

GET THE CLOUD EXPERIENCE WITHOUT LIMITS

HPE GreenLake edge-to-cloud platform

Your data isn't confined to the data center anymore. It's being generated, in staggering volumes, at the edge. And the edge itself is expanding and evolving.



But there are big challenges getting data from the edge...

- SECURITY & DATA SOVEREIGNTY
- LOW LATENCY NEEDS
- DATA GRAVITY
- DATA ENTANGLEMENT

...to insights.

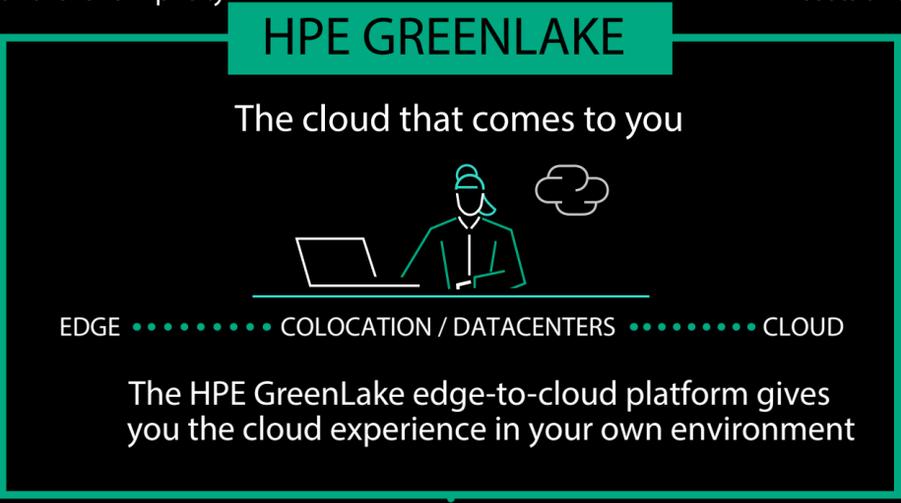
As a result, most IT decision-making today has been a binary decision:



But there's a third way, a new evolutionary leap forward. You can't send everything to the cloud, but you can bring the cloud to everything.

SELF SERVICE
Select and deploy the cloud services you want with point-and-click simplicity

PAY-PER-USE
Get new projects running without heavy upfront costs and delays



MANAGED FOR YOU
Focus more on building your business and generating revenue

SCALE UP AND DOWN
Stay closely aligned with your business needs with easy capacity changes

Why are businesses looking for a third way?

Improved performance and enhanced security are the biggest drivers of migration from public to private or non-cloud environments

In the next 2 years, almost **75%** plan to move some of their workloads from public cloud into dedicated infrastructure environments

By 2023, more than **60%** of cloud-first organizations will replace their strategy with a cloud-smart one



By 2024, over **75%** of infrastructure in edge locations will be operated as-a-service

...as will over **50%** of datacenter infrastructure

With HPE GreenLake, you can move faster, modernize your applications, tap into the power of hybrid cloud, and realize the transformational value of your apps and data.

It's the third way. And it's the next evolution of IT.

LEARN MORE AT [Hypertecdirect.com](https://hypertecdirect.com)

Make the right purchase decision. Contact our preales specialists. Call 866-787-0426 to speak with your Account Executive.

¹ IDC Cloud Pulse 1Q21 Quarterly Summary June 2021
² IDC: Workload Mobility Will Be a Common Practice of Modern IT Operations August 2021
³ Gartner: Move From Cloud First to Cloud Smart to Improve Cloud Journey Success 25 February 2020
⁴ IDC FutureScape: Worldwide Datacenter 2020 Predictions