

# WHY CUSTOMERS CHOOSE HPE PROLIANT

A TechValidate survey reveals why real customers pick HPE ProLiant servers as their solid foundation for an open, Hybrid Cloud world.

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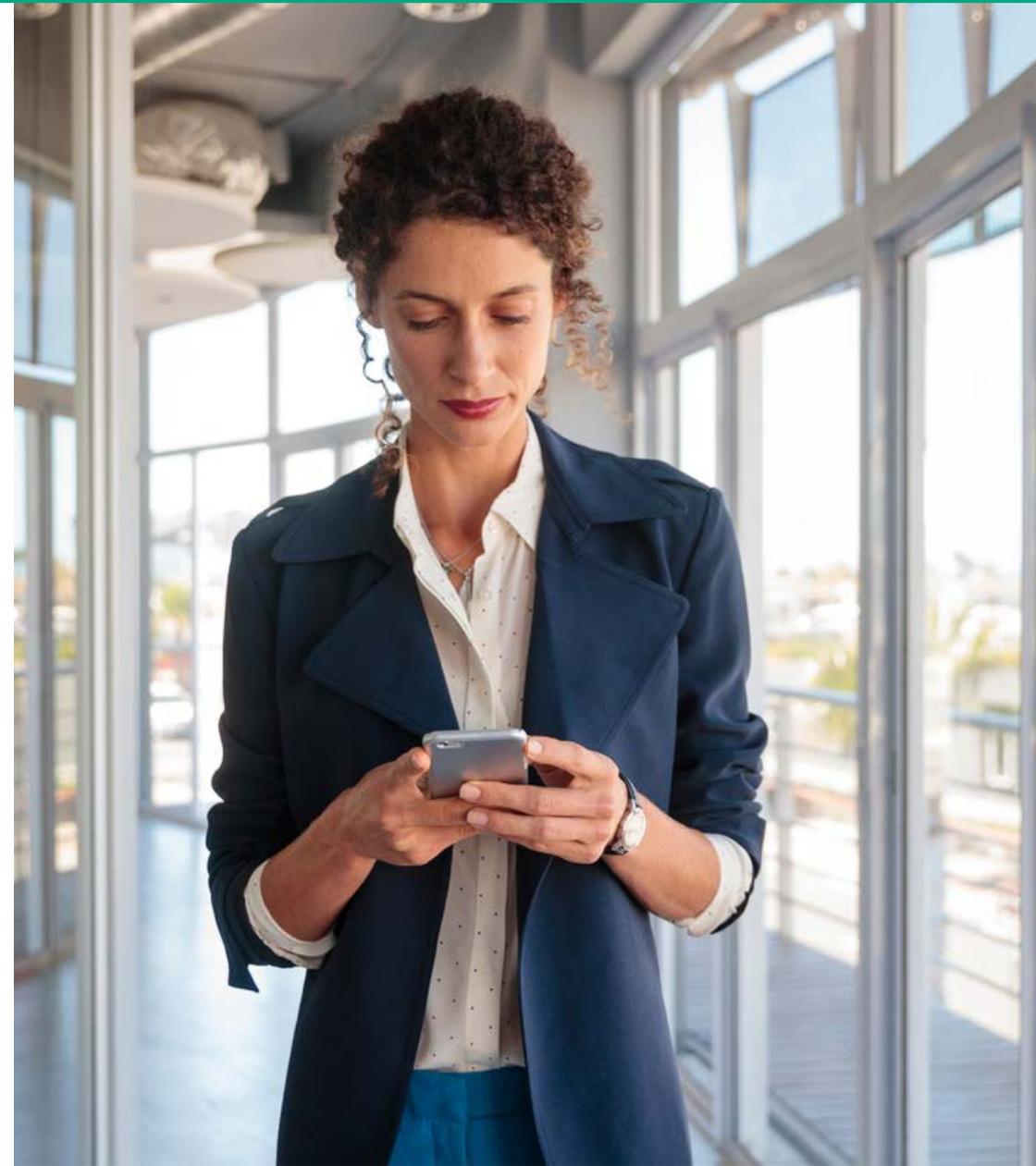
# POWER THE NEXT WAVE OF DIGITAL TRANSFORMATION

Digital transformation built on HPE ProLiant servers can help you simplify and automate management tasks and establish a solid foundation for an open, Hybrid Cloud platform enabled by unmatched automation, security, optimization, and built-in intelligence—all available as a service.

**TechValidate asked customers a simple question:**

**“Why do you use HPE ProLiant servers?”**

**The following are insights from real customers on why they pick HPE ProLiant.**



# ROCK-SOLID RELIABILITY

## Moore Ingram Johnson & Steele



### Industry

Computer services

### Company size

Large enterprise

### Business drivers

- Outdated business and data security
- Limited reliability
- Limited support
- High server deployment and maintenance complexity
- High server costs for small and medium-sized businesses
- Increasing complexity in server operating systems

### Use cases

- Virtualization
- Storage and backup
- Multi-function business applications, such as SQL database, storage, virtualization, etc.

<sup>1</sup> Based on a February 2021 survey of HPE ProLiant server solutions customers by TechValidate, a third-party research service. TVID: D4E-099-FC4.

### Results<sup>1</sup>

#### Reduced time to perform the following administrative tasks:

- Setting up servers: **26%–50%**
- Performance troubleshooting: **51%–75%**
- Managing and maintaining: **75%+**
- Performing upgrades: **75%+**
- Responding to customer requests: **51%–75%**

#### Made improvements in the following areas:

- Reduced server operating expenses: **51%–75%**
- Reduced total cost of ownership (TCO): **51%–75%**
- Reduced downtime: **75%+**
- Increased the number of clients supported: **75%+**
- Reduced the number of help desk calls: **75%+**



Up to

# 75% time savings

For common administrative tasks

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Up to

# 75% cost savings

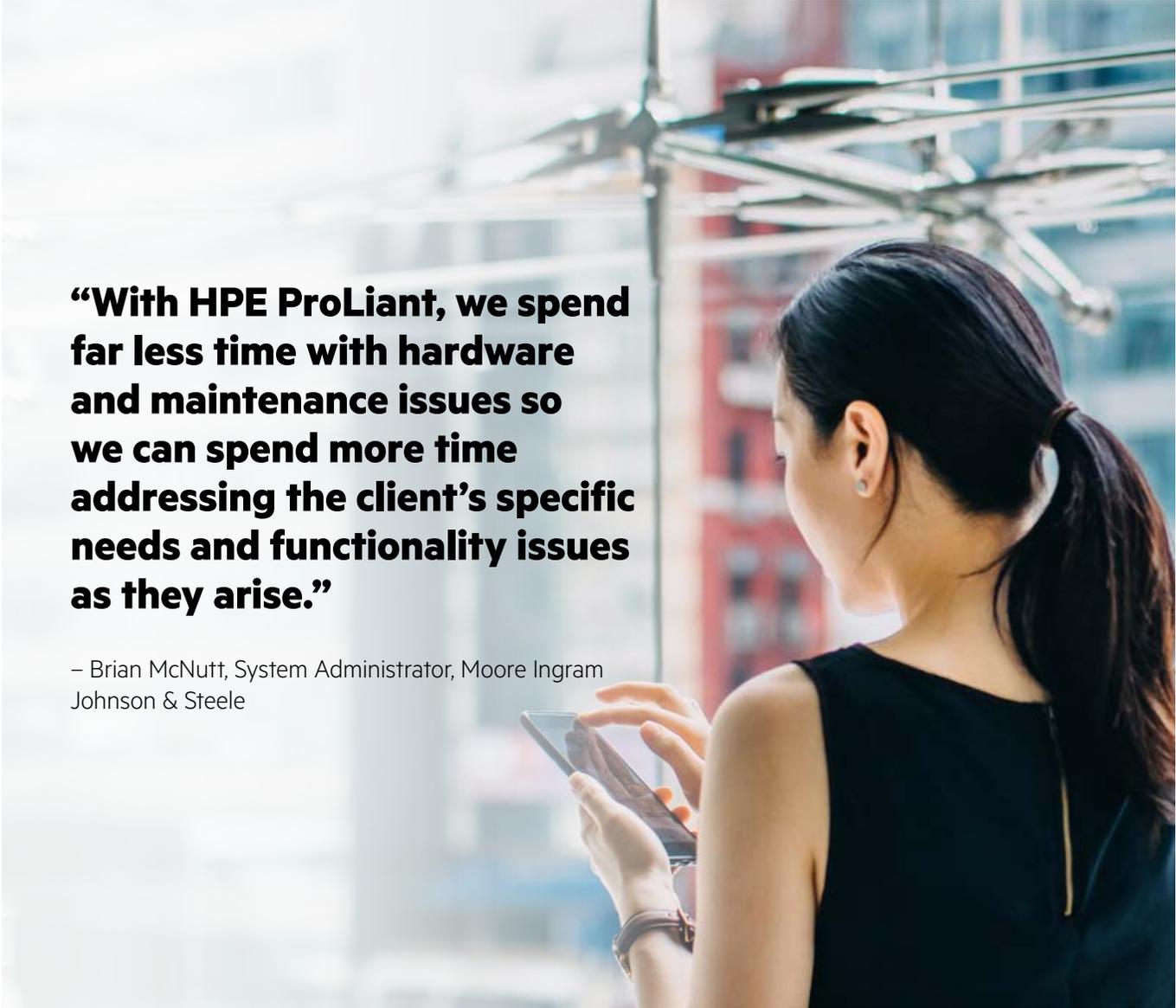
For server operating expenses and TCO

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# 75%+ more uptime

And 75% fewer help desk calls

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**“With HPE ProLiant, we spend far less time with hardware and maintenance issues so we can spend more time addressing the client’s specific needs and functionality issues as they arise.”**

– Brian McNutt, System Administrator, Moore Ingram Johnson & Steele



# SECURITY, RELIABILITY, SIMPLICITY

## Bitcon



### Industry

Computer services

### Company size

Large enterprise

### Business drivers

- Outdated business and data security
- Limited reliability
- Increasing complexity in server operating systems

### Use cases

Consolidating the following applications:

- Virtualization
- Storage and backup
- Multi-function business applications, such as SQL database, storage, virtualization, etc.
- Software-defined storage or VMware vSAN™
- Hyperconverged infrastructure (HCI)

### Results<sup>2</sup>

#### Reduced time to perform the following administrative tasks:

- Setting up servers: **51%–75%**
- Performance troubleshooting: **26%–50%**
- Managing and maintaining: **51%–75%**
- Performing upgrades: **26%–50%**
- Responding to customer requests: **51%–75%**

#### Made improvements in the following areas:

- Reduced server operating expenses: **51%–75%**
- Reduced TCO: **51%–75%**
- Reduced downtime: **75%+**
- Increased the number of clients supported: **75%+**
- Reduced the number of help desk calls: **75%+**

<sup>2</sup> Based on a February 2021 survey of HPE ProLiant Server solutions customers by TechValidate, a third-party research service. TVID: C4F-F95-623.



# “Very valuable”

For performance, reliability, availability, security, manageability, and support

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Up to

## 75% faster

Server setup, management, and maintenance

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## 75%+ less downtime

While supporting 75% more clients

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**“An important key factor is Silicon Root of Trust making an HPE ProLiant server the most secure server for our applications.”**

– Bart Heungens, Senior IT Architect, Bitcon



# EFFICIENCY AND SIMPLICITY

## MAI Computing



### Industry

Computer services

### Company size

Small business

### Business drivers

- Outdated business and data security
- Increasing complexity in server operating systems

### Use cases

Consolidating the following applications:

- Virtualization
- Storage and backup
- Multi-function business applications, such as SQL database, storage, virtualization, etc.

### Results<sup>3</sup>

#### Reduced time to perform the following administrative tasks:

- Setting up servers: **51%–75%**
- Performance troubleshooting: **26%–50%**
- Managing and maintaining: **51%–75%**
- Performing upgrades: **51%–75%**
- Responding to customer requests: **51%–75%**

#### Made improvements in the following areas:

- Reduced server operating expenses: **1%–25%**
- Reduced TCO: **1%–25%**
- Reduced downtime: **1%–25%**
- Increased the number of clients supported: **1%–25%+**
- Reduced the number of help desk calls: **1%–25%+**

<sup>3</sup> Based on a February 2021 survey of HPE ProLiant Server solutions customers by TechValidate, a third-party research service. TVID: A8F-A18-DCC.



## “First choice”

No other solutions were considered.

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Up to

## 75% time savings

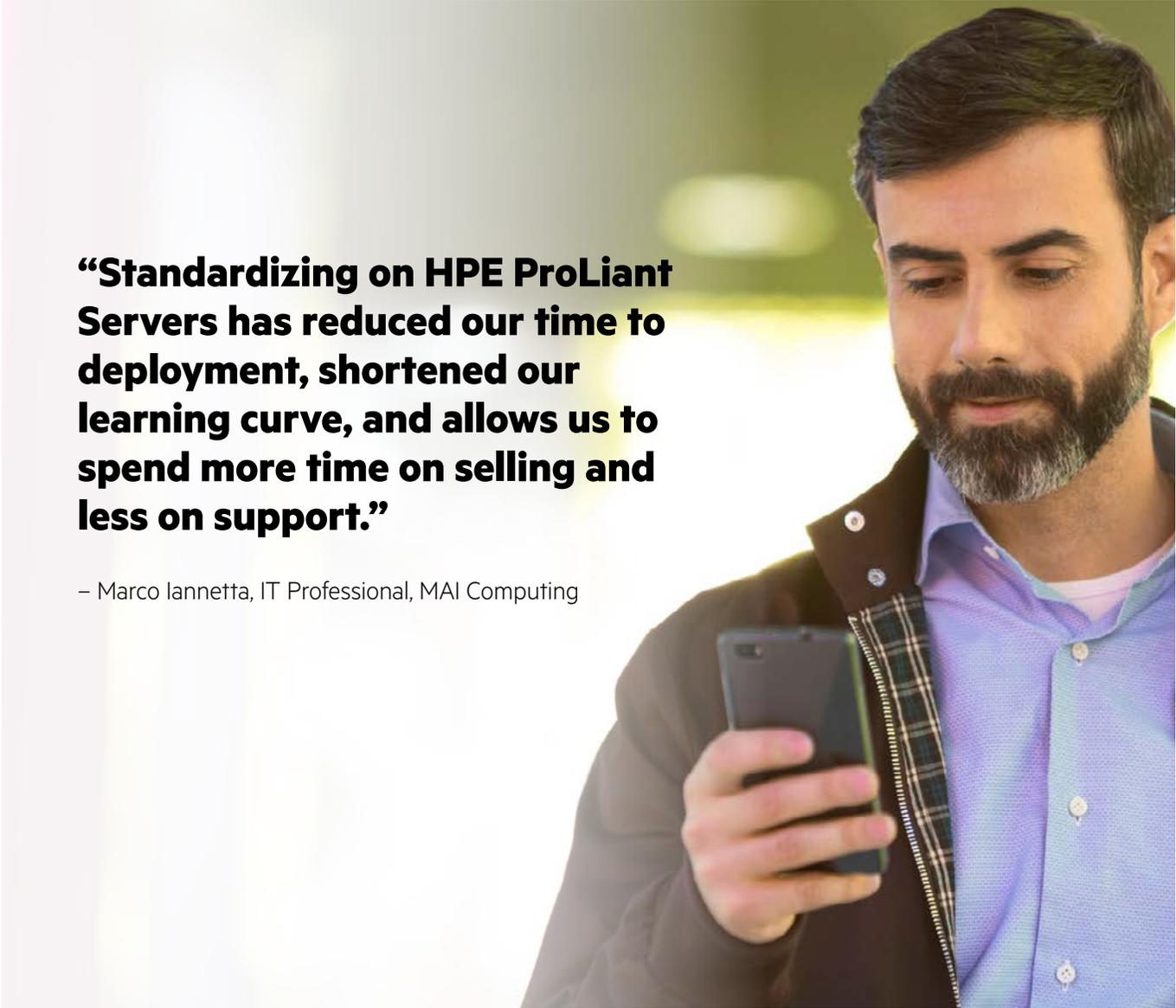
Across multiple administrative tasks

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## “Very valuable”

Manageability, performance, reliability, availability, affordability, and more

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A photograph of a man with a beard and short dark hair, wearing a blue button-down shirt and a dark jacket. He is looking down at a smartphone held in his right hand. The background is a blurred indoor setting with warm lighting.

**“Standardizing on HPE ProLiant Servers has reduced our time to deployment, shortened our learning curve, and allows us to spend more time on selling and less on support.”**

– Marco Iannetta, IT Professional, MAI Computing



# MINIMIZED DISRUPTIONS

## Running Supply

### Industry

Retail

### Company size

Medium enterprise

### Business drivers

- Outdated business and data security
- Limited reliability

### Use cases

Consolidating virtualization instances with VMware vSphere® on HPE ProLiant



### Results<sup>4</sup>

#### Reduced time to perform the following administrative tasks:

- Setting up servers: **51%-75%**
- Performance troubleshooting: **51% -75%**
- Managing and maintaining: **75%+**
- Performing upgrades: **51%-75%**
- Responding to customer requests: **51%-75%**

#### Made improvements in the following areas:

- Reduced server operating expenses: **51%-75%**
- Reduced TCO: **51%-75%**
- Reduced downtime: **51%-75%**
- Increased the number of clients supported: **51%-75%**
- Reduced the number of help desk calls: **51%-75%**

<sup>4</sup> Based on a February 2021 survey of HPE ProLiant Server solutions customers by TechValidate, a third-party research service. TVID: CFA-CCO-436.



Up to

**75% more  
uptime**

And 75% fewer help desk calls

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Up to

**75% cost  
savings**

Across multiple administrative tasks

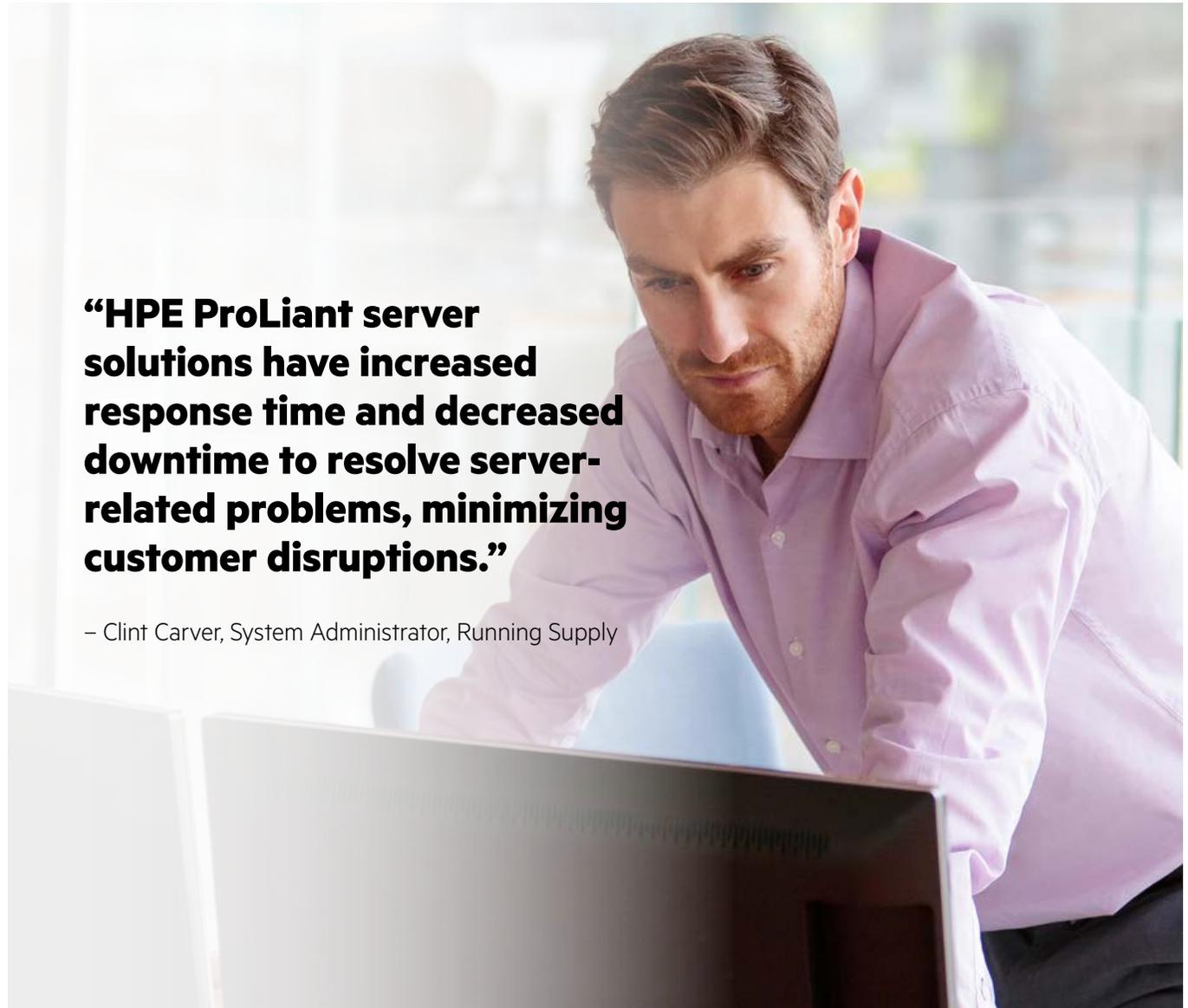
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Up to

**75% cost  
savings**

For server operating expenses and TCO

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# QUALITY, STABILITY, RELIABILITY

## Random



### Industry

Computer services

### Company size

Small business

### Business drivers

The need for greater capabilities and support for VMware®

### Use cases

Consolidating the following applications:

- Virtualization
- Storage and backup
- Multi-function business applications, such as SQL database, storage, virtualization, etc.

### Results<sup>5</sup>

#### Reduced time to perform the following administrative tasks:

- Setting up servers: **26%–50%**
- Performance troubleshooting: **51% -75%**
- Managing and maintaining: **51%–75%**
- Performing upgrades: **26%–50%**
- Responding to customer requests: **51%–75%**

#### Made improvements in the following areas:

- Reduced server operating expenses: **51%–75%**
- Reduced TCO: **51%–75%**
- Reduced downtime: **75%+**
- Increased the number of clients supported: **26%–50%**
- Reduced the number of help desk calls: **51%–75%**

<sup>5</sup> Based on a February 2021 survey of HPE ProLiant Server solutions customers by TechValidate, a third-party research service. TVID: 48B-248-688.



# 75%+ more uptime

And up to 75% fewer help desk calls

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Up to

# 75% cost savings

For managing and maintaining servers and troubleshooting performance

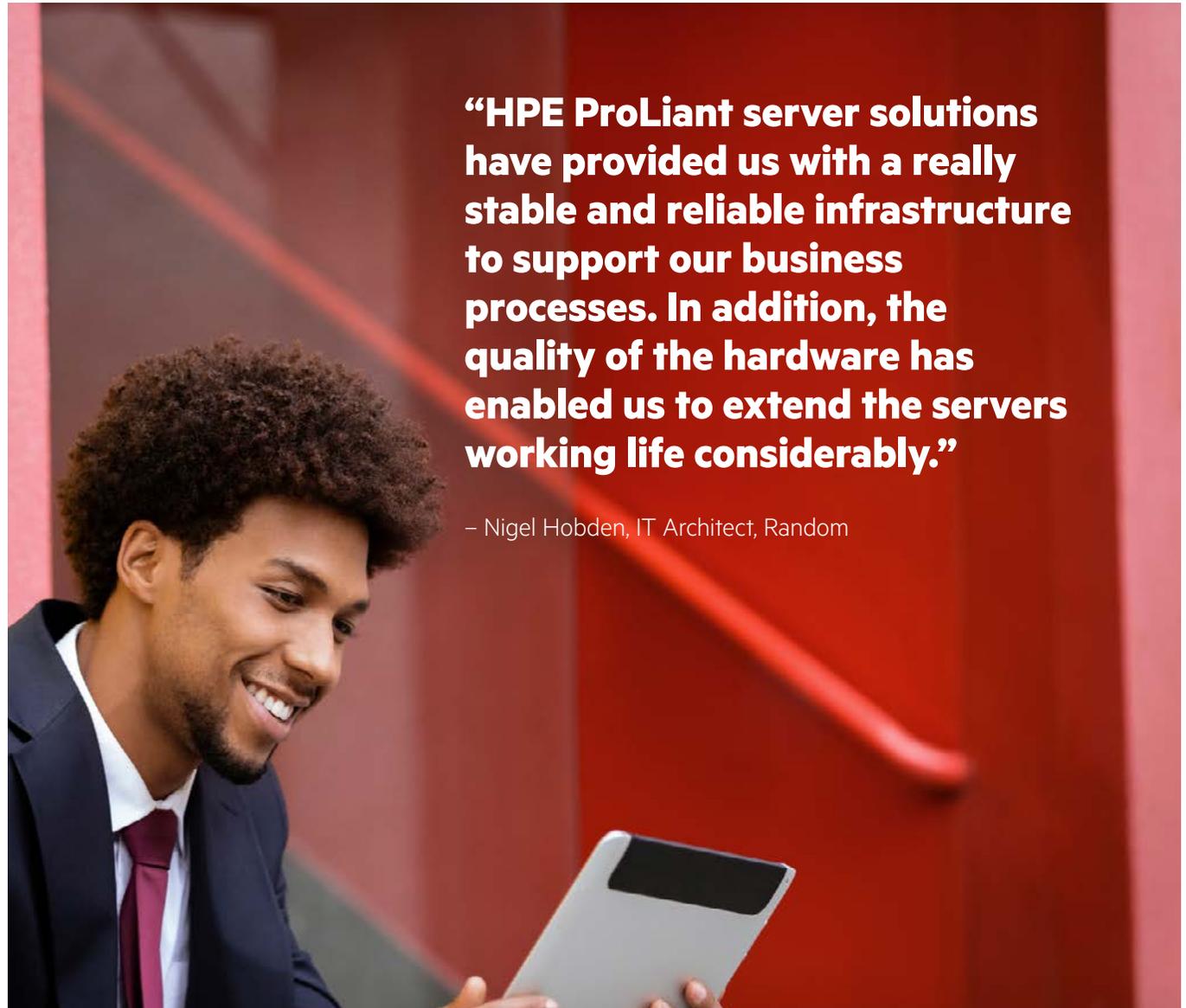
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Up to

# 75% cost savings

For server operating expenses and TCO

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**“HPE ProLiant server solutions have provided us with a really stable and reliable infrastructure to support our business processes. In addition, the quality of the hardware has enabled us to extend the servers working life considerably.”**

– Nigel Hobden, IT Architect, Random



# FOUNDATION FOR RAPID GROWTH

## Printer ITSS

### Industry

Computer hardware

### Company size

Small business

### Business drivers

- Outdated business and data security
- High server costs for small and medium-sized businesses

### Use cases

Consolidating the following applications:

- Virtualization
- Storage and backup
- Multi-function business applications, such as SQL database, storage, virtualization, etc.
- Software-defined storage or VMware vSAN



### Results<sup>6</sup>

#### Reduced time to perform the following administrative tasks:

- Setting up servers: **51%-75%**
- Performance troubleshooting: **26%-50%**
- Managing and maintaining: **51%-75%**
- Performing upgrades: **51%-75%**
- Responding to customer requests: **51%-75%**

#### Made improvements in the following areas:

- Reduced server operating expenses: **51%-75%**
- Reduced TCO: **51%-75%**
- Reduced downtime: **26%-50%**
- Increased the number of clients supported: **51%-75%**
- Reduced the number of help desk calls: **75%+**

<sup>6</sup> Based on a February 2021 survey of HPE ProLiant Server solutions customers by TechValidate, a third-party research service. TVID: 53C-D0D-936.



# 75%+ fewer help desk calls

While supporting up to 75% more clients

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Up to

# 75% cost savings

Across multiple administrative tasks

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# “Very valuable”

Support, education, and advisory services

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**“Acquisitions are creating new opportunities for us to grow our revenue and increase royalty payments to our members. By recently adding HPE ProLiant Servers, we’re positioned to handle very rapid growth without disruption to our core business processes.”**

– Branislav Gacesa, IT Architect, Printer ITSS

# RAPID APPLICATION DEPLOYMENT

## SilkyHotLicks Music



### Industry

Media and entertainment

### Company size

Small business

### Business drivers

- High server costs for small and medium-sized businesses
- Replacing in-house builds

### Use cases

Consolidating the following applications:

- Multi-function business applications, such as SQL database, storage, virtualization, etc.
- HCI

### Results<sup>7</sup>

#### Reduced time to perform the following administrative tasks:

- Setting up servers: **51%–75%**
- Performance troubleshooting: **51% -75%**
- Managing and maintaining: **51%–75%**
- Performing upgrades: **51%–75%**
- Responding to customer requests: **26%–50%**

#### Made improvements in the following areas:

- Reduced server operating expenses: **75%+**
- Reduced TCO: **75%+**
- Reduced downtime: **51%–75%**
- Increased the number of clients supported: **51%–75%**

<sup>7</sup> Based on a February 2021 survey of HPE ProLiant Server solutions customers by TechValidate, a third-party research service. TVID: 052-F6E-635.



Up to

**75% more  
clients  
supported**

With up to 75% more uptime

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**75% cost  
savings**

For server operating expenses and TCO

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Up to

**75% more  
efficiency**

For multiple administrative tasks

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**“The HPE ProLiant  
TCO and application  
development infrastructure  
have enabled us to develop  
our applications rapidly  
and to deploy them  
successfully.”**

– Charles Nelson, Chief Technology Officer,  
SilkyHotLicks Music



## WHY WILL YOU PICK HPE PROLIANT?

### It's time to transform

HPE ProLiant helps you deliver an intelligent compute foundation for Hybrid Cloud. Our customers enjoy unmatched workload optimization, 360-degree security, and intelligent automation—all available in an as-a-service experience through HPE GreenLake.

**Workload-optimized Hybrid Cloud:** Transform IT with insights that optimize workload performance, placement, and efficiency, and deliver better outcomes faster by using the foundational intelligence of HPE ProLiant.

[Learn more about Hybrid Cloud.](#)

**Intelligent automation:** The intelligence built into HPE Compute simplifies and automates management tasks, establishing a solid foundation for an open, Hybrid Cloud platform.

[Learn more at HPE server management.](#)

**Remote offices and growing businesses:** Achieve simple, efficient business value. Our user-inspired innovations provide easy remote access and improve energy efficiencies to lower your TCO.

[Explore HPE Solutions for Small and Midsized Businesses.](#)

**360-degree security:** Experience an enhanced, holistic, 360-degree view to security that begins in the manufacturing supply chain and concludes with a safeguarded, end-of-life decommissioning using the world's most secure industry standard server.

[Learn more about HPE ProLiant security.](#)



**For all these reasons and more, HPE ProLiant is a great pick for your business.**



**Right-sized and simplified:** Take advantage of an expansive portfolio of versatile, resilient, software-defined servers suited to diverse workloads and controlled through a single infrastructure management solution. [Download the HPE ProLiant family guide.](#)

**Available as a cloud service:** HPE GreenLake gives you the performance you need to support compute-intensive workloads, with a balance of performance, expansion, and manageability. The pay-per-use model for on-premises compute assets enables you to align IT spend with actual usage. Eliminate the cost, complexity, and risk of over-provisioning that comes with traditional hardware performance. [Explore HPE GreenLake.](#)

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