



IT demands can be unpredictable

A new consumption model for IT can deliver:

Reduction in cost; pay per use, conserve capital

Faster time to market – more business agility

Reduced business, IT and purchasing risk

Operational efficiency and stability

More flexibility and choices in placement of IT workloads

Align cash flow to the business, for better ROI

What HPE Flexible Capacity provides:

HPE Flexible Capacity service gives you a public cloud experience with the benefits of on-premises IT. This pay-as-you-grow solution allows you to instantly scale up or down without the usual procurement process, preparing you for the changes in demand. We bill for your capacity at a price/server/ GB/port/month every month and add additional capacity as you grow.

With HPE Flexible Capacity, you get:

Metered pay per use¹

Capacity installed onsite with extra “buffer”

Ongoing demand and risk management

Support for the IT environment

Billed as a service from HPE

Benefits You Realize with HPE Flexible Capacity

Instant access to capacity to speed time-to-market:

- Use additional capacity quickly, with a ready-for-use incremental buffer onsite
- Replenish this buffer as needed, without initiating a full procurement cycle



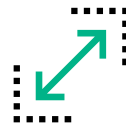
Financial flexibility to manage cost, gain efficiencies:

- Pay for the capacity you use¹
- Conserve capital— potentially qualifies as OPEX²
- Avoid the cost of over-provisioning to handle unexpected growth



Reduced risk, increased flexibility:

- Gain IT stability and agility with Datacenter Care support & expertise included.
- Share risk of over/under capacity
- Leverage new technology during the agreement



Tailor your HPE Flexible Capacity solution

HPE Flexible Capacity can include:



Servers, converged and composable systems, storage, networking, and services



Software from HPE and other vendors



Private and hybrid cloud

Erasmus leverages HPE flexibility for new solutions

“ Using on-demand HPE Flexible Capacity means that we no longer risk running out of storage capacity or having too much money tied up in unused storage. ”

- Nico Drost, IT director, Erasmus Medical Centre

“ Time-to-value for new Eshgro and Diabolo clients is a hundredfold faster. Eshgro can set up a client with virtual servers and storage within hours where it previously needed lead times of three to four weeks. ”

- Anton Loeffen, CEO, Eshgro

Participate in the HPE Flexible Capacity Transformation Workshop

Connect with HPE to design a HPE Flexible Capacity experience tailored to meet your business needs.

Resources:

For more on HPE Flexible Capacity, visit us at www.hp.com/services/fc

For more on the Erasmus case study, visit <http://www8.hp.com/h20195/v2/GetPDF.aspx/4AA5-434EEW.pdf>

For more on the Eshgro case study, visit <http://h20195.www2.hp.com/V2/GetDocument.aspx?docname=4AA4-7558ENW&cc=us&lc=en>

¹ Subject to minimum capacity commitment

² Customers must obtain their own financial advice on the treatment of flexible capacity and pay per use