

# UNLEASH THE POWER OF DATA

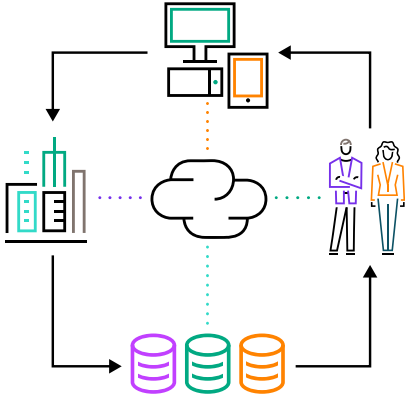
## HPE STORAGE ANNOUNCEMENT

**2019**

HPE announced it was pivoting to aaS

**HPE STORAGE** is the next business to make this pivot

But first, **HPE STORAGE** had to transform everything



The need for a better data experience, wherever data lives, whether on premises or in the cloud

**WHY?**

We saw a big problem in the market

OUR ANSWER:

## Unified DataOps

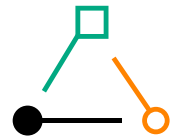
A vision to increase an organization's ability to unleash their data, agility, and innovation



**93%** of IT decision makers see storage and data management complexity impeding digital transformation<sup>1</sup>



**67%** of surveyed organizations see fragmented data visibility across hybrid cloud creating business risk<sup>1</sup>



<sup>1</sup>As reported by data management research survey of IT decision makers conducted by ESG for HPE

**HPE is delivering Unified DataOps today through its data services platform**

all available via HPE GreenLake. Introducing:



### DATA SERVICES CLOUD CONSOLE

cloud console that delivers cloud operational agility and unified data operations as a service



### CLOUD DATA SERVICES

a suite of software subscription services that radically simplify and automate global infrastructure management at scale



### HPE ALLETRA

a new portfolio of cloud-native data infrastructure that powers data edge-to-cloud