



Hewlett Packard
Enterprise

Enabling Outcomes with NaaS

HPE GreenLake for Networking

Jeff Sears, NaaS Sales Manager

October 1, 2024

Recent macro events have accelerated unanticipated investments

Hyper-
distributed work



**Edge
connectivity**

AR / VR for
manufacturing



**Network
modernization**

Hybrid /
Distance learning



Curbside pickup/
Drive thrus



A network can either enable or inhibit business



Shifting the focus of the network

From

Device-focused

Controlling networks

- Constraints of network functionality holds back business
- Built for steady state
- Tech lifecycle driven, rigid upgrade windows

Inhibitor

To

Outcomes-focused

Orchestrating network services

- The business drives the network
- Architected for change and responsiveness
- Predictable economics, flexible commercial terms

Enabler



As business moves, the network must follow

Enabling outcomes requires new levels of agility and flexibility



It's time to **rethink** how networks are purchased, deployed and managed



The market is shifting towards NaaS

“

It's an exciting time in the enterprise NaaS market.

Market awareness and use of NaaS is expanding, which in turn drives a new appreciation for the ability of NaaS to deliver financial benefits such as predictable costs and easier budgeting.¹

”

IDC

“

NaaS's future is bright.

NaaS gives customers a seamless network experience in return for monthly payments, while eliminating the worry of service-related issues and frequent, costly capital expense (capex) upgrades.²

”

Kearney

“

NaaS is a natural progression.

We see heightened demand for different consumption models throughout the differing campus networks of Ethernet switching, Wireless LAN, and SD-WAN, especially as customers look towards subscription models.³

”

650 Group

¹Source: IDC White Paper sponsored by HPE, NaaS State of the Market: As Adoption Continues, Benefits of as a Service Models Crystalize Doc#US50530723, April 2023

²Source: Kearney, “Agile networking: how NaaS is challenging the traditional enterprise networking market,” Sridhar Narasimhan, Tanya Khera, Shuhei Umemoto, August 23, 2023

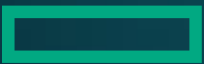
³Source: 650 Group, “650 Group Launches New Research Report Series Focused on Network-as-a-Service,” March 23, 2022

NaaS unlocks the flexibility and agility networks need

- 1 Accelerate time-to-value** on network investments
- 2 Predictable, pay-as-you-go budgeting** via a subscription-based or flexible consumption model
- 3 Ensure infrastructure is always ready** to support the business
- 4 Mitigate potential risks** to network security and performance
- 5 Free up IT staff** to focus on strategic projects
- 6 Refresh technology** faster and more sustainably



HPE GreenLake for Networking



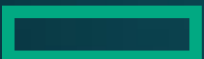
“

In 2019 we introduced our strategy to deliver everything as a service through HPE GreenLake. Since then, **our strategy has been a winner**, as customers increasingly seek to combine the modern cloud experience with the control, governance, performance, and predictability of hybrid cloud.

”

Antonio Neri

June 2023



HPE GreenLake

Advancing the hybrid cloud experience



\$12B+

TCV booked
to date

27K+

customer
organizations

1,100

partners ready
and selling

3.4M+

connected
devices

97%

customer
retention

**20+
Exabyte**

data under
management

HPE GreenLake

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NaaS means it doesn't matter
what the **underlying**
infrastructure is.

NOT TRUE !!!!

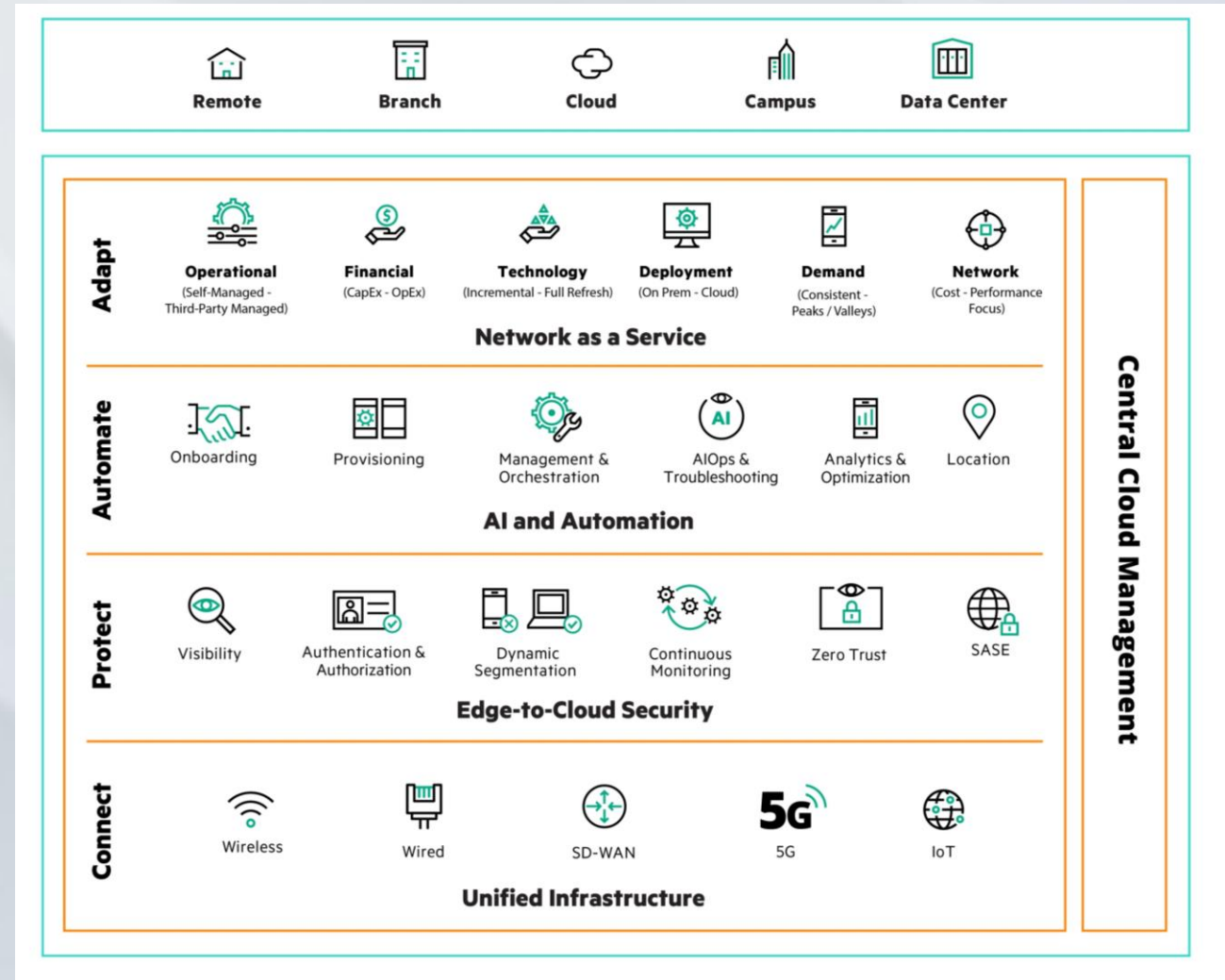
HPE Aruba Networking ESP (Edge Services Platform)

Powering HPE GreenLake for Networking

**Mature, reliable
hardware/CPE and software**

**Recognized as a market
leader by Gartner¹**

**Flexible acquisition, deployment,
and operational models**



¹Gartner Magic Quadrant for Enterprise Wired and Wireless LAN Infrastructure, By Mike Toussaint, Tim Zimmerman, Christian Canales, Published 21 December 2022

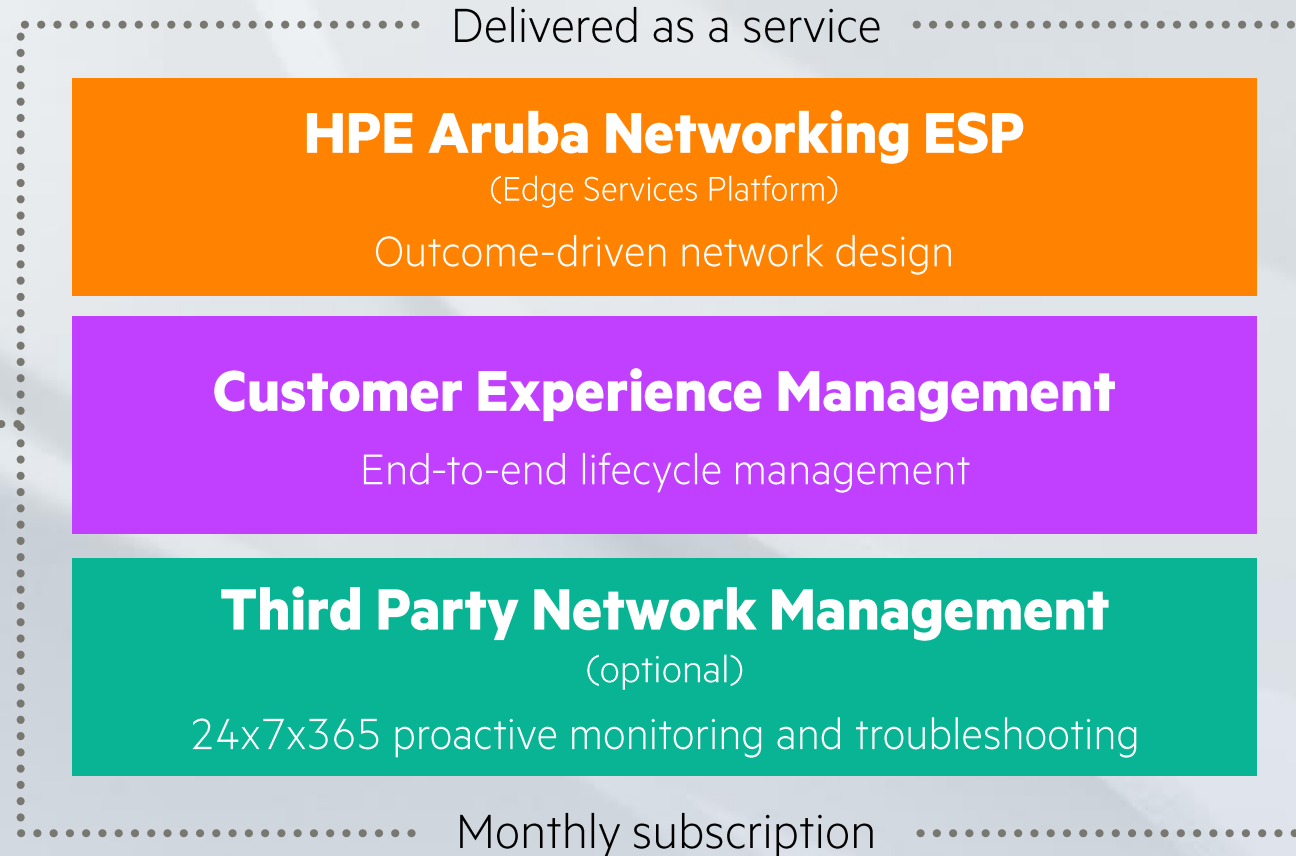
Reinventing how edge connectivity can be consumed

**HPE GreenLake
for Networking**



Reinventing how edge connectivity can be consumed

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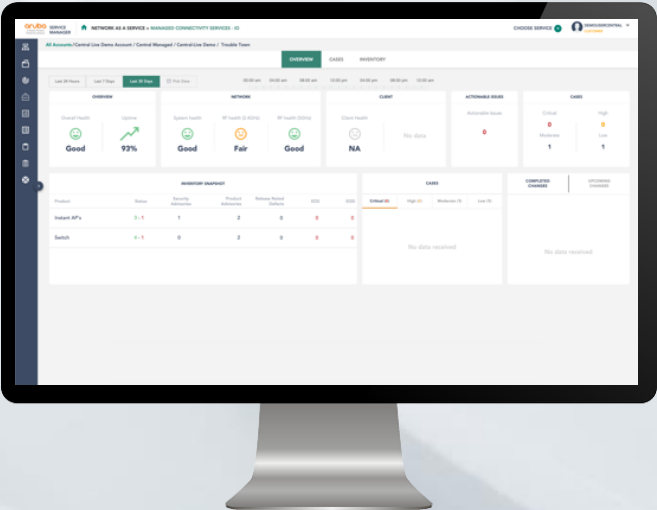
Customer Experience Management

(CEM)



Customer Experience Management (CEM)

Combining digital insights and solution expertise to lower risk and accelerate ROI



Digital insights*

Customer success*

Complete visibility into network operations

End-to-end lifecycle management

Guided onboarding

Consistent communication

Detailed reporting

Proactive recommendations

* May be delivered by Aruba partners

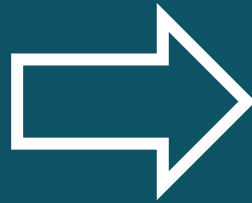
Assuring customer success through the entire NaaS journey



Delivering agility and flexibility for innovative organizations

~300,000

devices under
HPE GreenLake for Networking
subscriptions



Wireless



Wired



SD-WAN



UXI



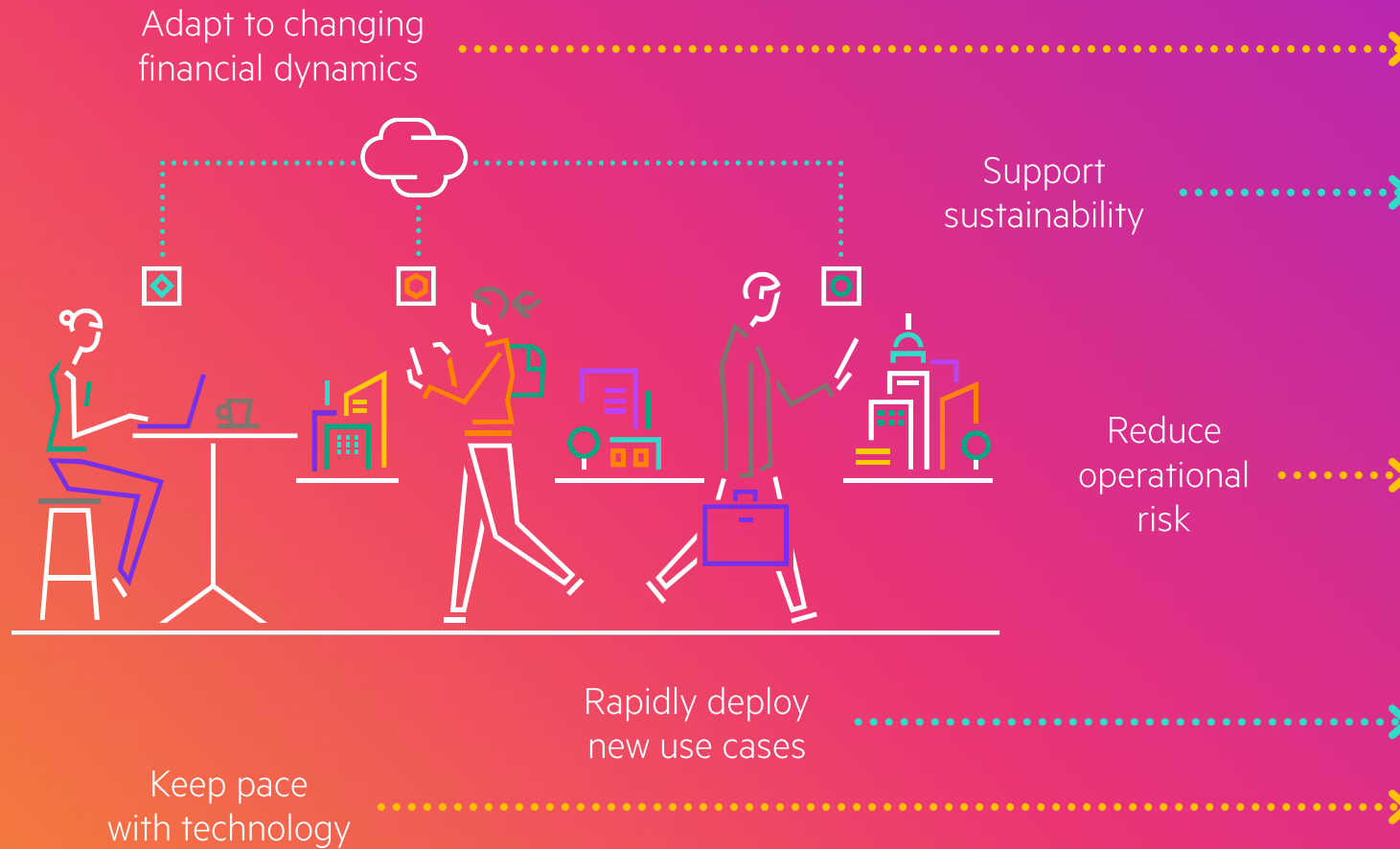
CARmax



**Brookfield
Properties**



Move at the speed of business with HPE GreenLake for Networking



HPE GreenLake for Networking

Subscription/OPEX model
Flex up capabilities

Easy and secure repurpose,
reuse and disposal of equipment

Deeper understanding of the network
Optimized performance and security

Subscription add-on
Outsourced network operations

Frictionless upgrades of market-
leading hardware and software



Thank you

