



HPE Hybrid IT Server Partner Program

Validating the software applications customers' businesses depend on

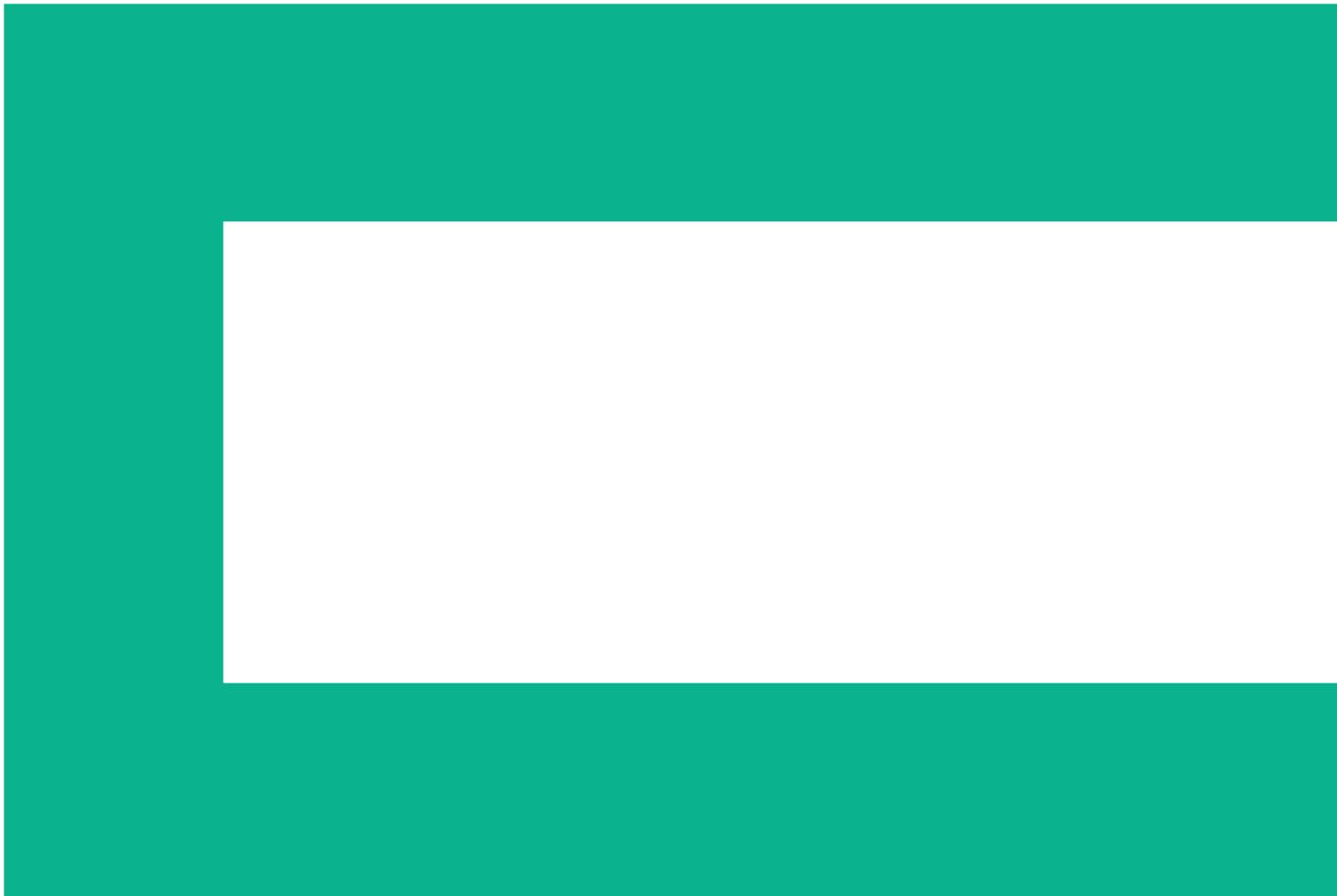


Table of contents

- 2 Introduction
- 3 HPE Hybrid IT Server Partner Program
 - 3 Enabling ISVs
- 4 HPE Hybrid IT Server Partner Program Lab

Customers depend on software applications to drive and transform their businesses and in support of this view, HPE has established the HPE Hybrid IT Server Partner Program.

Hewlett Packard Enterprise recognizes a customer's affinity for the applications that best suit their businesses today and align them for the business transformations required in the future. That is why HPE Servers established the **HPE Hybrid IT Server Partner Program**. In an effort to ease a customer's server decision associated with their application needs, HPE Servers seeks to provide customers with a growing catalog of applications that independent software vendors (ISVs) have validated in a dedicated HPE lab.

Introduction

Hewlett Packard Enterprise provides a broad server portfolio to address computing requirements for small and medium businesses (SMBs) to enterprise customers. HPE is committed to engaging with companies that address customer needs across multiple markets.

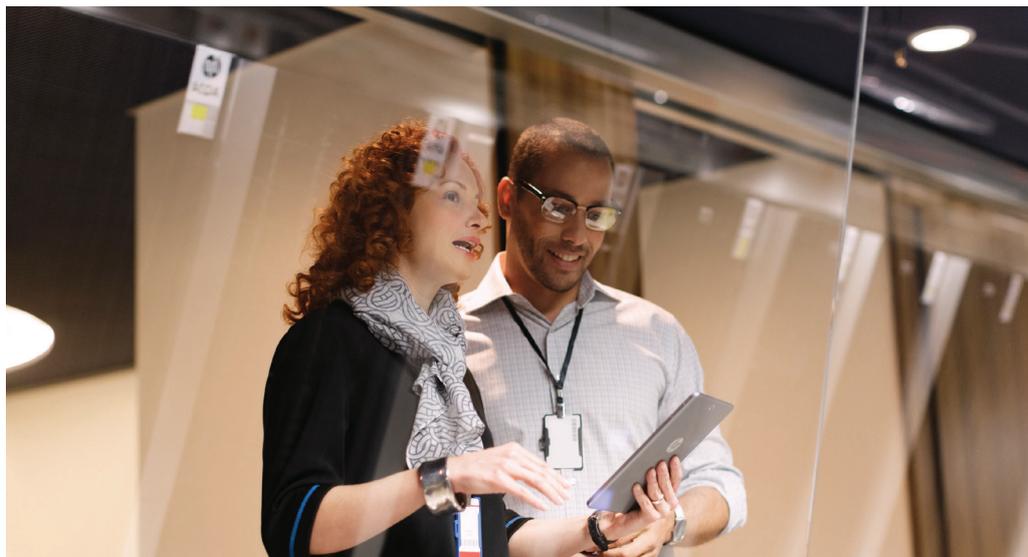
How we meet and exceed our customers compute demands is proven by **HPE's server market leadership** for over 20 years.

Hewlett Packard Enterprise has designed the HPE Hybrid IT Server Partner Program to offer ISVs a framework to self-verify the interoperability of their applications on multiple form factors found in the HPE Servers portfolio including rack, tower, blade, density-optimized, and cloud servers. The program provides a seamless approach for ISVs to complete the self-validation process of server-based software applications on the latest generation of HPE Servers without the need to acquire test equipment as one of the key benefits.

Hewlett Packard Enterprise created the HPE Hybrid IT Server Partner Program as a means to address customer application validation needs by establishing a streamlined validation process on the latest generation of HPE x86 server platforms.



HPE insignias are available to ISV partners once testing is completed.



HPE Servers are globally acclaimed for quality, reliability, and customer satisfaction.

The 10 Coolest Servers of 2016—HPE ProLiant DL360



2016 Products of the Year—Servers, General Purpose HPE ProLiant DL380 Gen9

2016 IT BRAND Market Leader—Enterprise Blade Server

2015 IT BRAND Market, Performance, Innovation, Reliability Leader—Enterprise Rackmount Server



2015 IT BRAND Market, Performance, Innovation, Reliability Leader—Enterprise Blade Server

HPE Hybrid IT Server Partner Program

As evidenced by industry trends, companies' technology needs are evolving and increasingly relying on software applications on differentiated compute to stay ahead of the competition. Hewlett Packard Enterprise aims to simplify the software application selection process for the customer, and also to engage with HPE Servers sales teams. It takes the guesswork out of the selection process by providing insights to the software applications that have already been verified on industry-standard servers, many of which are sourced already at customer sites and/or data centers.

As a market leader, Hewlett Packard Enterprise is working to enable ISVs to seamlessly validate their applications. The HPE Servers group offers a simple step-by-step approach for ISVs to complete the self-verification of server-based software applications. ISVs have access to the latest generation of HPE Servers without the need to acquire test equipment.

Enabling ISVs

- Validate their applications on an extensive portfolio of latest HPE Servers, which include Rack and Tower, Hyperscale, BladeSystem, Cloudline, and Synergy.
- Eliminate major investments in server hardware to validate applications with the HPE Hybrid IT Server Partner Program.
- ISV applications can stay current by validating their applications on the latest generally available hardware.
- Make available innovative and cutting-edge technologies like Persistent Memory to ISVs to allow them enhance their applications.
- ISVs get visibility with HPE customers, which is important, as Hewlett Packard Enterprise is the **market share leader** in the technology industry.
- Partners can feature their application as a tested configuration on the program pages, allowing customers to quickly reference verified applications and optionally create HPE and partner-branded reference configurations.
- ISV partners can use insignias provided by HPE for marketing purposes once testing is completed.

Did you know that...

Our customers have made us the market share leader for 81 consecutive quarters! For over 20 consecutive years, HPE ProLiant x86 servers lead in both revenue and server shipments.

- Has an ecosystem of 100,000 partners
- Boasts over 1,000,000 customers in last 25 years¹
- Is the leading vendor in the 2015 Gartner Magic Quadrant for Modular Servers²
- Ships one HPE ProLiant Server every 11.1 seconds³

HPE Hybrid IT Server Partner Program Lab

Customers can be assured that the applications have been verified on HPE Servers.

The HPE Hybrid IT Server Partner Program Lab environment consists of infrastructure, servers, and storage components that partners can schedule and access to conduct self-verification tests. Our partner self-verify process also enables the ISV to communicate with the dedicated lab team. Hewlett Packard Enterprise provides lab setup and support resources for testing. Partners will be responsible for providing engineering resources to facilitate the testing. Together, the results will be reviewed and issues addressed prior to publishing an ISV as an HPE Server Partner.

Once the results are documented, a partner application will be featured on the HPE Hybrid IT Server Partner Program page as one of the applications verified for specific server platforms.

HPE Hybrid IT Server Partner Program Lab houses select Rack and Tower, Hyperscale, BladeSystem, Cloudline, Synergy, and Edgeline products—including the latest Gen10 servers as they become available—for ISVs to validate their applications.

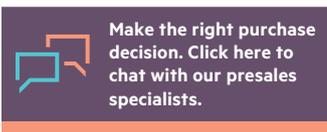
For information, please feel free to contact us at serverpartnerprogram@hpe.com.

Learn more at
hpe.com/info/serverpartnerprogram

¹ IDC Worldwide Quarterly Server Tracker Q2 2016

² Magic Quadrant for Modular Servers, Gartner, Inc., Andrew Butler, George J. Weiss, Errol Rasit, Carl Claunch, Hiroko Aoyama, 4 May 2015

³ IDC Server Tracker Q3 2015



Sign up for updates
