
Hewlett Packard
Enterprise

PROFESSIONAL SERVICES SOLUTIONS FOR SMALL AND MIDSIZED BUSINESSES



DIGITAL TRANSFORMATION CHALLENGES

Professional Services find themselves at the forefront of digital transformation. Success in this new digital world hinges on being able to deliver services remotely and ensure that customer service and support can be executed online. To capitalize on new opportunities, you must tackle complexity, grow geographic reach, support local data privacy, and broker managed hybrid IT services. To do so, you need infrastructure solutions that enable you to thrive.

- **Delivering services remotely**—Now more than ever, Professional Services, are grappling with the challenge of how to better deliver their services remotely and how to support remote collaboration with colleagues and customers alike. Today's environment demands remote capabilities that not only ensure business continuity functions but also deliver a robust end-customer experience. With colleagues and clients spread globally, businesses in professional services need solutions that can support robust virtualization solutions and seamless remote access to infrastructure when needed.
- **Keeping everything secure**—Data security is paramount. New and innovative cybersecurity breaches threaten not only the customer's data and mission-critical applications but the integrity of your services. Businesses in professional services require confidence in the integrity of their infrastructure solutions and the ability to protect and backup data, detect threats, and, in the event of a breach, securely recover systems in a quick and easy manner.
- **Do more with less**—It goes without saying that professional services are under constant pressure to accelerate time to value and asked to work with less. They need the flexibility to stand up services quickly while at the same time, end user productivity/experience is essential and any changes can't compromise performance or the experience of workers or customers. Moreover, they need affordable solutions that allow them to maximize their resources.



BENEFITS OF A HYBRID APPROACH

Public cloud may seem like an easy answer to these IT challenges. Cloud promises speed, agility, and cost savings—but realizing the full value of cloud requires solving difficult challenges. Initial costs may grow beyond plan, access to your data is more limited than on-premises, and a cloud breach may not be detected and reported until well after the damage has been done.

In fact a recent analyst report, published by Aberdeen, cites an increase in businesses moving their IT from public cloud to on-prem. Deployments using private cloud on on-prem systems have nearly doubled and workloads on public cloud have gone down by 25%. Why such a shift? According to Aberdeen, a move to more on-premises workloads is enabling these businesses to see some key benefits such as lower IT costs, reduced complexity, and higher customer and user satisfaction.¹

What this ultimately means is that organizations are realizing that to get the most out of their IT infrastructure, they need flexible platforms that give them the best performance, management, and resiliency for their many varied workloads. A hybrid approach to your IT infrastructure strategy, utilizing a planned infrastructure of on-premises, private cloud capabilities and public cloud providers, gives you the flexibility to manage your data when and where it makes sense for your business.

→ [Read the full Aberdeen paper here](#)

Key benefits of on-premises workload:

- Lower IT costs
- Reduced complexity
- Higher customer and user satisfaction¹

Deployments using private cloud on on-prem systems have nearly **doubled**¹

Workloads on public cloud have **gone down by 25%**¹

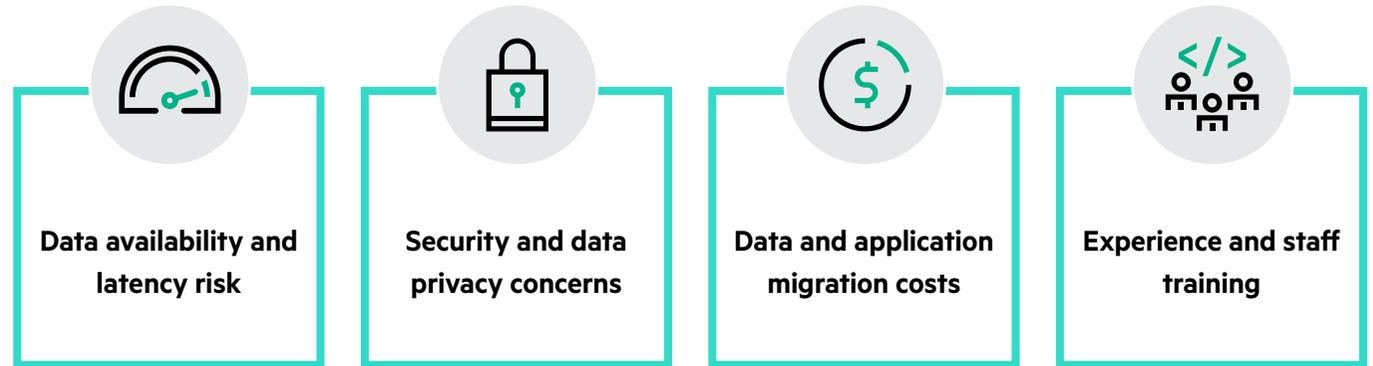
¹ h20195.www2.hp.com/v2/Getdocument.aspx?docname=a00099839enw





HOW DO I DECIDE WHAT DATA AND APPS GO WHERE?

While a hybrid approach can maximize your IT flexibility, the question then becomes “how do I decide what data and apps go where.” This can be a challenging question for many businesses to answer with several key factors to consider:



At HPE, we realize that every customer’s needs may be different dependent on your unique business. Through our network of Partners and Managed Service Providers (MSPs), we can connect you with the right resources and expertise to help you decide what your hybrid IT footprint looks like.

→ [Find a partner here](#)





AGILE AND EFFICIENT

HPE SMALL AND MIDSIZE BUSINESS (SMB) SOLUTIONS

As trusted digital IT experts, HPE understands today's challenges and has the expertise across products, services, and partnerships to help your business thrive and grow to meet these new technology demands. HPE can help your business navigate cloud complexities and speed your digital transformation through a proven methodology for transforming people, processes, and technology.

- [HPE Small and Midsized Business Solutions](#) let you run at the speed of business, with greater control, security, and performance running applications on-premises.
 - **Reliable and optimized for performance**—Our solutions leverage ISV tested and certified product, support universal components, lifecycle management software, support quality, and leverage optimized configurations for faster product performance. This includes our [Virtualization Solutions](#) which are designed to increase IT efficiency and help you keep your business running, wherever your employees may be.
 - **Ease of use**—We deliver [Small Office Deployment Solutions](#) that are easy to buy, setup, operate, and manage with tools such as [HPE iLO](#) remote management and [HPE InfoSight](#) to prevent disruptions, improve agility, and minimize downtime.
 - **Hybrid cloud ready**—Combining Microsoft Azure cloud services with an on-premises HPE ProLiant server allows you to leverage on-premises mission-critical workloads with stricter security or compliance requirements, and scale up to the cloud to help balance resources and increase application availability on-demand.





SECURE

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- HPE joins industry-leading infrastructure with expert [HPE Pointnext Services Security and Risk Management services](#) to provide integrated, end-to-end resilience and risk reduction from the data center to the cloud.
 - **Foundation of innovative security**—Together with our trusted network of partners, [HPE SMB solutions](#) provide a foundation of innovative security features that goes beyond perimeter protection—arming your systems to prevent, detect, and recover from threats.
 - **Easily store files and data**—With our [SMB File and Backup Solution](#), you can easily store files and data in a centralized, secure way with backups of your files and data for greater data protection, optional archiving, and disaster recovery storage solutions to help keep your business running and improve employee productivity.
 - **Protect, detect, recover**—Protect against attacks and quickly recover from downtime with built-in security features from HPE ProLiant Gen10, the [world's most secure industry-standard servers](#),² and 360-degree of analytics driven-visibility, detection, control, and response with [Aruba Instant On](#) and [Aruba Enterprise Networking Security Products](#).

² Based on external firm conducting cybersecurity penetration testing of a range of server products from a range of manufacturers, May 2017.



AFFORDABLE

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- Extraordinary circumstances threaten business continuity and cause strain on budgets. HPE Financial Services (HPEFS) is dedicated to alleviating some of this strain with programs, such as the [HPE 2020 Payment Relief Program](#), designed to help businesses reduce cash outlays, generate cash from assets, and align payments to deployment schedules.
 - **Take advantage of flexible and custom financing models**—Get access to the technology you need to support business continuity and drive your digital transformation.
 - **Improve your IT capabilities and boost operational efficiency**—Leverage [HPEFS IT Asset Lifecycle Solutions](#) to reduce demands on IT staff and avoid increased maintenance and operating costs.
 - **Increase your tech buying power**—[Discover new opportunities](#) to innovate, expand, make a positive impact, and elevate your brand.



TUNISAIR TECHNICS CASE STUDY



“The process was incredibly smooth and very fast. We moved everything over in two days. ...It was obvious we were getting more than our money’s worth.”

– Aymen Jlassi, Network & Infrastructure Engineer at Tunisair Technics

BUSINESS REQUIREMENTS

- Provide users quick access to apps and data
- Virtualization to code and test new apps safely and quickly
- Have room to grow
- Minimize costs
- Allow growth to cloud

SOLUTION

- Deploy HPE SimpliVity
- Deploy HPE Aruba 10-gigabit fiber

BUSINESS OUTCOME

- Reduction in downtime
- Low cost includes three years of tech support and software upgrades
- Speedy network
- Centralized storage

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