

HPE Smart Choice Solutions Call Guide





Why you're calling

You are calling to create awareness and demand among small and mid-sized business (SMB) customers and prospects by showing how HPE Smart Choice Purchase Program solutions can support their specific workload needs.

By asking insightful questions about their business challenges you can show that you understand their concerns. Focusing on their IT needs and typical workloads you can drive interest and create a stronger pipeline for future sales opportunities.

Match one or more of the HPE key differentiators to specific concerns, and find the right HPE Smart Choice solution to close the deal and place an order directly with your distributor.

SMB business challenges — discuss the key concerns



Budget constraints

SMBs often have limited IT budgets, so their investments must deliver real value. They seek immediate, cost-effective solutions without having to wait for quotes and configurations. They need straightforward IT that integrates easily into their existing environments to avoid the costs of complex implementations.

The HPE Trade-Up program can help by allowing them to trade in old hardware for extra savings. And for cash flow concerns, HPE Financial Services offers financing and lifecycle services.



Lack of IT expertise

Many SMBs lack in-house IT expertise, making it challenging to adapt to new tech demands and security threats. They worry about implementing and managing new solutions, especially those related to security, data management, and AI.

HPE Smart Choice solutions help manage, protect, and leverage data effectively. With iLO Advanced, partners can manage systems remotely so that customers do not need their own advanced IT team.

HPE Services offer access to experts who evaluate business environments, identify initiatives, and develop tailored solutions where needed.



Security

SMBs prioritize security due to concerns about ransomware attacks and data breaches.

Their limited in-house IT capabilities make managing security challenging, risking data and business continuity. Some SMBs must comply with regulations as part of a regulated supply chain.

Outdated technologies lead to inefficiencies and security issues. HPE SMB solutions help manage, protect, and leverage data effectively, fostering stronger relationships and success with HPE.



Data

Managing and extracting value from data is crucial for SMBs. As data grows, so do the challenges of managing and securing it, especially at the edge. Effective backup and restore processes are essential.

Some businesses need low latency, high-performance access for applications like video editing. Cloud-based storage can be costly, and access times can impact performance. Navigating hybrid cloud complexities can be difficult, with simple decisions leading to high costs.

SMBs increasingly need data for smarter decision-making with AI, requiring careful data management and preparation. On-site solutions offer increased control, performance, and security.



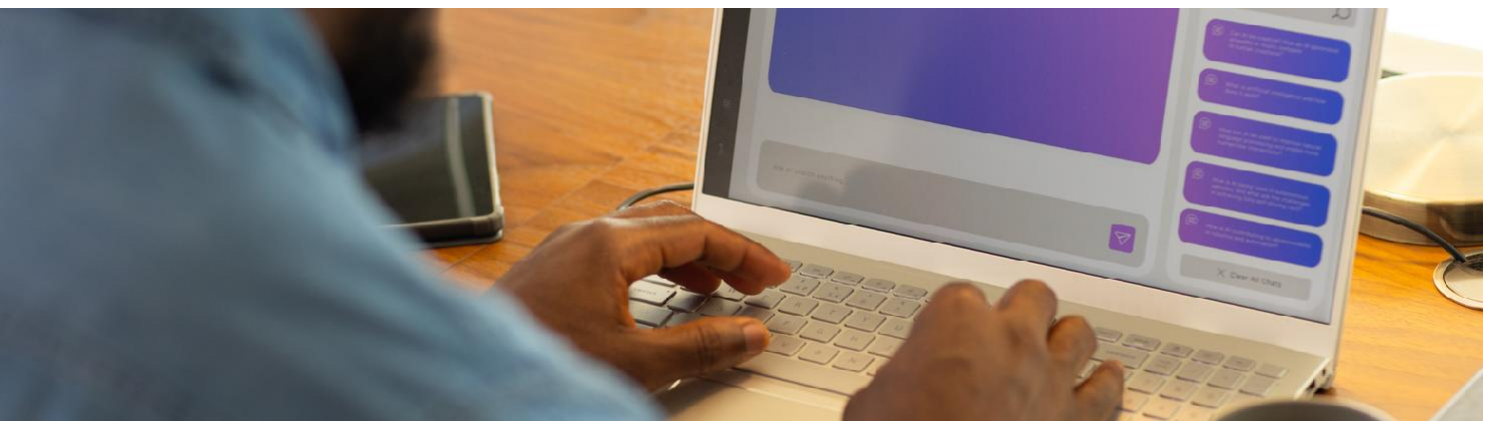
AI

AI is transforming all industries by turning questions into discoveries and insights into actions.

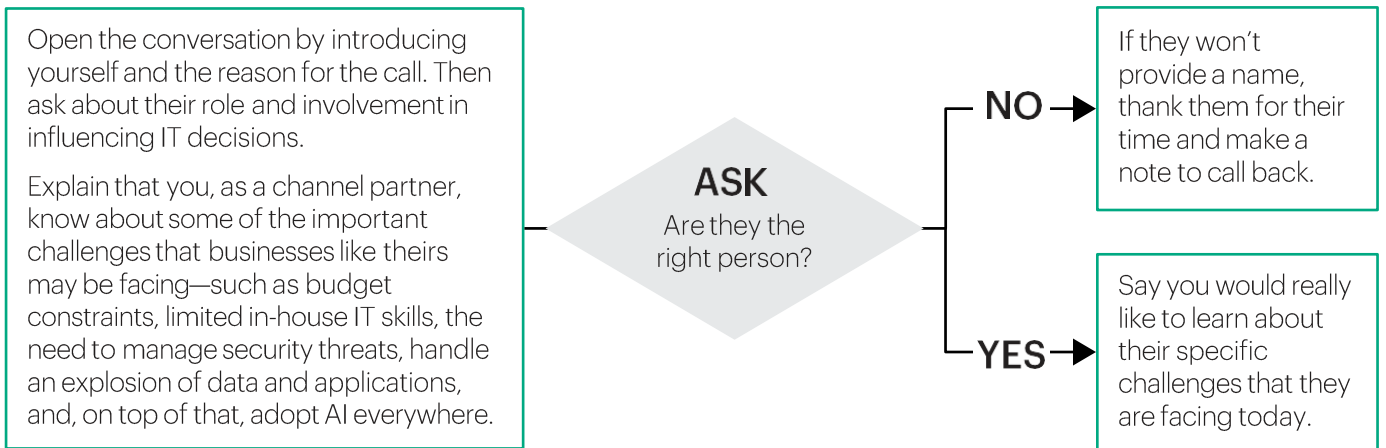
AI needs clean, consistent data, but silos, bottlenecks, and pipeline issues can hinder AI-readiness.

SMBs need to simplify data preparation, storage, management, and protection. By unifying data across hybrid cloud environments, optimizing data types and sources, and meeting data-intensive workload demands, they can confidently move AI projects from concept to execution.

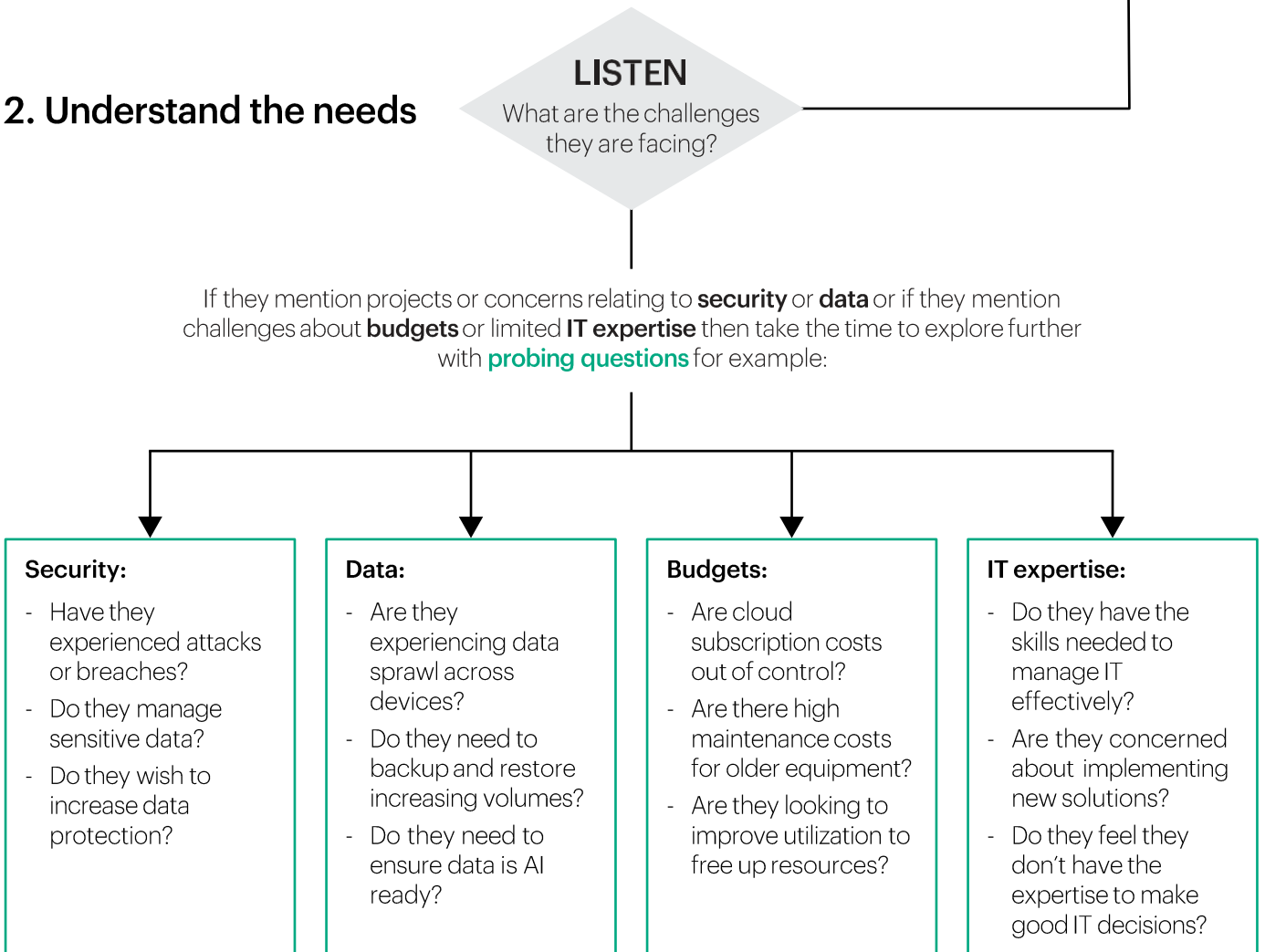
Preparing data to be AI-ready accelerates AI initiatives' value and addresses business challenges.



1. Open the conversation



2. Understand the needs



3. Show how a solution matches

Check that you have understood any key information such as number of users, types of applications or data sizes. Confirm that you recognize some of the challenges or concerns they may have. Here are some ways you could do this, but use your own way of expressing these:

“It sounds like security is a priority, and you need a secure solution that enables a productive ‘work from anywhere’ experience.”

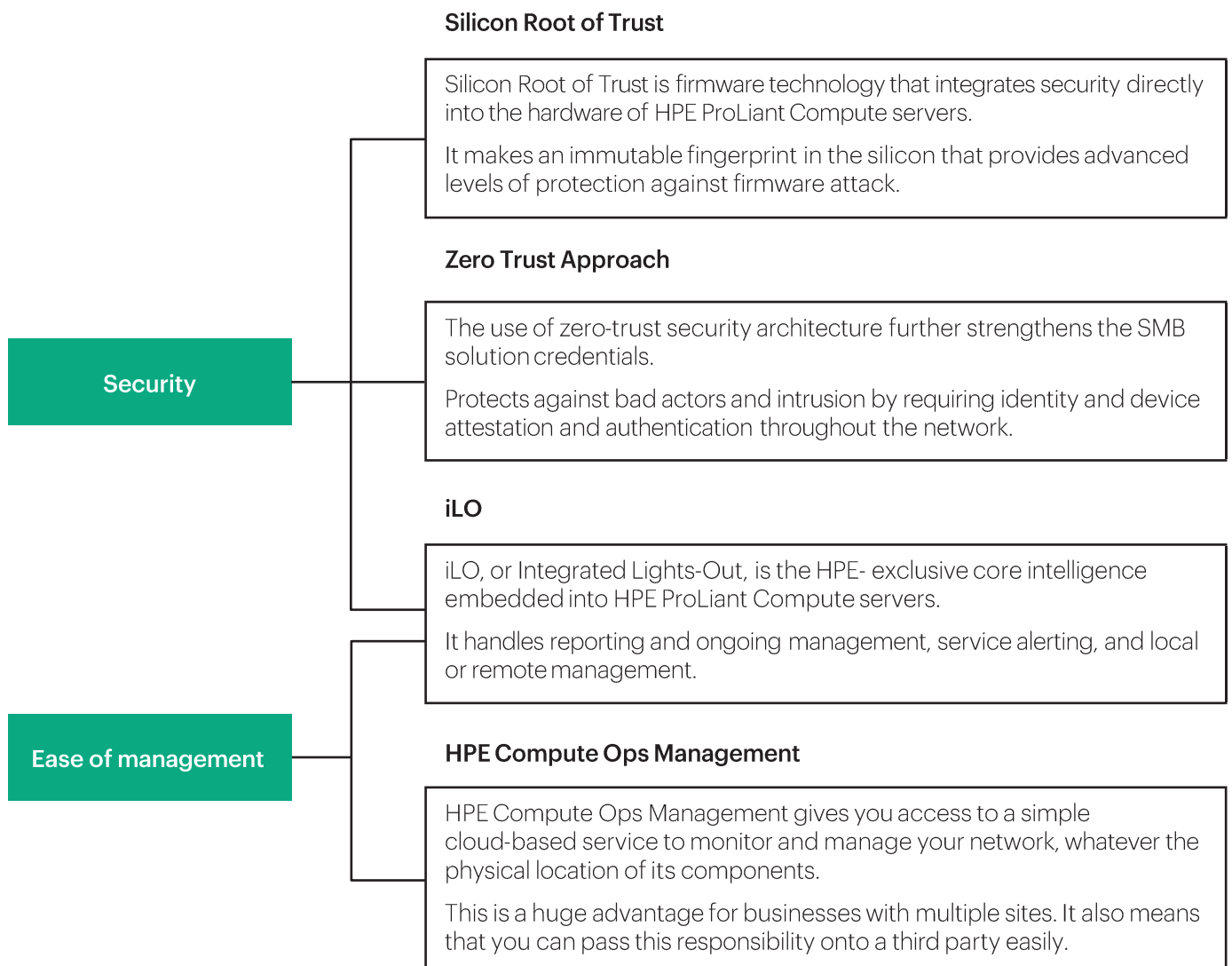
“It seems that your legacy hardware can’t keep up with demand, so database response is slowing application performance.”

“You’ve mentioned that you need to run multiple applications on fewer servers to improve efficiency and be able to share resources such as storage arrays.”

Repeat any challenges they have described and relate them to one or more of the workloads. This shows that there is a good **HPE Smart Choice** solution that matches their needs.

4. Highlight HPE differentiators

Security and ease of management are likely to be a concern for all SMBs. If these are a particular concern of the person in the conversation, then stress the most appropriate differentiator.



5. Qualify and quote

You may have several conversations and involve many people, but once you have established a specific need, and that your contact has the authority to proceed, you can build a quote.

Look at the HPE Smart Choice solutions that address the various workloads. Use the sizing guide and match it to the information your customer has provided and select the most suitable HPE Smart Choice solution.

Database	Backup and recovery
Virtualization	Remote workers
Small office deployment	Powering AI



Ready to go servers



Quick to ship



Easy to integrate



Workloads

Database

Description

As the number of applications SMBs need to run increases, so do database sizes. If legacy hardware can't keep up with demand, straining databases can slow application performance. This will impede the ability to maintain the proper data and transaction logs, making it difficult to achieve the required availability.

Taking control of cloud-based apps and data with an on-site solution may improve performance and increase data security. Additionally, businesses wishing to avoid unexpected cloud subscription costs and service outage downtime will benefit from a solution optimized for database workloads.

Sizing

Performance is key measure: Transactions per second (TPS)

Capacity is an important factor: Terabytes (TB) or even petabytes (PB)

Consider backup options: (e.g. 3-2-1-1 rule and tape)

Capacity is added either using HDD installed within the server or using an external device such as an MSA.



Server model	Transactions per second (up to)
HPE ProLiant ML110 Gen11	1,000
HPE ProLiant DL385 Gen11	9,600
HPE ProLiant ML350 Gen11/12	12,611
HPE ProLiant DL360 Gen11/12	19,735
HPE ProLiant DL320 Gen11/12	21,000
HPE ProLiant DL380 Gen11/12	25,438

Powering AI

Description

AI is everywhere, disrupting every industry and opening unlimited possibilities. AI can turn questions into discovery, insights into action, and imagination into reality. SMBs that are embracing AI as an every day reality will know that time to value is critical. They need to ensure that valuable data is AI ready, and that AI is extended across their organization to help solve their business problems.

Businesses such as retail, manufacturing, and telecommunications might need robust edge computing servers. Edge AI workloads often need GPU Accelerators or distributed data solutions that require expandable storage.

Sizing

Understanding the cost vs performance balance is an important consideration together with any requirement for GPU Accelerators.



Server model	Application
HPE ProLiant DL145 Gen11	Edge
HPE ProLiant DL320 Gen11	Edge AI, VDI

Small office deployment

Description

In the early stages of a business or at the point of expansion, a small business may need an IT foundation that is simple to purchase, deploy and manage. They need a complete solution that may include on-site server with fast, secure Wi-Fi access. They may also need options for data backup.

Great application performance can enhance employee productivity, and a server that enables remote access to on-premises resources can empower employees to be productive working from home when it's needed.

Sizing

The main consideration for sizing the server is the number of users. There is a wide variety of businesses in this category, so sizing may vary from 10 users right up to 150.



Server model	Users (up to)
MicroServer Gen11	10
HPE ProLiant ML30 Gen11	25
HPE ProLiant DL20 Gen11	100
HPE ProLiant DL345 Gen11/12	150

Virtualization

Description

As businesses grow they may find that they need to provide improved application and data availability, consolidate workloads, and reduce server sprawl. This can save businesses energy and cooling costs by leveraging virtualization technology from Microsoft and VMware. This allows multiple applications to run on a single server and for multiple servers to share resources including storage arrays as an example.

Compute resources can be allocated to these applications. So, we think of virtual CPUs (or vCPUs) rather than physical ones – and a more powerful server can have many more vCPUs available to use.

Sizing

Solutions for virtualization are sized by the number of vCPUs (virtual processors) supported by the configuration. Many of these configurations can also be expanded with options such as 2nd CPU, memory, and storage, to increase the performance and workload capacity to meet your customer's specific needs.

The number of vCPUs required will depend on the number and type of applications and users. This workload metric will be understood by customers or can be determined during the pre-sales discussions.



Server model	vCPUs (up to)
HPE ProLiant ML30 Gen11	9
HPE ProLiant DL20 Gen11	15
HPE ProLiant DL320 Gen11/12	31
HPE ProLiant ML110 Gen11	33
HPE ProLiant ML350 Gen11/12	38
HPE ProLiant DL325 Gen11/12	
HPE ProLiant DL360 Gen11/12	
HPE ProLiant DL365 Gen11	45
HPE ProLiant DL385 Gen11	
HPE ProLiant DL380 Gen11/12	60

Remote workers

Description

Businesses that need to support remote workers require a secure solution that enables a productive “work from anywhere” experience.

Remote workers may be using sensitive or valuable data, so by keeping data and applications in the data center, businesses can have greater control over data access as well as improved protection from down-time issues and data loss.

User types will range from light users undertaking basic data entry and using simple office applications, to heavy power users such as content creators or software engineers and those requiring video conferencing.

Sizing

The user type and the number of users will be an important sizing factor.



Server model	Users (depending on type)
HPE ProLiant DL325 Gen11/12	20
HPE ProLiant DL360 Gen11/12	36
HPE ProLiant DL365 Gen11	76
HPE ProLiant DL380 Gen11/12	
HPE ProLiant DL385 Gen11	

Backup and recovery

Description

Many SMBs have employees that are using laptops, PCs or online cloud services to share and store critical data. But individual devices and some cloud apps may be outside of IT control which can leave files open to attack, and businesses open to liability.

In addition, the data from those individual devices is unlikely to be backed up, leaving the business vulnerable to downtime in the case of a ransomware attack or the loss, theft, or malfunction of a device.

Solutions focused on backup and recovery are an important part of a robust business continuity plan, and in some cases can help to ensure regulatory compliance. They can minimize the cost of backing up and archiving data, and greatly reduce recovery time compared to cloud backup archival.

HPE MSA provides cost-effective storage solutions, with simple management tools making it easy to configure. And HPE StoreEver MSL Tape Libraries are designed for businesses needing reliable, unattended tape backup, disaster recovery, and long-term data archiving.

Sizing

The primary considerations are the required backup capacity and other metrics, such as the time taken to backup or restore when needed.



Device	Format	Capacity
HPE MSA	Storage array	from 3.84 TB up 1.92 PB
HPE StoreEver Tape Drive	LTO-9	up to 45 TB per cartridge
HPE StoreEver 1/8 G2 Tape Autoloader	LTO-9	up to 8 cartridges
HPE StoreEver Tape Libraries	LTO-9	up to 28.8 PB

Server model	Backup type
MicroServer Gen11	
HPE ProLiant DL345 Gen11	with additional HDDs (up to 20 TB)

At-a-glance solutions matrix

	MicroServer	ML30	ML110	ML350	DL20	DL320	DL360	DL380	DL145	DL325	DL345	DL365	DL385
	First solution for small business	HPE ML ProLiant Family Tower			HPE DL ProLiant Family (Intel CPUs) Rack				HPE DL ProLiant Family (AMD CPUs) Rack				
	Compact, quiet, powerful, easy to use and service	The ML family delivers simple, efficient business value and is the ideal choice for remote or branch offices and growing businesses			The DL family are the most flexible, reliable and performance-optimized servers, ideal for multiapplication workloads								
	1P	1P	1P	2P	1U, 1P	1U, 1P	1U, 2P	2U, 2P	2U, 1P	1U, 1P	2U, 1P	1U, 2P	2U, 2P
Gen12				✓		✓	✓	✓		✓	✓		
Gen11	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓
Workloads													
Database			✓	✓		✓	✓	✓					✓
Powering AI						✓			✓				
Small office deployment	✓	✓			✓						✓		
Virtualization		✓	✓	✓	✓	✓	✓	✓		✓		✓	✓
Remote workers							✓	✓		✓		✓	✓
Backup and recovery											✓		
Sizing (up to)													
Users	10	25			100		36	76		20	150	36	76
vCPUs		9	33	38	15	31	45	60		45		45	45
TPS			1,000	12,611		21,000	19,735	25,438		12,639			9,600
Additional HPE Storage Options for Shared Storage & Backup	<p style="text-align: center;">Additional HDDs (up to 20 TB)</p> <p style="text-align: center;">← Select HPE Storage MSA for Shared Storage supports from 3.84 TB up to 1.92 PB →</p> <p style="text-align: center;">Select HPE Storage Tape for secure offline backup</p>												

At-a-glance solutions matrix

MicroServer ML30 ML110 ML350 DL20 DL320 DL360 DL380 DL145 DL325 DL345 DL365 DL385

Virtualization													
vCPUs (up to)		9	33	38	15	32	45	60		45		45	45
Database													
TPS (up to)			1,000	12,611		21,000	19,735	25,438					9,600
Remote workers													
Users (up to)							36	76		20		36	76
Small office deployment													
Users (up to)	10	25			100						150		
Powering AI (with NVIDIA)													
Application						Edge AI, VDI			Edge				
Backup & recovery													
Backup type									With additional HDDs (up to 20 TB)				
Additional HPE Storage Options for Shared Storage & Backup	<p style="text-align: center;">Additional HDDs (up to 20 TB)</p> <p style="text-align: center;">← Select HPE Storage MSA for Shared Storage supports from 3.84 TB up to 1.92 PB →</p> <p style="text-align: center;">Select HPE Storage Tape for secure offline backup</p>												

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