Hewlett Packard Enterprise

Enhance your cloud revenue

HPE Cloud Backup

HPE Service Provider Ready solutions. Generate new revenue streams while reducing cost with a service built on a proven, leading Hewlett Packard Enterprise storage solution.

Compete more effectively and help your customers

In a rapidly changing business environment, customers face the challenge of leveraging limited resources to make the most powerful impact on business. As digital data continues to grow at an exponential rate, data protection becomes more vital. With aging IT infrastructure, increasing data-protection SLAs for modern applications, inadequate remote-office protection, the need for multi-site backups for disaster recovery, and more, organizations are looking to service providers for delivery of backup and recovery services while shifting IT spending to innovation and revenue-generating opportunities.

According to 451 Research, online backup and recovery is growing at 22 percent CAGR and will double in size by 2019.[1] Cloud solutions for backup and recovery are an emerging area for service providers to profit from a recurring revenue stream from new and existing customers. However, you need to differentiate your service offerings to stand out against well-known public cloud providers. Whether you're providing backup infrastructure-as-a-service, public cloud-based services, or traditional hosting or managed services, your backup solution needs to be scalable, offer comprehensive operating-system and application coverage, and support multiple platforms. To stay competitive, you also need to offer a highly secure service that integrates into your customers' existing orchestration and management processes.

Build backup services on a foundation your customers trust

HPE Cloud Backup Service Ready Solution allows you to deliver a reliable, secure, and affordable backup service built on HPE Converged Backup, while increasing profitability and reducing infrastructure and management costs. Leveraging Hewlett Packard Enterprise technology for your solution backbone accelerates your time to market with our expertise in designing, marketing, selling, and supporting scalable backup solutions. Because our unique IT solutions combine hardware, software, services, financing, and support, you can deliver a variety of backup services to your existing customers as well as explore new market opportunities.

Transforming IT with the power of convergence

The core foundation of the HPE Cloud Backup Service Ready Solution, HPE Converged Backup, is built to challenge the costs, risks, and complexities of legacy backup solutions.

The underpinning of HPE Converged Backup is the HPE StoreOnce Backup with the next-generation disk-based backup and deduplication solution. With the modern architecture of HPE StoreOnce Backup, you can address complexity of scale and simplify how data is stored, consumed, and managed.

HPE StoreOnce Backup key capabilities

HPE StoreOnce Backup offers the following key capabilities to address the wide range of opportunities to deliver backup as a service:

HPE Converged Backup solution consists of:

- HPE StoreOnce Backup— industry-leading disk backup and deduplication solution

- HPE Data Protector with Backup Navigator

- HPE OneView for vCenter for rapidly deploying and managing StoreOnce VSA, which provides fully featured storage without the need for dedicated hardware

[1] 451 Research Cloud Online Backup/Recovery Market Sizing and Forecast, May, 2015

- **Architectural flexibility**
Gain greater flexibility with HPE StoreOnce Backup, the only solution in the market that is available as either a physical appliance or a software-defined or a software-defined virtual storage appliance (the StoreOnce VSA) deployed as a virtual machine on any hypervisor of your choice[2] leveraging existing hardware infrastructure. The VSA also enables a secure multi-tenant solution by letting you create an individual VSA instance per customer, providing complete isolation and security for customers that prefer such a solution. The architectural freedom allows you not only to accelerate time to market but also to deliver tremendous cost savings and improve your profitability margin.

- **Smart deduplication**
Improve efficiency with 95 percent less storage[3] and reduce network bandwidth without rehydration.

- **Strong encryption**
Encrypt data at rest and in flight to transfer and store customer data securely and safely while complying with FIPS 140-2 level 1.

- **Scalability**
Scale from a single virtual machine of 1 TB usable capacity to a massively scalable 1.7 PB storage pool. You can pay as you grow and bring customers onboard without fear of running out of space.

[2] StoreOnce VSA is supported on VMware® vSphere, Microsoft Hyper-V, and KVM hypervisors.

[3] As compared to a fully hydrated backup. Subject to customer qualification and compliance with the Get Protected Guarantee terms and conditions, which will be provided to you by your Hewlett Packard Enterprise Sales or Channel Partner representative.

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- **Rich backup-application ecosystem**
Address the broadest range of customer backup environments without needing to change any operational and orchestration procedures customers already have in place, expanding your market reach and increasing your revenue potential. HPE StoreOnce also offers deep integration with some market-leading backup applications such as HPE Data Protector, Symantec NetBackup and Backup Exec, and BridgeHead software as well as with business-critical applications such as Oracle, Microsoft® SQL Server, and SAP® HANA to enable optimized data protection and centralized administration of backup and recovery operations from backup software or application consoles.

Broaden your market reach

Whether you are looking to make backup as a service a core part of your business or an extension to your hosted services, HPE Cloud Backup Service Ready Solution allows you to address a wide variety of use cases to enhance your revenue streams.

Managed backup services: Target customers that want hands-free data protection by offering managed backup services leveraging HPE Data Protector and HPE StoreOnce solution. Offer customers end-to-end data protection without compromising SLAs or breaking their budgets. With HPE Cloud Backup Service Ready Solution, Hewlett Packard Enterprise's technical expertise will help you find the right solution for your customers.

Replication as a service: The architectural flexibility of HPE StoreOnce allows you to provide infrastructure as a service for those customers that are looking to use the cloud for disaster recovery rather than spending capital on building a secondary data center. Because StoreOnce works with the broadest ecosystem of backup applications, customers don't have to replace any of their operational procedures or their preferred backup

applications to leverage your cloud services. Simply deploy an HPE StoreOnce VSA or a physical appliance onsite and let it replicate to your cloud. Similarly, provide robust data protection for remote offices by deploying an HPE StoreOnce VSA on your existing servers to offer a reliable alternative to tape backups for remote locations.

Hosted backup services: Your customers trust your infrastructure to run their business-critical applications in your cloud. Enhance your revenue stream further by offering them backup as a service to protect hosted applications and their mission-critical data. HPE StoreOnce offers a number of application-integrated plug-ins to seamlessly backup application data rapidly and efficiently at large scale.

Why wait?

Get started with HPE Cloud Backup Service Ready Solution. With the pace of digital data explosion combined with competitive pressure, customers are looking for service providers to protect their digital assets. Offer your clients trusted, reliable solutions with the flexibility to adapt to meet their backup and recovery requirements. Partnering with Hewlett Packard Enterprise can allow you to:

- Grow your business

- Increase profits

- Accelerate time to market

- Take advantage of Hewlett Packard Enterprise enablement tools

Our backup and recovery solutions are part of a market-leading portfolio of information-management and governance offerings. Enhance your cloud today with HPE Cloud Backup Service Ready Solution.

Learn more at
hpe.com/info/sp