

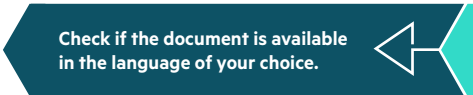
Hewlett Packard  
Enterprise

Brochure

# TIMELESS STORAGE

HPE Nimble Storage





Cloud, flash, insatiable data growth, and massive infrastructure complexity can cripple data storage investments. Organizations on a digital transformation journey require simplicity, agility, speed, and expanded consumption models. These models should go beyond the traditional approach where the storage purchase depreciates over a three- to five-year period or leasing that spreads payments over the life of the product. Today's needs include new cloud-like subscription and pay-as-you-go options. We're on a mission to change enterprise data services, with confidence, cloud-like agility, simplicity, and ease of use, with the flash storage you need, when you need it.

With Timeless Storage for HPE Nimble Storage,<sup>1</sup> you can do away with unplanned downtime, forklift upgrades, and per-feature pricing.

Timeless Storage for HPE Nimble Storage future-proofs your storage investment to deliver value and performance for today and tomorrow. It's time to focus on innovation and propel your business into the future.

## A UNIQUE OWNERSHIP EXPERIENCE FOR STORAGE

We're changing the enterprise storage experience and the way you consume it. It's enabling the enterprise to consistently deliver, with confidence, the flash storage you need, when you need it, taking the focus off infrastructure. With Timeless Storage for HPE Nimble Storage, unplanned downtime, forklift upgrades, and per-feature pricing are a thing of the past.

**TABLE 1.** Timeless Storage for HPE Nimble Storage

Today	Tomorrow	Timeless
<b><u>HPE Nimble Storage Satisfaction Guarantee</u></b> 30 days risk free	<b><u>99.9999% availability guarantee</u></b> Keep your apps running	<b>Performance refresh</b> Minimum 25% increase <sup>2</sup>
<b><u>HPE Store More Guarantee</u></b> Spend less—get more	<b><u>Flat support pricing</u></b> Lock down support costs up front	<b>Technology refresh</b> Your storage architecture stays always up-to-date
<b>All-inclusive software</b> Unlock the value of your flash storage	<b>AI and Machine Learning</b> Automatically predict and prevent issues	<b>Flash on your terms</b> Multiple payment options for full flexibility

## TODAY

### HPE Nimble Storage Satisfaction Guarantee

We guarantee that you'll have superior experience with your new arrays. You can experience HPE Nimble Storage for 30 days at no risk. We're confident that you'll join more than 15,000 customers and be absolutely satisfied with your arrays and the radically simpler storage experience.

Click [here](#) for more information

### HPE Store More Guarantee

The advanced data reduction technologies from HPE Nimble Storage change the economics of flash and help you get the most out of your system's flash capacity while improving flash media endurance.

Store more data per raw terabyte with HPE Nimble Storage compared to the competition. Get more for less with better overall efficiency. We back this up with guaranteed data reduction ratios for your workloads. It's as simple as that.

Full terms and conditions are [here](#).

### All-inclusive software

Unlock the full potential of HPE Nimble Storage with our all-inclusive software licensing structure. Get access to our operating system features and enhancements, including HPE InfoSight, at no additional costs.

For more information:

[HPE Nimble Storage Adaptive Flash Arrays](#)

[All-Flash Arrays](#)

<sup>1</sup> This brochure describes the program as of September 2019. It does not apply to customers who purchased the HPE Controller Refresh Service prior to this date.

<sup>2</sup> Based on 50/50 read/write random IO at 4K blocks, with deduplication and compression enabled, as reported in the InfoSight Primary Storage Sizing Tool. HPE does not provide any guarantee with respect to performance increase.



**HPE Get 6-Nines Guarantee**

Application uptime is more important today than it has ever been. Loss of access to data means lost time and money. You need highly available storage that will assure your uptime for your business-critical applications. You need storage that eliminates the unexpected.

HPE guarantees 99.9999% on Nimble Storage arrays. This guarantee is standard on new and existing arrays, costs nothing, and contains no onerous terms.

See full details [here](#).

**TOMORROW**

**Predictable support pricing**

Get flat support pricing for the life of your HPE Nimble Storage platform. Because you lock down this pricing up front, you're able to get the most out of your storage—worry free.

See full details [here](#).

**Radical simplicity**

HPE Nimble Storage automatically predicts and prevents 86% of problems before you even know there has been an issue. The support service is transformed through cloud-based predictive analytics and Level 3-only support. This holistic view across the infrastructure stack resolves problems beyond just storage. The predictive analytics of HPE Nimble Storage simplifies planning with prescriptive forecasts into capacity, performance, and bandwidth requirements. It makes your infrastructure smarter and more reliable by learning from the installed base.

See full details [here](#).

**TIMELESS**

**Technology refresh**

Storage technology is always on the move evolving to meet the demands of accelerating data growth and new workloads faster and denser, with more cost-effective technology. Timeless Storage lets you take the worry out of keeping your flash storage fresh, current, and modern with the latest technology so you can avoid costly rip-and-replace cycles that end with forklift upgrades.

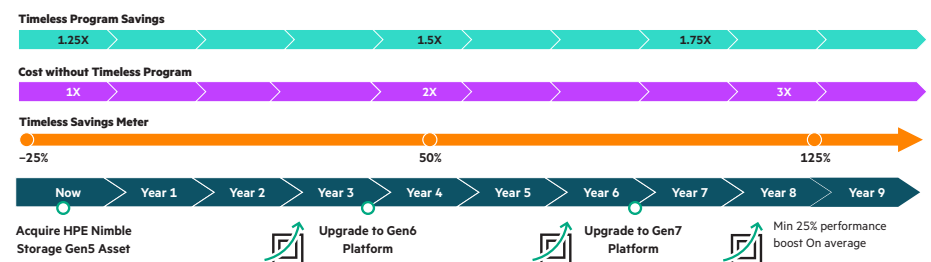
Keep your storage continuously up-to-date with a technology refresh every three years—or sooner, if required.<sup>3</sup>

The best part is there are no strings attached. No renewal is required in order to receive your first Technology Refresh and there is no requirement that you renew the Timeless Storage program after you undergo a technology refresh.

Refer to the [Services Data Sheet](#) for full details, terms, and conditions pertaining to the HPE Controller Refresh and the Timeless Storage program.

**Performance refresh**

Minimum 25% performance increase when moving from current to new generation.<sup>4</sup> On average, Nimble Storage customers experience 50% performance boost via technology refresh.



<sup>3</sup> After 1 year in the program, customers are eligible to request early exercise of the technology refresh. Exceptions are approved at the sole discretion of HPE and may result in additional charges.

<sup>4</sup> Based on 50/50 read/write random IO at 4K blocks, with dedupe and compression enabled, as reported in the InfoSight Primary Storage Sizing Tool. HPE does not provide any guarantee with respect to performance increase.

**FIGURE 1.** Timeless Storage vs. Legacy Storage Purchasing Models



## Get endless value from your all-flash investments

Timeless Storage for HPE Nimble Storage transforms and future-proofs the storage ownership experience. You no longer have to stress over purchasing, managing, or upgrading your storage systems, or disruptive forklift upgrades.

## LEARN MORE AT [Timeless Storage](#)

### Media Trade-in Credits

With Timeless Storage, you can achieve a full system refresh every six years with the latest storage and controller technology, including NVMe and beyond. In fact, if you buy 3X as much storage as your original flash capacity, we'll give you a 105% media credit toward new flash media, and you will never pay for the same storage again.

After the completion of year six in the program, you have the option to:

- Purchase 3X your existing capacity to, receive **105%** credit for your existing capacity
- Purchase 2X your existing capacity to, receive **70%** credit for your existing capacity
- Purchase 1X your existing capacity to, receive **35%** credit for your existing capacity

Media Trade-in Credits require new raw capacity purchase equivalent to existing raw capacity or greater. With the Media Trade-in feature of the Timeless Storage program for HPE Nimble Storage, you have the ability to exercise two Media Credit refreshes in 10 years.

### Flash on your terms

Accelerating the performance of your workloads doesn't have to be complicated or unpredictable. Whether you want to buy your flash storage outright or consume it like a cloud service and only pay for what you use, HPE has a wide range of programs that can be tailored to best fit your flash storage, your way. Let the HPE team discuss these options with you and get you into flash storage that's timeless.

With Nimble Storage, all of your hardware—including media—is always under warranty as long you have an active support contract associated with the storage asset.

## FLEXIBLE PAYMENT OPTIONS

**Monthly payment option:** One flat monthly fee for 10 years or more

**Purchase:** Flexible up-front purchase options

**Hybrid:** Flexibility to purchase hardware and subscribe to support on a monthly basis

For a predictable monthly payment, you can choose your desired HPE Nimble Storage configuration along with Timeless Storage for a worry-free, future-proof, cloud-ready solution.

### Monthly payment option benefits

- Conserve capital: No large, up-front purchase to make
- Make predictable and affordable monthly payments
- Eco-friendly equipment disposal support
- Flexible end-of-terms options
- Option to renew or extend without an increase in your monthly payment

### End-of-term options for monthly payment programs

- Renew Timeless Storage support and continue to upgrade to next-generation solutions
- Continue month-to-month with current solution or
- Return the equipment to HPE and acquire a new HPE Nimble Storage solution

Make the right purchase decision.  
Contact our presales specialists.



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