HPE GreenLake overview

- HPE GreenLake is not a product; it encompasses all offerings from HPE, ensuring the technology is available as a consumption or subscription model.
- What sets HPE GreenLake apart is its proprietary IP metering and GreenLake Central platform. These features enable organizations to track and analyze real-time usage by department and identify trends to make proactive adjustments and reduce costs without a lengthy bid process.

Target Industries

**Public Sector**

**Manufacturing**

**Healthcare**

**Financial**

Case Studies

**Healthcare**
- Expanding patient services, reducing wait times, PrairieStar Health Center
- Saving lives with patient-centered innovation, Enloe Medical Center

**Public Sector**
- A historic county goes digital, County of Essex
- Driving efficiency, boosting the Puerto Rican economy, DDEC

HPE Ezmeral Case Studies

**interactive brochure**

Requirements for a successful HPE GreenLake sales practice

- Become HPE authorized
- Complete certification requirements
- Sign the terms of service (FAST): Understand and sign the FAST agreement. This Arrow/channel partner contract outlines the terms of service and facilitates a streamlined process.
- Create a commission plan: The suggestion is to have a commission plan equal to or better than a CapEx plan. The 17% rebate and monthly recurring revenue will need to be considered.
- Understand operations: This team is critical in managing the day-to-day aspects of HPE GreenLake implementation, including handling monthly recurring revenue, invoicing customers accurately and timely, and ensuring seamless execution of the metering process for resource consumption tracking.
- Sales: Retrain how to sell HPE GreenLake vs. CapEx, start small and learn how to identify possible opportunities.
- Solution architects and engineers: Learn the quoting tools for Consumption and Subscription. Understand that HPE meters consumption but not subscription, but both fall under the GreenLake umbrella.
Value of HPE GreenLake

**Increased profitability:** Selling HPE GreenLake enables channel partners to access a 17% rebate on solutions sold and mark up the solutions to customers, resulting in improved profitability. HPE reports that they see 25%-27% profit margins for channel partners.

**Predictable monthly revenue:** HPE GreenLake operates on a monthly recurring revenue model, providing channel partners with a steady and predictable income stream.

**Flexibility and scalability:** HPE GreenLake offers flexible consumption-based models, allowing channel partners to quickly scale resources up or down based on customer needs, enhancing customer satisfaction and retention.

**Simplified operations:** HPE GreenLake streamlines infrastructure management, maintenance and upgrades, freeing up customers to focus on core business activities.

**Stronger customer relationships:** Selling HPE GreenLake demonstrates a commitment to meeting clients' needs and delivers a 95% customer retention rate, contributing to long-term and profitable relationships.

**Access to expertise and support:** Channel partners gain Arrow and HPE support, including training programs, sales enablement resources and technical assistance.

Learn more about your customers’ IT infrastructure and win

CloudPhysics is the best tool to begin discovery because it provides comprehensive visibility into a customer’s IT infrastructure. It allows you to analyze performance, identify inefficiencies, and make data-driven decisions for optimizing your cloud environment. View the Seismic Briefcase.

Resources on Seismic

- HPE GreenLake sales tools | Configuration, orders and contracting
- HPE GreenLake road map

Arrow’s HPE GreenLake team

**Paul Poynter**
HPE GreenLake Supplier Manager Gold/Platinum Partners
U.S. and Canada
T. 763.647.5223 M. 651.274.6105

**Eric Moranelli**
HPE GreenLake Supplier Manager SBP (Silver, Business, Proximity) U.S. East and Canada
M. 412.298.2261

**Richard Shutt**
HPE GreenLake Supplier Manager SBP (Silver, Business, Proximity) U.S. Central and West
T. 720.295.9953 M. 719.352.6978

Learn more about your customers’ IT infrastructure and win

CloudPhysics is the best tool to begin discovery because it provides comprehensive visibility into a customer’s IT infrastructure. It allows you to analyze performance, identify inefficiencies, and make data-driven decisions for optimizing your cloud environment. View the Seismic Briefcase.

Resources on Seismic

- HPE GreenLake sales tools | Configuration, orders and contracting
- HPE GreenLake road map

Arrow’s HPE GreenLake team

**Paul Poynter**
HPE GreenLake Supplier Manager Gold/Platinum Partners
U.S. and Canada
T. 763.647.5223 M. 651.274.6105

**Eric Moranelli**
HPE GreenLake Supplier Manager SBP (Silver, Business, Proximity) U.S. East and Canada
M. 412.298.2261

**Richard Shutt**
HPE GreenLake Supplier Manager SBP (Silver, Business, Proximity) U.S. Central and West
T. 720.295.9953 M. 719.352.6978