HPE MSA STORAGE REASONS TO CALL GUIDE

CONTENTS

1. CONNECT ON A PAIN POINT

a. Is your current HPE MSA (Gen3, 4, or 5) reaching or exceeding its intended service life, and is now time to upgrade?

b. Is your existing HPE MSA (Gen3, 4, or 5) reaching its performance or capacity limitations?

c. As an existing HPE MSA customer, do you want or need to take advantage of the new features of the HPE MSA Gen6 systems?

d. Do you still have applications that are still utilizing direct-attached storage (DAS) but could be better utilized if they were using shared storage serving multiple applications?

e. Do you need to support the IT infrastructure at remote sites, branch offices, or departmental groups?

f. Are you struggling with flat or declining IT budgets, yet need to provide more data services with less CAPEX?

g. Do you have a growing or complex IT Infrastructure but do not have access to an in-house IT specialist?

h. Do you need high-performance, easy-to-use shared storage, yet do not have a dedicated storage administrator?

i. Are you happy with your current vendor support experience over the last 12 months?

j. Are you getting the ideal data efficiency out of your storage? Do you wish you could store more data for less OPEX?

2. MOTIVATE WITH WHAT-IF

a. What if you could purchase a new HPE MSA Gen6 array with increased performance and improved data protection technology?

b. What if you could purchase a hands-free storage array that any IT generalist could easily install, operate, repair, and upgrade?

c. What if you can purchase a cost-effective, high performance (> 325K IOPS) hybrid storage array (SSDs + HDDs) starting at under $12K?

d. What if you could own a storage array that dynamically responds to changes in I/O in real time without intervention?

e. What if your storage array provided improved data availability and could speed up rebuild times by more than 25X?

f. What if you could eliminate idle/cold spares without risking availability?

g. What if you could have access to a free health check tool that predicted failures before they happen, would check against best practices, and suggest simple-to-follow corrective actions?

3. CONFIRM THE INTEREST

What would be the impact to you and your business if you had a storage solution that could provide what we have discussed so far, and much more?

4. GIVE THE ELEVATOR PITCH

Hewlett Packard Enterprise continues to invest in the HPE MSA storage platform. We are now on our 6th generation of HPE MSA storage systems. The HPE MSA storage family are flash-ready, hybrid storage systems designed to deliver hands-free, affordable application acceleration for small and remote office deployments. Don't let the low cost fool you. The HPE MSA gives you the combination of simplicity, flexibility, and advanced features you may not expect in an entry-priced array. Start small and scale as needed with any combination of solid-state drives (SSDs), high-performance enterprise SAS HDDs, or lower-cost midline SAS HDDs. With the ability to deliver 325,000 IOPS, the new HPE MSA arrays are up to 45%[1] faster than its prior generation with sizeable horsepower for even the most demanding workloads.

[1] Based on HPE internal testing performed in 2020.

5. COMMUNICATE THE OUTCOME

a. **Built for speed:** A new Gen6 RAID acceleration ASIC and controller architecture improve system performance by as much as 50% as compared to HPE MSA Gen5. This improvement in IOPS and throughput help to lower system latencies enabling connected systems and users to experience better productivity.

b. **Automated performance tiering:** Utilizing new HPE MSA Tiering v2.0 enhancements, hybrid storage configurations automatically respond to I/O changes in real time to deliver up to 45% more workload application acceleration when compared HPE MSA Gen5. Automated Tiering v2.0 operates at the pool level, is always on, and is initiated by adding more than one drive type to the pool.

c. **Redefining RAID-based recovery for entry-level SAN storage:** New HPE MSA DP+ data protection brings significant improvements to traditional RAID technology including up to 25X faster rebuild performance[2] (versus RAID 6), removal of idle drive spares, and configuration expansion at a more granular level (with as little as one drive per add).

d. **Intuitive user interface—no manuals needed:** The HPE MSA Storage Management Utility (SMU v4) supports system configuration with step-by-step guided workflows that help eliminate errors and dramatically improve the user experience.

e. **Simplified dashboard offers at-a-glance storage management:** HPE MSA SMU v4 management enhancements allow user to quickly access important system information including alerts, capacity, performance, and activity.

f. **Avoid unplanned downtime with a few simple steps:** The HPE MSA Health Check utility simplifies the tasks required to regularly check the health of your HPE MSA storage system. By simply uploading a log file from your HPE MSA array to the cloud-hosted HPE MSA Health Check utility, the application systematically checks for signs of noncompliance with multiple availability-related best practices. Once completed, HPE MSA Health Check generates a report detailing your system's health and adherence to all best practices and known failure signatures. The report also provides detailed next-step guidance on solving any issues.

g. **HPE ProLiant and HPE MSA—better together:** The HPE MSA storage array has been designed for use with HPE ProLiant servers. With over 15 years of integrated selling, HPE MSA continues to serve as the entry-point for SAN storage supporting the entire portfolio of HPE ProLiant servers.

6. QUALIFY THE OPPORTUNITY

Assess the customer sense of urgency to solve the problem, if there's budget planned, and when.

a. Are you planning on a storage refresh in the next six months and are tired of disruptive upgrades?

b. Are you due for a service renewal and may have to deal with escalating high support costs?

c. Are you looking to streamline IT operations moving to an IT generalist model to support the stack?

d. Are you deploying applications that have high requirements for performance/availability?

7. ASK FOR THE MEETING

Based on our discussion today, I would like to set up another call with one of my storage experts to further discuss how HPE MSA Gen6 storage can address your IT infrastructure concerns.

What date and time works best for you? Thanks, and have a great day.

RESOURCES

- HPE MSA Gen6 product page

- HPE MSA Gen6 press release

- HPE MSA Storage—Briefcase

- Introducing HPE MSA Gen6 Storage: Hands-Free, High Performance, and Simpler than Ever

- Introducing the HPE MSA Gen6 Storage Array | ChalkTalk

- Competitive Analysis—HPE MSA Storage

- Customer presentation with speaker notes—HPE MSA Gen6 Storage Arrays

- FAQ—HPE MSA 1060 2060 2062 Storage

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[2] Based on HPE internal testing performed in 2020.

- Solution brief—HPE MSA Gen6 Hybrid Storage
- Technical Presentation—HPE MSA Gen6 Storage Arrays—Customer-facing
- Technical Presentation—HPE MSA Gen6 Storage—Main Deck
- HPE MSA 1060 Storage data sheet
- HPE MSA 2060 Storage data sheet
- HPE MSA 2062 Storage data sheet
- SMB I.T. Solutions webpage

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