Top 10 reasons to buy HPE Primera

Mission-critical redefined

Extreme resiliency and performance with the agility of the cloud on the world's most intelligent storage for mission-critical applications.[1]

We know every organization, regardless of industry, size, or age, has workloads essential to their business. The storage platform for these workloads is the key for you to unlock innovation, get ahead, and ultimately be more competitive.

But it's near impossible for IT to keep up with the demands of both new and existing mission-critical applications because they're consumed with provisioning, troubleshooting, and supporting infrastructure.

Sacrificing resiliency for agility is no longer acceptable; you need a new generation of enterprise storage that frees IT to accelerate what's next with storage that manages itself, predicts and prevents disruptions, and delivers ultra-low latency for every application.

[1] **h20195.www2.hpe.com/v2/Getdocument.aspx?docname=a00058506enw**

Why buy HPE Primera?

1 **Global intelligence**
Disruptions predicted and prevented to help optimize performance in real time

2 **Services-centric OS**
Risk reduced and management simplified with a unique OS for high-end storage

3 **All-active architecture**
Nonstop availability and low latency for fast performance at scale

4 **Timeless storage**
Unique ownership experience for unending value

5 **Radical simplicity**
Time spent deploying, managing, and scaling reduced up to 93%[2]

6 **As-a-service consumption**
IT consumption on your terms so you can be your own service provider

7 **Composable system**
Faster and smarter development of apps with infrastructure as code

8 **100% Availability Guarantee**
No disruptions with app-aware resiliency across all models

9 **Extreme scalability**
Multinode with transparent upgrades

10 **Hybrid cloud mobility**
Extended app-aware data protection to the cloud

[2] Based on HPE internal testing of a leading Tier-1 storage system vs. HPE Primera, May 2019.
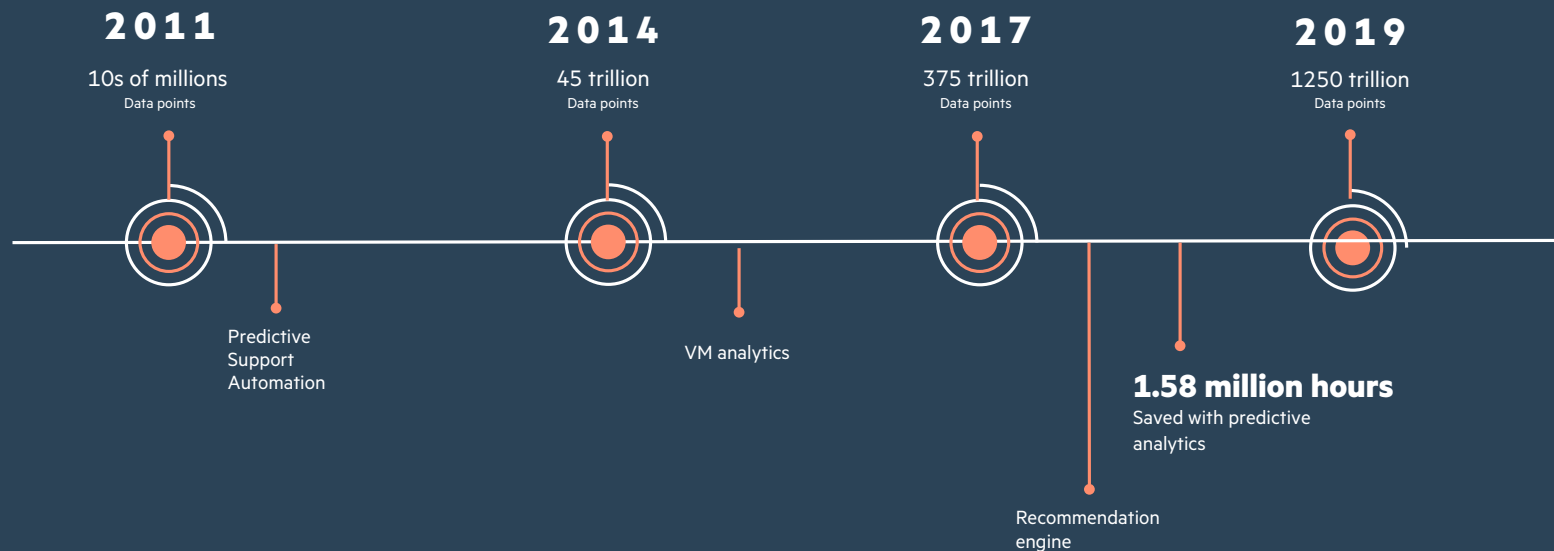
Global intelligence

The most advanced AI for infrastructure[3]

Over the past decade, HPE InfoSight has analyzed over **1250 trillion** data points,[4] transforming how storage is managed and supported. Through cloud-based machine learning, it predicts and prevents **86% of issues from storage to apps**[5] and automates **85% of support calls**.[6]

HPE InfoSight is now embedded into HPE Primera to help optimize performance and automate workload planning in real-time—creating an end-to-end AI pipeline for self-managing storage.

2011
10s of millions
Data points

2014
45 trillion
Data points

2017
375 trillion
Data points

2019
1250 trillion
Data points

Predictive Support Automation

VM analytics

1.58 million hours
Saved with predictive analytics

Recommendation engine

[3] **HPE Storage Substantiation**
[4] Based on the number of data points collected and processed since 2011 from HPE Nimble Storage and HPE 3PAR Storage arrays.
[5] **Redefining the standard for system availability**, August 2017
[6] **Assessing the financial impact of HPE InfoSight predictive analytics, ESG**, September 2017

Services-centric OS

A unique OS that helps eliminate risk and simplifies management

The HPE Primera OS uniquely brings advanced data services with radical simplicity and enhanced resiliency to your mission-critical apps. Unlike monolithic operating systems (OS) that create upgrade risk and require node reboots, HPE Primera is based on a services-centric OS, where every data service can be deployed, upgraded, and restarted independent of each other. This helps eliminate risk and node reboots for most updates.

With the HPE Primera OS, you get a simple consumer-grade user experience, faster access to new innovation, and a timeless investment that grows non-disruptively with your business.

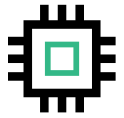**Independent data services**

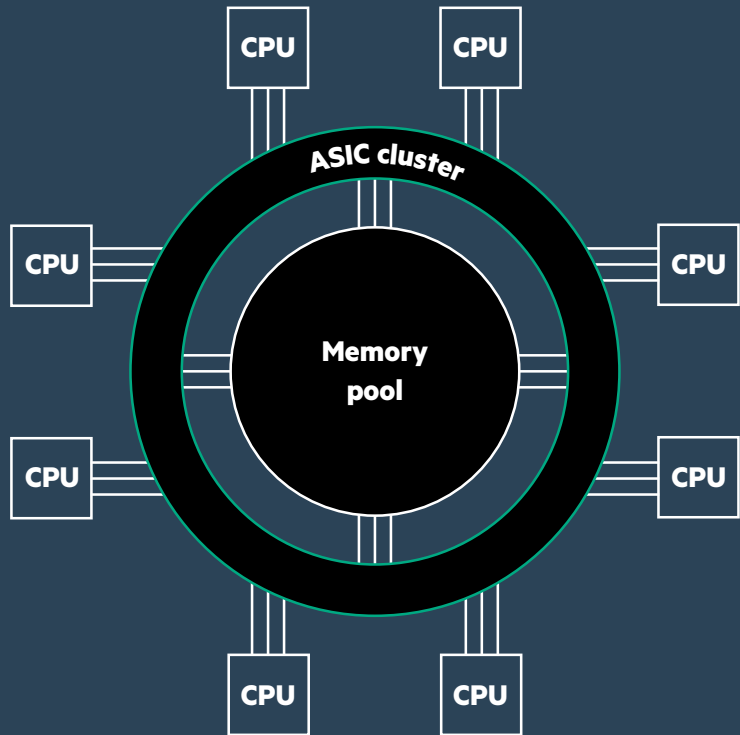**Safer updates without reboots**

Investment protection

Faster access to innovation

All-active architecture

Every volume intelligently accesses every SSD, node, and port

CPU CPU

ASIC cluster

CPU CPU

Memory pool

CPU CPU

CPU CPU

Built for NVMe
Up to 1.5M IOPS always-low latency

No tuning required
Every resource is always balanced

Multi-tenancy at scale
Quality of service for latency assurance

Instant failover
True active-active for high resiliency

Timeless storage

Unique ownership experience for unending value

Up front

- Don't pay for software features and enhancements with **all-inclusive software**
- Get guaranteed data reduction ratios with the **HPE Store More Guarantee**

Ongoing

- Say goodbye to disruption due to unexpected downtime, backed by our **100% Availability Guarantee**
- Investment protection and TCO savings

Refresh

- Technology refresh every three years at no additional cost
- No more forklift upgrades
- Technology that's always current

Radical simplicity

Integrated management sets up in minutes and automatically tunes itself

Gone are the days of complex and tedious storage administration that slows your ability to serve your customers. We have made it extremely simple to manage high-end storage as HPE Primera sets up in minutes, tunes itself, and upgrades transparently without hassle.

- **Rack to apps** in 20 minutes[8]

- **Automated setup** with streamlined workflows

- **No separate tools** needed with built-in management

- **No tuning** with all-active, always-on data reduction, and RAID 6

- **Extremely simple updates** transparent to applications

- **API-driven** for infrastructure as code

Up to

93%[7]

reduction in time spent to deploy, manage, and scale storage

[7] Based on internal testing of storage management between HPE 3PAR and HPE Primera, May 2019.
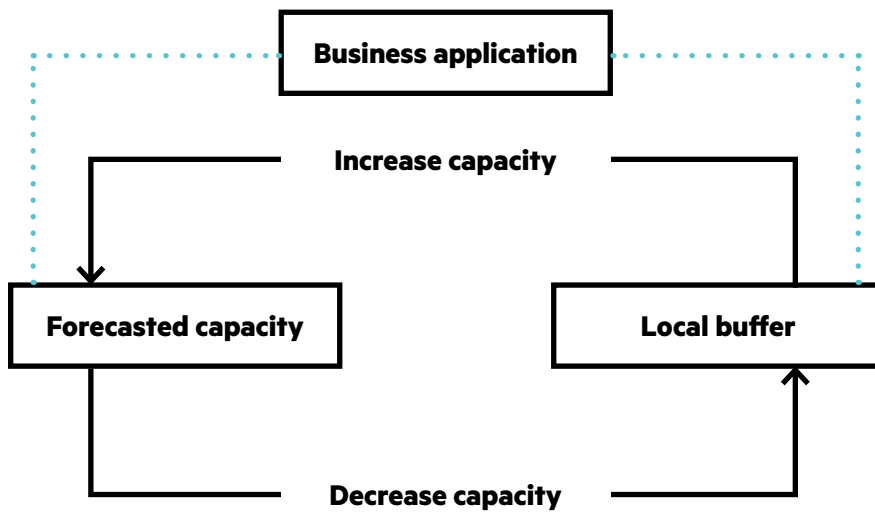[8] Based on a configuration with 24 SSDs.

As-a-service consumption

Consume IT in your environment, on your terms with HPE GreenLake

Don't let your technology slow you down and don't pay more than you need. HPE GreenLake provides you with elastic scale and pay-as-you-go consumption. With HPE GreenLake, HPE Primera grows with your business needs and gives IT instant gratification with elastic consumption and scale delivered as-a-service.
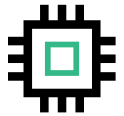
Business application

Increase capacity

Forecasted capacity

Local buffer

Decrease capacity

Cloud economics, on-premises

Pay only for what you use

Scale capacity quickly when needed

Composable system

Turn infrastructure into code to automate DevOps

HPE Synergy, a bladed **composable infrastructure**, along with HPE Primera power any workload within a hybrid cloud environment, enabling you to compose fluid pools of physical and virtual compute, storage, and fabric resources into any configuration. Together with HPE OneView, HPE Synergy, and HPE Primera automate everyday operations, allow you to deploy at cloud-like speed and scale, and develop apps faster.[9]

[9] Integration with HPE Synergy through HPE OneView will be made available in a future release.

100% Availability Guarantee

Helps ensure zero disruptions with app-aware resiliency, guaranteed across HPE Primera models.

HPE Primera uses artificial intelligence and machine learning (AI/ML) to analyze application patterns, as well as predict and prevent disruptions across the infrastructure stack. The intelligent, advanced software protects against silent corruptions with end-to-end data integrity, facilitating business continuity with automatic site failover. It also modernizes and extends data protection to the cloud for your most critical apps. With no disruptions, corruptions, or delays you get app-aware resiliency, backed by the 100% Availability Guarantee.

The 100% Availability Guarantee is standard for HPE Primera customers with an HPE Proactive Care or higher support contract. It's a cost-nothing guarantee for a qualified outage.

Combines a resilient design center with app-aware data protection and predictive analytics that prevents disruption from storage to VMs.

Extreme scalability

Multinode with transparent upgrades

Upgrading has been so easy for high-end storage

Efficient scaling
Multinode scale for performance and capacity

Simple refresh
Zero wasted investment with no forklift upgrades

Intelligent upgrades
Prescriptive for each array and built for self-update

No disruptions
Upgrades are transparent to your apps and to you

Hybrid cloud mobility

Extend your app-aware data protection to the cloud

HPE Primera delivers flash speed, application-integrated data protection, copy data management, and data mobility that is built for the cloud with less cost and complexity. It lets you seamlessly, securely, and cost-effectively move data across primary, secondary, and private/public cloud tiers, enabling simple cloud-based archive or disaster recovery while continuing to use your on-premises infrastructure for fast, reliable operational recovery and test/dev.

SQL Server

SAP HANA

vmware

Microsoft

ORACLE

{REST:API}
access for your applications

Exchange

23X[10] **Faster backup**
15X[11] **Faster restore**

20X[12] **lower storage cloud costs**

SCALITY

amazon web services

Azure

Self-Service. Zero RPO/RTO. No Appliances.[13] Assured app Quality of Service.

[10], [11] Based on HPE testing of backup performance comparison between HPE Recovery Manager Central and traditional backup environments

[12] Assuming dedupe ratio of 20:1 as compared to a fully hydrated backup

[13] Refers to no cloud gateways or virtual appliances

Learn more at
hpe.com/storage/hpeprimera

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