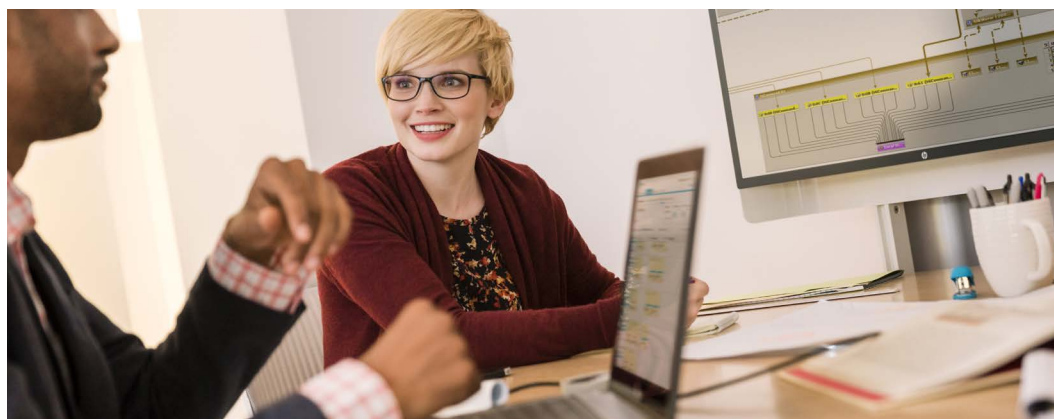**Hewlett Packard Enterprise**

Powering vital applications to gain competitive advantage

Speed up with modernized infrastructure

Enterprise-grade business continuity solutions are uniquely designed for industries that need the very highest levels of availability, system-wide security, massive scalability, and the lowest TCO in their class.

[1] "Fingers Crossed? Or What is Your Business Continuity Plan for the Inevitable," Gravic, Inc., 2015

[2] "High-Value Business Applications on x86: The Need for True Fault-Tolerant Systems," Peter Rutten, IDC Analyst Report, May 2015

HPE ProLiant Gen 9 servers powered by Intel® Xeon® processors. Intel Inside®. Powerful Productivity Outside.

At a time when the demands on IT only grow and budgets remain flat or shrink, IT leaders must continually target strategic opportunities to improve return on IT investments. A common first step on the journey to reinvigorating your applications is modernizing your data center infrastructure to take advantage of faster speeds, lower TCO, and to prepare for modern software enhancements.

Data center modernization is not just a "nice-to-have," today it is a business imperative. No longer just a technology issue, modernized IT resources ensure that vital applications run smoothly, the needs of customers are well-served, and the business continues to grow. Modernization budgets can deliver exceptional ROI by focusing on specific business outcomes, such as:

• Ensuring continuous availability for mission critical business applications with fault-tolerant and highly-scalable infrastructure

• Reducing licensing and infrastructure costs by migrating Oracle databases from expensive proprietary platforms to more efficient and cost-effective x86 architectures

• Improving employee productivity and reducing costs by providing IP-based unified communication and collaboration (UCC) tools

• Delivering competitive differentiation in financial services industries by modernizing high-frequency trading infrastructure and graphic-intensive trader workstations

• Reducing compliance costs by modernizing data-archive infrastructure

Business executives in all industries who seek a high return on limited IT resources should look carefully at the opportunities available today, including:

Providing business continuity for vital applications

What does it cost your business when customer-facing systems are unavailable? Ninety-five percent of enterprises have experienced at least one unplanned data center-wide outage in the past 24 months.[1] The average cost of downtime is $1.7M USD per hour across industries,[2] but the real cost of downtime is far greater and includes damaged reputation, lost customer confidence and loyalty, and even legal compliance exposure. A business continuity solution architected for continuous disaster tolerance can help minimize the risk of downtime. Explore best practices for evaluating the proper level of availability and fault tolerance for your mission critical applications at **hpe.com/info/alwayson**.

Reducing Oracle costs: Migrating Oracle databases from UNIX or Oracle Exadata to HPE Superdome X can reduce Oracle costs by reducing the number of processing cores required to support the Oracle environment and eliminating the need for expensive add-on licenses like Oracle RAC and Oracle VM Manager.

Microsoft Skype for Business is a tested solution that leverages a 30-year HP (now HPE)/Microsoft Frontline Partnership to deliver the full complement of Skype for Business services over a tested, high-performance reference architecture.

HPE helps meet modern financial trading challenges with Risk Compliant Archiving:
A cost-effective data archiving solution that scales to multiple petabytes and can accommodate the entire enterprise.

Trade and Match Server Solution: Fine-tuned to push hardware to its limits in order to drive down latency for trading operations.

Trader Workstations: Designed specifically to provide the superior computing and graphics performance that high-volume traders need at a TCO that meets the budget constraints of cost-conscious IT departments.

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Modernizing Oracle database infrastructure

Oracle databases need to keep up with the growing data demands of the business. These databases are necessary, but they are also costly and can be difficult to manage. Many organizations run Oracle on expensive, proprietary hardware platforms, and Oracle licensing often consumes more of the IT budget than necessary. To learn how to reduce Oracle licensing and maintenance costs based on real-life examples, download the best practices guide at **hpe.com/info/cutcost**.

Oracle databases need to keep up with the growing data demands of business, but it can be costly if you use legacy, proprietary infrastructure. Migrate to an x86 scale-up platform to lower licensing and support costs with high-availability and large-scale capacity.

Utilizing Skype for Business

Today's workgroups are often virtual and distributed around the world with business running 24x7. The need for convenient collaboration in this environment creates a challenge for the enterprise: While travel for face-to-face meetings can be prohibitively expensive, team members still need "face-to-face" communication to be most effective. Skype for Business provides a robust unified communications and collaboration (UCC) tool that bridges the gap between geographically dispersed workgroups, providing Voice-over-IP (VOIP), video, web conferencing, instant messaging, and application sharing at a fraction of the cost of traditional communication services. This solution is designed to support thousands of corporate users spread across multiple sites. To find out how to make your workforce more productive while saving on phone and travel costs, explore these best practices today at **hpe.com/info/betterproductivity**.

Considering new financial trading infrastructure

In today's financial-services trading environments, high-performance compute infrastructure is not optional, it's a prerequisite for survival. Few industries face the combination of exponential data growth, predatory competition, and regulatory challenges that define this industry. With a never-ending appetite for real-time analytics and faster transaction times, modernization of infrastructure in three strategic areas can help:

• data retention and reporting requirements

• high-frequency trading

• computing and graphics performance

Download this best practices guide to learn how to gain competitive advantage for your trading environment at **hpe.com/info/fastertrading**.

HPE stands ready to power your applications

Through proven expertise and partnerships with vendors like Intel, Microsoft, and others, HPE can help you enable the right compute at the right time for your data center modernization needs. Find the HPE hardware, software, consulting, deployment, training, and support to keep your vital applications up and running.

Learn more at
hpe.com/info/dcm

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