

Brochure



# Accelerate disruptive innovation

HPE Pointnext services for High Performance Computing

**HPE**  
POINTNEXT

# Drive faster business innovation

In today’s digital economy, the speed from idea to reality can mean the difference between success and failure. The ability to continuously innovate and improve the digital experience keeps business growing and customers loyal.

## Maintaining a competitive advantage

### Accelerate business value

Digital transformation is creating new opportunities for you in the marketplace—making it possible to rapidly deliver new customer experiences, build new digital products and services faster than your competition, and optimize core business operations. High Performance Computing (HPC) can help you enable the business and drive faster business results, but HPC is a complex environment.

**Businesses are transforming to be more agile to compete today.** HPC creates both new opportunities and challenges for enterprises of all sizes.

- What’s the best way to design the optimal environment for agility, handle massive amounts of data, and maintain peak performance?
- How can you minimize the impact of environmental factors (cooling, power, floor space) and integrate new HPC technology into my existing IT?
- What is the best way, for you, to optimally manage ongoing operations of the HPC environment and keep it highly available?

These are only a few of the challenges that may be experienced as you start your HPC journey and enable faster services value to the business.

You need a partner who can simplify the complex, enrich the business, and collaborate with you to be successful, today and tomorrow.

### Gain faster time to value

Maintaining high availability, access to expertise, scalability, and faster time to value are all key imperatives for HPC to help enable your business success.

<b>Availability</b>	Maximize performance and keep your HPC IT always available with rapid access to HPC technical expertise and get the operational support.
<b>Expertise</b>	Access to HPC technical experts to help you develop a design, migrate key workloads and modernize existing IT when you need additional expertise.
<b>Scalability</b>	No matter what the size of your infrastructure get help to simplify complexity and manage HPC IT at scale. Scale your environment, plus manage your budget and resources by accessing new technology with no upfront capital, managing the capacity as you need it, and collaborate with experts.
<b>Time to value</b>	Stay ahead of your competition, drive faster time to service delivery, minimize risk keeping the business growing while deploying, migrating, and fine tuning your HPC IT.

Building upon our heritage and strengths in HPC infrastructure, partner ecosystems, and the technology lifecycle, Services from **HPE Pointnext** are designed to help accelerate your digital transformation experience. Focusing on optimizing infrastructure for your current and new generation of apps and data, curating and aggregating the best solutions for you with a best-in-class partner ecosystem, and accelerate your innovation and time to value can help you stay ahead of the competition.

HPE is ready to bring together all the pieces of the puzzle for you, both today and with an eye on the future, helping make the complex simple.

Today's digital journey is driving HPC to adopt a more Hybrid IT approach where everything computes, there is more data, and increased development to drive faster service delivery. Managing this is critical to your business and having data analytics on demand is key to your success. HPE Pointnext is the partner to help you with your digital transformation and Hybrid IT all while helping you focus on business innovation and growth.

**Today, in the financial services segment**—Many banks and investment firms are now using HPC to manage massive amounts of data in microseconds to better compete in the world of high frequency trading (HFT), where orders are routinely executed in 1/100ths of a second. Finance is a segment that depends on how fast things can be processed and the only difference between competitors may be only a fraction of a second especially for high-frequency traders.

For each and every trade, real-time data from exchanges is received and quickly analyzed to enable buy or sell decision-making, and then trade orders are fired back to exchanges for execution and confirmation. These large volumes of financial data that flow at lightning speeds between HFT firms and exchanges are the lifeblood of the trading industry, and those that succeed in earning the greatest financial returns have the tools to rapidly convert it into strategic insight.<sup>1</sup>

These computing infrastructures must be flexible, scalable, and fast helping to manage volumes of data to make informed decisions and react in real-time to changing market conditions.

## We have your destination in sight

### **The journey—The road to business innovation and success**

Your HPC transformation journey starts with building a strategy, then a design, and planning the integration. HPE services experts will partner with you—first, to understand your business outcomes and goals, then design and build a roadmap tuned to your unique needs. Our specialists will help you to get started to digitize the core, to create the infrastructure for innovation, and drive better experiences for your customers. We will collaborate helping you understand the most current application innovation and solution architecture. Benefit from having specialized resources available to help you with: System Administration, Technical Account Management and Program/Project Management so your staff can focus on priority business projects.

**The next step on your journey**—Deploying into an existing or implementing a new HPC environment requires experts to work, with you, on developing and implementation plan then managing the project, as it is installed, and finally to make sure that your new HPC solution is at peak performance as it moves into production. HPE services will provide experts to work in tandem with your team each step of the way from technical design to implementation, to migration, education and finally to ongoing operations. Our goal is to help optimize your solution, minimize risk, and keep the business operating seamlessly.

**Achieving your goals**—HPC IT needs to define the best way to enable the business to deliver products, services, and solutions to its customers, plus to rapidly and continuously adapt in an ever changing market. The HPE services team understands this and that success means being accountable for the whole solution, across your ecosystem—both your old and new

<sup>1</sup> HPWire article ([hpcwire.com/solution\\_content/hpe/financial-services/big-data-hpc-speeding-innovation-high-frequency-trading](https://hpcwire.com/solution_content/hpe/financial-services/big-data-hpc-speeding-innovation-high-frequency-trading))

**Award for Flexible Capacity:**

HPE Services is the winner of the Frost & Sullivan 2015 (North American) Customer Value Leadership Award.

"HPE has taken a bold step toward addressing enterprise desire for a cloud-like experience in the on-premises data center," according to Frost & Sullivan. Citing "strong overall performance."

"Using on-demand HPE Flexible Capacity enables that we no longer risk running out of storage capacity or having too much money tied up in unused storage."

– Nico Drost, IT Director, Erasmus Medical Centre

<sup>2</sup> Subject to a minimum commitment for hardware and software

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infrastructure and apps. We have experienced HPC operational experts, who will understand your HPC infrastructure and business model and will work closely with you to help you get the most out of your digital transformation and HPC IT, as well as support services specialists to help keep your business operating at peak performance. Lastly, your most important asset is your people, help prepare your IT staff have the right skills to deliver business outcomes, with training and courses on the latest HPC technology, software, and best practices.

HPE Pointnext has the flexibility with the breadth and depth of services to tailor the HPC services solution to exactly what your IT and business needs driving innovation and growth.

**Continually achieve measurable benefits**

Take advantage of cloud economics and scalability with a consumption-based solution on premises. You control your capacity and pay for what you use with HPE Flexible Capacity.<sup>2</sup> Increase or decrease capacity, quickly and easily, in minutes. Add new capacity from the "buffer" of capacity ready to use in your data center. And with active capacity management, we can add to the buffer before you run out, ensuring the ability to quickly meet business needs. Flexible Capacity includes enterprise grade support with Datacenter Care.

Create the HPC IT experience that you need from standardized building blocks giving you tailored support that is right for your IT and business. Plus, have access to the Hyperscale CoE, with technical experts who speak your language and understand your HPC environment and business model.

With Datacenter Care for Hyperscale, a well-known university achieves high availability with tailored support to help evolve their high-performance computing (HPC) environment. Their operational support includes: tailored deliverables like 48 hour Call to Repair, Spares Management Service, proactive activities, and account management. The customer has higher system availability and stability, tailored SLAs, and a more personalized support experience while successfully scaling its HPC infrastructure.

**Why HPE Pointnext?**

HPE Pointnext can offer solutions to address the unique needs of HPC customers. We have the expertise to help fine-tune industry specific applications, solutions, and HPC IT.

**Partnering with HPE Pointnext will:**

- Accelerate time to value for IT with HPC—Combining the power of industry-leading, high-performance computing infrastructure with Services to solve business problems, driving innovation, and business growth.
- Reduce risk by collaborating with specialists to help design, build, and deploy your environment to allow for innovation and profitability/business growth while reducing operating expenses.
- Guiding IT through digital transformation, technology changes, and helping harness the power of HPC IT by collaborating and providing solutions to help achieve business success. HPE Pointnext services will help extend IT staff so they can focus on the business instead of managing day-to-day activities and maintenance.

Get the expertise, availability, and responsiveness, and financial benefits that your IT and business demand.

In a world where everything computes, HPE Pointnext is the trusted partner that can be the guide on your digital transformation journey, and help point you towards what's next and get the most out of your HPC investment.