



Hewlett Packard
Enterprise

Simplify the cloud

Choice, confidence, and consistency with HPE Hybrid Cloud Management

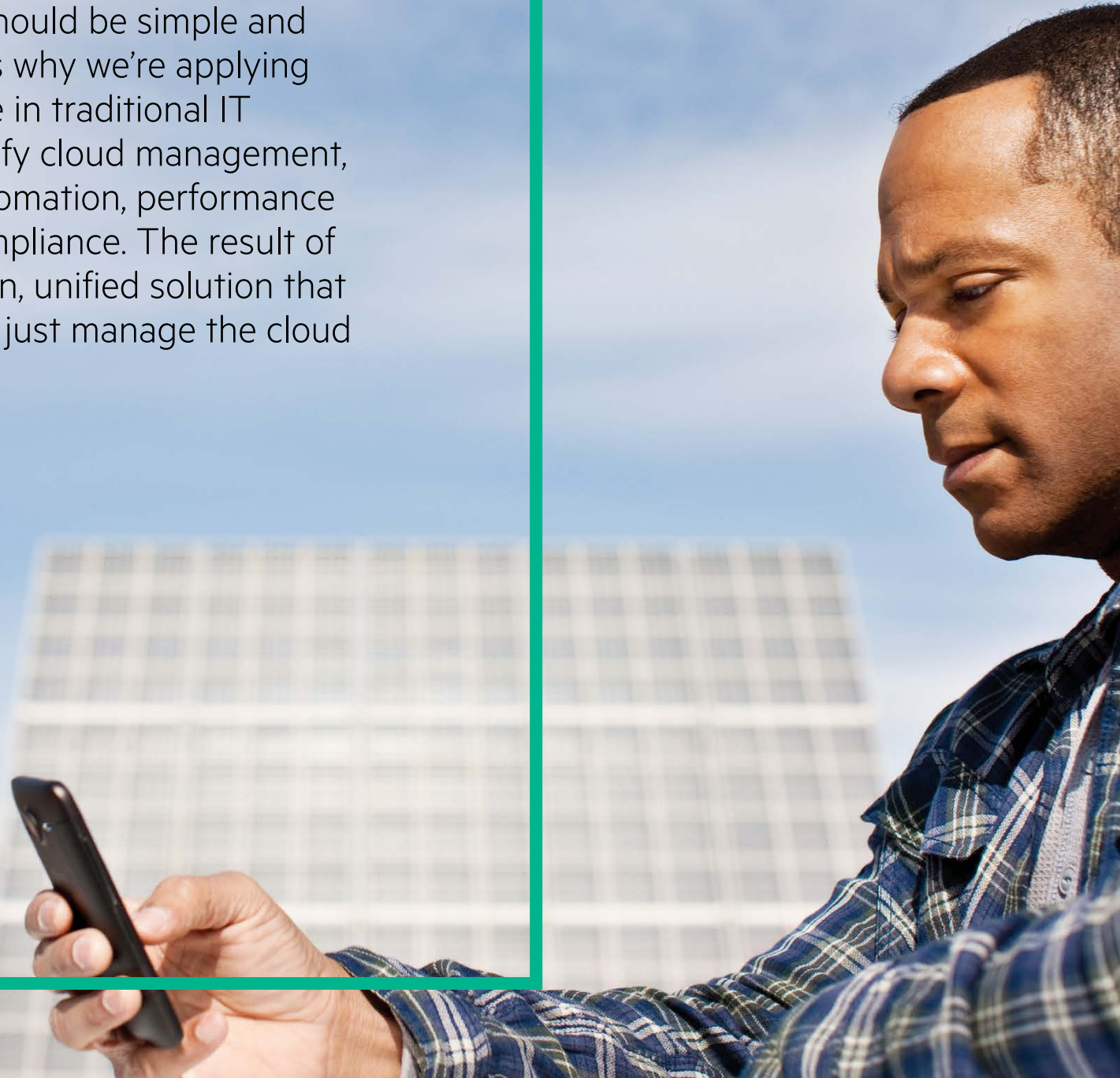




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At Hewlett Packard Enterprise, we believe that managing the cloud should be simple and straightforward. That's why we're applying our proven experience in traditional IT management to simplify cloud management, including security, automation, performance management, and compliance. The result of these efforts is an open, unified solution that does much more than just manage the cloud infrastructure.

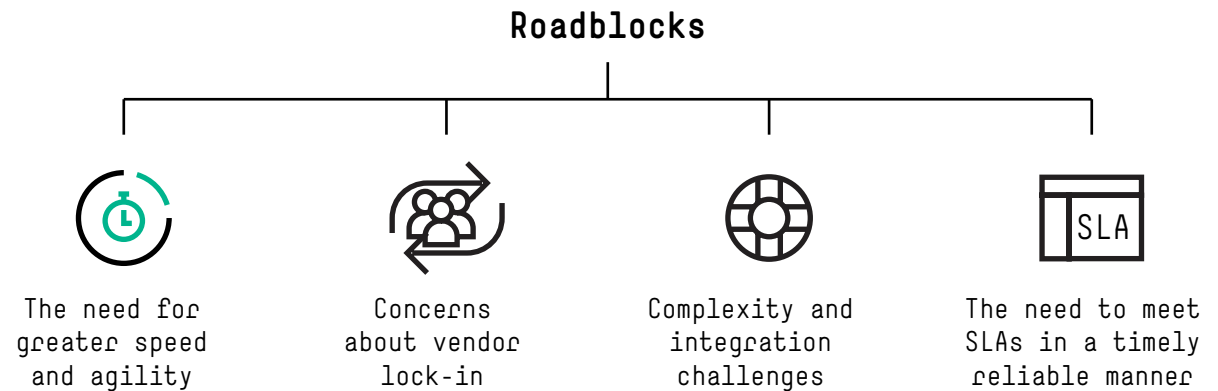


A hybrid cloud delivery model lets you operate as a broker of IT services, giving you more flexibility to source and provision the services that best match your business needs. How do you get there? Explore the seven success factors in our [Become a cloud service broker](#) business white paper.

Can you meet your cloud challenges?

While cloud computing delivers a wide range of business and IT benefits, it doesn't come without its challenges. To capitalize on the cloud opportunity, and transform your IT organization into a cloud service broker, you have to be confident that you can overcome a number of potential obstacles.

Common roadblocks on the route to becoming a broker of cloud services include:



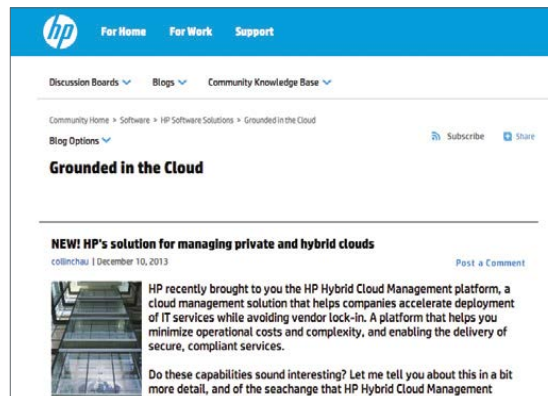
To prepare your IT organization to respond faster, with more flexibility and ultimately deliver more value, you need to first understand the success factors needed to become a cloud service broker.



HPE Hybrid Cloud Management draws on a vast portfolio of HPE tools to help you deliver cloud services that meet your SLAs. Learn more in this [HPE Cloud Coffee Talk](#) video.

HPE Hybrid Cloud Management solution: an overview

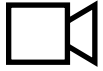
It makes sense to use the same automation, orchestration, security, performance management, and financial management tools for managing both your traditional IT and your private and public cloud resources. This is the HPE approach for hybrid cloud management, to help you create a complete, truly unified and simplified environment confidently. It's an approach that uses an open and extensible architecture to offer heterogeneity across multi-hypervisor, multi-vendor environments, including the private and public cloud. And in so doing, HPE gives you choice and helps you avoid vendor lock-in.



An HPE blog by top technologists and cloud leaders

For an inside look at HPE Hybrid Cloud Management, check out the blog post [NEW! HPE's solution for managing private and hybrid clouds](#). To stay current on the latest cloud management discussions, return often to our [Grounded in the Cloud](#) site.

And as your cloud needs become better defined, just add the optional features as required to extend your hybrid cloud management solution—including modules for cloud security, business service management, service and portfolio management, and more. These extended capabilities help you consistently meet your SLAs for your business and your IT organization.

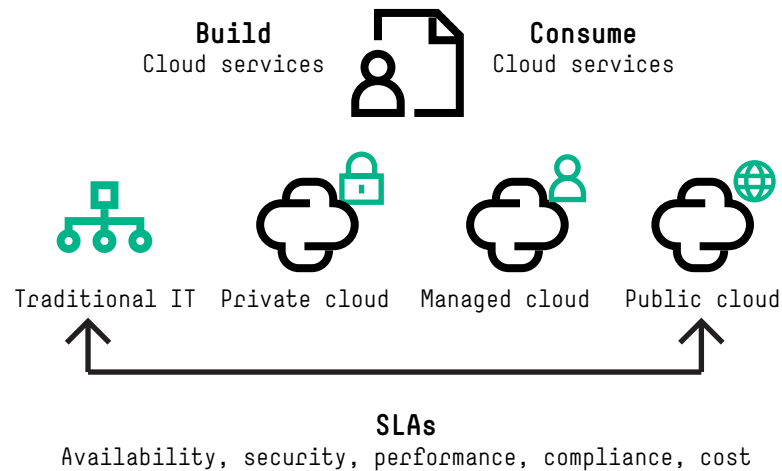


HPE Hybrid Cloud Management: Under the Hood video

Gain insights to how HPE enterprise-grade cloud management can help your IT team increase agility, simplify operations, and enhance your business.

Gain choice, confidence, and consistency across your hybrid cloud

Each component of the HPE Hybrid Cloud Management solution is designed to unify management across both traditional IT and the cloud. This gives you choice, confidence, and consistency for your hybrid cloud environment. You now have the flexibility to create an optimal mix of traditional IT and cloud services.



Choice

An open, extensible architecture offers greater flexibility—with support for open standards, APIs, and third-party solutions.



Confidence

A complete operations management toolset spans traditional IT and cloud to enable lower costs and simplified operations.



Consistency

A comprehensive, end-to-end solution allows you to meet business SLAs with secure and compliant cloud services.

Let's take a closer look at the principles that guide HPE Hybrid Cloud Management solutions.



Forrester: 'HPE leads the pack'



A flexible, open, extensible Choice architecture with no vendor lock-in

Your cloud management solution should be open and extensible. Ideally, it should be optimized for heterogeneity, with unrestricted support for multi-hypervisor, multi-vendor environments, and multiple private and public clouds. This open approach helps you protect your legacy IT investments and gives you choice and flexibility for the future. This is how HPE approaches cloud management.

Flexibility—with open APIs and ease of integration

As they consider cloud solutions, one of the top concerns for many executives is vendor lock-in. That's not an issue with HPE solutions. HPE delivers the industry's most open and extensible platform for hybrid cloud—providing open APIs, out-of-the-box integrations, and extensibility for custom environments. We also support open source efforts, such as OpenStack®, and industry standards, such as TOSCA (Topology and Orchestration Specification for Cloud Applications).

“HPE stands out from the crowd by providing a clean and navigable interface that wraps substantial breadth and depth of capabilities into the fewest number of interfaces.”

– “The Forrester Wave™: Private Cloud Solutions, Q4 2013,” by Lauren E. Nelson, November 25, 2013



Societe Generale video

Learn how HPE Cloud Service Automation allows Societe Generale to automate application deployment, saving time and increasing reliability.



Confidence **A complete, simplified, low-cost operations management toolset**

Effective cloud management should simplify day-to-day IT operations with a single complete set of management tools that work across both traditional IT and cloud. Your management solution should help you reduce complexity—not increase it. The goal is to manage heterogeneity without the need for multiple technologies, and to reduce the costs of operating across traditional IT and cloud.

In addition, your cloud management solution should support governance, security, compliance, service assurance, patching, and service lifecycle management. These functions should be managed together with a unified toolset. This is the HPE approach to cloud management.

A complete management solution

While other vendors focus on only cloud-access management, HPE takes a big-picture approach. We give you visibility into activity across your IT infrastructure and tools for automation, orchestration, security, performance management, and financial management of both your cloud and traditional IT environment.

Reduced complexity

Some solutions require you to manage two separate platforms—one for traditional IT and one for cloud. This effectively doubles management complexity. The HPE approach is to reduce complexity by keeping the number of tools to a minimum and allowing you to rely on your existing administration expertise, while unifying and simplifying your environment.



Air France case study

Learn how HPE Cloud Service Automation helped Air France reduce service provisioning time from 24 hours to 15 minutes and reduce infrastructure provisioning costs by 85%.




Meet your SLAs with secure, consistency **compliant cloud services**

Your cloud management solution should be complete, intelligent, flexible, and scalable—so you can easily add new services when business demands increase. It should help you consistently meet your business SLAs, and it should support advanced capabilities for cloud security, end-to-end application performance management, and executive reporting. You'll find all of this in HPE Hybrid Cloud Management.

“Invest in integrated tools to monitor, analyze, optimize, and maintain dynamic cloud environments across their full lifecycle.”

– IDC



The HPE Security Intelligence Platform delivers security capabilities to protect and defend business functions that rely on the cloud. [Read the solution brief.](#)

Market-leading cloud security


Security is a top concern for organizations using cloud solutions. Cloud services must be secure, compliant, and trustworthy. These principles are at the heart of HPE Hybrid Cloud Management. The HPE solution helps you safeguard your business by giving you visibility into activity across your IT infrastructure.

[HPE ArcSight Security Intelligence](#) monitors and reports on external threats such as malware and hackers, internal threats such as data breaches and fraud, risks from application flaws and configuration changes, and compliance pressures from failed audits.

[HPE Fortify](#) complements HPE ArcSight, enhancing the trustworthiness of your cloud infrastructure—in particular the software applications that control private data and automate critical processes.

[HPE TippingPoint](#) solutions provide flexible and modular security for defending your applications, networks, and data from today's advanced persistent threats and high-profile attacks.

Explore [HPE Enterprise Security software and solutions](#). Learn how HPE provides a proactive approach to security that integrates information correlation, application analysis, and network-level defense.



HPE Performance Management enables you to easily correlate performance degradation to application and infrastructure issues.

Business-proven performance management

Your cloud solution should include robust performance management capabilities. The goal is to monitor and manage end-to-end application performance so you can quickly identify and resolve performance issues. While giving you this fundamental capability, HPE Hybrid Cloud Management extends performance monitoring to the user, application, and infrastructure levels.

[HPE Business Service Management](#) tracks and manages dynamic changes, helping you quickly identify issues. It combines modules for application performance management, operations management, systems and virtualization management, network management, and storage management.

[HPE Service and Portfolio Management](#) software and solutions allow you to access comprehensive IT and business services that propel your enterprise to growth and innovation.

In-depth executive business reporting and analytics

Sophisticated reporting and analytics tools support your efforts to make the best use of your cloud environment and the resources within it. This includes tools that enable chargeback, software license compliance reporting, cost analysis, and performance dashboards. You'll find these capabilities in the HPE Hybrid Cloud Management portfolio.

[HPE IT Executive Scorecard](#) software automatically gathers metrics from across your IT systems to build key performance indicators (KPIs). It provides scorecards and dashboards to give your managers information in business-friendly formats that can help to convey the value of IT.

[HPE Asset Manager](#) software manages the entire lifecycle of an IT asset and provides information about what assets you have, where they are, who is using them, and how they are being used. You can use HPE Asset Manager to measure vendor performance, optimize your supplier portfolio, optimize software-licensing costs, and more.

Brochure



HPE webinar

HPE simplifies your transformation to the cloud with the industry's most comprehensive, unified platform for managing application and infrastructure cloud services. Learn how in our webinar [Infrastructure alone does not a cloud make](#).

A modular, grow-with-your-needs solution

With the HPE Hybrid Cloud Management solution, modular packaging enables your cloud transformation on your terms and timelines.

Unlike many cloud solutions in the market today, [HPE Hybrid Cloud Management](#) supports a wide variety of cloud services. Most organizations start with infrastructure as a service. Others are most interested in platform services, such as database as a service or middleware as a service, as well as full application services.

HPE Hybrid Cloud Management addresses all of these types of services. With the modular HPE approach, you can get started with a cloud platform foundation today and then, over time, expand your solution by adding features for enhanced management, automation, security, and more.

We also offer more than 500 [HPE CloudMaps](#), which are predefined offerings that accelerate the development of services—saving as much as 200 man-hours per service. In addition, you can rely on more than 5000 workflows (offered out of the box), as well as [HPE Live Network content packs](#), which help keep your service design integration up to date.

HPE Hybrid Cloud Management solution components—an index

Here is an index of the diverse components that make up the HPE Hybrid Cloud Management solution.

HPE Hybrid Cloud Management platform: the foundation

HPE Cloud Service Automation	Provides comprehensive unified management for private and hybrid clouds
HPE Database and Middleware Automation	Addresses challenges related to compliance, middleware and database patching, middleware and database provisioning, and code release
HPE Operations Orchestration	Reduces operational costs, errors, downtime, and risk of non-compliance by automating IT tasks and processes
HPE Server Automation	Provides enterprise server lifecycle automation of tasks such as provisioning, patching, configuration, and compliance

Options for an enhanced HPE Hybrid Cloud Management solution

HPE ArcSight Logger	Collects machine data from any log-generating source and unifies searching, storing, and analysis
HPE Asset Manager	Supports IT asset management across the lifecycle with policy enforcement, multi-source support, and analytics
HPE Business Service Management	Delivers a complete BSM solution that integrates application, system, network, and business transaction monitoring
HPE Continuous Delivery Automation	Offers a model-based approach for the rapid delivery of complex multi-tiered applications
HPE Data Protector	Provides breakthrough scalability and performance to meet your distributed big data backup needs
HPE Fortify	Helps you assess and quantify your software security risk, build security into software, and monitor high-risk applications while they run
HPE IT Executive Scorecard	Provides a management reporting tool that helps your IT organization convey value in mutually understood non-IT terms
HPE Project and Portfolio Management	Provides a dashboard view into your portfolio, demand, in-flight projects, and programs across the organization, enabling smart investment decisions
HPE Service and Portfolio Management	Enables comprehensive IT and business services that propel your enterprise to growth and innovation
HPE SiteScope	Enables remote monitoring of IT infrastructure and applications without installing any software on target systems
HPE TippingPoint	Arms your organization with a next-generation intrusion prevention system for protecting against advanced persistent threats and cyber attacks
HPE Universal Configuration Management Database	Stores, controls, and manages software and infrastructure components along with associated relationships and dependencies

For a closer look at these solution components, visit hp.com/go/cloudmanagement.

Many languages

Software solutions from HPE are available in multiple languages, such as Japanese, Simplified Chinese, Korean, French, German, Italian, Spanish, Dutch, Brazilian Portuguese, and Russian.

[HPE Hybrid Cloud Management](#) is purpose-built to streamline operations management today across traditional IT and both private and public cloud. It gives you a complete management suite, accessible through a single toolset.

[Read the white paper.](#)

Why HPE?

Here's the bottom line: The HPE Hybrid Cloud Management platform provides you with the choice, confidence, and consistency you need to deliver cloud services that exceed your customers' expectations.

With HPE Hybrid Cloud Management solutions, you can:

- Increase choice and avoid vendor lock-in by supporting multivendor hardware, multiple hypervisors, public cloud services, and integration with third-party products.
- Reduce management complexity and increase confidence when brokering dynamic cloud services (applications, platform, and infrastructure) across both traditional IT and cloud.
- Create a foundation for growth, offering complete, intelligent management for the hybrid cloud. This foundation helps you meet business SLAs with secure and compliant cloud services.



Choice



Confidence



Consistency

Ready for a deeper dive?

Unlock your potential as a broker of cloud services today. Get started on your HPE Hybrid Cloud Management journey with HPE Cloud Service Automation. Talk to your HPE sales representative today.

Explore the broad portfolio of HPE solutions for hybrid cloud management

- Learn how HPE helps you transform your approach to IT at hp.com/go/cloudmanagement.
- Keep current on cloud-related matters via our [Grounded-in-the-Cloud blogs](#).

Learn more about HPE Cloud Service Automation

- Explore comprehensive end-to-end cloud management solutions at hp.com/go/csa.
- Learn how HPE IT uses HPE Cloud Service Automation to accelerate service delivery with hybrid clouds. Read the [HPE IT case study](#).
- Get a close-up look at how the HPE IT Global Data Services team uses HPE Cloud Service Automation for database as a service. Watch the [HPE IT Global Data Services video](#).
- Learn how the HPE SaaS team leveraged HPE Cloud Service Automation to accelerate service deployment. Watch the [HPE SaaS team video](#).
- Discover how HPE Cloud Service Automation is used to easily design, publish, provision, and flex services. Watch the [Design and Publish video](#). Watch the [Provision and Flex video](#).



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