



Hewlett Packard  
Enterprise



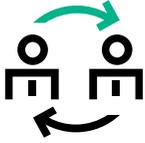
Brochure

**It just works.**

HPE Flex Solutions for small and midsize businesses

## Dream bigger, reach further.

The technology you need to achieve your ambitions is within your reach. Simple, reliable, and affordable Just Right IT solutions from Hewlett Packard Enterprise give you the power to achieve more of your goals, sooner than you ever thought possible.



### Increase productivity

Use high-performing IT to run modern applications for seamless, anywhere communication.



### Grow your business

Get the IT that unlocks opportunities hidden within your business data.



### Reduce costs

No need to compromise. Affordable IT lowers your costs today—keeping you more competitive tomorrow.



### Stay up and running

IT is the heart of your business. Minimize downtime by enhancing security and protecting data against the unexpected.

### Every advantage counts

In the digital age, the playing field is more level than it's ever been. To compete with the big guys, your business needs to be streamlined. This means being faster, leaner, and more flexible—and willing to think outside the box.

Of course, there is one thing larger companies have going for them—deeper pockets for the latest technologies so they can operate more efficiently and reach customers more effectively. That advantage is coming to an end.

Hewlett Packard Enterprise is bringing you the advanced technologies required to excel in today's global marketplace. As part of the Just Right IT portfolio, these solutions are the same ones used by large enterprises, but designed just for small to midsize businesses in affordable, easy-to-use solution packages that include everything you need to get up and running quickly—even if you don't have dedicated IT resources.

All HPE Flex Solution offerings come in a variety of flexible configurations so you can find one that aligns with your needs and budget. And while there are lots of options to choose from, they all have one thing in common: they are designed, tested, and proven to “just work” the way they're supposed to, so you can focus on your goals instead of IT.

## HPE Server Options for HPE Flex Solutions

Having the right infrastructure doesn't have to come with a huge price tag. You can customize your HPE Flex Solution with HPE Server Options to obtain better performance, reliability, and compatibility. Hewlett Packard Enterprise provides a wide range of performance, endurance, price, and capacity choices to meet your performance requirements.

For example, HPE PCIe NVMe Solid State Drives (SSDs), powered by Intel®, are 2300X faster than traditional SAS Hard Disk Drives (HDDs). These Intel-based NVMe drives allow you to gain quicker insights into your business, keep your employees more productive, and provide your customers with superior experiences. Intel-based SSDs reduce power consumption for a significantly better performance-to-power rating than traditional rotating HDDs.

Talk with your authorized HPE sales representative to find out how these server options can answer your unique needs.

# 6.5 M

new businesses start up in the US each year.<sup>1</sup>



#### Ask yourself

"How long would it take to recover if we lost all of our customer records, employee files, contracts, etc.?"

## HPE Flex Solutions for My First Server

Imagine you're going on a cross-country trip. You've loaded your route and all of your banking and credit card information into your smart phone. Things are going great. Until you lose your phone somewhere around Nebraska.

If everything that makes your business run—A/R files, contracts, employee and customer files, etc.—is living on a laptop or a few networked PCs, at some point you will experience this moment. The moment when everything goes from "full speed ahead" to "scrambling to put the pieces back together."

HPE Flex Solutions for My First Server are built to keep your business going at full speed, with features such as centralized security, data protection, and 24/7 availability.

Of course, there's more to a server than just data protection. HPE My First Server also enables you to run basic business apps quickly and securely, and provides a single repository for information, making it a cost-effective platform for collaboration. And it features automated intelligence to drastically reduce management complexity, allowing you to focus more time and energy on your business.

Learn more at  
[hpe.com/info/smb/servers](https://hpe.com/info/smb/servers)

<sup>1</sup> Article, "16 Surprising Statistics About Small Businesses," Forbes.com, September 2013

60%

of small businesses experienced a cyber-breach in 2014.<sup>2</sup>

\$100–

175k

was the average damage for each incident.<sup>2</sup>



#### Ask yourself

“How would it affect my business if we had to stop everything to deal with a security breach?”

## HPE Flex Solutions for Secure Encryption

Running a small to midsize business is a lot like riding a roller coaster. It's a little scary, a little fun, and definitely exhilarating. And you're never quite sure what's going to happen next. One thing is for sure: if you're going to make it to the end of the ride, you'll want to be wearing your seatbelt.

If your business data isn't strapped in and locked down, you're definitely in for a bumpy ride. That's because, if your data gets into the wrong hands, you could spend weeks or months recovering from lost sales, lost customers, investigations, legal costs, fines, and penalties.

HPE Flex Solutions for Secure Encryption are like a seatbelt for your business data. These high-impact, high-performance data-at-rest security solutions use simple, key-based encryption to keep your sensitive data secure and help ensure that you comply with data privacy regulations.

With HPE Secure Encryption running on an HPE ProLiant Gen9 rack or tower server, you don't need to be an encryption or key management expert, worrying about which self-encrypting drives will work with which server running which operating system, or install, configure, and manage software on multiple devices through your business. HPE takes care of it all, so you can focus on enjoying the ride.

Learn more at  
[hpe.com/info/smb/servers](http://hpe.com/info/smb/servers)

<sup>2</sup> Report, “**Small businesses: What you need to know about cyber security**,” U.K. Government, March 2015

# 78%

of office workers say email is “very important” for doing their jobs.<sup>3</sup>



#### Ask yourself

“What would anytime, anywhere, secure access to emails, appointments, and contacts do for our productivity?”

## HPE Flex Solutions for Microsoft Exchange Server

If you've ever ridden a bike, you know how important it is for the chain and gears to be working together. When everything is working smoothly, the gears translate the slightest touch of your foot on the pedal into unbridled forward momentum. Of course, if the chain slips, or the gears need oil, you've got a whole different story.

Microsoft Exchange is like one of those gears on your bike. When it's doing its job, you barely notice it. But when it starts to get jammed up—like when you need to add more mailboxes or more capacity to existing mailboxes—it can bring everything to a grinding halt.

HPE Flex Solutions for Microsoft Exchange Server are robust, low-risk, easy-to-use, high-performance Exchange-ready on-premises solutions. They provide secure access to your emails, appointments, calendars, and contacts with a complete solution that ensures all of your data is regularly backed up, secure, and compliant.

Best of all, predefined—but flexible—solution configurations allow you to purchase only what you need now, and scale seamlessly in line with both your budget and your business, so you always have the mailbox capacity you need, when you need it.

Learn more at  
[hpe.com/info/smb/servers](https://hpe.com/info/smb/servers)

<sup>3</sup> Article, “[Email and the Internet Are the Dominant Technological Tools in American Workplaces](#),” Pew Research Center, December 2014

# 7 out of 10

employees believe their job can be done  
remotely 3–5 days/week.<sup>4</sup>



#### Ask yourself

“How productive are our online meetings?  
Could we do better?”

## HPE Flex Solutions for Microsoft Lync

In a small or midsize business, you have to try harder. Every day is a race to get more done in less time, and your workforce has to function like an elite team of runners. They need to eat, sleep, and breathe the competition, so when the starting gun sounds, they're ready to go. But if your unified communication and collaboration (UCC) platform can't keep up with your workforce, it's like they're running into a brick wall.

These days, employees use voice and video messaging on a daily basis, and conferencing has become a key communication channel for business. If your team is laboring toward the finish line with nothing but email and online conferencing freeware to support them, they're fighting an uphill battle.

HPE Flex Solutions for Microsoft Lync meet your team's needs at each step of the way. This smart, secure, and—most importantly—scalable communications platform includes a single, intuitive user interface across voice, conferencing, IM, file, and desktop sharing, which means your employees can meet with customers and peers across the globe, confer, and share files—all from the comfort of the office or while on the road.

What's more, these flexible solutions scale seamlessly based on your current situation, your ideal endpoint, and the features you need to support your workforce. And HPE Flex Solutions scale in line with your budget and seamlessly integrate with any existing UCC deployment, so you always have the tools you need to win the race.

Learn more at  
[hpe.com/info/smb/servers](http://hpe.com/info/smb/servers)

<sup>4</sup>“2014 Predictions for Unified Communications  
and Collaboration in Latin America.”  
Frost & Sullivan, January 2014

# 49%

of small to midsize businesses say their data doesn't allow them to have a complete picture of what's going on in their business.<sup>5</sup>

**HPE Flex Solutions with Microsoft SQL Server 2016 will be available in late 2016. Ask your sales rep for more details.**

#### Ask yourself

"What would lowering costs and improving performance for transaction processing mean for my business?"

While OLTP can operate as a stand-alone solution, you can enhance your outcomes by adding SQL business intelligence (BI) for analytics insights.



## HPE Flex Solutions for Online Transaction Processing with Microsoft SQL Server 2014

Imagine you had to cross a bridge many times per day. The bridge is guarded by a troll who stops you every time and asks you to pay him some money. It's a small fee—but it adds up. And stopping to pay it slows you down, too. But what if you could build your own bridge? You'd get where you were going much faster, and save on troll tolls, too.

Many small to midsize businesses use third-party service providers for online transaction processing (OLTP). This can be costly in terms of fees charged by providers, gives you less control over your data, and often provides less than ideal performance.

HPE Flex solutions for OLTP with Microsoft SQL Server 2014 provide a robust, secure, cost-effective platform for fast transactions and easy access to the information you need to drive business growth.

Whether you're transitioning from Microsoft Excel or Access to hosted applications, or in the process of addressing database performance or scalability issues, Microsoft SQL Server 2014 on HPE ProLiant rack and tower servers, powered by Intel, provides a robust OLTP platform that's easy to deploy and manage.

Learn more at  
[hpe.com/info/smb/servers](http://hpe.com/info/smb/servers)

<sup>5</sup> Research report, "**Today's data mastery: Multiple domains for a singular purpose**," Aberdeen Group, February 2015

# 45%

of midsize businesses say their decisions are based on inaccurate or incomplete data.<sup>6</sup>

**HPE Flex Solutions with Microsoft SQL Server 2016 will be available in late 2016. Ask your sales rep for more details.**



#### Ask yourself

"How rapidly can we convert data into information to make better informed decisions?"

SQL BI is not a stand-alone solution. It requires a data warehouse or single database. If you don't have one already, you may want to consider our SQL OLTP or data warehousing solutions to complement your implementation.

## HPE Flex Solutions for Business Intelligence with Microsoft SQL Server 2014

When you're trying to get from here to there, the most critical thing you need is directions. You could ask someone you meet on the side of the road, use a paper map you found in the glove box, or dust off your trusty rusty compass and just start walking. Or you could use GPS satellite data translated into step-by-step directions viewable from an app on your handheld device. Which would you choose?

HPE Flex Solutions for BI with Microsoft SQL Server 2014 give you the power to collect and analyze your valuable business data, faster. You can get quick access to measurable aspects of your business such as sales performance, profitability, operational efficiency, marketing effectiveness, cost trends, and much more—so that you can make better business decisions, more efficiently.

Having all the tools you need to deliver "self-service BI" to your decision makers vastly simplifies analytics and reporting. And these complete, easy-to-use solutions feature real-time operational analytics, rich visualizations on mobile devices, built-in advanced analytics, and new advanced security technology.

Learn more at  
[hpe.com/info/smb/servers](http://hpe.com/info/smb/servers)

<sup>6</sup> Research report, "Analytics for the Mid-Market: Can you survive and thrive without BI?" Aberdeen Group, June 2014

---

“If you can’t measure it,  
you can’t manage it.”

---

**HPE Flex Solutions with Microsoft SQL Server 2016 will be available in late 2016. Ask your sales rep for more details.**

---

**Ask yourself**

“Do we have a single, consolidated view of all of our historical business data?”



## **HPE Flex Solutions for Data Warehousing with Microsoft SQL Server 2014**

Imagine you’re running a retail clothing store on a busy weekend. Throughout the day, multiple customers come into the store looking for different types of clothes in different colors and sizes. If you have to dig through piles of boxes to find what they need, you’ll never make any sales. But if you can access all of your inventory details in an instant, you’ll have a lot of happy customers.

Business users are a lot like these shoppers. They need information specific to their goals, and they need it fast. If information is lying in packaged applications and OLTP systems in various forms, it’s hard to find.

HPE Flex Solutions for Data Warehousing with Microsoft SQL Server 2014 allow you to provide fast access to aggregated information across your entire business. So your users can quickly find out things they need to know—like how much a customer has spent on your products, what products have the best margin, and how long it takes to get a product delivered to the customer after the order is confirmed.

Best of all, your solution comes complete with enterprise-class features, so users can quickly and accurately aggregate data by day, week, month, or year to reduce reporting times and allow them to make critical decisions, faster.

Learn more at  
[\*\*hpe.com/info/smb/servers\*\*](http://hpe.com/info/smb/servers)

# 91%

of businesses that have virtualized believe it provides a key competitive advantage over those that haven't.<sup>7</sup>



#### Ask yourself

"What would it mean to be able to deploy a new application or database without having to purchase additional hardware?"

## HPE Flex Solutions for Microsoft Windows Server 2012 Hyper-V

What if every time you or someone in your office went on a business trip, you had to rent out an entire hotel? No matter how much time you spent there, or how often you turned on the lights, or took a shower, or went to the restaurant, your single stay would have to cover all the expenses of the entire building. Silly, right?

Enter virtualization. Virtualization lets you allocate server resources to multiple applications as they need them, so you can run more applications on a single server. Kind of like how you can fit hundreds of people in a hotel on a single night—and thousands over the course of the year—without adding any rooms to the building.

One of the key drivers behind virtualization is the increasing number of diverse IT workloads that you need to manage, combined with the constant pressure to do more with less. HPE Flex Solutions for Microsoft Hyper-V provide a robust, scalable, easy-to-use virtualization solution that's quick to deploy and easy to manage for even your most demanding workloads.

With virtualization, you can improve performance and efficiently scale capacity to run your largest workloads while saving money on hardware, software licensing, and maintenance.

Learn more at  
[hpe.com/info/smb/servers](http://hpe.com/info/smb/servers)

<sup>7</sup> Report, "[Experts shine light on overcoming virtualization adoption challenges](#)," SMB Technologist, November 2013

# > 60%

of all applications and only half of Tier 1 applications are currently virtualized.<sup>8</sup>



#### Ask yourself

"Do we need support for low-latency and next-gen apps?"

## HPE Flex Solutions for VMware vSphere with Operations Management

Today, virtualization is pervasive. If you haven't yet virtualized at least some workloads, you're like the kid who got invited to the party but decided he'd rather stay home and play video games. What's keeping you from the virtualization party?

While most businesses are aware that consolidating servers and storage can result in significant savings, some are reluctant to virtualize business-critical applications due to a lack of tools needed to proactively manage environments with unpredictable peaks.

HPE Flex Solutions for VMware vSphere® with Operations Management™ solve this problem by enabling the virtualization of all applications. Operational and performance monitoring enhancements allow you to enjoy higher service levels and maximize savings through IT consolidation.

As your business grows, continuing to grow and optimize your virtual environment just adds to your business agility and cost savings, as proactive management of virtualized applications further increases consolidation and gives you more capacity. By accelerating your adoption of virtualization for business-critical applications, you'll continue to enhance service levels and maximize hardware savings.

Learn more at  
[hpe.com/info/smb/servers](http://hpe.com/info/smb/servers)

# 43%

of users complain it takes too long to get the right information for decision-making.<sup>9</sup>



#### Ask yourself

"How long is 'too long' to wait for an accurate picture of my business?"

## HPE Flex Solutions for SAP Business One HANA

Running a small business can feel like walking a tightrope; one false move and you'll be grasping at air. One of the most important skills for successfully making the distance is the ability to sense the tiniest of changes in wind speed, rope movement, and other factors impacting your ability to stay vertical, and nimbly shift your balance to stay on course. Were it to take even a few seconds for you to get that information, you'd be out of luck.

The same is true of your business data. You need to make fast decisions in order to make corrections to your course and successfully reach your goals. One of the most effective technologies for processing data at high speed is in-memory computing. This ground-breaking technology can allow you to analyze a much larger percentage of your data, with query response times up to 100 times faster than before.

HPE Flex Solutions for SAP Business One HANA<sup>®</sup> provide an end-to-end enterprise resource planning (ERP) solution that simplifies your IT landscape and allows you to take advantage of in-memory technologies for faster, better, more informed decision making.

Leveraging 25 years of joint HPE and SAP<sup>®</sup> innovation, HPE Flex Solutions for SAP Business One HANA are flexible, predefined, and pretested solutions that scale seamlessly in line with both your budget and business so you always have the capacity you need, when you need it.

Learn more at  
[hpe.com/info/smb/servers](http://hpe.com/info/smb/servers)



**Aruba Instant Wi-Fi—powerfully simple**

HPE Flex Solutions feature Aruba Instant Wi-Fi, the only controllerless solution delivering business-grade performance, security, and resiliency, with the simplicity of zero-touch deployment.



**Get connected**

With HPE Get Connected, your support experience is enhanced with faster, more accurate problem diagnosis and resolution, for a significant reduction in downtime.

---

**Resources**

ProLiant Servers page

[hpe.com/servers/proliant](http://hpe.com/servers/proliant)

ProLiant server QuickSpecs

[hpe.com/info/quickspecs](http://hpe.com/info/quickspecs)

ProLiant Server Options

[hpe.com/info/qualifiedoptions](http://hpe.com/info/qualifiedoptions)

IT Support Services

[hpe.com/services/support](http://hpe.com/services/support)

Get Connected

[hpe.com/services/getconnected](http://hpe.com/services/getconnected)

## Stay up and running with HPE Support Services

### Ready to serve you, 24/7

Drive down costly downtime by enhancing your security and keeping your IT environment up and running. HPE Support Services give you award-winning support from start-up and installation, through the product warranty period, and beyond.

### HPE Foundation Care: rapid expert support at your fingertips

- A single point of contact, should a problem arise
- Hardware and basic support for key software
- 24/7 four-hour response time, six-hour call-to-repair, or next-business-day support
- Onsite help
- Remote problem diagnosis and replacement parts and materials
- Immediate access to updates for patches and manuals for systems and software

### HPE Proactive Care: prevent issues from occurring

- HPE Proactive Care Services with reactive options
- Local expert support to keep IT running smoothly
- Drastically reduce the risk of data loss
- Designed to support more complex IT environments
- Offers 24/7 four-hour response to critical incidents
- Supported by HPE Advanced Solution Center Specialists who use remote support technology and fix problems fast

## Supporting your transformation: HPE Financial Services

To solve today's issues and meet tomorrow's business needs, you require flexibility to adapt to change as it happens. Hewlett Packard Enterprise Financial Services can help, with flexible options for reducing your upfront investment, aligning payment to usage, and leveraging HPE trade-in and leaseback offers. Learn more at [hpe.com/hpefinancialservices](http://hpe.com/hpefinancialservices)

Learn more at  
[hpe.com/info/smb/servers](http://hpe.com/info/smb/servers)



Sign up for updates