑ **Secure**—Prevent cyberthreats and data theft by enabling access to company data without local device storage.

DATACENTER MODERNIZATION SALES PLAY

Use Cases

ACCELERATE CLOUD ADOPTION

LOWER TCO

GROW INCREMENTALLY

SIMPLIFY APP MANAGEMENT

CLOUD-LIKE ENVIRONMENT ON PREMISES

SIMPLIFY DAY 1/DAY 2 OPERATIONS

INCREASE SECURITY AND AVAILABILITY

TELL THE STORY OF OUR SHARED VALUE

As cloud adoption accelerates, organizations must navigate how to balance innovation with security and performance while simplifying IT administration and driving down costs. Companies must align the way they want to consume on-premises and in the public cloud for a true hybrid cloud. Workloads must be placed in the right place, at the right time, for the right performance at the right price.

HPE and Nutanix's suite of highly integrated, flexible solutions allows customers to manage their applications via a cloud experience without compromise. HPE GreenLake for Nutanix is purposefully built to power the modern data center, delivering the availability and agility of the public cloud with the control of a private cloud. Nutanix Cloud Platform delivers high-density, hyperconverged infrastructure with the scalability and simplicity of off-premises IT combined with the security and cost of on-premises IT. With HPE GreenLake, customers benefit from increased financial agility and cost flexibility for faster stand-up, greater cost visibility, and less overprovisioning, to accelerate application modernization and boost the productivity of their organizations.

SOLUTIONS

HPE GreenLake with Nutanix for Private Cloud, HPE ProLiant, HPE Apollo, Nutanix Cloud Platform software (NCP), including Acropolis Operating System (AOS), Nutanix AHV Hypervisor, Nutanix Cloud Manager Intelligent Operations (formerly Prism Pro), Nutanix Security Central (formerly Flow), Nutanix Cloud Manager (NCM) Self-Service (formerly Calm), Nutanix Database Service (NDB), and Nutanix Unified Storage Service (NUS)

KEY MESSAGES

Faster time to value—Get 80% faster time to value with HPE GreenLake deployments, and never worry about having enough capacity for business-critical workloads.[9]

Increase cost transparency—Take advantage of predictable pricing and billing to better align costs with business outcomes.

Reduce capital investments and operational costs—Get access to bare metal for significantly lower costs than moving natively to the cloud. Eliminate waste and avoid overprovisioning to reduce TCO by 45%, and leverage automation to lower operational costs by 43%.[10]

Strengthen security—Boost cyber resilience with native data encryption, app-centric micro-segmentation, and real-time security auditing.

Eliminate complexity—Accelerate hybrid cloud adoption by reducing networking complexity, and easily lift and shift to public clouds and back on-premises without refactoring.

Sustainable IT—Energy-efficient HPE technologies, complete IT lifecycle management that includes asset recycling, and the elimination of over-provisioning through HPE GreenLake reduces power and cooling costs and helps customers address their sustainability goals.

Start with what you need—Rightsize from Day One and add features like micro-segmentation, automatic lifecycle management, or AI/ML workloads easily. For an incremental cost, customers can deploy within hours instead of weeks, allowing them to scale cost-effectively, buy what they need, and grow from there.

DATACENTER MODERNIZATION SALES PLAY

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SALES STRATEGY

Discuss HPE GreenLake for Nutanix with large enterprise customers that are currently using public cloud providers like AWS and Azure but want more control of and visibility into costs. These customers need to consolidate virtualized workloads and prefer a cloud-like experience on-premises that supports elasticity and gives them their choice of VM sizes delivered as a service.

They also want a flexible, easy-to-operate cloud operating model that is highly secure and available. They will benefit from a flexible services model that enables them to simplify infrastructure management because they currently lack the skill set or resources in-house to tackle growing complexity effectively.

These customers have also made a heavy investment in on-premises infrastructure they can't use in the public cloud, so high-density hyper-converged infrastructure is their best option to lower costs, minimize their data center footprints, improve governance, and support their app modernization and management strategies.

altea.

Challenge

Altea, a leading provider of flexible, customized IT solutions and services for businesses, wanted to increase its capacity to better support customers, especially during major disruptions.

Solution

Altea adopted HPE GreenLake for Nutanix to scale its infrastructure, improve information security for customers, and reduce ongoing infrastructure management and maintenance costs.

Results

Altea has built a high-performing, scalable, and economically viable environment. Altea has also strengthened data security and its disaster recovery capabilities, improving its ability to support demanding service contracts and provide the level of performance customers expect—when they need it most.

TARGETS AND TRIGGERS

✓ Target VP/Director of IT, IT Operations, Enterprise Architecture Manager, Virtualization, or Cloud Admin

✓ Target customers that have a cloud-first policy but want the additional security and compliance that HPE GreenLake offers

✓ Target high-growth customers with current investments in HPE ProLiant DX or HPE GreenLake for Nutanix

✓ Identify greenfield organizations engaging in data center modernization to support digital transformation. Sell high and across the organization, as transformation initiatives impact multiple functions and departments

✓ Target organizations that want to simplify, need a common management plane for private and public clouds, want automation to simplify management, and eliminate silos

✓ Target companies that seek to control costs and increase IT productivity

COMPETITIVE DIFFERENTIATORS

Simplified management—One-click deployment, updates, and disaster recovery makes lifecycle management truly easy.

Dynamic, intelligent infrastructure—Choose from the widest infrastructure possible with built-in AI and adaptive machine learning that automatically adjusts resources to reduce complexity and optimize performance and utilization.

Flexibility and predictability—Leverage a true pay-per-use model to place workloads in the right place at the right time for the right price.

Greater cyber resilience—Eliminate data loss or downtime with intrinsic security and a choice of leading data protection offerings available via HPE GreenLake platform.

DATACENTER MODERNIZATION SALES PLAY

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DISCOVERY QUESTIONS

Do you have any idea what your LOBs are spending on cloud?
Does predictability of spend matter to you?

Most organizations have workloads in public clouds, but a major downside is the lack of cost visibility and control. It's easy to blow your budget when there's a surge in demand, leaving less money for other strategic investments. To reduce this financial risk, organizations need to leverage a flexible, pay-per-use IT model that delivers greater insights into infrastructure spend.

Do you have adequate resources to run your operations?

With the growing competition for IT talent, organizations need to improve their agility and infrastructure resilience. Harnessing automation and managed services to reduce infrastructure complexity is critical to achieving these objectives. HPE GreenLake for Nutanix gives customers the option of a fully HPE-managed solution for a single charge.

Are you able to stand up services and capabilities quickly enough for your business requirements?

When organizations use public cloud providers, availability is often a worry. But today, most organizations need burst capacity to effectively meet new business demands—especially during unexpected events that call for a quick shift in operations. Hyperconverged infrastructure enables organizations to move workloads seamlessly between on-premises and off-premises environments, so teams can access the tools they need to deliver a superior customer experience.

OBJECTION HANDLING

"HCI can't scale storage separately.

With one skill set, organizations can manage their legacy architecture. Customers can shorten refresh cycles and mix and match hardware generations in the same cluster. The Nutanix Cloud Platform delivers one control plane to manage it all. Adding new nodes is easy and can be tailored to your needs, depending on the amount of storage and compute your organization requires."

"HCI is good only for VDI.

Nutanix runs all kinds of high-performance, business-critical workloads. Over time, HCI has matured to bring performance to the level of SAN. More than 50% of Nutanix business is business-critical workloads and enterprise applications."

"That sounds expensive.

I understand your cost concerns. Private/hybrid cloud deployments can help save money and increase operational efficiency in the long run by automating IT tasks. This also enables IT teams to spend more time on important strategic initiatives."

"Public cloud is better for us.

Public clouds have many benefits. However, they are 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? Do you have performance challenges with the public cloud that could be addressed by taking advantage of the lower latency and data proximity of private cloud? HPE GreenLake for Nutanix gives customers the scalability and flexibility of the cloud—with the security, governance, and cost control of on-premises."

MODERNIZE AND CONSOLIDATE BUSINESS-CRITICAL APPS AND DATABASES SALES PLAY

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Use Cases

STREAMLINED DATABASE MANAGEMENT
HYBRID CLOUD DEPLOYMENT
MANAGING DATABASE SPRAWL
APPLICATION DEPLOYMENT AND MODERNIZATION
FASTER DEV/TEST

TELL THE STORY OF OUR SHARED VALUE

Most applications require a database to support them. The growing number of applications in an organization's ecosystem causes even more management complexity and concerns about the performance, security, and reliability of the supporting databases. Database admins face complex and time-consuming requirements for database cloning, lengthy wait times for resource access, and backup and recovery that take many hours without a modern database platform.

HPE GreenLake with Nutanix for Databases offers the scalable performance, high availability, cost visibility, and cloud experience on-premises that organizations need to run modern applications. Our integrated offering allows customers to easily stand up and maintain their database operations through optimized infrastructure. They can streamline their development and testing environments and easily scale up app servers to meet new user needs. Automated database management allows customers to boost efficiency for administrators, and they can leverage a flexible service- and consumption-based model to better meet their organizations' unique requirements.

SOLUTIONS

HPE GreenLake with Nutanix for Databases, Nutanix Cloud Platform (NCP), Nutanix Database Service (NDB)

NUTANIX CLOUD PLATFORM (NCP) KEY MESSAGES

Modernize with ease—Accelerate app deployment and scaling with HCI, and easily add public cloud experience to apps running on-premises HCI.

More choice—HPE and Nutanix offer comprehensive support for a range of database platforms in the modern enterprise, spanning Microsoft SQL Server, Oracle, MySQL, MongoDB, and PostgreSQL.

Unified management—With unified storage, database, and desktop services, customers benefit from a unified control plane that streamlines database management and leads to 53% more efficient IT management.[11]

Built-in, robust security—Security is embedded at the lowest level throughout our integrated portfolio. This provides stronger protection for mission-critical apps and databases from ransomware attacks that often begin with virtually undetectable rootkit insertions.

NUTANIX DATABASE SERVICE (NDB) KEY MESSAGES

Increase DBA efficiency—Customers can reduce the time and resources associated with provisioning, backup, cloning, and disaster recovery for enterprise database platforms such as Oracle, My SQL, SQL Server, MongoDB, and PostgreSQL.

Faster DB deployment—Customers can take advantage of self-service, point-and-click deployment, and one-click provisioning of database platforms to accelerate app delivery.

Automate DB management—They can also manage their database environments from a single console, with highly automated functions for deploying, patching, expanding, and protecting their most valuable assets.

HPE GREENLAKE KEY MESSAGES

Cloud-smart experience—Customers can choose between on–premises or a colocation facility of their choice, to gain optimized control over data compliance, performance, and security.

Optimize operational costs—HPE GreenLake platform's flexible, pay-per-use model offers simplicity and financial clarity compared to traditional cloud services.

Simplify IT—HPE GreenLake supports and can operate the solution for customers, empowering their teams to focus on other business-critical tasks.

MODERNIZE AND CONSOLIDATE BUSINESS-CRITICAL APPS AND DATABASES SALES PLAY

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SALES STRATEGY

Nutanix addresses business problems or workloads in the IT organization first,, bringing in the LOB or app owners later in the sales process for agreement. Our sales approach is multi-tiered. Sell to the IT Director and the CIO for strategic buy-in regarding the differentiated HPE GreenLake option. Add the CFO for the consumption conversation.

Mid-market and large enterprises benefit from starting exactly where they are with the ability to scale up and out rapidly as their apps or environments grow. Smaller companies may not benefit because we have a three-node minimum and one cluster for high availability. For highly regulated industries, our offering accelerates database modernization while strengthening visibility and control, so it's an attractive, cost-effective option for security- and compliance-minded organizations.

Start with the IT leader or practitioner driving the organization's cloud-first strategy. These stakeholders seek an operating model that allows them to manage databases more flexibly. Public cloud restricts the database versions companies can use, but HPE and Nutanix support open source and all the leading commercial databases. Look for the leader of app modernization or strategic consolidation initiatives who wants a unified cloud platform and faster speed and better agility for database operations. Organizations that want more flexibility in database platforms may also be interested in layering on NDB. No product does what NDB does—manage multiple database types, from Oracle to SQL, on-premises or in the cloud—so this provides added value for organizations.

A Global Retailer

Challenge

A large global retailer with hundreds of stores had multiple data centers it managed centrally. However, it relied on a three-tier legacy database infrastructure that slowed down deployment and increased its operational costs significantly.

Solution

The retailer adopted HPE GreenLake with Nutanix Database Service to simplify database administration, enable rapid deployment, and move to a consumption-based cost model—while supporting a growing number of database applications.

Results

Now, developers can deploy full databases in just two hours instead of several weeks. The company can deploy projects faster and is using its resources more efficiently, which will reduce database licensing costs significantly in the long term.

TARGETS AND TRIGGERS

✓ Target VP/Director of IT, Database Administrator, App Developer, IT Operations Manager, or Enterprise Architect at cloud-ready organizations

✓ Start with common Nutanix and HPE GreenLake customers and channel partners

✓ Look for customers with a mandate to reduce capital investments and high-cost variability

✓ Identify enterprises that are about to undergo a hardware refresh cycle and/or replace a legacy platform and those that desire simplified infrastructure management and easier upgrades

✓ Find companies that need better performance and availability SLAs for databases and apps and those that want to consolidate more databases on less hardware

✓ Reach out to companies trying to enable self-service for developers, that seek to give DBAs more time to focus on higher-value activities, and those that need to support a growing database fleet without proportionally growing their DBA team

COMPETITIVE DIFFERENTIATORS

Optimized storage at lower costs—NDB can deliver an approximate 60% reduction in storage[12] requirements for operations such as copy and backup. This can mean significant cost savings for enterprise IT organizations, as it often reduces Oracle licensing costs.

More choice—DBaaS competitors like AWS often force customers to choose a database version, which leads to refactoring and heavier IT lift. Alternatively, NCP provides more flexibility and choice for organizations, allowing them to accelerate their deployment of apps and speed time to market.

Greater flexibility and ease of management—Getting databases into the public cloud is traditionally very difficult, so most data stays on-premises or at leading HPE GreenLake colocation partners' facilities. We deliver a cloud experience, but keep data on-premises to address latency, sovereignty, and performance requirements. We also support all the leading enterprise databases, which simplifies management for DBAs.

Developers can scale quickly—HPE GreenLake with Nutanix for Databases allows developers to stand up resources quickly for agile development and testing. Customers can start small and scale up, achieving consistent performance for all databases on the Nutanix solution.

Database as a service is a core differentiator—Our as-a-service approach saves IT teams and database administrators valuable time on provisioning and maintenance through consolidation and unified management.

MODERNIZE AND CONSOLIDATE BUSINESS-CRITICAL APPS AND DATABASES SALES PLAY

DISCOVERY QUESTIONS

Is database sprawl and infrastructure complexity a problem?

Our DBaaS solution makes deployment and management as easy as a single click. Based on a choice of HPE reference technology, customers can consolidate segregated workloads into a single, simplified management platform to provision, clone, patch, refresh, and back up databases in just a few minutes.

Are you looking to enhance disaster recovery, security, and development testing with new, more flexible approaches?

Nutanix provides multi-cloud security for apps and data, so business-critical workloads are protected wherever they reside. With Nutanix AOS, data-at-rest encryption can be done entirely in software. There's no need for self-encrypting drives (SEDs) or an external key management solution (KMS). With nothing additional to install or manage, customers can add FIPS-compliant, data-at-rest encryption to their HCI environment in minutes. HPE ProLiant servers add another layer of protection, providing holistic, scalable infrastructure security.

Do you have financial constraints and want a more flexible, cloud-like model with infrastructure bundled and available in a consumption model?

HPE GreenLake and Nutanix offer customers flexible choices for how they consume services. They can purchase equipment or leverage a pay-per-use model to modernize their environments. Monthly billing allows customer to reduce IT spend, lower support and service costs, and bring everything under a unified operating model.

OBJECTION HANDLING

" Is the HCI stack mature enough?

According to Gartner, HCI maturity is growing, and most technologies on the market will reach full maturity within 5–10 years[13]. However, organizations can derive real value from these solutions now if they are carefully aligned with business requirements—and if the organizations partner with the right provider that offers the optimal combination of solutions, services, and support. Nutanix has been delivering HCI for more than 10 years and has more than 20,000 customers, so it offers a proven solution that accelerates IT modernization for organizations. "

" Can I really scale?

Yes, HCI and DBaaS with HPE and Nutanix provide a web-scale architecture with a single control plane that scales transactional and analytical databases non-disruptively. We can serve the most demanding database workload needs, and we automate customers' operations with built-in best practices—all while reducing their data center footprint. The scalability of our solutions allows organizations to optimize the development lifecycle and accelerate the delivery of resources for new applications. "

" I don't need a database service.

How much time are you spending patching, cloning, and responding to developers? Likely too much. Research indicates that database administrators (DBAs) at most companies deal with more than 2,000[14] database instances. DBaaS can unify and improve database operations, reduce deployment time from days to hours, and free database administrators from manual, time-intensive tasks, so they can focus on high-value strategic initiatives. "

END USER COMPUTING SALES PLAY

Messaging >

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Use Cases

WORK FROM HOME
REMOTE WORKSTYLE
SECURE END USER COMPUTE

ROBO
SEASONAL EMPLOYEES
CLOUD MODERNIZATION
BUSINESS CONTINUITY

TELL THE STORY OF OUR SHARED VALUE

Organizations must enable employees to work productively from any location, any device, and any network. They need a single, centralized management plane that gives them complete visibility and more control over their VDI experience for a manageable, transparent cost.

HPE and Nutanix offer proven solutions and services that allow customers to accelerate end-user deployment and develop a secure and connected VDI experience—with less complexity, greater fault tolerance, and more control over their infrastructure spend.

Nutanix EUC solutions deliver high-performance desktop as a service (DaaS), with a choice of brokers and hypervisors, proactive threat detection and remediation, and strong intrinsic security to prevent ransomware attacks. HPE GreenLake with Nutanix for End User Computing offers flexible choice, the ability to consume hardware and software resources as as service, and a consumption billing model that enables organizations to modernize their VDI environments without wasting their budget or resources.

With HPE and Nutanix, customers benefit from streamlined deployments with one-click management, superior scalability, robust integrations with the leading virtual desktop solutions, comprehensive support when they need it, and more cost predictability as they upgrade their environments.

SOLUTIONS

HPE GreenLake with Nutanix for End User Computing, HPE ProLiant DX

Nutanix HCI, Nutanix Cloud Platform, Nutanix Cloud Cluster, Nutanix Unified Storage and Data Lens, Citrix DaaS, or VMware Horizon

KEY MESSAGES

Simple to use and manage—Deploy and provision desktops 8x faster and make one-click infrastructure updates. Increase operations velocity, reduce deployment time by 80%, and spend almost two-thirds less time on management.

Hands-on support—Don't have enough staff on hand? HPE supports and can operate the solution to free up resources and add business value.

Experience at scale—Get the same great experience regardless of the number of users onboarded or their location. Mix and match hardware generations in the same cluster without modifying anything and easily connect modern workloads to legacy estates.

Lower VDI costs—HPE GreenLake platform's flexible pay-per-use model provides a more cost-efficient alternative that simplifies customers' VDI experience and eliminates overprovisioning to generate up to 45% in TCO savings.[15]

Greater cost control—The costs for HPE GreenLake for Nutanix are defined and set in advance for the entire life of the contract but can be optimized if the original number of onboarded users increases significantly.[16]

Holistic security—Prevent cyberthreats and data theft by enabling access to company data without local device storage, making information available globally but still secure within the data center.

Stronger business continuity—Shift workloads seamlessly to another location in the event of an outage or failure. Customers can keep their businesses running without disruption and without the additional cost of second-site licensing at a colo.

Better governance—Reap the benefits of a cloud-based operating model, with the proper control over data compliance, performance, and security of an on-premises solution.

END USER COMPUTING SALES PLAY

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SALES STRATEGY

Existing Citrix customers facing a hardware refresh or license renewal are great targets. Citrix is pushing customers to DaaS subscription licensing, so this offers an opportunity for them to re-evaluate their hardware and software choices. Other high-potential prospects include VMware customers nervous about their roadmap that want a fresh, trusted alternative and companies re-architecting or considering repatriation of workloads back from the public cloud because of cost or security concerns. Other targets include companies in highly regulated industries, such as financial services, firms, healthcare, and public sector organizations with strong data governance requirements that require on-premises data security.

Discuss how Nutanix EUC solutions can scale customers' end-user environments quickly with strong disaster recovery and failover capabilities. Talk to customers about the added value they get with HPE GreenLake for Nutanix in terms of management, consumption billing, and a flexible license structure that can adapt with them as their needs grow.

A Global Private Bank

Challenge

A global private bank faced budget pressures as it sought to develop a digital workplace. It also encountered issues with high-latency physical workstations that hindered employee productivity.

Solution

The company chose HPE GreenLake with Nutanix for End User Computing for its scalability, rapid integration, and deployment capabilities, and the ability to reduce current and future VDI management costs via a flexible consumption billing model.

Results

Modernizing its VDI experience has enabled the bank to increase enterprise mobility and employee productivity and deliver a consistent and excellent user experience at scale. HPE GreenLake with Nutanix for End User Computing also will reduce long-term costs and increase sustainability for the organization. The bank is projected to lower TCO by 48%, reduce its data center footprint by 25%, and generate 62% savings in IT administrative costs.

TARGETS AND TRIGGERS

✓ VP, Director of IT, EUC or VDI Administrator

✓ Customers moving from traditional infrastructure to VDI

✓ Customers that desire a simpler, more predictable EUC deployment

✓ Customers upgrading an existing or legacy VDI platform

✓ Target organizations that want to reduce complexity and centralize VDI management

✓ Connect with companies that want the ability to add more end users quickly without busting their IT budget

✓ Focus on organizations that want to deploy bring-your-own-device (BYOD) policies and remote work models to deliver a better employee experience and boost retention

✓ Target companies that want to create a more resilient and sustainable hybrid work infrastructure

COMPETITIVE DIFFERENTIATORS

Choice first—Unlike alternatives that rely on a proprietary hypervisor, Nutanix on HPE GreenLake lets customers choose from multiple industry-leading hypervisors and management stacks. Non-disruptive updating in place is possible.

Legacy infrastructure doesn't scale—It also doesn't let organizations deliver a true hybrid cloud experience for their EUC estate. With our solution, customers can manage their EUC estate on- or off-premises with the same control plane.

Simplified management—HPE GreenLake for Nutanix offers a single point of contact and a unified service model that streamlines the support process and increases customer satisfaction.

Better visibility—HPE GreenLake enables metering, so customers get visibility into costs by business and control over project investments and workload usage. Then they can allocate costs and better match them to business outcomes.

END USER COMPUTING SALES PLAY

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DISCOVERY QUESTIONS

How well did you respond to the sudden need for remote employees to access virtual desktops?

HPE and Nutanix allow organizations to scale quickly and handle a growing number of VDI users as they face new business demands. These integrated solutions facilitate seamless management, saving customers the time and hassle of separately procuring networking, storage, and compute that they must stitch together to achieve less-than-optimal performance. With HPE and Nutanix, customers can deliver a consistent desktop experience across users, apps, and devices, streamline provisioning, and provide a much better employee experience.

Are you comfortable that you can respond to a sudden demand or disruption?

HPE and Nutanix solutions and services allow organizations to deliver virtual apps/ desktops within hours—not days, weeks, or months. They can significantly reduce the time spent deploying and managing end-user desktops and applications and simplify troubleshooting and issue remediation from a single management tool with world-class support. All these capabilities make organizations more nimble, especially during surges in demand or major disruptions.

Do you have a hybrid cloud strategy?

Whether an organization is still mostly on-premises, uses disparate, standalone digital workspace solutions, or is a cloud-first company that needs more data security, HPE GreenLake offers the financial and operational benefits of a cloud experience—with all the security, control, and governance organizations require.

OBJECTION HANDLING

"We're not big enough for this solution.

Every organization can benefit from solutions that increase their agility. With Nutanix EUC solutions and HPE GreenLake for Nutanix, customers can start small and scale up as they grow. Leveraging these integrated solutions now better positions businesses to respond to new demands and shifting priorities."

"I've already made an investment with a different vendor.

Legacy VDI/EUC solutions often contribute to slow integration, app, and desktop delivery. These solutions may have met the organization's needs when they first procured them, but likely don't today. HPE and Nutanix offer scalable, Nutanix-led, HPE-managed solutions to help customers deliver a modern VDI experience—with much less complexity and fewer management burdens. HPE also offers buyback options for existing equipment, so customers can still get a solid return on their initial investment."

"This will be too complex for us to procure and manage.

HPE and Nutanix prioritize security and provide hands-on support that makes customers' transition to the Nutanix Cloud Platform seamless. We offer flexible pricing and let customers' requirements—not what we want to sell—drive what license level is purchased. If an organization currently uses multiple vendors for their VDI experience, they likely also use multiple management tools. Nutanix EUC solutions and HPE GreenLake for Nutanix are an integrated offering that simplifies management and upgrades. From end to end, we deliver a secure and seamless procurement experience and make it easier for organizations to manage their VDI environment as their business changes."

ENGAGEMENT PROCESS

Prospecting	Qualification		Pursuit			Close and Expand	
Opportunity identified by HPE, a Nutanix Partner	**Customer prefers HPE GreenLake platform**	**HPE registers deal with Nutanix via WISE (HILS) team** **(Deal reg needs to be in HPEs name, not the partner's if one is involved)**	**Nutanix Sales and SEs collaborate with HPE GreenLake team to size the opportunity**	**HPE pricing process completed using HPE OCA and CPQ tools** **SW quoting via WISE (HILS)**	**HPE GreenLake SA creates single unit of measure price**	**HPE shares pricing with Customer (direct) or with Partner/ Dist (indirect)**	**Customer accepts offer. HPE deploys and manages the solution, including future expansions**

HPE AND NUTANIX SALES AND TECHNICAL TEAMS COLLABORATION

HPE GreenLake Sales Motion

- The HPE and Nutanix partnership allows customers to access Nutanix software through HPE GreenLake platform.

- HPE GreenLake with Nutanix can be direct to customers or via a partner.

- To obtain preferential registered pricing, HPE GreenLake must have an approved Deal Registration with Nutanix, which is obtained via the WISE (HILS) team. Only one partner registration is approved per opportunity.

- Pricing for Nutanix on HPE GreenLake quotes comes via the HPE HILS team, **HILS@hpe.com**.

- HPE field sales and HPE GreenLake specialists should work with their local Nutanix counterparts to generate Nutanix on HPE GreenLake opportunities, BOMs, and pricing. To find your Nutanix point of contact, email **HPE@nutanix.com**.

Nutanix OEM Sales Motion

- Nutanix field and channel partners size and quote Nutanix software on HPE ProLiant DX hardware.

- Channel partners place the software order on Nutanix. HPE orders and directly supply the HPE ProLiant DX servers.

Compensation

- HPE sellers recognize Nutanix software as a 01 Product Line and count it as 100% HPE GreenLake revenue.

- All Nutanix field reps are fully compensated on the software element of HPE GreenLake opportunities.

- Nutanix field reps are paid on Annual Contract Value (ACV) for all software sales, including those via HPE GreenLake.

- Nutanix sellers recognize the full customer commitment value at the time of the initial purchase, and not over the life of the contract.

- For Nutanix on HPE ProLiant DX sales, Nutanix field reps are compensated on the software revenue. HPE field reps are compensated based on hardware revenue.

Helpful Tips

- HPE sellers are compensated on all components of the deal, including Nutanix software.

- Nutanix field reps are paid on Annual Contract Value (ACV) for all software sales, including those via HPE GreenLake.

- Register the deal as soon as you become aware of the HPE GreenLake opportunity to get preferential pricing and Nutanix support.

- The key to a successful deal is close collaboration between HPE and Nutanix throughout the process.

RESOURCES

Publicly Available Assets

Partnership page

Nutanix on GreenLake—Solution Brief

Solution Brief—Databases

Solution Brief—EUC

HPE GreenLake for Nutanix Data Sheet

HPE GreenLake Market place

Solution Brief—Private Cloud

Nutanix on HPE GreenLake—White Paper

Digital Transformation with Nutanix and HPE—White Paper

Transform Database Operations with Nutanix and HPE—White Paper

HPE GreenLake for Nutanix Solutions Brief

HPE Discover 2022 Speaking Sessions

Nutanix and HPE Deliver Cloud on Your Terms

On Demand (HPE) | Link to MP4 Video

Speaker: Christian Alvarez (SVP, Worldwide Channel Sales)

TheCUBE Live Interview—Driving Growth through Partnerships

On Demand (Youtube) | Link to MP4 Video

Speakers: Mandy Dhaliwal (Chief Marketing Officer) and Tarkan Maner (CCO)

Your Multi-Cloud Strategy Isn't Complete Without HPE GreenLake

OnDemand (HPE)

Session ID: LS5383 | **Speakers**: Keith White (HPE VP/GM GreenLake) with Tarkan Maner (CCO, Nutanix) and other partners

AVAILABLE WITH HPE LOG-IN

Nutanix Sales FAQs

HPE and Nutanix Customer Deck

Case Study

Eyra Success Story

AVAILABLE WITH NUTANIX LOG-IN

Customer Presentation—HPE GreenLake with Nutanix

Nutanix on HPE GreenLake—Quick Reference Guides

EUC/VDI

NDB

Hybrid Cloud

Nutanix Accreditation Training

Nutanix Sales Accreditation—Requires Nutanix University login; use HPE or Nutanix email for registration

Nutanix SE Technical Training—Requires Nutanix University login; use HPE or Nutanix email for registration

Sources

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3. Transforming Database Operations White Paper.
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5. HPE GreenLake Gains Depth as It Mines More Green https://www.sdxcentral.com/articles/news/hpe-greenlake-gains-depth-as-it-mines-more-green/2022/03/
6. https://www.nutanix.com/go/nutanix-cloud-tco-roi
7. IDC White Paper, sponsored by Nutanix, The Business Value of Nutanix Cloud Platform, October 2022 (#US49715622)
8. The Total Economic Impact™ of HPE GreenLake, a commissioned study conducted by Forrester Consulting, May 2022
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10. The Total Economic Impact™ of HPE GreenLake, a commissioned study conducted by Forrester Consulting, May 2022
11. The Business Value of the Nutanix Cloud Platform, pg. 3
12. The Total Economic Impact of Nutanix ERA, Forrester 2020
13. 451 Research, Part of S&P Global Market Intelligence: Voice of the Enterprise: Hyperconverged Infrastructure, Strategy and Workloads 2021. September 2021 via https://blogs.vmware.com/virtualblocks/2021/09/22/prepare-future-hyperconverged-infrastructure/
14. Peer Paper Report 2022 Improving Database Operations with Nutanix ERA
15. A commissioned study conducted by Forrester Consulting, The Total Economic Impact™ of HPE GreenLake, May 2022
16. Nutanix Business Case VDI ROI Analysis

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