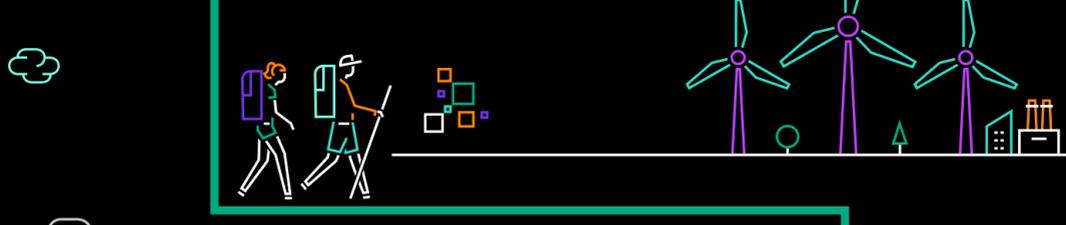


# GET THE CLOUD EXPERIENCE WITHOUT LIMITS

HPE GreenLake edge-to-cloud platform

Your data isn't confined to the data center anymore. It's being generated, in staggering volumes, at the edge. And the edge itself is expanding and evolving.



It's no longer just a branch office or remote facility. It's retail sales points, oil rigs, airports, vehicles ... It's everywhere outside the cloud, and it's where the data action is.



But there are big challenges getting data from the edge...

- SECURITY & DATA SOVEREIGNTY
- LOW LATENCY NEEDS
- DATA GRAVITY
- DATA ENTANGLEMENT

...to insights.

As a result, most IT decision-making today has been a binary decision:

**CLOUD**

**TRADITIONAL IT**



Scalable  
Seamless  
Simplified  
Pay-per-use



Secure  
Compliant  
Low latency  
Predictable

But there's a third way, a new evolutionary leap forward.

You can't send everything to the cloud, **but you can bring the cloud to everything.**

## SELF SERVICE

Select and deploy the cloud services you want with point-and-click simplicity

## PAY-PER-USE

Get new projects running without heavy upfront costs and delays

## HPE GREENLAKE

The cloud that comes to you



EDGE ..... COLOCATION / DATACENTERS ..... CLOUD

The HPE GreenLake edge-to-cloud platform gives you the cloud experience in your own environment

## MANAGED FOR YOU

Focus more on building your business and generating revenue

## SCALE UP AND DOWN

Stay closely aligned with your business needs with easy capacity changes

## Why are businesses looking for a third way?

**Improved performance and enhanced security** are the biggest drivers of migration from public to private or non-cloud environments<sup>1</sup>

In the next 2 years, almost

**75%**

plan to move some of their workloads from public cloud into dedicated infrastructure environments<sup>2</sup>

By 2023, more than

**60%**

of cloud-first organizations will replace their strategy with a cloud-smart one<sup>3</sup>

By 2024, over

**75%**

of infrastructure in edge locations will be operated as-a-service<sup>4</sup>

...as will over

**50%**

of datacenter infrastructure<sup>4</sup>



With HPE GreenLake, you can move faster, modernize your applications, tap into the power of hybrid cloud, and realize the transformational value of your apps and data.

It's the third way. And it's the next evolution of IT.

## LEARN MORE AT

[hpe.com/greenlake](https://hpe.com/greenlake)

Make the right purchase decision. Contact our presales specialists.



<sup>1</sup> IDC Cloud Pulse 1021 Quarterly Summary June 2021  
<sup>2</sup> IDC: Workload Mobility Will Be a Common Practice of Modern IT Operations August 2021  
<sup>3</sup> Gartner: Move From Cloud First to Cloud Smart to Improve Cloud Journey Success 25 February 2020  
<sup>4</sup> IDC FutureScape: Worldwide Datacenter 2020 Predictions

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