Hewlett Packard Enterprise

WINNING WITH HPE PROLIANT GEN11: COMPUTE HIGH LEVEL BATTLECARD

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1 Key HPE Value Propositions

1. **Intuitive Cloud Operating Experience**
   - HPE GreenLake for Compute Ops Management simplifies the way customers control compute from edge to cloud with a cloud operating experience.
   - Unify compute management with a centralized console for self-service operations
   - **Call to action**: Explain all of the ways that customers save money, speed up processes, simplify system wide updates, and deploy security measures from a single console over thousands of servers. Explain the logistics and resources currently being used to manage multiple site as well as the time to manage update and patches across the operating environment.

2. **Trusted Security by Design**
   - Fundamental: Industry-leading security innovation. Security is in our DNA
   - Uncompromising: Extending protection to partner ecosystem
   - Protected: Expanding trusted supply chain security. Continuing the zero-trust security approach.
   - **Call to action:** Leverage common security building blocks - from silicon to cloud - that continuously protect your infrastructure, workloads, and data, adapting to increasingly complex threats.. In addition, HPE Server Security Optimized Service for HPE ProLiant has extended its supply chain security leadership to more than 150 countries.

3. **Optimized Performance for your Workload**
   - Deploy seamlessly while achieving optimal performance for demanding applications requiring the most advanced graphics and data acceleration.
   - Achieve advantageous efficiencies spanning operational, and performance economics to power your apps and accelerate innovation everywhere your data lives.
   - **Call to Action:** Ensure customers understand that HPE's optimized performance mean that they can lower TCO, achieve RIO faster, and experience higher performance with HPE ProLiant Gen11.

2 Warnings & Landmines

1. **Competitors may claim to have the same remote management security**
   - Only HPE Designs the iLO6 chip, and security is born BEFORE the server is manufactured.
   - HPE Provides true *Silicon Root of Trust* protection, part of its silicon to cloud infrastructure security, which covers ALL firmware and BIOS through a key programmed into chip silicon at TAA compliant chip production facility.
   - HPE has supply chain security extended to 150 countries and certificates in place to protect customers though the entire supply chain including all the way to the customers site and then during installation and operation.
   - HPE Integrates security with HPE Secure Start and Secure Boot to protect ALL BIOS, Firmware, SPS, IE, and boot sequence.
   - HPE provides consistent, integrated protection on AMD and Intel platforms, processor and platform independent.
   - HPE's Recovery process automatically quarantines compromised BIOS and firmware, then re-flashes with known good image.
   - HPE protects BIOS and firmware through daily and on-demand scans.
   - **Call to action:** Ensure that the customer knows that at the root of HPE security are unique advantages that provide extra levels of security. HPE has engineered security with a unique foresight that protects customers hardware, software and cloud.

2. **Competitors will try to circle back and focus on acquisition cost**
   - **Call to action:** Explain how upfront costs are just a small piece of the cost of owning a server. The real expense comes over the servers life and HPE is a leader at reducing the total cost of ownership. Automation and optimization reduce the time it takes for tasks to complete, reduces the number of man hours administrators need to manage the infrastructure, and reduces the chance for errors to occur. This along drastically speeds up the time it takes to recoup any upfront costs. In addition, the average cost of a data breach is $4,500,000 per instance. That cost does not take into considerate the damage that a data breach does to a companies reputation. HPE not only automates and optimizes essential processes but, it does so on the most secure industry standard servers.

3 STRATEGY TO WIN

Step 1: Size up the situation

- Identify the customers situation
- Listen carefully to the customers situation and needs
- Ask leading questions to identify what the customer is trying to do so you can formulate your attack plan and prescribe the appropriate solution.
- Study the customer's environment. Identify who your competitor is, what they are recommending, and if there is a preference for a solution or feature set.

Step 2: Position the HPE ProLiant Gen11 Servers and solutions

- Rely on the most secure industry standard server
- HPE ProLiant has a diverse portfolio that can fill a host of customer needs and workloads. Leverage this positioning with our management tools, like HPE GreenLake for Compute Ops Manager, to position HPE to win.

Step 3: Be prepared for objections

- Don't sell a specific solution, sell an outcome. Leverage the HPE portfolio of products and partner solutions to align with the customer's desired outcome
- The x86 market is a diverse landscape with lots of jargon, resources, and competition. Rely on our competitive data sheets and team to prepare for customer objections.

Step 4: Lay the traps

- Understand where HPE has advantages over the competitor and what they will try to attack with.
- Have the customer ask the competitor the leave behind questions.
- Don't compete on features, sell an outcome and propose an IT infrastructure solution to meet that outcome.

Step 5: Be prepared to race to $$$$

- Focus on absolute business value and solution solving for the customer
- Leverage the HPE Competitive resources and local Solution Business Managers to support.

Step 6: Be passionate, knowledgeable, and attentive

- Listen to the customer—sometimes we get too caught up with what we are going to get compensated against, and that drives behavior—listen to the customer, do what is right for them, and you will get the right results
- Be passionate, understand the customers use case, and know the HPE portfolio—we can no longer win based on product attributes alone. Position a complete solution that solves your customers problems.

4   HPE ProLiant Gen11 Advantages Over Dell

Intuitive Cloud Operating Experience:
- ✓ HPE enhanced its leading cloud platform with an innovative compute foundation that can unify and modernize data everywhere, from edge to cloud in a way that Dell does not.
- ✓ HPE GreenLake for Compute Ops Management (COM) Standard tier license included with all Gen11 servers. For more advantages, see the HPE GreenLake for Compute Ops Management battlecard
- ✓ 5X faster server firmware update process*. Dell Apex Console does not update firmware.
- ✓ Perform thousands of concurrent firmware updates across the distributed landscape
- ✓ Easily onboard 1000s of distributed devices
- ✓ HPE GreenLake for Compute Ops Management-OneView Edition provides customers with a centralized, cloud-based console for multi-site management support with enhanced appliance configuration consistency, reporting, analytics, and support automation. Dell APEX does not have tight tie-ins to Dell OpenManage

Trusted Security by Design:
- ✓ HPE continues to lead and deliver infrastructure security innovations, from edge to cloud, with a fundamental zero-trust lifecycle approach.
- ✓ **At the silicon level**, HPE security technological innovations continuously provide zero-trust architecture against more advanced and persistent security threats. In Gen 11, new security features include platform certificates iDevID by default and TPM is integrated into the server.
- ✓ Through iLO6 verification in Gen 11, the new authentication of PCIe firmware with Security Protocol and Data Model (SPDM) ensures the component's integrity.
- ✓ HPE Server Security Optimized Service for HPE ProLiant has extended its supply chain security leadership to more than 150 countries. Dell reports its secure supply chain in 12 countries

Optimized Performance for your Workloads:
- ✓ HPE ProLiant Gen11 provides lower TCO and faster ROI with 2X more I/O bandwidth for your most demanding applications now and in the future and 50% more cores per CPU for improved workload consolidation*
- ✓ Accelerate graphics capabilities with 33% more high performance GPU density per server to power next gen workloads, and 31% faster applications with GPU offload from CPU improving application performance and throughput.*
- ✓ HPE continues to outperform the competition on a number of benchmarks representing many different workloads. The HPE Benchmark Library is regularly updated with new HPE performance wins.

5   HPE ProLiant Gen11 Advantages Over Lenovo

Intuitive Cloud Operating Experience:
- ✓ HPE GreenLake for Compute Ops Management (COM) Standard tier license included with all Gen11 servers. For more advantages, see the HPE GreenLake for Compute Ops Management battlecard
- ✓ HPE GreenLake for Compute Ops Management will have a 5x faster server firmware update process than previously experienced*. HPE can perform thousands of concurrent firmware updates across the distributed landscape. Lenovo was unclear if XClairity One could even perform global firmware updates.
- ✓ HPE COM's Carbon Footprint reports allow customers to see emission metrics for individual servers as well as full environment and adjust as needed. Lenovo addressed sustainability with a pay-as-you-go service utilization to help prevent over-provisioning and helps reduce energy consumption.
- ✓ HPE GreenLake for Compute Ops Management-OneView Edition provides customers with a centralized, cloud-based console for multi-site management support with enhanced appliance configuration consistency, reporting, analytics, and support automation. Lenovo does not have tight tie-ins to Lenovo XClarity.

Compared to previous generations

Trusted Security by Design:

✓ HPE ProLiant remote management remains the only tier one server vendor with a true silicon root of trust allowing no opportunity for a bad actor to infiltrate a server before the remote management chip is installed. There is no gap in security.

✓ HPE has supply chain security extended to 150 countries and certificates in place to protect customers though the entire supply chain including all the way to the customers site and then during installation and operation.

✓ HPE has covered customers with the most advanced security features from the edge to the cloud. Lenovo still has gaps. Lenovo customers are still getting a vulnerable BMC installed on the board, have one manufacturing facility outside of China, and gaps along the way. With numerous security issues historically, this can be an expensive mistake for customers.

Optimized Performance for your Workloads:

✓ HPE ProLiant Gen11 provides lower TCO and faster ROI with 2X more I/O bandwidth for your most demanding applications now and in the future and 50% more cores per CPU for improved workload consolidation.*

✓ Accelerate graphics capabilities with 33% more high performance GPU density per server to power next gen workloads, and 31% faster applications with GPU offload from CPU improving application performance and throughput.*

✓ HPE continues to outperform the competition on a number of benchmarks representing many different workloads. The HPE Benchmark Library is regularly updated with new HPE performance wins.

6 — HPE ProLiant Gen11 Advantages Over Cisco

Intuitive Cloud Operating Experience:

✓ HPE GreenLake for Compute Ops Management (COM) Standard tier license included with all Gen11 servers. For more advantages, see the HPE GreenLake for Compute Ops Management battlecard

✓ 5X faster server firmware update process*

✓ Easily onboard 1000s of distributed devices

Trusted Security by Design:

✓ HPE continues to lead and deliver infrastructure security innovations, from edge to cloud, with a fundamental zero-trust lifecycle approach. See recent InfusionPoints research for many details how HPE leads with iLO6 and Supply Chain!!

✓ **At the silicon level**, HPE security technological innovations continuously provide zero-trust architecture against more advanced and persistent security threats. In Gen 11, new security features include platform certificates iDevID by default and TPM is integrated into the server.

✓ Through iLO6 verification in Gen 11, the new authentication of PCIe firmware with Security Protocol and Data Model (SPDM) ensures the component's integrity.

✓ HPE Server Security Optimized Service for HPE ProLiant extends our supply chain security leadership to more than 150 countries.

Optimized Performance for your Workloads:

✓ Generational improvement in energy efficiency to lower operating costs while reducing your carbon footprint.*

✓ 2X more I/O bandwidth for your most demanding applications now and in the future.*
More high-end accelerators supported in every AMD server

✓ 31% faster applications with GPU offload from CPU improving application performance and throughput.*

✓ With the first in class Gen11 server, HPE ProLiant 300 Gen11 you get 128 cores per socket, predictable performance and density for cloud service providers, digital service providers, and digital-first enterprises.

✓ HPE continues to outperform the competition on a number of benchmarks representing many different workloads. The HPE Benchmark Library is regularly updated with new HPE performance wins.

*Compared to previous generations

7   HPE ProLiant Gen11 Key Competitive Strengths

→ **Security**

HPE is the only vendor delivering industry-leading silicon root of trust built into the hardware, enabling end-to-end lifecycle security that is powered by robust HPE Gen10 iLO5 and Gen11 iLO6 server management.   HPE Provides true *Silicon Root of Trust* protection which covers ALL firmware and BIOS through a key programmed into chip silicon at TAA compliant chip production facility.
HPE Secure Supply Chain starts at the server and delivers to 150 countries. Security is the priority!!

→ **HPE GreenLake for Compute Ops Management**

HPE GreenLake for Compute Ops Management (COM) not only can update firmware 5x faster, onboard thousands of devices, manage thousands of compute devices in a single compute cluster while generating a Carbon Footprint report allowing customers to see emissions metrics per server and full environment but, it does it with security from the silicon through the supply chain process and though the life of the server.

→ **HPE GreenLake for Compute Ops Management – OneView Edition.**
The scope of HPE GreenLake for Compute Ops Management – OneView Edition is a differentiator that includes a very wide and deep reach access to multiple sites running HPE OneView from a centralized cloud-based console. The OneView Edition is an add-on subscription service that aggregates connections to locations running HPE OneView appliances. It provides customers with a centralized, cloud-based console for multi-site management support with enhanced appliance configuration consistency, reporting, analytics, and support automation. The competitors tie in between its cloud-based server management products and its traditional management software is limited.

Finally, HPE GreenLake for Compute Ops Management – OneView Edition is unique in its ability to broadly cover multiple generations of HPE servers including the HPE ProLiant Gen8 Servers and newer, HPE Synergy Gen9 Servers and newer, HPE Apollo Gen9 Servers and newer, and all HPE Superdome Flex Servers.

Innovation
→ HPE ProLiant Gen11 servers have the most innovative advances HPE has ever offered. HPE lives on the cutting-edge designing products that stand the test of time with innovations that are ahead of their time. iLO6 advances and "SMART' technologies are unique and engineered by HPE. Remote management is so secure that organizations with the worlds most sensitive data trust them. HPE innovates through every aspect of all of its offers..

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8 ADDITIONAL RESOURCES

Sales resources

→ HPE Compute Competitive Seismic and HPE Competitive Intelligence site: Looking for how HPE systems compare individually to competitors? Need additional resources? Check out the competitive information on Seismic and in the HPE Competitive Intelligence site for all competitive needs.

→ HPE ProLiant – How We Stack Up: This document gives a matrix of HPE systems and the exact system they compare to for the competition. Use this guide to help present the best HPE comparison if your customer is familiar with what the competition offers.

→ Win with HPE ProLiant Gen11 Presentation: This presentation shows the value prop on why HPE ProLiant for core compute. Use this presentation as a guide when talking about HPE's value holistically.