Arrow and HPE GreenLake: Empowering channel partner growth

The systems engineer’s and solutions architect’s guide to success

What you need to know and do to lead a successful HPE GreenLake practice

Get certified
Complete training.

Understand the terms of service with Arrow and HPE (FAST)
This outlines the terms of service and facilitates a streamlined partnership process.

Swim lanes to revenue
Learn to present the advantages of a consumption-based, subscription model over CapEx.

Use the right tools
Understand which resources have the best outcomes.

Start small
Target a specific workload, not a data center. Do not convert a current CapEx deal into HPE GreenLake.

Value of HPE GreenLake
HPE GreenLake offers flexible, scalable and cost-optimized solutions that simplify IT infrastructure management and enable strategic focus for organizations. By effectively communicating the following points, system engineers and solutions architects can position HPE GreenLake as a solution that simplifies IT management, optimizes costs and empowers businesses to prioritize strategic objectives.

- **Flexibility**: Only pay for the resources and services needed, allowing easy infrastructure scaling to meet changing business needs.
- **Scalability**: Quickly and efficiently expand infrastructure to accommodate increased demand or business growth.
- **Cost optimization**: Align IT costs with actual usage, avoiding upfront investments and reducing unnecessary expenses.
- **Simplification**: Offload tasks like hardware procurement, deployment, monitoring and maintenance to HPE, freeing up your time and resources.
- **Strategic focus**: Shift focus from day-to-day operational tasks to driving innovation and strategic initiatives, with HPE managing infrastructure.

HPE GreenLake is not a product; it encompasses all HPE offerings. What sets HPE GreenLake apart is its proprietary IP metering and GreenLake Central platform. These features enable businesses to track real-time usage, analyze usage by department and identify trends, leading to proactive adjustments and cost savings without a lengthy bid process.
**Tools**

**Quick Quote (QQ):** Always start here. Best for $300,000 budgets or less.
- Focus on the customer’s desired outcomes.
- The best strategy is to start small.

**Integrated Quote (IQ):** Faster than a custom quote. Best for $300,000 budgets or more.
- No statement of work (SOW) on output. Must request SOW from HPE.
- Best tool for fast response to address customer timeline

**Custom (OCA):** For those opportunities that require specific builds. Best for $300,000 budgets or more.
- Very detailed, but time is required. It can take seven to 14 days, depending on the configuration and pricing action needed.

**ASQ:** For block, backup, disaster and recovery subscription solutions under the HPE GreenLake umbrella.

**NOTE:** It’s vital to have correct end-user contact information and ship-to information. Purchase orders (POs) will be put on hold if the end-user and ship-to do not match. It will require an edit to the quote.

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**CloudPhysics**

**Insight into customers’ IT infrastructure**

CloudPhysics is the best tool for 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 cloud environments. Explore the [Seismic briefcase](#).

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**Resources on Seismic**

[HPE GreenLake Flex Solutions sales tools and processes](#)
[Mapbook for GreenLake - Partner Ecosystem](#)

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**Case Studies**

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[HPE Ezmeral Case Studies interactive brochure](#)

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Five Years Out