



# Tracks Descriptions

## **HPE TSS : Transformation in action**

We live in a digital world, where technology is changing our experiences and disrupting businesses every day. Businesses of any size can turn an idea today into a new service or a better experience for their customers tomorrow. This is the New Style of Business. At HPE, we see the customer's journey to the New Style of Business through four Transformation Areas. They can help IT transform into a value creator, helping contain costs by running their traditional IT efficiently, while creating the outcomes your customer wants for their business.

The TSS content tracks are aligned to these 4 Transformation Areas and you will learn how we can be successful together with our customers.



### **Empower the data-driven organization**

Rapid evolution in technology has created a distributed, digital world – data is everywhere, and presents new opportunities to capture value, as well as new sources of risk. To compete, businesses must harness 100% of their data, regardless of source or scale, and generate the actionable insights that can drive better business outcomes.

### **Transform to a hybrid infrastructure**

Hybrid is a reality – in the New Style of Business, extracting optimum performance and efficiency from the customer's applications is essential. The best environment for their apps, whether traditional, consumed as a service, or cloud-native, is unique to their business. Whatever the customer needs, HP has the right fit for the right workload.

### **Protect your digital enterprise**

Protection is top of mind – all businesses must manage the emerging risks created by the proliferation of apps, new consumption models and the shift to mobile and cloud. With HPE, your customers can access all the benefits of an app-centric, hybrid world, while proactively protecting their network, business data and interactions across any location or device.

### **Enable workplace productivity**

The workplace is everywhere – and delivering a superior user experience to your customers, employees and partners is a major driver of productivity. To be competitive, the modern enterprise needs to support ubiquitous access, seamless communication and high-performing applications, all without jeopardizing data security and corporate assets.

### **Infrastructure for the New Style of Business**

- **Networking:** In the Networking track, you will be able to increase your knowledge on the HPE Aruba innovative architectures, technologies & solutions for the Mobile First and Cloud First area.  
HPE Aruba end-to-end product portfolio spans the access layer and the data center. Based on a history of innovation, this portfolio redefines the concepts of networking away from the fixed, static client-server model of the past decade, to a software-based approach that enable seamless and secure access to cloud-based apps from mobile devices. The portfolio provides the scale and flexibility for the most demanding data centers, the intelligence and context-aware attributes needed for the digital workplace, with the simplicity and ease of operations purpose designed for the smallest of businesses. The results are dramatically improved productivity and lower operational costs.
- **Servers:** This track includes rack and tower HPE ProLiant servers as well as covers server software partners and the server options business, Integrity NonStop systems, Integrity servers, HP-UX and OpenVMS operating environments, all blades infrastructure and x86/MCx86 blades, Virtual Connect and our portfolio of high-end Xeon-EX servers,

the HP Moonshot portfolio, x86-based hyperscale servers, Performance-Optimized Datacenters (PODs), and solutions for high-performance computing.

- **Open Source:** New this year at TSS, the "Open Source" track. From a pure Linux play OpenSource is now a model that is largely adopted not only by users, but also by corporations that are becoming big contributors to OpenSource software Linux, OpenStack, Hadoop, In this track you will heard about the latest information and development that HPE is doing on the OpenSource domain.
- **Storage:** Converged infrastructure is changing the way people buy and deploy storage. Not only is storage an increasingly important component of future data centers, HP is also offering a new approach to run storage. Regardless of whether you have virtualized your infrastructure, whether you have just started your journey to the cloud or run your environment the traditional way, your approach to deploying, managing, and provisioning storage needs to radically change in order to increase the efficiency and agility of your IT infrastructure. Learn how HP storage offers you unique benefits to make your converged infrastructure a reality.
- **Industry Alliances:** HPE customers are relentlessly trying to improve their business drivers. For that they are facing challenges and they want HPE helping them facing these challenges. They also want HPE acting as a partner to overtake the competition by providing solutions that will increase the efficiency, reduce the OPEX/CAPEX and the go to market time, improve the quality of service. HPE works closely with alliance partners in order to build these solutions. Among them, SAP, Microsoft are Oracle are major because of the volume of the business and the deals size. During this event, SAP, Microsoft and Oracle tracks will bring key differentiators and value added solutions that will help you closing the strategic deals you are working on.
- **Converged Data Center Infrastructure:** The Converged Data Center Infrastructure (CDI) track is based on HPE's long standing commitment to provide converged infrastructure solutions for the data center, that are optimized for specific, critical workloads as well as providing the preferred solution onto which HPE's Helion CloudSystem can be used to support native or hybrid cloud deployments.

The pressure on businesses that rely on traditional IT services has never been greater, largely caused by new agile companies entering their market that don't have the restriction of having to run and maintain environments that have evolved over many years. The need for these organizations to modernize has never been greater. Converged Data Center Infrastructure solutions support the modernization of environments that allow organizations to deploy solutions to meet specific workload requirements or support hybrid cloud deployments, faster and in a more agile way.

- **Internet of things (IoT):** One of the key components of digitization, the Internet of Things, is a new track for TSS where all the transformation areas are relevant. It is a new go to market with technology drawn from the entire HPE portfolio of products and services but with a key difference to our current business. Like the transformation area solutions the opportunities lie with the line of business owners and not IT. IOT demands whole solutions that enable provable business outcomes, for example increased revenue, cost saving, new businesses, improved visibility and reduced risk. Crossing all industry verticals HPE has opportunities to enable customer's own builds and also provide build and run services.

- **Big Data:** Data is the most valuable currency in the idea economy, where ideas that hit the market the fastest—win. Big data done right extracts value immediately to make customers happy, inform big decisions quickly, and find the waste and risk that should be eliminated first. When big data becomes business practice, the experiment ends and the experience wins. Hewlett Packard Enterprise innovates in software, services and big data infrastructure to make data tangible for our customers’ business, right now.
- **Technology Services Support:** Support services are much more than break/fix. Support services help you navigate this ever increasing complexity of IT solutions without accidents and with a strong focus on getting it right and keeping it right. Support services also help to avoid downtime rather than dealing with “IT” after it happens, especially for business critical IT. Join this track to learn how our support consultants (from support engineers to business critical consultants) bring to you proven best practices, trusted advice, strong customer relationships and a breadth of technical expertise to complement your IT staff where ever needed.
- **Service Providers:** IT Service providers face intense market pressures and opportunities, requiring focused technology options and support. HPE understands your objectives and goals to align services to their demands. Our range of financing, infrastructure and software solutions are purpose-built and ready-to-run to speed the development of your new cloud services while enabling you to meet your customers’ service level agreements (SLAs) and security requirements. HPE Service Provider Ready solutions enable you to reduce cost with a scalable and efficient work-load optimized infrastructure that is automated and simplified for deployment and management of the services.  
Learn how you can prosper in a rapidly evolving market and survive the storm.
- **OpenNFV:** Network functions are used within a CSP context to provide connectivity ( e.g. phone call, LTE, SMS,...). These NF are traditionally realized as standalone HW/SW solutions. NFV transformation will place these NF as a VM on a virtualized infrastructure.  
**OpenNFV:** OpenNFV is the way HPE, together with its partners, provides the new NFV technology towards the customer.  
OpenNFV contains the HW/SW technology, the architecture and the business solutions for providing a customer NFV technology.

### Software

Digitization of Everything, the Internet of Things, the New Style of Business combining Core IT and Fluid IT are the hot subjects in the market today.

HPE Software provides game changing innovations to help our customers with new solution to measure end customers happiness when using their mobile applications or implementing DevOps to become more agile. HPE’s software solutions are fully aligned with the Transformation Areas so come.

Join us for the sessions to learn more.