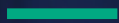


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TOP 12 REASONS TO BUY HPE NIMBLE STORAGE



HPE Nimble Storage delivers an industry-leading customer experience. It transforms operations with artificial intelligence (AI) that predicts and prevents disruptions and self-optimizes application performance and resources.

Here are 12 reasons why customers love HPE Nimble Storage:

- 01 Artificial Intelligence:** The HPE Nimble Storage approach to predictive analytics has completely reimaged infrastructure. Through HPE InfoSight advanced machine learning, 86% of problems¹ are predicted and prevented before customers even realize they have an issue—not just for the array but across the infrastructure stack. HPE InfoSight takes the guesswork out of managing your storage. It tells you how you can improve performance, optimize your resources, and plan for the future. And with its cloud-based portal, it's easy for you to take advantage of its intelligence.
- 02 Predictive support with direct access to Level 3:** Typical tiered support models can take a long time to resolve problems with customers passed from one support engineer to another with the same information gathered multiple times. Predictive support automation has enabled HPE Nimble Storage to help eliminate Level 1 and Level 2 support, providing customers with direct access to Level 3 expert HPE Nimble Storage support engineers—removing time-consuming and frustrating escalations. This means 73% fewer support tickets, 85% less time spent resolving storage-related trouble tickets and 69% faster time to resolution for events that necessitate Level 3 support.²
- 03 Effortless experience:** HPE Nimble Storage makes it radically simple for any IT generalist to buy, install, provision, operate, and upgrade. Customers can self-install the system in minutes. There are no knobs or configurations with always-on data services and app-aware intelligence that help eliminate performance and efficiency trade-offs. This effortless user experience across all aspects of the storage lifecycle means that customers spend substantially less time and allocate fewer resources to managing HPE Nimble Storage, resulting in 79% lower IT operational expenses.³ If you want to spend less time managing storage and firefighting, look to HPE Nimble Storage.
- 04 Future proofed investment that never gets old:** With [Timeless Storage for HPE Nimble Storage](#), you can enjoy a unique ownership experience by helping eliminate surprises and enhancing investment protection for the long term. The Timeless Storage program includes a satisfaction guarantee, a six-nines availability guarantee, a data reduction guarantee, all-inclusive software, flat support pricing, and controller upgrades.
- 05 Easily scale without disruption:** With HPE Nimble Storage scale-to-fit, you can grow the capacity and performance of a running system independently and non-disruptively. You can also scale out to four arrays with transparent volume mobility between arrays, achieving linear performance and capacity scaling.
- 06 Enable true hybrid cloud:** HPE Nimble Storage multicloud flash fabric intelligently extends data services across on-premises primary and secondary storage, and the public cloud. The multicloud flash fabric automates storage management through a common, integrated operating system and enables seamless data mobility between on-premises and the cloud. This unlocks a variety of hybrid and multicloud use cases including bi-directional data and workload migration, cost-effective DR or backup in the cloud, hybrid test/dev and analytics, and rapid multicloud DevOps CI/CD pipelines for containerized workloads.

^{1, 2, 3} [Assessing the Financial Impact of HPE Nimble Storage Powered by HPE InfoSight, ESG, May 2019](#)





Proven six nines availability—guaranteed: HPE Nimble Storage has proven availability of 99.9999% across its installed base⁴ and guarantees it for every customer and every array. HPE Nimble Storage is driven by a resilient architecture, which gets even better with HPE InfoSight predicting and preventing problems before your business is impacted.



Extreme data integrity and durability without compromise: HPE Nimble Storage offers Triple+ Parity RAID as standard with zero performance impact, which results in several orders of magnitude more resiliency than RAID 5 or 6. HPE Nimble Storage Triple+ Parity RAID can handle three simultaneous drive failures and provides additional protection through intra-drive parity. The next-generation architecture from HPE Nimble Storage means that customers don't need to make trade-off choices between data resilience and performance.



Consume storage as a service: HPE Nimble Storage with HPE GreenLake is a managed service for you on-premises with a pay-per-use consumption model that enables your team to focus on innovation. You can achieve faster time to value for your application deployments, avoid up-front investment and overprovisioning, as well as easily align cash flow to usage while maintaining visibility and control of your data.



Delivers the HCI experience: HPE Nimble Storage dHCI is an intelligent platform that disaggregates compute and storage, as well as integrates hyperconverged control for simple management on a flexible architecture. Powered with HPE InfoSight, HPE Nimble Storage dHCI gives enterprises ultimate simplicity for their virtualized environments with fast app performance, always-on data resilience, and resource efficiency.



Simplifies and lowers the cost of data protection: Deliver on your recovery SLAs with fast, simple, and integrated app-aware backup and recovery—on-premises and in the cloud. Natively replicate from HPE Nimble Storage All Flash Arrays to HPE Nimble Storage Adaptive Flash Arrays or to HPE Cloud Volumes for lower cost DR. Easily move your backup infrastructure to the cloud with HPE Cloud Volumes Backup, a new enterprise cloud backup service, which delivers a simple, efficient, and flexible way to store backup data. This on-demand, pay as you grow service lets you backup seamlessly to the cloud directly from your HPE Nimble Storage Array.



Delighting customers year after year: IT administrators and customers have been vocal⁵ about how their business demands are simplified and their user experience elevated by HPE Nimble Storage capabilities. Its radical simplicity and transformed support experience have resulted in an overall rating of 4.8 out of 5 stars⁶ in Gartner Peer Insights, with customers getting enhanced value out of their data in a broad range of use cases supporting business-critical applications.

⁴ Aggregated customer metrics as reported by HPE InfoSight

⁵ Best Practices: All-Flash Storage for Your Intelligent Data Platform, PeerPaper Report, 2019

⁶ Based on Gartner Peer Insights reviews, March 2020

Note: Gartner Peer Insights reviews constitute the subjective opinions of individual end users based on their own experiences and do not represent the views of Gartner or its affiliates.

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