



# TSS 2021 High level agenda

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# Event Objectives and Format

HPE Technology and Solutions Summit (TSS) is Hewlett Packard Enterprise's largest, annual and most comprehensive technical and solutions knowledge-transfer event.

Since its inception in 2006, HPE TSS has established its reputation as a renowned training initiative. Presales Consultants and Solutions Architects from HPE and partner communities in Europe, Middle East and Africa benefit from direct access to HPE technology experts, engineers and Chief Technologists. You will receive up to the minute training around product developments, roadmap updates, strategic insights and be able to practice and apply your knowledge under non-disclosure.

Experience new technology, talk about current and future IT and learn about major trends in the industry.

## About HPE TSS

- HPE TSS is Hewlett Packard Enterprise's largest and most comprehensive technical and solutions knowledge transfer event for HPE and Partner Presales and Pursuit communities.
- HPE TSS is the place to learn how the major trends in the industry impact our customers and their apps and data. Meet and network with HPE experts and engineers as well as Chief Technologists from the world's most successful organizations.
- Join us to understand how HPE advances the way we live and work, powered by our edge-to-cloud everything-as-a-service strategy.
- HPE TSS hosts HPE Tech Pro University offering a broad range of HPE certification training courses.

## Why attend?

### Let's accelerate next for you

HPE TSS is the place to get real insights and practical next steps to make your transformation real!

### Dedicated time for learning

Personalize your experience and make your agenda your own. With hundreds technical and business break-out sessions to choose from, learn more about current HPE solutions and understand the value of new ones. Watch demonstrations and see firsthand how HPE solutions can help your business and your customers succeed!

### Valuable HPE Continuous Learning Badges

HPE Continuous Learning enables partners to stay up-to-date on the latest HPE products and solutions resulting in higher value and higher margin opportunities with your customers.

HPE has provided a series of comprehensive and concise continuous learning paths for use by both partners and its own field employees to keep them current on the latest innovation in a very efficient manner.

Attending HPE TSS sessions allows you to collect Continuous Learning equivalences for the different Continuous Learning Products & Solutions Badges.

# Event Agenda Structure

The TSS will officially start on Monday, 15 March 2021 at 14:00 (Central European Time (CET)).

**Note:** Session booking will be available 3 weeks prior to event start and will allow you to select the sessions and Hands-on Lab sessions of your choice in advance.

HPE TSS 2021							
Time Zone CET	Monday March 15	Time Zone CET	Tuesday March 16	Time Zone CET	Wednesday March 17	Time Zone CET	Thursday March 18
11:00 - 12:00	HPE Internal Keynote						
12:00 - 13:00							
13:00 - 13:25	Meet the expert	13:00 - 13:25	Meet the expert	13:00 - 13:25	Meet the expert	13:00 - 13:45	Geo sessions
13:30 - 13:55	Meet the expert	13:30 - 13:55	Meet the expert	13:30 - 13:55	Meet the expert		
14:00 - 15:00	HPE Keynote SPONSOR Keynote	14:00 - 14:45	Breakouts and Labs	14:00 - 14:45	Breakouts and Labs	14:00 - 14:45	Breakouts and Labs
15:00 - 15:15		14:45 - 15:00					
15:15 - 16:00	HPE Core & Strategy Sessions	15:00 - 15:45	Sponsor session round	15:00 - 15:45	Sponsor session round	15:00 - 15:45	Breakouts and Labs
16:00 - 16:15		15:45 - 16:15					
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18:15 - 18:40	Meet the expert	18:15 - 18:40	Meet the expert	18:15 - 18:40	Meet the expert	18:15 - 18:40	Meet the expert
18:45 - 19:10	Meet the expert	18:45 - 19:10	Meet the expert	18:45 - 19:10	Meet the expert	18:45 - 19:10	Meet the expert

## Session definition

The HPE TSS offers you a wide variety of learning opportunities. Please find detailed descriptions of all offerings below.

The complete session catalog will be published 3 weeks before the event.

All sessions, and the exhibitors are accessible to event attendees.

Sponsors can attend breakout, demo and core sessions only.

Speakers attendance to hands-on labs and hack shacks is subject to seat availability.

## Session levels

Technical level of our sessions is classified as follows:

- **Awareness:** Session used to disseminate information that provides an individual with the basic knowledge/understanding of a product/solution/service.
- **Competency:** session targeted at individuals having already a first level of information on a product/solution/service and wanting to acquire a deeper technical/business/competitive understanding of the covered topic.
- **Master:** targeted at experts in the covered domain, session will be used to dig into one or few specific aspects related to a product/solution/service.

## Session types

Please find a description of our session types below:

- **Keynotes:**  
Keynotes will be delivered by HPE Executives covering HPE business update and strategy. Our Diamond Sponsor will join us for the HPE Keynote, too.
- **Core sessions:**  
Core sessions will provide the strategic view and introduce the technical topics that will be discussed during the week.
- **Breakout and Demo Sessions**  
In Breakout and Demo Sessions you'll hear about specific topics on our whole HPE product, solution and services portfolio. Breakouts will range from introductory solution overviews to deep-dive technical sessions. You will also have the opportunity to attend breakout sessions delivered by Sponsors. In Demo sessions, our instructors will demonstrate to you our latest solutions and product offerings.
- **Geo Sessions**  
The Geo breakout sessions will gather in the same room all delegates (Partners and HPE delegates) from the same Geo for a networking session which will include discussion around strategic local initiatives and key business priorities.
- **Hands-on Lab Sessions:**  
Dive deep into technology and participate in hands-on-lab sessions.
- **Hack Shack:**  
With software applications integral to businesses of all types, addressing the concerns of developers becomes paramount. The HPE Developer Community Program (HPE DEV) helps expand the ability of HPE and its partners to engage with new personas, such as application developers and data scientists
- **Meet the Experts :**  
Meet the expert session is delivered with a limited number of people registered per session. In this setting you can have deeper discussions with the speaker. Meet the experts sessions are 25 mins. long.

# Track Structure

## HPE TSS 2021 Content Overview

At Hewlett Packard Enterprise's largest partner event of the year, HPE Technology and Solutions Summit 2021, you will experience HPE's industry-leading portfolio and cutting-edge innovations firsthand. With hundreds of sessions, you will hear about HPE technology and solutions that help you simplify Hybrid IT, power the Intelligent Edge and accelerate your digital transformation. You will also get up close and personal with experts on the latest innovations from HPE.

This year the content of the event is built upon the new G7 go-to-market framework, aligning with the changing market landscape, evolving customer needs and priorities and the opportunities for growth for HPE.

## Get ready for success with the G7 plays

The COVID-19 pandemic has accelerated the pace of change, and digital transformation is happening faster than ever. Enabling our customers to thrive in this digital-first economy—where speed and agility are paramount, where customer experience is a key point of differentiation, where data is at the heart of everything, and where AI is now a necessity—is at the heart of our new G7 go-to-market strategy.

The **Growth 7 (G7)** is the HPE FY21 sales and marketing GTM framework that aligns our teams and resources to accelerate our growth and our customers' digital transformation initiatives. Each of the G7 plays is mapped to outcome-based engagement and conversations with customers to support sales and presales teams every step of the way to meet three primary objectives:

- Accelerate our pivot to as a service through our focus on cloud services with HPE GreenLake
- Capitalize on pockets of growth where there are higher growth rates in areas such as dHCI, HPC, VDI, and more
- Position HPE in markets we want to own—the edge

Obviously the new G7 sales and marketing plays are directly tied to our strategy since each of them leads or ends with as a service to reinforce our edge-to-cloud platform as-a-service strategy.

The track structure of this year's event is focused on the solutions you should lead with for each G7 and how each G7 maps to our strategy.

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## The Cloud that Comes to You

On-demand services and outcomes are customer currency in the new digital economy. Bring the cloud experience and operating model to all customer apps and data everywhere—across edges, data centers and colos.

Lead with HPE GreenLake and right mix conversations with HPE Pointnext Services.

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## Transform Your Data-Centric Workloads and Workflows

Customer IT landscape needs to travel with them to the digital economy to not get left behind. Modernize customer applications to gain agility, unify data across data centers, clouds and edges, and bring agility to every stage of the AI, ML, and data science projects.

Lead modernization conversations with HPE Ezmeral Container Platform, AI/ML conversations with HPE Ezmeral ML Ops, and streamlining and unifying data sets with HPE Ezmeral Data Fabric.

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## Unleash the Power of Your Data

Data is the new oil of the digital economy; who owns it, how you store it, manage it, derive insights from it. Accelerate applications, modernize data protection, and enable hybrid cloud with an Intelligent Data Platform that's AI driven, built for cloud, and delivered as a service.

Lead with HPE Intelligent Data Platform, HPE Primera, and HPE Nimble Storage.

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## Simplify and Unlock Agility

Customer IT infrastructure should accelerate their move to the digital economy not hold you back. Power customer apps from edge to cloud and streamline operations with hyperconverged infrastructure that's made to do more.

Lead with HPE Nimble Storage dHCI and HPE SimpliVity.

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## Drive Innovation and Insight on Demand

Product development and insights need to happen at supercomputing speed in the digital economy. Leverage AI and HPC to solve customer's most data-intensive challenges and unlock value from their data, at any scale.

Lead with HPE AI and HPC solutions with HPE Apollo.

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## Reinvent the Way You Work

Unleash customer workforce at the human edge because in the digital economy their team is at the office, at the edge, and everywhere in between. Maximize employee and organizational potential with hybrid workplace solutions for their teams at the office, at home, and everywhere in between.

Lead with HPE VDI solutions and HPE Pointnext Services.

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## Redefine Your Business at the Edge

Connectivity, data processing, and storage at the edge will underpin the next frontier in the digital economy. Create new efficiencies and opportunities by analyzing and acting on data as it's collected—at the edge, in real-time.

Lead with HPE Edgeline, HPE Pointnext Services, HPE Ezmeral, and Aruba.

The G7 is not a framework for mapping products; they represent the top market opportunities, transitions, and customer challenges the HPE end-to-end portfolio and our partners address. They also represent key areas of focus as HPE grows the value parts of our portfolio. In any case, in the track structure of this year's event you will also find other sessions about traditional HPE technologies and solutions to also accelerate our volume portfolio.

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## Data Storage

### Data Hyperconverged

Learn about workload-centric storage solutions and all aspects of the Intelligent Storage Platform through core technical sessions and gain first-hand experience through hands-on labs. Engage with experts in deep-dive meet-the-expert sessions and meet 3rd party solution providers. Throughout the course of the week sessions will be centered on providing you with the knowledge & expertise to understand and successfully sell HPE Storage, HPE's Hyperconverged solutions, and our BigData/Analytics offering.

- Strategy & vision, leveraging assessment tools to broaden the conversation and to uncover incremental opportunities
- How to design and architect workload-centric solutions. Learn about application integrations into HPE Storage, and positioning of lead-with solution architectures
- The latest & greatest on Infosight features & functions across the portfolio
- Competitive intelligence & how to best win & size for winning
- Meet-the-expert sessions with workload and product deep-dives and product line specific updates across the HPE Storage portfolio (Primera, Nimble/dHCI, Simplivity, StoreOnce, Software-defined storage, BigData/Analytics w/ Ezmeral, MSA, XP, Storage networking)
- Latest change to the HPE Storage product & solution portfolio
- Hands-on labs on a lot of the above topical areas

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## Cross HPE - HPE DEV Community

The HPE DEV Team will once again be at TSS 2021 to share important information about the HPE DEV Program. In our virtual exhibition booth, we'll share who we are, what we do, and where you can register to meet one-on-one with any of our technology experts. We will also be delivering both live and on-demand sessions. (Registration is required for these sessions; please refer to the main agenda for more information.)

Our on-demand sessions will feature several of our HPE DEV technology workshops, including the HPE OneView REST API, Redfish, Python 101, and more. Our live sessions will be split into three types:

- One breakout session where you can get to know more about the HPE DEV program and our community
- Three hands-on labs that leverage Jupyter Notebooks focused on HPE Ezmeral-related topics
- "Meet the Experts" sessions where we'll cover three different ways to help you make the most of your community experience
  - Increase your customer engagement by leveraging the Workshops-On-Demand offering!
  - Improve your SoMe presence by writing a technical Blog post with the support of the HPE DEV Team!
  - Boost your customers support by leveraging the richness of our HPE Dev Web Portal !

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## Cross HPE - Vertical solutions

The pandemic of COVID-19 and the digital transformation are impacting and changing business of all industries and customers need to adapt and transform their companies without taking risks.

HPE delivers some core IT solutions and digital transformation technologies to industries like Financial Services, Manufacturing, Telco or Public Sector that help drive innovation, efficiencies and better decision-making through multiple use cases. Join the Vertical Solutions sessions at TSS to learn how to drive meaningful conversations with your customers and highlight the key messages, differentiators and solutions that HPE has for many of these industries. These sessions will let you know more about win stories by sharing real customer experience and leveraging best practices.

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## As a Service – HPE GreenLake Cloud Services

HPE's move to an "as a Service" company is becoming more and more present in the way how and what we sell. It impacts all of us! In this track find out more about the latest HPE GreenLake Cloud Services, supporting workloads ranging from MLOps, containers, VDI to SAP, VMs, storage and more. Learn more about HPE GreenLake Central, our unified portal for customers' on-premise IT. And last but not least, get the latest updates on the fast and easy ways to sell HPE GreenLake!

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## As a Service – HPE GreenLake Management Services

HPE GreenLake Management Services offloads the heavy lifting of running modern IT when and where you need it, allowing them to take advantage of new technologies quickly without waiting until their organization has the skills. In this track, learn more about how the HPE GreenLake Management services team of 23,000 experts remotely monitor, operate, and optimize customers' infrastructure and applications from core to cloud to edge.

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## As a Service – Advisory & Professional Services

Executing digital transformation with the right delivery model, expertise and latest HPE, partner technologies, while also modernizing legacy systems and technologies—at a speed that matches our customers' business. Meet HPE Pointnext Services chief technologists and advisors to explore hybrid cloud, AI, data platforms, security, IoT/Edge and digital workplace topics and also hear how education and management of change enhances the customer experience. This track will cover some of the new approaches from A&PS to driving customer outcomes, creating greater HPE revenue and bigger opportunities.

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## As a Service – Operational Support Services

The Operational Services team understands that success depends on addressing your customer's current and future IT challenges in these highly complex, digital IT environments. Long gone are the days where keeping the lights on was accomplished by simple break/fix. Even in the most tech-savvy companies, things can go wrong with IT which can lead to unplanned downtime, resulting in lost revenue and damage to the brand.

HPE Pointnext Services offers comprehensive and robust end-to-end solutions to guide your customer on a Digital Transformation journey which creates an intelligent, personalized experience helping them to innovate and achieve their goals. It's all part of HPE's vision for a customer-centric experience that puts the customer at the center of everything we do. This new experience blends human and digital services through the seamless integration of our People, Technology and Processes. We'll discuss this further in our Breakout and Meet The Expert sessions.

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## **As a Service – Financial Services**

Any Tech. Any Time. Anywhere.

In this track's sessions meet your own CIO, HPE Financial Services (HPEFS). We will discuss how you can combine the technology insights of a CIO with the financial acumen of a CFO to create innovative, sustainable IT management strategies for your customers. Partner with us and we will create the investment capacity that customers need to accelerate their transformation. We unlock the value of the customer's entire IT estate, from edge to cloud to end user—with multi-vendor solutions—consistently, around the world (in 52 countries). With innovative, sustainable strategies that ensure customer assets and financial plans align to their business goals, HPEFS makes IT investment a force multiplier—and not a stumbling block.

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## **Edge - Aruba Hybrid Cloud - Data Center Networking**

Embrace the Edge

Given the importance of capitalizing on the opportunities at the Edge, it's critical for businesses to ensure that they have the right network foundation. They need to prepare their IT infrastructure for the next big technology transition while ensuring they can quickly respond to the need for business continuity and resilience in the face of unplanned events. That's where Aruba ESP (Edge Services Platform) comes in. It's the industry's first AI-powered platform designed to unify, automate, and secure the Edge. Aruba ESP combines AIOps, Zero Trust Security, and a Unified Infrastructure, with financial and consumption flexibility to help IT.

Join us to learn about Aruba latest innovations powering the Edge Service Platform in the following areas:

- Data center Networking
  - SD-WAN
  - Cloud and on prem network management & automation
  - Zero trust security
  - Mobility software update
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## **Hybrid Cloud - Synergy and Blades**

### **Hybrid Cloud - Core Compute**

### **Hybrid Cloud - Mission Critical Systems**

HPE Synergy is software-defined, composable infrastructure built to serve both as an ideal platform for private cloud and as the next generation of blade technology. It's also perfectly suited for a broad range of workload-specific solutions for a Hybrid Cloud.

HPE ProLiant Servers are the intelligent compute foundation for Hybrid Cloud that delivers unmatched workload optimization, security, and automation, all available as a service.

HPE Mission Critical Solutions (MCS) offers a compute portfolio ranging from HPE Superdome Flex to HPE NonStop to HPE Integrity with HP-UX and is unparalleled for its performance, scalability, and resiliency to power mission-critical applications in a wide variety of customer environments on-prem, off-prem, and in the Hybrid Cloud

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## Hybrid Cloud - Cross Hybrid IT

Combining cloud with on-premises IT delivers unparalleled flexibility and scalability to our customers' business. HPE solutions reduce operational friction, offering a cloud-like experience across the entire infrastructure. With software-enabled automation and simplified hybrid cloud management to streamline and speed operations, customers can focus on new projects that will enable them to deliver a competitive edge.

Learn about solutions and tools that address both on-premises and hybrid cloud deployments. Additionally you will have the opportunity to hear from HPE partners (Red Hat, SUSE, VMware), how they can offer with HPE some powerful solutions to support our customer digital business transformations.

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## Hybrid Cloud - HPE Ezmeral Software

The challenge every customer faces today is how to gain more speed and agility in order to innovate for their own customers. While public cloud helped some applications gain agility, most of our customer's apps and data are in data centers, colocations, and increasingly at the edge. The opportunity is to bring speed and agility to all their developer teams—for all their applications: traditional and cloud native—as well as bring the same DevOps-like agility to their Big Data and AI/ML (machine learning) applications and workflows.

HPE Ezmeral software platform helps enable customers to accelerate their data-driven digital transformation initiatives, speeding adoption of AI-/ML-based analytics and modernizing legacy applications while gaining efficiency and portability. It brings speed and agility to customer's non-cloud-native architectures that require persistent storage and helps accelerate the workflows of analytics and AI/ML projects.

Be sure to schedule time to attend breakout and Meet-the-Expert sessions about HPE Ezmeral Container Platform, HPE Ezmeral Data Fabric, and HPE Ezmeral ML Ops.

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## Hybrid Cloud - High Performance Compute Data - AI

All HPC problems are not created equal!

That's why HPE and our global partners have created a high performance computing (HPC) ecosystem to help solve the world's most complex problems. We continuously collaborate, build, validate and deliver secure, innovative, production-level HPC solutions with leading-edge technologies and services.

Come and learn about HPE HPC solutions scale up or scale out, on-premises or in the cloud, with purpose-built storage and software to power innovation for all your workloads, within your economic requirements.

- Density optimised compute: HPE Apollo delivers purpose-built compute for demanding High Performance Computing (HPC) and Artificial Intelligence (AI) applications.
- Hybrid HPC delivers new capabilities: Take advantage of the powerful blend of on-premises and cloud for HPC applications.

- Discovery enters the exascale era: Exascale supercomputing will help solve the world's most important and complex challenges
- New storage for a new era: HPC & AI storage platform for the exascale era with Cray ClusterStor E1000
- Comprehensive software portfolio: Offering solutions with proven track record of helping customers maximise use of their HPC systems so they can get results faster.