

Technology and Solutions Summit 2019

Plan time to visit the HPE Presales Suite!

Don't miss the opportunity for hands-on demonstrations and one-on-one discussions with experts representing various Presales tools and resources from multiple Business Units.

Opening times

Monday, 11 March	10:30 - 12:30
Tuesday, 12 March	12:30 - 18:30
Wednesday, 13 March	12:30 - 18:30
Thursday, 14 March	10:00 - 16:30
Friday, 15 March	Closed



And when you visit at least 12 of 25 stations you will be entered into the drawings for 1 of the 4 Samsung VR Glasses!



NinjaSTARS

The NinjaSTARS application has been rebuilt from the ground-up and now supports sizing for 3PAR, Nimble and StoreOnce, all in a single application. Get hands-on with the new all-in-one version of NinjaSTARS. This is your chance to meet the developers and learn more about the latest features and provide feedback to influence future direction.

HPE Assessment Foundry (SAF)

The HPE Assessment Foundry (SAF) applications are designed to help understand any workload and environment, providing the analysis to drive solution design using NinjaSTARS, Simplivity Sizer and other sizing tools. SAF has a place in Consultancy or Support engagements, as well as Pre-Sales opportunities, be that for storage arrays, backup or migration/discovery purposes. SAF continues to expand, now including analysis for VMware, NetApp, XIV, XtremIO, Nimble, EMC, Pure and many more storage arrays and application workloads such as Oracle database, as well as integrations with SAN Toolbox and R3T StoreVista and InfoSight.

Come and see the latest features as well as the new "SAF Controller", the GUI interface for the data collection process. All of the SAF Tools will be available to see and the development team of these new tools, as well as old favourites such as R3T StoreVista, NinjaProtected+ and DD Analyser will be available for in-depth discussions. We look forward to meeting you and understanding your future needs.

HPE InfoSight: The AI-driven data center

Visit our experts to answer any of your questions and get a live demo of HPE InfoSight for 3PAR StoreServ, Nimble Storage and HPE Servers. Learn more about Predictive Support Automation and how HPE InfoSight can help prevent the problems that can cause application disruption, and ensure optimal performance and efficient resource utilization.

Compete with the HPE intelligent Storage portfolio, Tools and Resources

Come and learn how to position the portfolio and win with HPE Storage. We can help you articulate the benefits of InfoSight, Memory-Driven Storage and SCM, NVMe, and how (and why) HPE does things differently vs the competition. Lean about the Presales Tools and Resources?

HPE Demonstration Portal and HPE Geneva Customer Innovation Center

HPE Demonstration Portal delivers access anywhere, anytime to key technical resources including live and recorded demonstrations. The Geneva Customer Innovation Center exists to help customer and partner organizations accelerate business outcomes, by providing deep-dive experiences on HPE technologies, solutions and services – on-site in Geneva and remotely from WW.

HPE Pointnext Operational Services and GreenLake

Understand how HPE GreenLake provisions

and integrates hardware, software, and services to create an on-premises solution consumed as a cloud-like service. Learn how HPE Adaptive Management Services help customers to manage and operate their infrastructure, applications and workloads, simplifying their IT Expertise, Analytics, Flexibility - find out why over 4000 HPE Customers choose HPE Datacentre Care tailored services.

HPE Pointnext Advisory and Professional Services

Speak to Pointnext Advisory and Professional Services consultants about their portfolio and learn how you can best leverage HPE expertise for your deals.

HPE Digital Learner subscription services accelerates shift to value

The workforce demographic has changed and the need for digital skills is urgent. How are your customers preparing and supporting their people for technology? Solve it with Digital Learner subscriptions. Watch a demonstration of how our new HPE Digital Learner program can provide better learning experiences and outcomes, with less cost and disruption for our customers' businesses resulting in a more successful digital transformation.

HPE Factory Integration Services (FIS) + HPE Renew + Sustainability and the 5 R's

Speak to Factory Integration and Logistic Services experts about a better Synergy deployment, Partner benefits and upcoming process changes. Plus, learn how you can best leverage HPE's Factory expertise to win customer loyalty. In addition, you can speak to Renew experts about the competitive benefits of Remanufactured Products and how to speak to customers about Sustainability and the 5 R's. *Reduce, Repair, Remanufacture, Re-use, Recycle.

Presales Collaboration with Yammer Communities

In the past years we have created a rich set of communities on Yammer specific for Presales Collaboration. Internal users can find them on Connect Now. For Partners we have created the external network 'Partner Ready Presales Communities'. Please join our booth to learn more about, what we are doing, how it works and how to find your communities. We would like to hear from you, what we should change, what we should do better and what you are missing.

HPE Tech Pro, the new HPE technical enablement framework

This station will provide you with a preview on the HPE Tech Pro program, which aims at creating a technical community of HPE and partners presales, and learn how HPE will help you to:

- **Connect:** Build relationships with HPE and peers through regular connections online, at experience events and via local touches
- **Learn:** Transform enablement to "continuous touch" approach organized how SAs want it

- **Grow:** Incentivize technical community to stay current on HPE priority products and solutions

You will have the possibility to discover program objectives and benefits in general, and also to have a focused discussion on Partner Ready competencies: a state of the art engagement that enables, recognizes and rewards our partners in the market on their solution capabilities.

Aruba Canned Demos and Build Your Own Hands-on experience

Aruba provides partners and employees the tools to be successful in selling HPE's Mobile-First solutions. Among those tools are SEEL, a demo environment in which pre-configured demos can be shown at the customer site. And in WorkBench you can build your own customized network based on the customer requirements. You can test and demonstrate how the solution solves the customer's problems.

The Aruba Tool Box

Find it difficult to keep up with all the different resources, solutions, with the technology and products updates. Come to discover and get the perfect toolbox to stay in sync with Aruba and leverage the ultimate tools you can access. The tour can include:

- **Portals:** Arubapedia / Partner portals / Support portals
- **Tools:** ASE / HCL / CX simulator / IRIS / Workbench
- **Communications:** Partner newsletter / Technical webinars schedule / Support notifications

Aruba Airheads Community and SD-Branch demo room

The Airheads Community is a great place to connect, innovate and share with some of the sharpest mobility enthusiasts in the networking industry. The community delivers world-class service a single platform to share information and help each other find answers through discussion forums, knowledge-base articles, expert blogs, and content on wired and wireless technologies, network security, and all things mobile and IoT.

Whether you are an Airhead member or not, visit the Presales Suite booth and get an update on latest platform enhancements, meet fellow Airheads engineers and have fun!

While there, get a full demo of Aruba's SD-Branch and Smart Office solutions and see how they improve the user and IT staff experience. Don't miss out!

Service Provider Ready Solution, Service Provider Partner Program and Cloud28+

The market is increasingly moving to cloud and hybrid IT delivery models. Learn how HPE enables its Service Provider partners to generate new revenue streams, increase visibility and create new business alliances through Solutions, Partner Ready for Service Providers and Cloud28+.

Discover how HPE Service Provider partners and Cloud28+ can help you to address the

demand to consume cloud services while keeping you and HPE in the game.

HPE OneView Composable Ecosystem

Infrastructure as code, total datacenter automation, on-premise cloud for virtualization and containers - HPE OneView is the glue that makes this possible. And the OneView composable ecosystem is often a key ingredient in deals, with customers asking for partners by name. Stop by, learn how the Composable ecosystem can help you sell, and see demos of tools, techniques, and partner solutions from Ansible, Chef, Docker, Mesosphere, Red Hat, ServiceNow, SUSE and more. hpe.com/info/composable

HPE Container Solutions

Customers are increasingly adopting Container as a part of their application modernization and hybrid cloud strategy. Drop by and learn about the rich portfolio of container solutions that span the HPE product lines and PointNext services. Come talk to our container SMEs regarding any customer, solution, roadmap, and enhancement questions/requests you have.

Deep Learning Cookbook

Artificial Intelligence and Deep Learning is a hot trend in the market place and part of Super 6 for FY19. With a vibrant and fast growing ecosystem and a variety of choices in hardware configurations and software packages, it is hard to pick the most optimal configuration for customers – the effectiveness of hardware/software environment varies depending on the deep learning workload. Come and see how the HPE Deep Learning cook book, an innovation from Labs, can help simplify and help you present the optimal configuration to customers.

HPE Economics (HPEFEFS) IT Consumption and Financing

HPE Economics 1:1 discussions to help clarify and support colleagues.

WW TechHub

WW TechHub provides centralized Presales support for HPE Sales, Presales, Platinum, Gold and Silver Partners as well as Distributors across the CEEMA, DACH and Russia, France, Northern Europe, Southern Europe and UK1 geographies (formerly EMEA) where monthly, in average 70 countries use its services.

HPE Canary and Solutions Depot 2

HPE Canary: In database opportunities, when proposing a solution the key differentiator is understanding the customer workload. This involves collecting data from existing database environment for the duration of period. Typically it takes hours to days even for a well-seasoned database administrator to analyse data manually. HPE Canary can automatically analyse the collected Oracle or MS SQL Server data and send a report to requester within minutes through self-service model. HPE sales associates or enterprise architects in the field can use the report to propose right server/storage solution and substantiate it with data.

Solutions Depot 2.0: Solutions and emerging technology use cases (Blockchain, Container-as-a-Service, VMware vRealize/VCF, Secure Workspace and AI/ML/DL)

Know it. Sell it. Seismic.

Visit our experts to answer any of your questions and get a live demo of the HPE sales enablement tool, Seismic. Learn how to quickly find the sales materials you need to transform your customers' business.

DCS: Synergy and OneView Datacenter Simulator

Data center simulator is an appliance that simulates the current data center enabling one to test OneView with simulated hardware that encapsulates all the characteristics of the real hardware.

The transition between real and simulated hardware is transparent for an OneView user. While the initial intent was to enable engineering test teams such to run performance/scale tests simulating large environment, DCS is however no longer confined to that.

DCS is also being actively used by the OneView development teams, L&D for training, Marketing and Presales group to provide demos and Hands-on-labs at customer events such as Discover, Aspire and TSS.

We show here a demonstration of HPE Synergy Composer 4.2 DCS. Installation tips (cloud and laptop), schematics details, limitation versus real hardware. Suggestions for improvement are expected and greatly appreciated. DCS distribution is available for HPE internal and partner only, NOT for customer.

OCA (One Config Advanced)

One Config Advanced (OCA) is the primary configuration tool for Hewlett Packard Enterprise solutions.

OCA allows technical users to build configurations easier. It is used for large and complex configuration solutions. It offers an intuitive, web-based user interface that is efficient to use and includes the capture of customer intent documentation within the configuration experience.

The tool provides an effective method to search, clone, breakout, filter, select additional column attributes and save favorite sub-configurations that can be re-used.

Life Cycle Information tool

Technologies and products transitions anticipation is a critical success factor in catalog based businesses. However, volume of data to gather and map to bill of material makes it a tough manual task.

HPE offers a life cycle management solution available WW through our HPE Partner portal where OEM partners and HPE internal can team on the same catalog view. This tool supports scalable, ondemand, always on, and automatic proactive notification to sustain business continuity in particular in OEM verticals, as well as all catalog based businesses.