

# TRANSFORM YOUR BUSINESS WITH DATA AND ANALYTICS

Small and midsize businesses can improve the customer experience, increase operational efficiencies, and boost profits with fast, reliable access to data and analytics. The secret weapon underlying it all? Next-gen flash storage.

## THE RIGHT STORAGE FOR BETTER DECISIONS

Collecting, storing, and managing data is more important than ever. Because you can turn data into insights that matter for the business.

To fully leverage data, companies need the storage infrastructure to:

Keep important data safe

Ensure availability of critical systems

Maintain high performance

Be responsive to changing needs

Require little to no IT intervention

But why does it make sense to prioritise storage? Here's the business case..

A 5% increase in customer retention can lead to an increase in profits of up to **95%**.<sup>1</sup>

It can cost up to **10x** more to acquire a new customer than to retain an existing one

## KEY STORAGE CHALLENGES:

### THE SITUATION



Massive volumes of data are created every day, and it's increasingly complex (human, IoT, transactional)



### THE IT CHALLENGE

How do you capture, store, and access this data, and turn it into actionable insights?

### THE SITUATION



Companies need to collect relevant, timely information about customers.



### THE IT CHALLENGE

How do you centralise data spread across the organisation to get a 360-view of the customer?

### THE SITUATION



Companies need to leverage data – in real time.



### THE IT CHALLENGE

How do you implement an agile, data-centric architecture?

The right storage solution can help collect, centralise, and analyse data – so you can craft an exceptional customer experience and improve operations.

## HOW HPE FLASH STORAGE CAN HELP

HPE's portfolio of simple, affordable, and reliable storage solutions are designed to meet your changing data needs. From hybrid flash to all-flash arrays, you'll find the right-sized solution to scale as you see fit

### HPE MSA Storage An affordable approach to boost performance

Start small and scale as needed, using SSD, enterprise, or midline SAS drives

Count on 5th generation flash storage for proven flexibility and cost efficiency

Get 2x higher performance<sup>2</sup> than the previous generation – at the same price

### HPE Nimble Flash Storage Simple, cloud-ready storage with InfoSight™ Predictive Analytics

Gain fast, reliable access to data with 99.9999% measured availability<sup>3</sup>

Simplify operations with 86% of issues automatically predicted and resolved<sup>3</sup>

Create a multicloud environment with satisfaction guaranteed<sup>4</sup>

When the data is right where it needs to be, your business can put the customer first – and leave competitors in the dust

## GET A COMPETITIVE EDGE WITH HPE JUST RIGHT IT

Let HPE help put your data to work for you, so you can fully engage customers and keep them coming back for more. HPE Just Right IT servers, storage, and networking solutions empower your small or midsize business to make smarter decisions, quickly respond to new opportunities, and build customer loyalty for the long term.

For more information, contact your CDW account manager today.

<sup>1</sup>Small Business Trends. "Did you know: a 5% increase in retention increases profits by up to 95%," January 2015.

<sup>2</sup>Performance based on comparison of MSA 2040 to the MSA 2050 Storage Systems using 16Gb Fibre Channel 'Virtual' storage, Mixed Use SSDs, RAID 1, 8K Random Reads and Writes, IOPS: MSA 2050 Random Reads 220\_600 MSA 2040 Random Reads 96\_000 Improvement: 2\_3x MSA 2050 Random Writes 102\_800 MSA 2040 Random Writes 40\_500 Improvement: 2\_5x

<sup>3</sup>Based on actual customer data collected by the Nimble Storage Support as of March 2017. See also <https://www.nimblestorage.com/redefining-the-standard-for-system-availability/> (requires registration).

<sup>4</sup>Refer to <https://www.nimblestorage.com/satisfaction-guarantee/> for details. Subject to Nimble Storage General Terms and Conditions available at [www.nimblestorage.com/docs](http://www.nimblestorage.com/docs)