

HPE GreenLake Big Data

A complete workload solution for the Hadoop lifecycle



HPE GreenLake: Consumption-based IT

- Faster time to operation and insights
- On-premises control and performance
- Pay-per-use scalability

Businesses today are using **Big Data** to tackle big problems. They're relying on powerful analytics platforms, like Apache Hadoop, to extract business value from unstructured data. And while organizations are using analytics to problem-solve and pioneer innovation, the underlying Hadoop infrastructure adds another level of complexity to your IT environment. You want to focus your analytics investment and resources on the people—the data scientists—and processes that can help you derive insight from your data. The reality, however, is that many organizations are spending a lot of time, money, and IT manpower to implement, operate, and maintain their Hadoop cluster(s). Hadoop is particularly complex as a solution, with many components and additional pieces of software that could be used. And the trend, especially with cloud vendors, is more complexity coupled with proprietary elements.

If that's not enough, there's also unpredictability in terms of capacity. Who knows when growth will hit or things will unexpectedly slow down. Hadoop workloads are variable, which makes it difficult to predict what you'll need six, eight, or ten months down the road. And it's easy to wind up either sizing for some future state, or with "sprawl," not making full use of each Hadoop silo.

Fortunately, **HPE Pointnext** offers a scalable solution that radically simplifies your experience with Hadoop. It takes much of the complexity and cost off your back, so that you can focus purely on deriving intelligence from your Hadoop cluster(s). Offering support for both symmetrical and asymmetrical environments, **HPE GreenLake Big Data** offers complete end-to-end solution that includes hardware, software, and HPE Pointnext services. HPE Pointnext experts will get you set up and operational, and help you manage and maintain your cluster(s). They will also simplify billing, aligning it with business KPIs. With HPE's unique pricing and billing method, it's much easier to understand your existing Hadoop costs and better predict future costs associated with your solution.

HPE GreenLake Big Data—your complete end-to-end solution

HPE GreenLake Big Data covers the whole Hadoop lifecycle. It is composed of the required hardware, software, and HPE Pointnext services to provide a comprehensive, end-to-end solution—including data migration, if needed.

Simplify your experience with Hadoop

HPE Pointnext can help plan, design, and integrate your Big Data analytics environment. They will remove the complexity of designing and implementing Hadoop, and simplify from an operational and billing standpoint, so you can truly focus on your mission—**Big Data (business)** analytics.

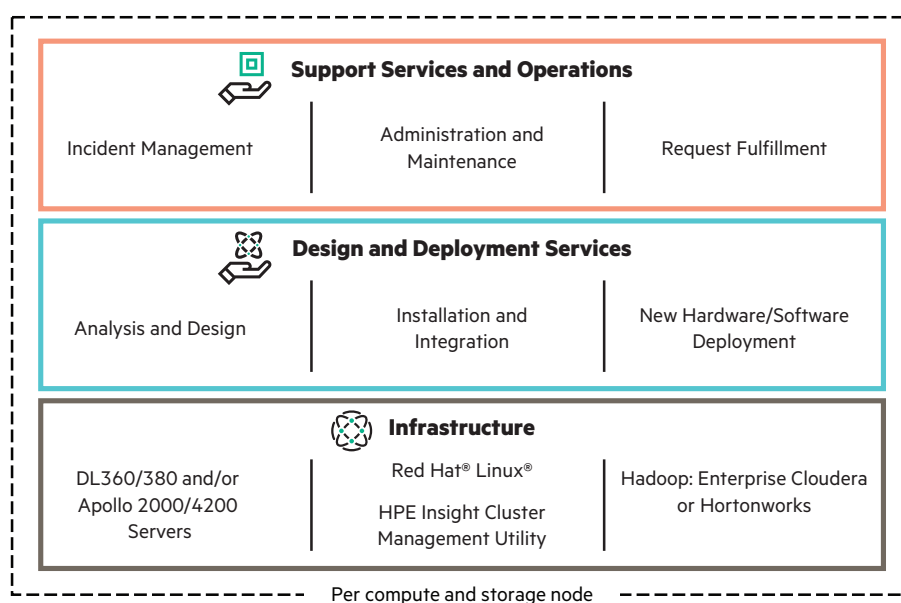


Figure 1. HPE GreenLake Big Data—Example Architecture

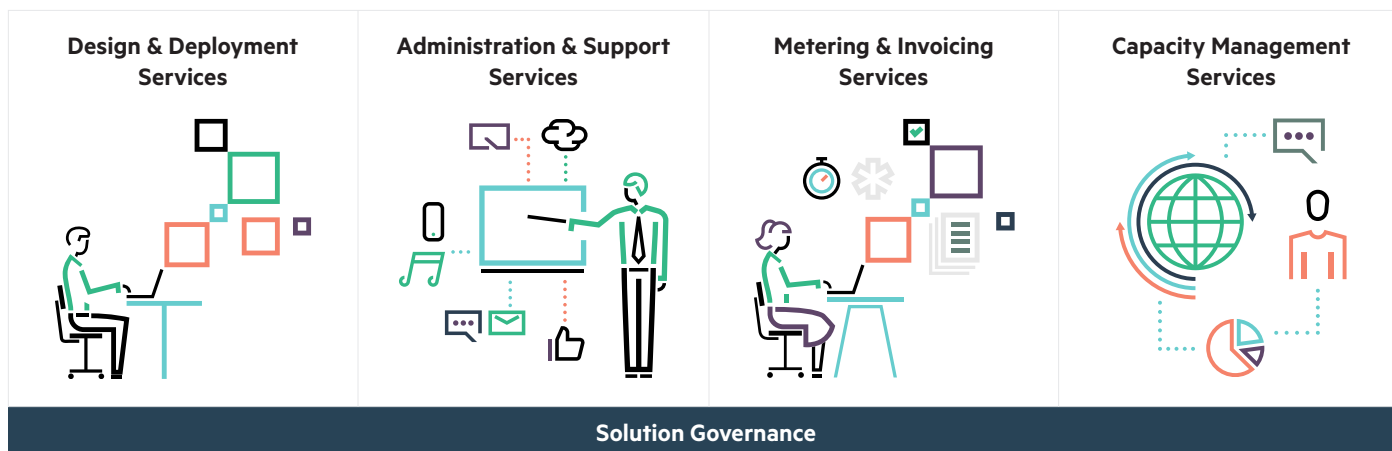


Figure 2. Combine the simplicity, agility, and economics of public cloud with the security and performance benefits of an on-premises Hadoop environment

Enterprise-grade Hadoop solution

HPE has taken the learnings from many customer engagements to create the HPE Enterprise-grade Hadoop solution. **HPE** offers two editions of the enterprise-grade Hadoop solution tested and ready to implement, complemented by the HPE Insight Cluster Management Utility, which enables IT I&O leaders to quickly provision, manage, and monitor their infrastructure, and choice of Hadoop implementations. The HPE Enterprise-grade Hadoop standard edition solution can be supported in the HPE GreenLake Big Data solution.

Designed and implemented for you

- Start with Advisory services from HPE Pointnext. In the initial workshop, gain consensus among stakeholders and envision your results with clear examples of how analytics can be used to drive business processes and fuel growth.
- Take an “agile” approach. Instead of designing a solution for some future state and following a “waterfall” plan that is expensive and can last a year, we start with what is needed now.
- Get a “rightsized” environment, a fast time to go live, and show business value quickly. Put your data scientists to work faster and know that your Hadoop infrastructure will proactively expand according to your business needs. HPE Pointnext will deliver predefined use cases and analytic solutions, and can integrate additional functions as needed from its ecosystem of partners.

Flexible payments, cloud-like experience, and fast onboarding

In addition to providing a complete end-to-end solution across the Hadoop lifecycle, the **HPE GreenLake Big Data** solution simplifies planning and payment, delivers a cloud-like experience in a secure on-premises environment, simplifies billing, and speeds your time-to-market. You gain:

- **Easy entry and access to Hadoop benefits with a pay-per-use model:** HPE GreenLake Big Data is an outcome-based service with two components to the billing:
 - Fixed fee for each basic cluster/environment
 - Variable fee for compute and storage nodes
- **On-premises cloud-like experience:** HPE GreenLake Big Data is provided on-premises but as a service that involves flexible monthly payments and agreed-upon SLAs and single point of contact.
- **Fast time-to-market:** Hewlett Packard Enterprise will implement faster than other approaches, minimizing the time from the date on which the order and the framework agreement governing the provision of the service are formalized to the delivery of the first analyses.





Why HPE Pointnext

Businesses like yours are using analytics platforms to help solve problems, not create them. Let HPE Pointnext remove some of the challenges around Hadoop by simplifying your experience from start to finish.

With HPE GreenLake Big Data, **Hewlett Packard Enterprise** provides hardware, software, and services under a single model that combines payment flexibility and on-premises security and control. Start deriving greater insight from your data, and leave the heavy infrastructure lifting to HPE Pointnext. Advisory, professional, and operational services from HPE Pointnext help simplify your transition to **Hybrid IT** and enable you to get the most from your technology investments. Get started on your transformation path today. HPE Pointnext can also work with you to manage change, mitigate risk, accelerate time-to-value, and free up valuable resources for innovation.

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