

UNLOCKING VERSATILITY IN THE CLOUD

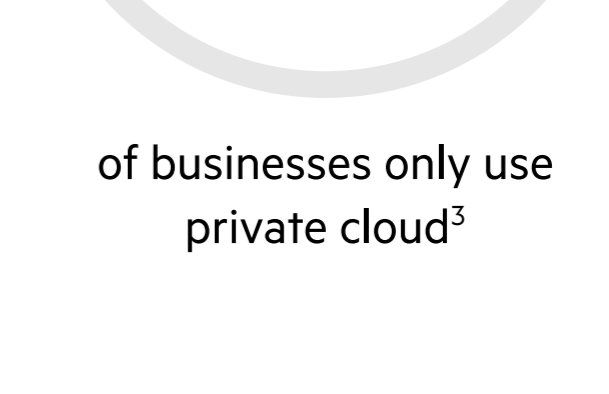
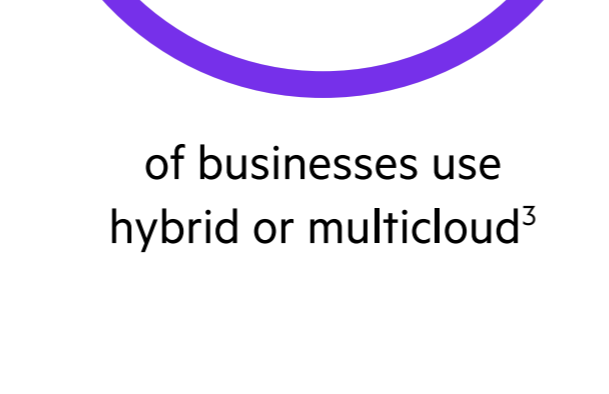
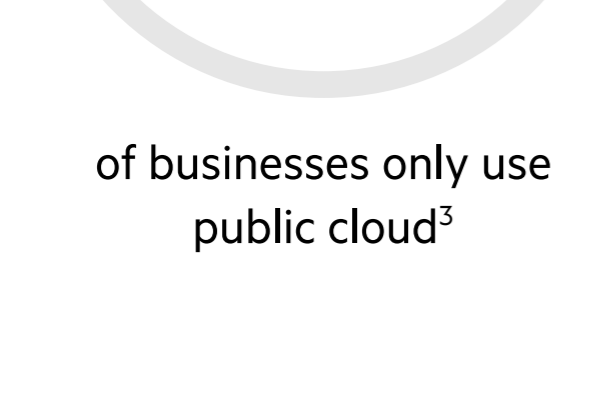
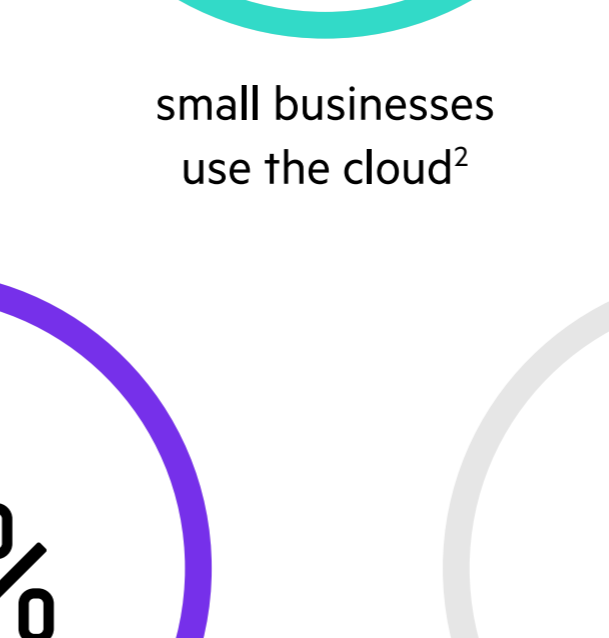
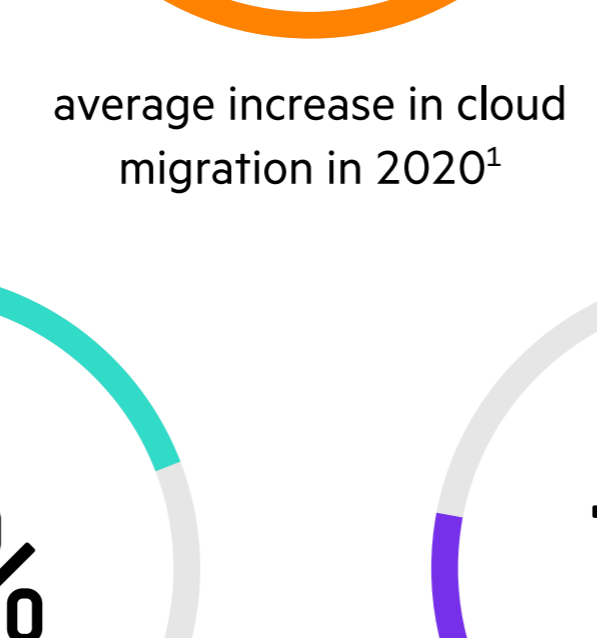
Small and mid-sized businesses can benefit from a cloud that is optimized to meet their needs.

There is no one-size-fits-all model for the cloud. In the same way every business has different goals, data, and applications, every business also needs a cloud model that meets its own unique business needs. With the right adjustments, small businesses can maximize the impact of their cloud investments and prepare for the future of business.

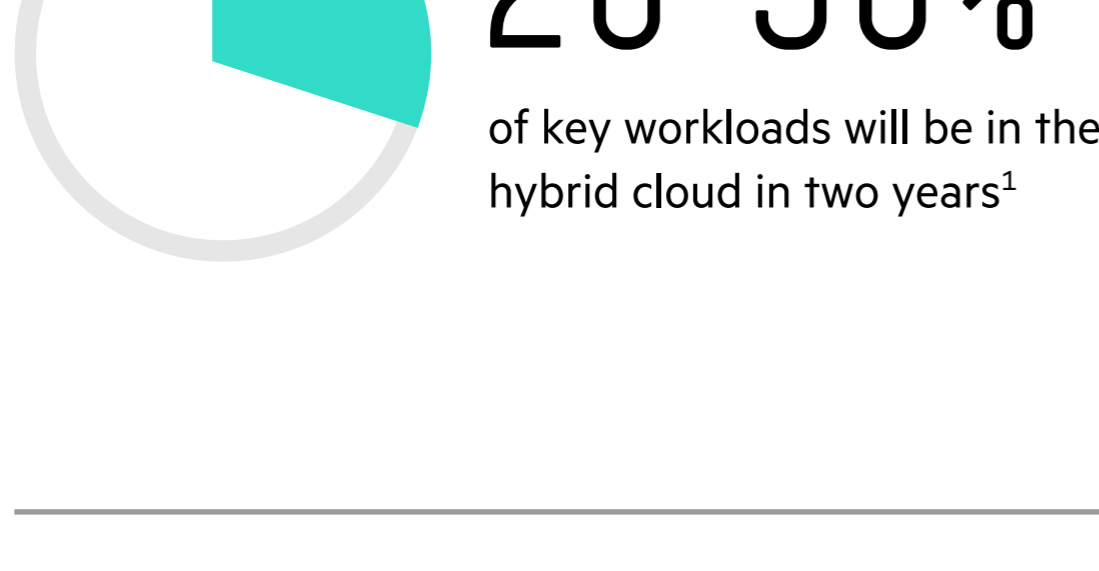
Explore some of the insights and perceptions that IT decision-makers have about the cloud, and learn how HPE can help provide an agile cloud experience.

1 THE DEMAND FOR CLOUD IS EVOLVING

Cloud storage and computing have been valuable resources for 20 years, but as technology and workplaces change, you need to make sure your cloud model still fits your business needs.

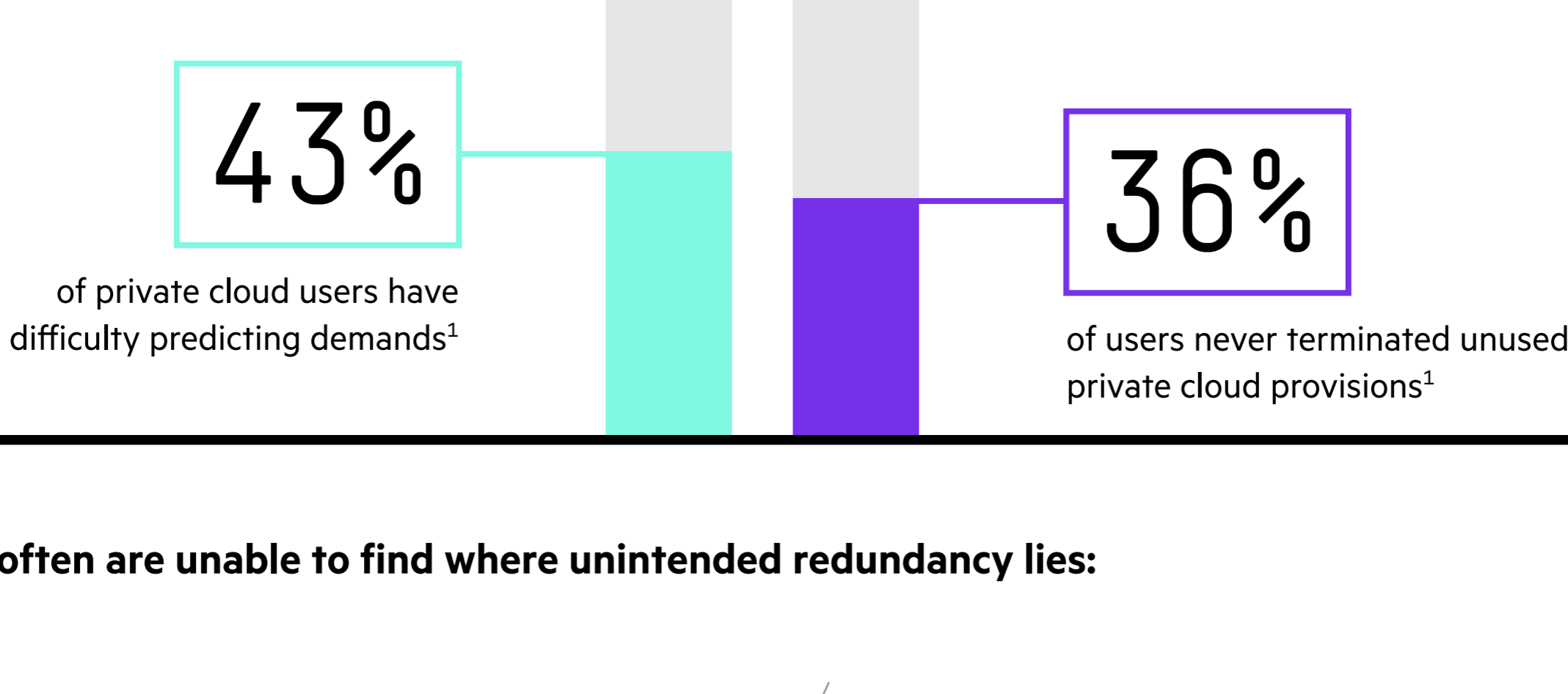


Hybrid cloud is increasing in popularity, and it presents a great opportunity for small and mid-sized organizations:



2 BUSINESSES ARE NOT USING THEIR FULL CLOUD CAPACITY

While many businesses overprovision resources to mitigate risk, you need to make sure you aren't wasting resources.

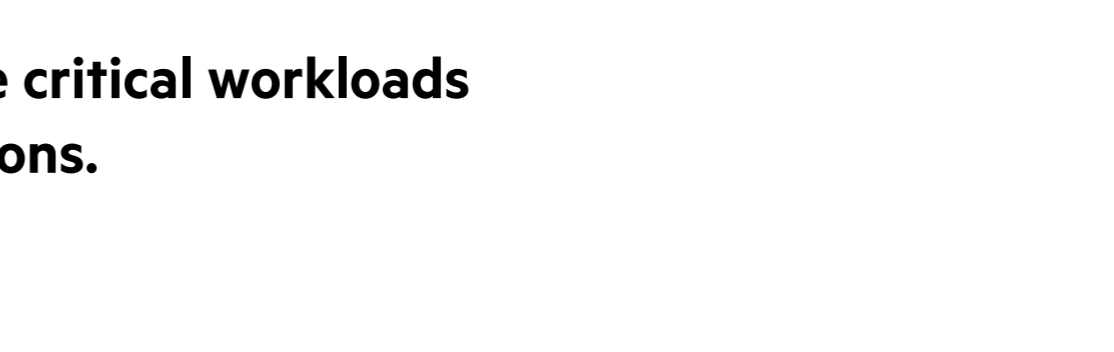
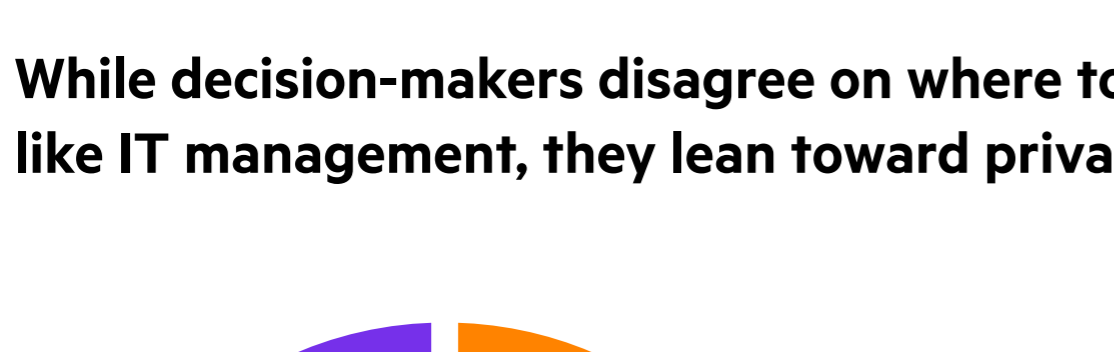


Users often are unable to find where unintended redundancy lies:



3 WORKLOAD LOCATION DEPENDS ON BUSINESS NEEDS

The optimal workload placement is different for each organization. You should take multiple factors into consideration to determine your strategy: risk, performance, control, and costs.



While decision-makers disagree on where to house critical workloads like IT management, they lean toward private options.

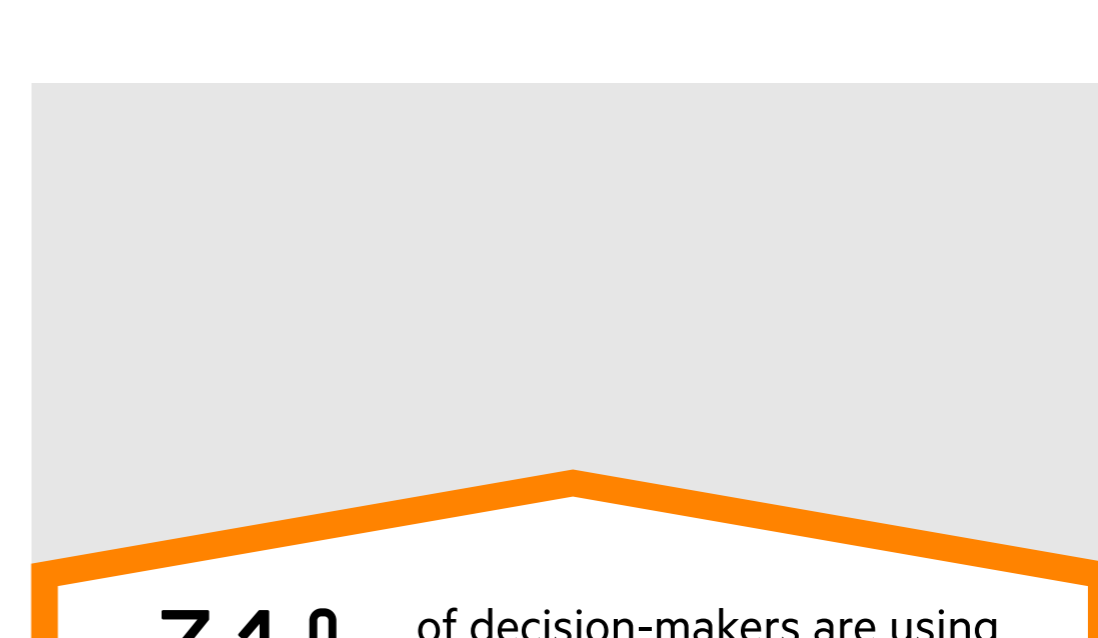
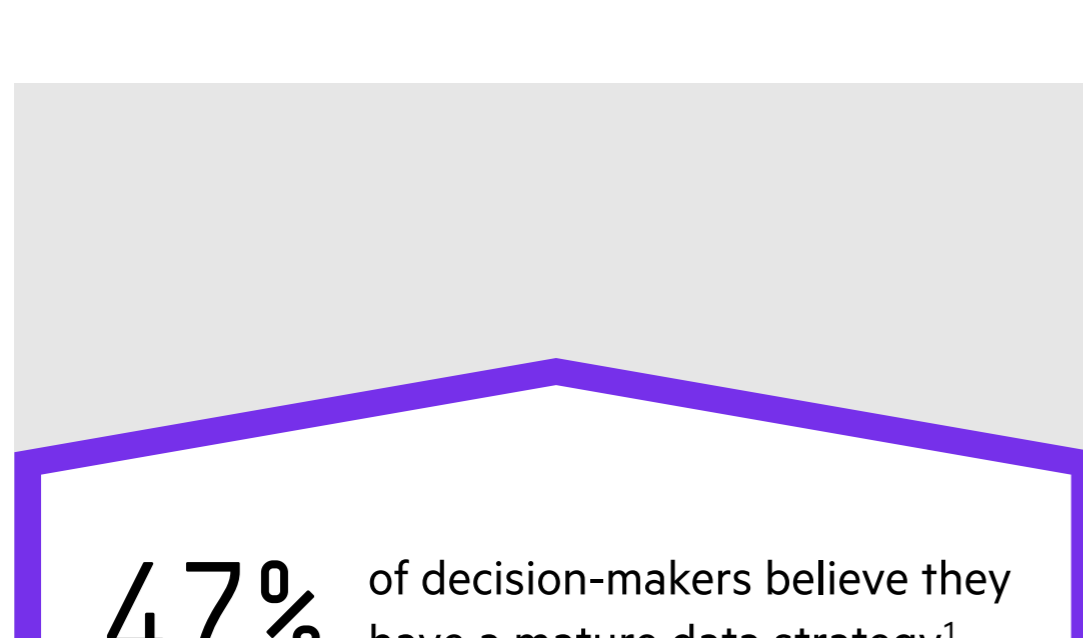


4 DATA MOVEMENT ADDS UNANTICIPATED CHALLENGES

It is important to optimize where your data is stored, protected, and managed. The wrong location of storage or data-intensive workloads leads to heavy data egress charges and security risks.



Artificial intelligence (AI) and machine learning (ML) are underutilized resources for supporting a cloud data strategy:

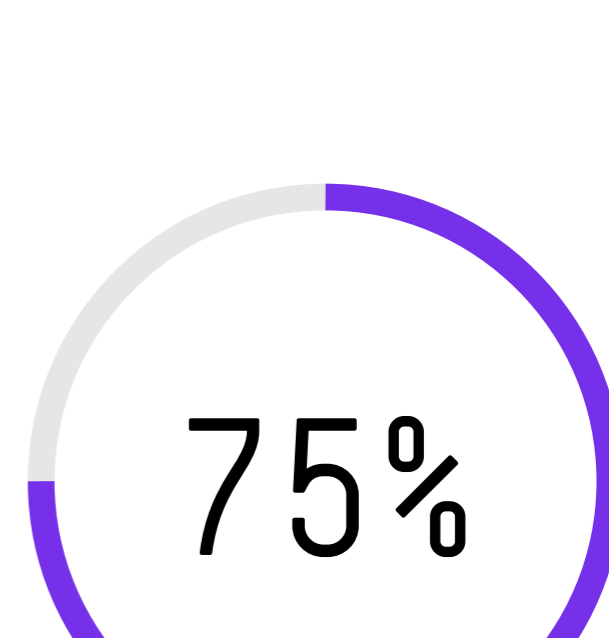
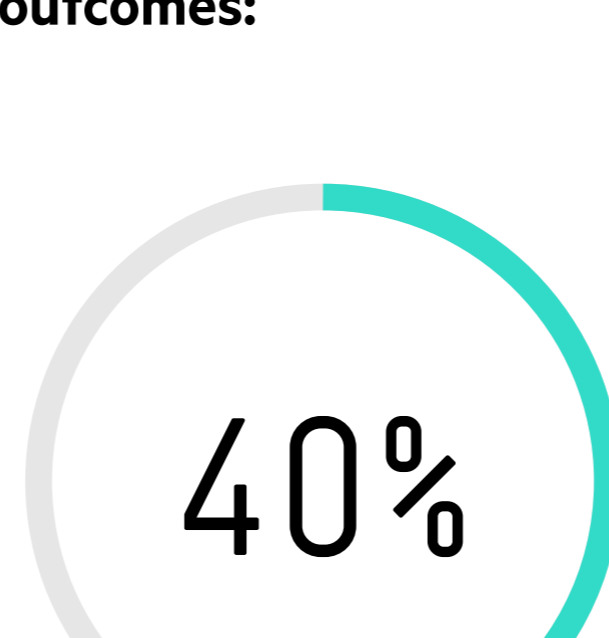
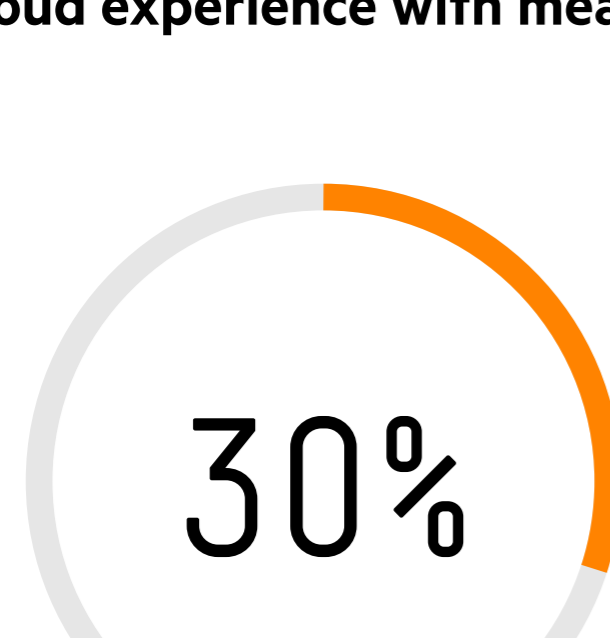


5 CLOUD SHOULD SUPPORT LONG-TERM INNOVATION

Even though IT budgets are more focused on maintenance projects than transformation, it is important for any cloud solution to enable incremental innovation in four key areas:

- 1 Business agility
- 2 Simpler IT
- 3 Lower IT costs
- 4 Proper control

HPE GreenLake cloud services can help you make the most of your cloud experience with measurable outcomes:



THE CLOUD THAT COMES TO YOU

An optimized cloud doesn't just make IT easier; it makes your business run faster and more productively. With the right use of resources, your cloud models should accelerate your high-value workloads and give your company a competitive edge. HPE can help you build a cloud strategy that strikes the right balance for your business and enables a future of innovation.

HPE GreenLake is unlike public cloud, enabling apps and data to stay where they are, on-premises. HPE GreenLake cloud services run on infrastructure in your company's data center, colocation or edges.

The HPE GreenLake edge-to-cloud platform, unlike traditional IT lets you focus on the business by offloading the day-to-day management to a trusted partner while keeping you firmly in control and unlocking capital for new services. With a pay per use, scalable, point & click self-service experience that is managed for you, HPE GreenLake delivers a cloud-native platform that fits your scale and resources, for your top workloads.

- Predictable costs so you are ready for the future
- No data movement or egress charges, ever
- No lock-in; leverage your existing investments
- Access to a wide range of market-leading technologies offered by Hewlett Packard Enterprise and our partners

Learn more about how HPE can help small businesses innovate.

Explore Small Business Solutions →

Make the right purchase decision. Contact our presales specialists.

Chat Email Call

Get updates

¹ "Self-evaluate your cloud migration to maximize your investment." HPE, April 2021.

² "SMB and Midmarket hybrid cloud adoption likely to explode exponentially," Techaisle, February 28, 2021.

³ "Flexera 2021 State of the Cloud Report," Flexera, 2021.

⁴ "The Total Economic Impact™ Of HPE GreenLake," Forrester, June 2020.