



DATA PROTECTION THROUGH HPE GREENLAKE

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INTRODUCTION

The frequently asked questions provided in this document are meant to address the most common questions from HPE sales employees about the announcement on June 23, 2020. Please access the following topic-specific sales briefcases for up-to-date top selling resources:

- [HPE GreenLake services sales briefcase](#)
- [HPE Cloud Volumes sales briefcase](#)

OVERVIEW

Q. What are we announcing?

A: On June 23, 2020, Hewlett Packard Enterprise is introducing the next generation of Data Protection through HPE GreenLake. We are announcing two new services including an on-premises backup service (HPE StoreOnce) and an enterprise cloud backup service (HPE Cloud Volumes Backup) with additional ecosystem partner services from Veeam, Commvault, and Cohesity.

Q. Why is it important for me?

A: These new services are designed to solve customer challenges and help them modernize their data protection. The value for our sellers is the opportunity it is going to create from a sales motion standpoint:

- **Attach motion for differentiation:** Our primary GTM motion within storage is leading with primary storage for production workloads. By including Data Protection through HPE GreenLake in our primary storage sales conversations, we have the opportunity to maximize sales by offering a new and different way for customers to consume data protection, along with our primary storage sales conversations. This enhances the overall value proposition of our offering as compared to competition.
- **Low friction door opener:** HPE Cloud Volumes Backup service gives us an opportunity to tap into non-HPE customers by attaching cloud-based backup that enables customers to backup their data to the cloud in a few minutes. HPE Cloud Volumes Backup is an on-demand enterprise cloud service that allows us to be relevant and start selling into a competitive account.
- **Relevant with the current scenario:** Every organization is going through difficulties in protecting their data and application while preserving their cash flows. Our new backup services align true cost with actual usage with elastic scalability to meet the fluctuating demand. This opens the door to start a conversation about modernizing data protection with your customers.

Q. What are the biggest customer challenges when it comes to data protection?

A: Traditional data protection solution holds many IT organizations back and minimizes the value of data. Some of challenges include:

- Too much time is spent managing both data protection infrastructure and policies to meet every SLA that extend from rapid recovery all the way to long-term data retention.
- Often, there's an inability to efficiently plan and scale infrastructure needs, resulting in overprovisioning and underutilized resources.
- And with traditional backup appliances, they lock data away as a type of expensive insurance policy, limiting the value of the reserved data and its usefulness.

Modernizing data protection will help simplify operations, align infrastructure with true need, and give IT the ability to shift the use of backups from insurance to insight.



DATA PROTECTION THROUGH HPE GREENLAKE

Q. How does Data Protection through HPE GreenLake help our customers meet those challenges?

A: Data Protection through HPE GreenLake delivers an edge-to-cloud service designed to protect data for every SLA while unlocking the value of data. From rapid recovery to long-term retention, Data Protection through HPE GreenLake makes backing up and recovering data effortless and automated. It removes the financial burden and complexity of planning data protection infrastructure with elastic scale and pay as you consume that aligns spend with business need. And it empowers customers to get more out of their data, by enabling enterprises to use data for test/dev and analytics.

Q. What are the new offerings in Data Protection through HPE GreenLake?

A: We are introducing two cloud services for customers. The notion of cloud services is important because it applies to both the concept of on-premises, as well as true enterprise cloud.

- **Cloud Services for Local Data Protection:** The first service we're introducing is an on-premises backup service. Customers will have the ability on-premises to enable rapid recovery with cloud consumption and elastic scaling. Through HPE GreenLake, customers have the ability to order, monitor, and scale on-demand HPE StoreOnce as a pre-configured system (small, medium, and large) that allows customers to deploy HPE StoreOnce within their on-premises environment. This helps customers with a true pay-as-you-protect business model where they're paying for consumption based on how they use it. The scaling is elastic where they call into HPE GreenLake Central and they can get that buffered capacity up and running quickly. This is a cloud model on-premises backed by HPE StoreOnce. It's a secure and efficient backup, giving customers the ability to have faster RTO/RPO. If the customer has data protection at the edge (like HPE SimpliVity) or workloads in their on-premises data center, the customer now has that data protection delivered as a service through HPE StoreOnce.
- **Cloud Data Protection:** To help customers who are looking to protect their data in the cloud, we are introducing a new on-demand enterprise cloud backup service, HPE Cloud Volumes Backup. This offering uniquely delivers a simple, efficient, and flexible way to store the backup data in the cloud. The on-demand enterprise cloud backup service enables the customer to backup seamlessly to the cloud from any HPE or non-HPE primary storage arrays. The customer can spin up storage capacity in the cloud in minutes and integrate their existing data workflows without having to initialize, configure, manage, or tune any physical or virtual infrastructure. HPE Cloud Volumes Backup unifies backup in the cloud by removing mass fragmentation with open support for any primary storage array and any backup ISV.
- **End-to-end solution:** HPE StoreOnce works in conjunction with HPE Cloud Volumes Backup to deliver rapid recovery on-premises with long-term retention and reactivation of data in the cloud.

HOW TO POSITION

Q. How is Cloud Services for Local Data Protection different from HPE GreenLake Backup?

A: HPE GreenLake Backup provides a packaged services consisting of primary and secondary storage (HPE StoreOnce/HPE 3PAR), backup ISV (Veeam/Commvault), along with implementation services. The feedback from most of our customers was to deliver an on-premises backup service, which offers them flexibility to scale up, scale down capacity on demand, select their preferred backup software, and implement their backup infrastructure to align with their business requirements.

The Cloud Services for Local Data Protection delivers HPE StoreOnce as-a-backup service. Customers can easily order the service, monitor, and scale capacity on demand through the HPE GreenLake Central portal. Elastic scaling allows customers to easily scale up and scale down capacity according to the demand, which eliminates up-front capital expenses as predictable consumption-based billing aligns cost to business value. HPE StoreOnce has deep integration with a broad ecosystem of ISV partners providing customers the flexibility to deploy their preferred backup software for edge-to-core workloads.

Q. How do I position the new backup services?

A: Position the Cloud Services for Local Data Protection (HPE StoreOnce) for:

- Rapid recovery on-premises
- Data protection infrastructure with elastic scale and pay as you consume that aligns spend with business demands
- Secure and efficient backup, with ability to have faster RTO/RPO—edge to core
- Flexibility to deploy any backup software and applications on-premises



Position **HPE Cloud Volumes Backup service** for:

- Simple, efficient, and flexible way to store the backup data in the cloud
- Direct backup to the cloud from any HPE or non-HPE primary storage array without replacing their existing backup workflows
- Eliminating the management complexities and cost of backup infrastructure with a consumption-based cloud backup service
- Unlocking the value of their backup data by utilizing it for various secondary workloads such as test/dev, reporting, and analytics
- Avoiding cloud lock-in with no egress charges
- Additional ransomware protection in the cloud

And for an end-to-end solution, HPE StoreOnce works in conjunction with HPE Cloud Volumes Backup to deliver rapid recovery on-premises with long-term retention and reactivation of data in the cloud.

Q. How is HPE Cloud Volumes Backup different from HPE Cloud Bank Storage?

A: HPE Cloud Bank Storage is not a cloud backup service but a software deployed to store data in public or private object storage. It is positioned as a tape replacement for long-term retention and archive. Customer needs an additional HPE StoreOnce appliance to access or recover data from HPE Cloud Bank Storage.

COMPETITIVE DIFFERENTIATION

Q. How is HPE Cloud Volumes Backup a better cloud backup service than AWS S3, Microsoft Azure, Blob, and Google™ Cloud Storage?

A: No other cloud backup offerings can match the simplicity, efficiency, reliability, and flexibility that HPE Cloud Volumes Backup offers.

- **Unifies backup:** On an average, customers are using about seven separate on-premises backup tools for different cloud instances. This massively fragmented approach slows down overall innovation because this means configuring, initializing, and managing separate operating systems and best practices. HPE Cloud Volumes Backup collapses these silos by consolidating backup into a simple service that our customers can consume, in one single portal with open support for any storage and any backup ISV.
- **Activates data:** In both legacy backup appliances and cloud-native platforms, the backup data is locked away and is only useful in the case of a disaster. With HPE Cloud Volumes Backup, customers have the flexibility to restore on-premises or in the public cloud, so that they can run other secondary workloads and transform the backup data from insurance to insights.
- **Free egress:** With HPE Cloud Volumes Backup, there are no egress charges meaning we don't charge customers to access their data on-premises. Public cloud service providers charge customers if they move their data from the cloud to an on-premises infrastructure. For all of the HPE Cloud Volumes Services, there are no penalties when moving data to and from the cloud.
- **No cloud lock-in:** We believe that our customers shouldn't be locked-in to one cloud, so we've given them the flexibility and choice of a cloud provider. HPE provides customers the flexibility to send their own data where they want and what makes the most sense for their business.
- **More secure:** HPE Cloud Volumes Backup makes all backups invisible to ransomware. The data is sitting separately from the operating system of the applications, so hackers cannot access it. We're able to provide higher levels of security than other cloud backup providers in the market.
- **Faster recovery:** And finally, with Catalyst API, we have very efficient and fast source-side built-in deduplication so that only unique changes to the data are sent across to the cloud. This allows for much faster RTO/RPO.



Frequently asked questions

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Q. How is HPE Cloud Volumes Backup different from on-premises purpose-built backup appliances such as Dell-EMC Data Domain?

A: HPE Cloud Volumes Backup is delivered as an on-demand cloud backup service. It enables the customer to provision data protection storage within minutes, securely with on-demand elastic capacity. HPE Cloud Volumes Backup helps eliminate complexity by freeing the customer from the day-to-day hassles and costs of backup infrastructure management involved in on-premises backup appliances. The customer can start backing up in minutes with automated backup policies, in just a few clicks. Log into the portal, provision a backup target with the capacity, and add it to the protection schedules in the existing backup app. Customers don't have to refer to huge 400+ page manual to read, no configuration, sizing, or load balancing hassles.

All other vendors are trying to create a cloud offering. But if you look at Data Domain, their cloud answer is to run a Data Domain virtual appliance in the cloud. Customers would still have to deploy the storage operating system and go through the complete hassles of managing, configuring, and initializing it in the cloud. However, this still leaves the customer with the burden of managing backup infrastructure—defeating one of the goals of moving to the cloud in the first place.

SALES PLAY

Q. What accounts should I target to sell HPE Cloud Volumes Backup?

A:

- **HPE StoreOnce upsell:** Target existing HPE StoreOnce customers who want to add-on cloud protection and are looking to deploy a modernized hybrid cloud backup solution.
- **Co-sell with HPE Nimble Storage or HPE Nimble Storage dHCI:** Target prospective customers who need a modernized and robust disaster recovery and data protection solution from day one.
- **Activate channel motion for SMB/mid-market customers:** Target SMB/mid-market customers who are looking to directly backup to the cloud for off-site backup.
- **HPE 3PAR install base transition:** Target existing HPE 3PAR customers looking to modernize their storage with either HPE Primera or HPE Nimble Storage with a complete storage solution with built-in data protection, without using an ISV appliance.

FURTHER INFORMATION

Q. When will HPE Cloud Volumes Backup be available via HPE GreenLake Central?

A: Ordering through HPE GreenLake Central will be available in the future.

Q. Whom do I contact? How do I find out more?

A: For more information and resources, search for **Data Protection through HPE GreenLake** or HPE Cloud Volumes Backup on Seismic. If you have a customer engagement for HPE Cloud Volumes Backup that requires further assistance, email us at hpe.cv@hpe.com.

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