



HPE Core Compute Playbook

HPE 
GreenLake

Playbook
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About this playbook

If you're part of a Hewlett Packard Enterprise or Partner sales team, this interactive document makes it easy to find everything you need to prepare for sales calls where HPE Core Compute is a vital part of the solution. You'll find resources including tools, training, and assets to enable you to sell HPE Core Compute workload solutions and products. Navigate using the tabs at the top of each page. To download materials, simply click the links.

What is HPE Core Compute?

HPE Core Compute encompasses the industry-standard HPE ProLiant rack and tower servers and HPE Synergy and runs everyday workloads at businesses all over the world. However, compute needs are changing as customers address the new requirements of digital transformation. The HPE Core Compute portfolio delivers the first workload-optimized portfolio with an as-a-service experience. HPE is the leader of the worldwide server market.¹

¹"Worldwide Quarterly Server Tracker" IDC, September 2021.

Which products are in the portfolio?



HPE ProLiant

"Compute engineered for your hybrid world"

HPE ProLiant completes your hybrid environment wherever it lives—spanning edge to cloud—with a cloud operating experience, built-in security, and optimized performance for your workloads to drive your business forward.



HPE Synergy

"Composable system that powers any workload within a hybrid cloud environment"

HPE Synergy is a software-defined solution that enables customers to compose fluid pools of physical and virtual compute, storage, and fabric resources into any configuration for any workload.





What's in it for me?

Become a trusted advisor.

Learn how to confidently engage in workload-driven customer engagements and position the right HPE Core Compute solution to meet customer needs.

Create new opportunities.

Leading with market data opens up a strategic selling conversation that creates new opportunities to expand the deal size.

Offer financial flexibility.

HPE offers solutions that are available as a service through HPE GreenLake to support customers who require financial flexibility for their remote workforce initiatives.

Shorten the sales cycle.

Close quota faster by better qualifying opportunities and selling up the value chain.

Improve customer experience.

Have the right conversation at the right level of the account.



HPE Core Compute provides the foundation of your hybrid strategy for today and tomorrow. It is secure, efficient, optimized, and engineered for hybrid environments.

Compute

Infrastructure

Security

Workloads

Organizations

HPE Core Compute

Marketing positioning

Digital transformation is essential. Across industries, it is critical to competitiveness and growth. But becoming a data-first leader isn't easy. Today's reality is that data and the systems it relies on are complex and siloed across a multi-generational, hybrid IT environment. Valuable data is trapped in legacy systems, and security is a constant concern. Understanding these challenges is the key to defining infrastructure priorities—and the right choice of compute is the key to innovating faster with a modern, data-first strategy.

Compute requirements for today's hybrid, digital-first world

To thrive, organizations need the right compute solution and one that can deliver a cloud operating experience:

- Compute must be closer to where the data is created and lives.
- Infrastructure must be simple to manage and operate.
- Security is an essential must-have, not an option.
- Workloads must scale quickly, efficiently, and with optimal performance.
- Organizations need cost-effective options to meet business objectives.

HPE Core Compute is what organizations should build their hybrid strategy on. And they can modernize for the future and achieve a cloud experience with HPE GreenLake for Compute.

Value proposition

HPE Core Compute

Value proposition

Intuitive cloud operating experience

Simplify the way you control compute from edge to cloud with a cloud operating experience. Transform business operations and pivot your team from reactive to proactive with global visibility and insight through a unified console. Automate tasks for efficiency in deployment, instant scalability, and seamless, simplified support and lifecycle management. The next-gen HPE ProLiant is engineered with a cloud experience, no matter if you choose a CAPEX purchase or consumption model.

Optimized performance for your workloads

Get the performance to accelerate any workload—from the data center to the edge—with compute engineered for your

hybrid environment. Deploy seamlessly with an open architecture while achieving optimal performance for demanding applications requiring the most advanced graphics and data acceleration. Achieve efficiencies and performance economics to supercharge your apps and accelerate innovation everywhere your data lives.

Trusted security by design

From silicon to software, from factory to cloud, and from generation to generation, HPE Core Compute is engineered with a fundamental security approach to defend against increasingly complex threats. Protect your infrastructure, workloads, and data from threats to hardware and risks from third-party software with a trusted edge-to-cloud security posture built on an HPE compute core hardened through a proven, zero trust approach to security.

Why do HPE solutions target strategic problems and workloads?

Today, IT decision-makers are responding less to the technical capabilities of solutions and more to solutions' ability to deliver real-world outcomes for their workloads and business goals.

~86%

of hiring managers believe dynamic teams of remote workers are the future.²

80%

of executives plan to apply AI-driven automation to any business decision.⁵

>50%

of enterprise-managed data will be created and processed at the edge.⁴

20x

Likelihood that data-first leaders will beat the least-advanced competitors to market³

60%

agree they have gaps that allow attackers to penetrate IT defenses.⁶

²"The Ultimate List of Remote Work Statistics in 2022," Code Submit, September 2022.

³"Why Being a Data-first Leader Matters," Enterprise Strategy Group, a division of TechTarget, 2022.

⁴"Gartner Predicts 2022: The Distributed Enterprise Drives Computing to the Edge," Gartner, 2021.

⁵"Gartner Survey Reveals 80% of Executives Think Automation Can Be Applied to Any Business Decision," Gartner, August 2022.

⁶"The 2022 Study on Closing the IT Security Gap: Global," Ponemon Institute, January 2022.



Elevator pitch

HPE Core Compute

Elevator pitch

Choice of compute matters. A new approach is needed to thrive in the Age of Insight, where organizations must accelerate data-first modernization. Your data is your source of business value. Realizing that value, however, requires the right choice of compute—one that delivers a cloud operating experience built from the ground up with a fundamental foundation security approach.

HPE Core Compute is secure, efficient, and optimized, and it's engineered for hybrid environments. It supports distributed approaches, moving compute out of centralized data centers and deploying it as a backbone throughout your operations—across multiple clouds, multiple data centers, and at the edge. It's simple to operate, with location-agnostic, cloud-based compute management ensuring visibility and consistency despite increasingly diverse compute locations and workloads. And with HPE GreenLake, you can achieve a cloud experience and the IT resources you need when and where you need them.



Key decision-makers

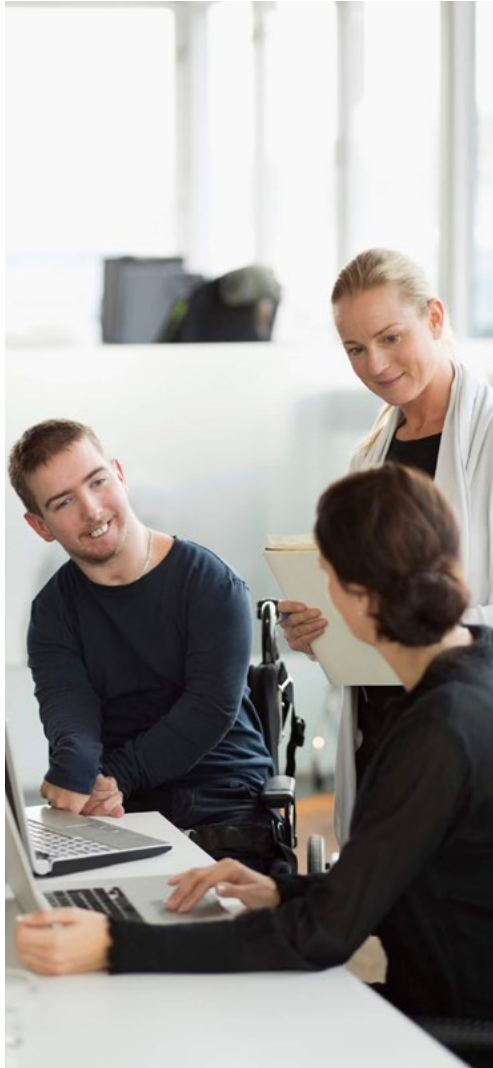
HPE Core Compute

Key decision-makers

	What they are responsible for	What they care about	Buying triggers
IT executive	<ul style="list-style-type: none"> • Enterprise IT vision and portfolio • IT strategy, budgets, and decisions • Driving the innovation roadmap 	<ul style="list-style-type: none"> • Technology • Finding new ways to drive the company forward 	<ul style="list-style-type: none"> • Resource utilization that's maxed out or under-utilized resources with higher costs • Current business needs not being met • Digital transformation effort that has been identified and funded • Implementing remote workforce strategy • Moving from a CAPEX to an OPEX model
IT operations	<ul style="list-style-type: none"> • Managing the infrastructure backbone • Determining requirements and selecting vendors 	<ul style="list-style-type: none"> • The big picture: how IT investments will work post-implementation • Measuring performance and business impact 	<ul style="list-style-type: none"> • Hardware failures, application downtime • Extended maintenance windows • Major operational changes
LOB executives	<ul style="list-style-type: none"> • Defining BU strategy and business model • Decisions that affect revenue, profit, and growth 	<ul style="list-style-type: none"> • How IT can help gain new customers • Protecting the business from cybersecurity threats • Future-proofing infrastructure 	<ul style="list-style-type: none"> • Upcoming product / service / campaign launch • Current business needs are not being met • External urgent need for change (customers, uncertain times) • Industry disruption
Cloud architect	<ul style="list-style-type: none"> • Workload scoped to achieve outcomes • Time to market (TTM), time to value (TTV) • Workload performance and uptime 	<ul style="list-style-type: none"> • Using innovation to transform business • Aligning with CIO/CTO strategy on technology path 	<ul style="list-style-type: none"> • New product / service / campaign to enable • New business or marketing goals to respond to • Current apps not meeting business needs (buggy, slow, unpredictable)



Pain points



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Customer pain points

When it comes to compute, organizations have much to contend with.

- 1 Legacy centralized infrastructure**
Data is everywhere across a modern organization. Organizations need compute that lives where the data is stored and where it is created—without compromising manageability or security.
- 2 Operational inefficiencies and complex management**
Legacy IT management regimes are highly manual, with disparate systems and functions controlled independently. To accelerate digital transformation, a modern compute infrastructure should be managed through an intuitive, transparent, control layer that delivers simplicity, agility, and speed.
- 3 Legacy security approaches**
Security risk is constantly evolving. As digital transformation reimagines and redesigns IT infrastructure, vulnerabilities and attack surfaces can proliferate. Data-centric modernization requires a compute backbone that's secure and hardened from the ground up.
- 4 Compute performance**
Customers need compute with the power to handle huge volumes of data and power the most demanding apps and workloads, such as VDI, database, and data analytics, to support machine learning and AI initiatives.
- 5 Business model inefficiencies**
Organizations need to re-evaluate whether a CAPEX or OPEX model is right for their business.

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Benefits

Customers can power their digital transformation journey with workload-focused systems and solutions, delivered as a service.

New digital workloads can scale quickly and benefit from trusted security. Flexible financial services options can remove budget hurdles to increase business agility.

Optimized performance for your workloads

Expect more from infrastructure with 2 times the I/O bandwidth and 50% more processor cores.⁷

Gain freedom to innovate with advanced GPU accelerators.

Take an open approach to demanding workloads, with expanded support for industry standard protocols like Redfish, PLDM, and SPDM.

Intuitive cloud operating experience

Modernize lifecycle management with cloud simplicity.

Unify compute management with a centralized console for self-service operations.

Reduce manual efforts and gain support efficiencies.

Securely bring cloud agility to distributed compute infrastructure.

Delivered as a service

Save on TCO and align costs to business with HPE GreenLake.

Scale quickly to meet unpredictable demand.

Bring the cloud to data centers, colocations, edges, and clouds.

Access all the managed cloud services you need for storage, disaster recovery, data protection, and more.

Trusted security by design

Leverage industry-leading security innovation.

Extend best-in-class security protection to the partner ecosystem including PCIe devices.

Build protected infrastructure with HPE's expanded trusted supply chain security.

⁷ Compared to AMD 3rd Generation EPYC™ processor.



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Conversation starters

Is digital transformation a priority for you?

If yes, ask what is driving their transformation and what obstacles are they facing.

What are your most important workloads?

If they mention a target workload, what are the challenges around this?

What is your budget and timeline?

If they haven't considered this, they might not be realistic candidates.

Is IT a driver of innovation and growth at your business?

If they answer no, ask about their IT challenges.

How would eliminating up-front payments for IT help your business? What would you invest in if you didn't have to spend up-front capital on IT?

Discuss how [HPE GreenLake](#) can make this happen.

What would your IT team be working on if they weren't managing and fixing IT so often?

Discuss how [HPE GreenLake for Compute Ops Management](#) can simplify and automate compute lifecycle management, reducing TCO.

How would your organization react if your IT infrastructure was compromised?

Discuss how [HPE security innovations](#) extend security to the partner ecosystem, the worldwide supply chain, and millions of HPE servers worldwide.

What are the biggest bottlenecks within your hybrid cloud?

Discuss how they can easily deploy a hybrid or private cloud anywhere.

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Objections

We don't have the budget.

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

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-sized solution and then scale as you grow. You will also gain trusted security that protects your firmware and third-party components.

We're happy managing our existing servers.

You may be getting the best from your servers now, but doesn't managing them still take time? With HPE GreenLake for Compute Ops Management, you have one seamless management experience that simplifies provisioning, automates key tasks, and is managed for you. What could your teams be doing with all those saved hours to drive your business forward?

I'm too busy just keeping the lights on.

The simplified, unified operations of HPE GreenLake for Compute Ops Management can change that situation for you. You can streamline with a single console experience from edge-to-cloud, with self-service and real-time access to servers. Simplify and automate to reduce your TCO. And secure cloud operations and distributed compute tasks using a cloud-native architecture.

We're going straight to cloud.

Have you seen recent reports that after the first wave of digital transformation, around 67% of organizations consider hybrid cloud is a permanent strategy because specific workloads aren't suitable for public cloud?⁸ 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.

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 accelerate your digital transformation? HPE Core Compute solutions are optimized for today's most demanding workloads and designed for the next wave of digital transformation (DX).

⁸ "Market Analysis Perspective: Worldwide Edge Trends and Strategies," IDC, 2023.



HPE Core Compute

Green/Red Zone

Green Zone

- At least one HPE target workload that is critical for the customer
- Is planning a digital transformation or has an existing project that stalled
- Is prioritizing holistic security, perhaps after a data loss incident
- Is spending too much on IT operations
- Existing IT that cannot keep up with data growth

Red Zone

Engage these customers with caution. Consider engaging HPE Pointnext Services to help develop a plan.

- Values price over performance, security, efficiency, or other HPE strengths
- Hasn't set a budget or timeline



Target workloads

Compute workload solutions

Target workloads

Addressing our customers' challenges with proven, validated, workload-optimized solutions

Hybrid cloud

Integrate across data sets and business groups.

Unify operations and management.

Containers

Provide stability to scale anywhere.

Reduce management complexity.

VDI

Improve user experience while managing costs.

Reduce complexity of operations.

Data solutions

Ensure data management compliance.

Accelerate data transactions and business insights.

AI and analytics

Operationalize AI, data, and advanced analytics.

Produce AI-driven, automated business outcomes.

Targeted platforms

Targeted workloads

Automation and security across workloads and platforms

Definitions

- **A platform** is a software framework raised above infrastructure to assist in the hosting of workloads in an effective and efficient manner.

- **A workload** is a software application, or a group of software applications that operate together, to deliver a defined function or set of functions.



Workload solutions

Workload solutions

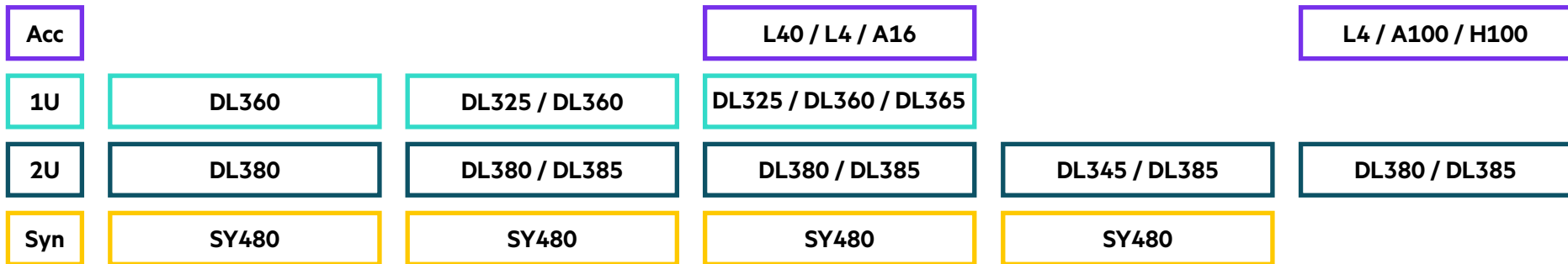
Workload solutions highlighted for Gen11

Use workload mapping to identify the “lead with solution” for Gen11.

Workload/platform category



Lead with refreshed solutions



Workload solutions Gen11 positioning:

When it comes to the Gen11 portfolio, these are the “lead with” refreshed solutions to start customer conversations. It does not imply that customers cannot use other servers for these workloads. This provides guidance for a workload-mapping and -positioning discussion based on the advantages of how these products are built in order to deliver optimized workloads and solutions.





Workload solutions ecosystem

Workload solutions

Workload solutions ecosystem

Workload	Key ecosystem partners	Major competitors	HPE preference drivers								
VDI	<ul style="list-style-type: none"> • VMware® • Citrix • HP Anywhere 	<table border="0"> <tr> <td>Cloud</td> <td>On-premises</td> </tr> <tr> <td> <ul style="list-style-type: none"> • AWS • Microsoft Azure </td> <td> <ul style="list-style-type: none"> • Dell EMC • SuperMicro • Lenovo • Cisco </td> </tr> </table>	Cloud	On-premises	<ul style="list-style-type: none"> • AWS • Microsoft Azure 	<ul style="list-style-type: none"> • Dell EMC • SuperMicro • Lenovo • Cisco 	<ul style="list-style-type: none"> • HPE GreenLake management services • HPE GreenLake capacity services • HPE A&PS offerings • Broad portfolio of infrastructure offerings 				
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Database / data management	<table border="0"> <tr> <td> <ul style="list-style-type: none"> • Oracle • SAP® </td> <td> <ul style="list-style-type: none"> • SAS® • Microsoft </td> </tr> </table>	<ul style="list-style-type: none"> • Oracle • SAP® 	<ul style="list-style-type: none"> • SAS® • Microsoft 	<table border="0"> <tr> <td>Cloud</td> <td>On-premises</td> </tr> <tr> <td> <ul style="list-style-type: none"> • AWS • Microsoft Azure • IBM </td> <td> <ul style="list-style-type: none"> • Dell EMC • Cisco </td> </tr> </table>	Cloud	On-premises	<ul style="list-style-type: none"> • AWS • Microsoft Azure • IBM 	<ul style="list-style-type: none"> • Dell EMC • Cisco 	<ul style="list-style-type: none"> • HPE GreenLake capacity services • HPE A&PS offerings • Broad portfolio of infrastructure offerings 		
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Data analytics	<table border="0"> <tr> <td> <ul style="list-style-type: none"> • SAS • SAP • HPE Ezmeral Data Fabric </td> <td> <ul style="list-style-type: none"> • Microsoft • TigerGraph </td> </tr> </table>	<ul style="list-style-type: none"> • SAS • SAP • HPE Ezmeral Data Fabric 	<ul style="list-style-type: none"> • Microsoft • TigerGraph 	<table border="0"> <tr> <td>On-premises</td> </tr> <tr> <td> <ul style="list-style-type: none"> • Dell EMC • Cisco </td> </tr> </table>	On-premises	<ul style="list-style-type: none"> • Dell EMC • Cisco 	<ul style="list-style-type: none"> • HPE GreenLake capacity services • HPE A&PS offerings • Broad portfolio of infrastructure offerings 				
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<ul style="list-style-type: none"> • Dell EMC • Cisco 											
Compute for AI	<table border="0"> <tr> <td>Software</td> <td>Hardware</td> </tr> <tr> <td> <ul style="list-style-type: none"> • IronYun • WaitTime • Neural Magic • DeepNorth </td> <td> <ul style="list-style-type: none"> • NVIDIA® • AMD • Intel® </td> </tr> </table>	Software	Hardware	<ul style="list-style-type: none"> • IronYun • WaitTime • Neural Magic • DeepNorth 	<ul style="list-style-type: none"> • NVIDIA® • AMD • Intel® 	<table border="0"> <tr> <td>Cloud</td> <td>On-premises</td> </tr> <tr> <td> <ul style="list-style-type: none"> • AWS AI • Azure AI • Google™ Cloud AI </td> <td> <ul style="list-style-type: none"> • Dell EMC • EMC • Lenovo </td> </tr> </table>	Cloud	On-premises	<ul style="list-style-type: none"> • AWS AI • Azure AI • Google™ Cloud AI 	<ul style="list-style-type: none"> • Dell EMC • EMC • Lenovo 	<ul style="list-style-type: none"> • HPE GreenLake capacity services • HPE A&PS offerings • Broad portfolio of infrastructure offerings
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This is intended to provide guidance for customer discussions and is based on customer objectives and needs, recommended workloads by ISV, and form-factor preference.



Platform solutions ecosystem

Workload solutions

Platform solutions ecosystem

Platform

Key ecosystem partners

Major competitors

HPE preference drivers

Containers

- HPE Ezmeral Runtime Enterprise
- Red Hat® OpenShift® Container Platform
- SUSE® Rancher

- Cloud providers**
- Amazon EKS
 - Oracle Cloud
 - Google Kubernetes Engine
 - Azure Kubernetes Service

- HPE Ezmeral
- HPE GreenLake management services
- HPE A&PS services
- Broad portfolio of infrastructure offerings

Hybrid cloud

- VMware Cloud Foundation™ (VCF)
- Microsoft Azure Stack HCI

- AWS Outpost / Dell Cloud
- Dell EMC VxRail
- IBM Cloud / Red Hat
- Lenovo / Fujitsu / Cisco

- Channel partner ecosystem driving integration / value-added services
- HPE GreenLake capacity services
- HPE A&PS offerings for migration and transformation
- Winning combo of HPE servers, storage, and management

This is intended to provide guidance for customer discussions and is based on customer objectives and needs, recommended workloads by ISV, and form-factor preference.



**HPE GreenLake and
HPE Core Compute**

Services

Modernize for the future with HPE GreenLake for Compute

HPE GreenLake is the edge-to-cloud platform that brings the cloud to you, your apps, and your data where they are so you can accelerate time to value, boost operational excellence, free up capital, and free up your talent for what's next. HPE GreenLake delivers fast, flexible compute infrastructure on a consumption pay-per-use basis, offering a range of workload and cost-optimized configurations installed on-premises. It can be maintained for you by HPE experts or self-managed with HPE GreenLake for Compute Ops Management.

Propose a flexible HPE GreenLake and HPE Core Compute solution to help your customers:

- Get the IT resources they need, when and where they need them.
- Simplify and automate complex compute management operations across edge-to-cloud.
- Gain flexibility to choose where and how they consume compute to best fit their business and budget.
- Achieve a cloud experience.
- Leverage the knowledge of more than 23,000 experts from HPE Pointnext Services.



**HPE Financial Services and
HPE Pointnext Services**

Services

HPE Financial Services

Build IT investment and lifecycle management strategies that enable digital transformation

Embrace a circular approach to securely and sustainably retire your infrastructure. Unlock the value in your stranded or aging assets to fund your next tech refresh. Engage HPEFS to explain to your customers how HPEFS can create investment capacity by helping free up capital and offering flexible payment programs to allow your customers to do more with their IT budgets. Key questions to ask: What do you do with your used, decommissioned IT equipment? Do you have a sustainability initiative? Are you interested in learning about the circular economy and how HPE can support you?

HPE Pointnext Tech Care Service

Simplifying the support experience for our customers

Longer duration support provides your Gen11 products with support for longer than the 3- or 5-year support agreements available in the past.

You can now get support for up to 7 years.

One offer

Scalable

3 service options

Single product experience

- Replacing Foundation Care and Proactive Care

Adapts to the product type

- Hardware support (e.g., HPE ProLiant DL)
- Hardware + software support (e.g., HPE Synergy, HPE SimpliVity, HPE 3PAR)

Critical

- Direct connect to expert in 15 minutes
- Outage management
- 24x7 6-hour hardware repair

Basic

- Access to expert in 2 hours
- 9x5 next-business-day on-site response

Essential

- Direct connect to expert in 15 minutes
- 24x7 4-hour on-site response

Please visit [HPE Compute Portfolio—Briefcase to learn more.](#)

Gen11

HPE Core Compute infrastructure

What's new with Gen11

HPE ProLiant Gen11 servers deliver efficiency, scalability, and economics to accelerate business outcomes while lowering TCO. Customers can consolidate more workloads and increase ROI with breakthrough, next-gen performance.

HPE ProLiant Gen11 rack servers with AMD EPYC processors

HPE ProLiant Gen11 rack server with Ampere Altra processors

NEW

**Cost-optimized
1U, 1P**

**HPE ProLiant
DL325 Gen11**

AMD 4th and 5th Gen
EPYC processor



**Software-defined
compute**

Higher performing CPUs and increased storage performance to drive lower TCO for software-defined compute in a single-socket system

**Edge-optimized
2U, 1P**

**HPE ProLiant
DL145 Gen11**

4th Gen AMD EPYC 8004
Zen4c processor



Edge computing

Compact and quiet chassis with impressive processing power and GPU support, making it an ideal solution for a wide range of edge applications

**Storage-optimized
2U, 1P**

**HPE ProLiant
DL345 Gen11**

AMD 4th and 5th Gen
EPYC processor



SDS and CDN

Reduced licensing costs with single socket benefiting from more performance/core and increased storage performance

**Density-optimized
1U, 2P**

**HPE ProLiant
DL365 Gen11**

AMD 4th and 5th Gen
EPYC processor



EDA and VDI

Maximum core density and high memory capacity drives density for VDI

**Accelerator-
optimized 2U, 2P**

**HPE ProLiant
DL385 Gen11**

AMD 4th and 5th Gen
EPYC processor



**AI/ML, big data
analytics**

Increased performance/core and massive parallel processing with dual socket to speed up analytics, max GPU support

**Cloud-optimized
1U, 1P**

**HPE ProLiant
RL300 Gen11**

Ampere Altra and Ampere
Altra Max



Cloud-native compute

Service providers / digital first
Core count
Scale-out

Playbook

Gen11

HPE Core Compute infrastructure

HPE ProLiant Gen11 servers with Intel Xeon processors

Edge-optimized
1U, 1P

**HPE ProLiant
DL20 Gen11**

Intel Xeon® E-2400 processor



**Growing SMB
requirements**

Expandability, leading security, and multi-site manageability to fit the needs of budget-conscious SMBs and remote branch offices

Cost-optimized
1U, 1P

**HPE ProLiant
DL320 Gen11**

4th and 5th Gen Intel Xeon Scalable processor



**Software-defined
compute and data
management**

Higher-performing CPUs and increased storage performance in a GPU-dense system to make edge AI and VDI attractive

Density-optimized
1U, 2P

**HPE ProLiant
DL360 Gen11**

4th and 5th Gen Intel Xeon Scalable processor



IT infrastructure

CPU/memory density with more performance/core and increased storage performance to accelerate enterprise workloads

Multi-workload-
optimized 2U, 2P

**HPE ProLiant
DL380 Gen11**

4th and 5th Gen Intel Xeon Scalable processor



Enterprise business

Maximum core density and high memory capacity paired with dense storage to enable this general-purpose standard

Accelerator-
optimized 2U, 2P

**HPE ProLiant
DL380a Gen11**

4th and 5th Gen Intel Xeon Scalable processor



**Next-gen enterprise
workloads**

Extended GPU scalability up to 4 double-wide or 8 single-wide accelerators

Big data-optimized
2U, 4P

**HPE ProLiant
DL560 Gen11**

4th and 5th Gen Intel Xeon Scalable processor



**High-performance
analytics**

Quad-socket density
In-memory storage
Advanced scalability

Gen11

HPE Core Compute infrastructure

HPE ProLiant Gen11 servers with Intel Xeon processors

SMB and edge-optimized
ultra micro tower,
1P

**HPE ProLiant
MicroServer Gen11**
Intel Xeon E-2400 processor



Compute for SMB and edge

Affordable, compact, and powerful
entry-level server for SMB and light
edge workloads

Edge-optimized tower,
1P

HPE ProLiant ML30 Gen11
Intel Xeon E-2400 processor



Small office tower with enterprise class features

Flexible, reliable, and remote
Manageability across multiple sites
for growing business needs

SMB-optimized tower
1P

HPE ProLiant ML110 Gen11
4th and 5th Gen Intel Xeon
Scalable processor



Compute for growing SMBs

Single socket
CPU tower footprint
1+1 power redundancy

Edge-optimized tower
2P

HPE ProLiant ML350 Gen11
4th and 5th Gen Intel Xeon
Scalable processor



Flexible tower compute

Virtualization and productivity
workhorse to scale and adapt to
any environment

Blade-optimized blade
2P

HPE Synergy 480 Gen11
4th and 5th Gen Intel Xeon
Scalable processor



Private cloud enterprise

One Infrastructure for any workload
Virtualization / private cloud

**Where to Position Gen11
and Gen10 Plus**

HPE Core Compute infrastructure

Where to position Gen11 and Gen10 Plus

Compare typical use cases and customer preferences for new HPE ProLiant Gen 11 servers and existing Gen10 Plus servers.

Best fit for Gen11

3 service options

- **Performance-oriented customers**
(e.g., financial services, healthcare)
- **Users of demanding workloads**
(e.g., AI/ML, data analytics, data solutions, VDI)
- **Users of modern or high-performance platforms**
(e.g., hybrid cloud, containers)

- Price-sensitive customers where Gen10 Plus performance is sufficient
- Customers with limited power capacity per rack
- Users of transactional workloads where Gen10 Plus performance is sufficient

Benefits of Gen11 vs. Gen10 Plus

- **Run more virtual machines (VMs) per server and increase server consolidation**
With 50% more cores per processor*
- **Accelerate performance of workloads like VDI, data solutions, and compute for AI**
With 2.25x more memory bandwidth⁹ with high-performance DDR5 memory

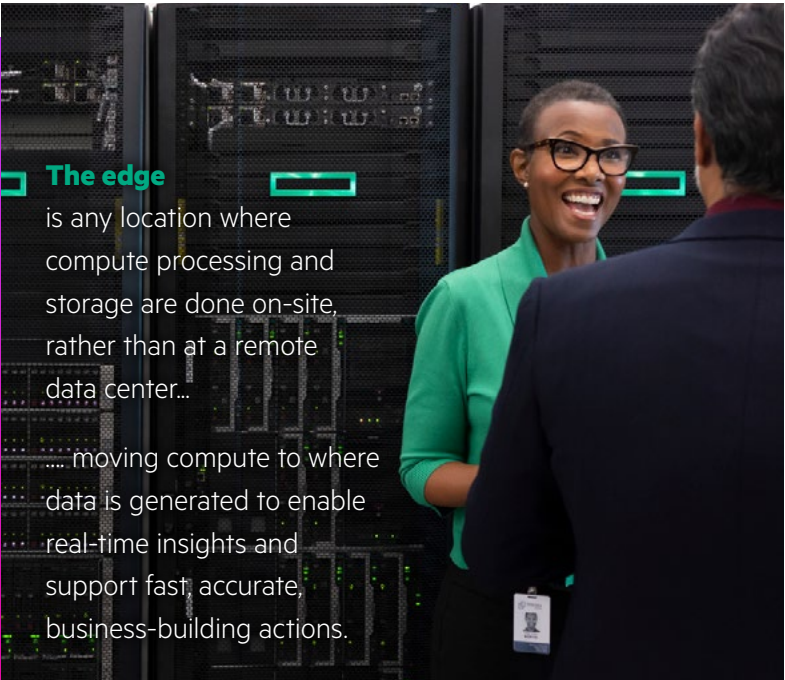
Accelerate GPU, storage, and network-intensive workloads

With higher performance lanes taking advantage of PCIe Gen5 to enable improved GPU, storage, and network performance¹⁰

⁹ Comparison of 4th Gen AMD EPYC processor with 3rd Gen AMD EPYC.

¹⁰ Comparison of PCIe Gen5 vs PCIe Gen3.





The edge

is any location where compute processing and storage are done on-site, rather than at a remote data center...

... moving compute to where data is generated to enable real-time insights and support fast, accurate, business-building actions.

Why HPE?

With more than 4M servers deployed worldwide—spanning data centers, brick and mortar retail stores, manufacturing floors, medical offices, banks and more—HPE ProLiant Compute is engineered for a hybrid world, everywhere compute lives.

Challenges and HPE value proposition at the edge

Challenge: Management for distributed environments

Value prop: Deploy and manage everywhere with ease using intuitive management for distributed environments. HPE GreenLake for Compute Ops Management is built on the foundation of HPE iLO with a secure cloud connection.

Challenge: Heightened security

Value prop: Get security confident, everywhere your compute lives. HPE ProLiant delivers trusted security by design.

Challenge: Optimized solutions

Value prop: Meet the diverse needs of workloads at the edge.

What's driving enterprises to do more at the edge?

Enterprises need to turn data at the edge into insights with velocity while balancing operational costs

Latency-sensitive applications

Data privacy

AI opportunities

\$358B by 2027 Worldwide enterprise edge spending⁷

25% by 2027 Servers shipped will be located at the edge¹¹

60% by 2029 Edge computing will use composite AI solutions¹²

¹¹ "Worldwide Edge Enterprise Forecast," IDC, US51313923, November 2023.

¹² "Market Guide for Edge Computing," Gartner, October 2022.



How edge computing is making a difference at the edge



Computer vision AI

Loss and fraud prevention

Implementing AI at the edge with computer vision enables retailers to reduce inventory shrinkage and lower their cost of operations.

Quality assurance and control

Using AI-based video at the edge, manufacturers can improve quality inspection processes, reduce defects, and improve customer satisfaction while minimizing scrap.

Traffic analysis

AI-enhanced traffic video helps to optimize transport routes, promote public transportation, and support decision-making for law enforcement.

Worker safety

Using intelligent video, hospitals can identify objects, like medical equipment and face coverings, and people, like doctors and patients, and use these inputs to identify and rectify unsafe situations.

Data management and analytics

Inventory forecasting

Edge computing helps retailers predict demand and optimize inventory levels by processing data from various sources, including sales history, weather forecasts, and market trends. This enables more accurate inventory ordering and reduces carrying costs.

Production line diagnostics

Anticipate machine failures with the power of data analytics, enabling timely maintenance to prevent potential breakdowns. Leverage edge computing to process data close to the end device, reducing data transportation expenses and guaranteeing dependable data accessibility.

Fleet management

GPS data, vehicle diagnostics, and driver behavior information are processed locally to monitor vehicle locations, fuel consumption, engine health, and driver safety. This enables more efficient route planning, maintenance scheduling, and compliance monitoring.

Processing patient data

Healthcare facilities process patient data securely on-site with edge computing resources.

Running applications to support day-to-day operations

Remote branch offices

Food retailers are leveraging point-of-sale servers to help manage local orders coming from the web.

AR/VR-enabled remote operations

Boost factory productivity and safety through connected worker technology, which provides performance-enhancing guidance, augmented reality (AR), or virtual reality (VR) work instructions.

Real-time inventory tracking

Leverage data across your edges to keep up with demand and drive back-end efficiencies through real-time inventory tracking and management, order processing, and overall supply chain optimization.

Medical imaging

Edge computing accelerates the processing of medical images, such as X-rays, MRIs, and CT scans. Radiologists can review and interpret images faster, leading to quicker diagnoses and treatment decisions.

In addition to the top-level target verticals, other verticals include but are not limited to:

Telecommunications | Energy production | Financial services | Public sector



HPE edge computing portfolio

HPE has a wide variety of compute solutions (AI capable, power, cost, form factor, performance, etc.) for the edge, providing a foundation for daily operations and innovation.

General

Compact

Compact and ruggedized

NEW

Optimized for cabinet, wall mounting, rack mounting, greater environmental tolerances

Optimized for rack mounting

Optimized for desk, wall mounting

Optimized for desk, rack mounting (ML350)

Optimized for rack mounting, ruggedized deployment

HPE ProLiant DL145 Gen11

Up to 128 VMs* and 512 containers*
Up to 3 SW/1 DW GPU

HPE ProLiant DL32x/DL20 Gen11

Up to 120 VMs* and 480 containers*
Up to 4 SW/2 DW GPU

HPE ProLiant MicroServer Gen11

Up to 8 VMs* and 32 containers*
No GPU

HPE ProLiant Tower Servers Gen11

Up to 256 VMs* and 1024 containers*
Up to 2 SW/1 DW GPU

HPE Edgeline

Up to 320 VMs* and 1280 containers*
Up to 8 SW/2 DW GPU



Target markets

Enterprise, growing SMBs and mid-enterprise, edge AI

[Learn more](#)

Target markets

Enterprise, CDN, edge AI

Target markets

SMB, remote office

Target markets

SMB, remote office, POS

Target markets

Oil and gas, defense, telco, utilities

Secure cloud management with HPE GreenLake for Compute Ops Management (COM)

*Estimated based on typical resource requirement. Actual number will depend on workload and application.



Resources

Additional Resources

Infrastructure

- [HPE Compute portfolio briefcase](#): to find HPE Core Compute products, workloads solutions and key programs
- [HPE ProLiant Server portfolio](#)
- [HPE Synergy](#)

Options

- [HPE Compute Security Seismic briefcase](#)

Services

- [HPE Pointnext Services Seismic briefcase](#)
- [Perfect Attach from HPE Pointnext Services Seismic briefcase](#)
- [HPE Pointnext Tech Care](#)

Software

- [HPE GreenLake for Compute Ops Management briefcase](#)
- [HPE OneView Seismic briefcase](#)

Edge Compute

- [HPE ProLiant DL145 Gen11](#)

Compute programs

- [Rainmaker briefcase—partner demand gen program](#)
- [Rainmaker briefcase—partner demand gen program for AMD](#)
- [Core Compute Installed Base Programs briefcase](#)

Consumption models

- [HPE Financial Services Seismic briefcase](#)
- [HPE GreenLake Cloud Services briefcase](#)
- [HPE GreenLake Seismic briefcase](#)
- [HPE GreenLake + Core Compute briefcase](#)

Partner resources

- [HPE Partner Ready Portal](#)
- [HPE SalesPro](#)
- [TechPro](#)

Visit [HPE GreenLake](#)



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