



**Hewlett Packard**  
Enterprise

# **HPE Announces Next Generation HPE Nimble Storage**

## **FAQs for sales**

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HPE Internal and Partner Use Only

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## Introduction

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The frequently asked questions provided in this document are meant to address the most common questions from HPE sales employees about the announcement on May 7<sup>th</sup> 2018. Please access the following topic-specific sales briefcases for up-to-date top selling resources:

- [HPE Nimble Storage Sales Briefcase](#)
- [Master Storage Sales Briefcase \(Internal, Partner\)](#)

Please contact the [HPE Sales Response Center](#) if you have questions about the contents of this document.

## New Next Generation HPE Nimble Storage Flash Arrays (May 2018)

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### Q. What did HPE announce on May 7<sup>th</sup>, 2018?

- A. On May 2018, Hewlett Packard Enterprise (HPE) announced new Next Generation HPE Nimble Storage Flash Arrays. This is the first overhaul of the HPE Nimble Storage portfolio following the acquisition of Nimble Storage by HPE, making the new generation of HPE Nimble Storage arrays more efficient, future-proof, and better performing; all in line with the predictive, cloud ready, timeless strategy of HPE Storage. The new platform strengthens the price-performance sweet spot in the industry's broadest and deepest flash storage portfolio offered by HPE.

### Q. Why is this important?

- A. The storage industry is in the third wave of the transition to flash media, making flash arrays the default storage device for enterprises. As part of this transition, enterprises need to consider the nature of their workloads and use cases. For example, All Flash Arrays are ideal for high performance, latency-sensitive workloads. Hybrid Arrays are ideal for mainstream and mixed primary workloads, application consolidation environments, and generally when customers are concerned about cost and price-performance balance. Additionally, some customers look for arrays that are optimized for cost per gigabyte, while also providing flash acceleration for secondary applications like testing/development, and analytics.

Equipped with the industry's broadest and deepest Storage flash portfolio, HPE understands both the current needs of the customer, as well as future infrastructure requirements that protect their investments. The new HPE Nimble Storage lineup occupies this price-performance sweet spot in the portfolio with next generation capabilities. In the context of the **Predictive, Cloud Ready, and Timeless** strategy, HPE Nimble Storage offers simplicity and a new approach to storage with HPE InfoSight (Predictive) and HPE Cloud Volumes (Cloud Ready) and now expanding the Timeless promise to customers and prospects.

### Q. How does this fit in with the HPE Storage Strategy and Point of View?

- A. With HPE's point of view on storage - **Predictive, Cloud Ready, Timeless** - HPE is dedicated to bringing three core differentiators across all our storage products to make customers' infrastructure safer and smarter. For "predictive", we brought AI to the data center through [HPE InfoSight](#)<sup>1</sup>, predicting and preventing problems across their infrastructure. For "Cloud Ready", we gave customers the ability to futureproof their environment for the cloud, with easy mobility between on-premises and the cloud using [HPE Cloud Volumes](#) and [Cloud Bank Storage](#).

The "Timeless" strategy is supported by our [Six-Nines Guarantee](#) and all-inclusive licensing. Moreover, HPE believes that customers' investments should bring value both today and tomorrow with products that are future-proofed for new technologies. With the launch of Next Generation HPE Nimble Storage Arrays, we are expanding on our Timeless promise to our customers and prospects. The key customer benefits of this new generation of arrays include:

- **HPE Store More Guarantee**: so customers can confidently buy and deploy the most efficient All Flash array
- **Storage Class Memory (SCM) and Non-Volatile Memory express (NVMe) Ready**: so customers can make future-proofed investments
- **Next Generation hardware** that delivers up to 220%<sup>2</sup> better price- performance
- **Inline always-on dedupe** on Adaptive Flash Arrays, making them the industry's most efficient hybrid arrays.

<sup>1</sup> Available now for Nimble Storage and 3PAR StoreServ

<sup>2</sup> Based on internal HPE product comparisons.

**Q. How does this improve the existing HPE Nimble Storage portfolio?**

- A.** The Next Generation All Flash Array platform (AF series) is designed to take advantage of SCM, a new class of storage media, and NVMe, a high-performance communications protocol. This technology is designed for high performance, latency-sensitive workloads, benefitting customers who are looking for critical All-Flash performance. The AF series also delivers the benefits of the HPE Store More guarantee (below).

The Next Generation Adaptive Flash Array (HF series) platform is specifically built for:

- Customers with Hybrid Flash workloads (old CS series) i.e., mixed/primary workloads where cost-efficient flash performance is important while ensuring price-performance balance
- Customers with Secondary Flash workloads (old SF series), allowing them to put their backup data to work (for backup and disaster recovery, analytics, testing/development)
- The HF series also benefits from inline always-on deduplication

For a more detailed comparison of the models, refer to the Quick Reference Card.

## HPE Store More Guarantee

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**Q. What can I tell customers about the HPE Store More Guarantee?**

- A.** With the **HPE Store More Guarantee**, HPE guarantees that HPE Nimble Storage All Flash Arrays will deliver the most effective capacity per raw TB of flash compared to other All Flash arrays. It is available for all HPE Nimble Storage All Flash arrays. Customers benefit from better effective capacity after accommodating for overhead and data reduction. Customers also benefit from our HPE advantage, with 20% more usable capacity and 5x more data reduction<sup>3</sup>. In simple terms, HPE Nimble Storage All Flash Arrays store more production data per terabyte of raw flash capacity without compromising resiliency.

Share the [HPE Store More Guarantee Solution Brief](#) with customers, to talk to them about lowering costs by extracting the most capacity from our All Flash Arrays, while also lowering space and power requirements. .

**Q. What are the terms and conditions for customers to avail the HPE Store More guarantee? Does HPE plan to extend the guarantee to 3PAR?**

- A.** The program comes with no fine print or onerous terms and conditions. There are no special configurations or contracts that the end user needs to sign to participate in this program. We are currently exploring options to extend the guarantee to 3PAR in the future.

**Q. My customer is skeptical about the HPE Store More Guarantee. What else can I tell them related to how this compares to Data Reduction ratios and programs from others? And does this Guarantee program eliminate the need to do a POC?**

- A.** The HPE Store More Guarantee provides a customer with assurance that at the time of purchase, they are purchasing the most capacity-efficient all-flash array on the market. Data reduction is only one factor in determining the capacity that is available for application data. The HPE Store More Guarantee goes beyond data reduction ratios and addresses what matters most – how much data can be stored for each unit of flash capacity that is purchased. If your customer is convinced with the capacity efficiency that they can expect from the new all flash array, they may choose to bypass the time and hassle of a POC based on the assurance of the guarantee. For customers that want to confirm our capacity efficiency claims prior to purchase, or want to make a claim under the guarantee, a POC is required to verify that a competitive all-flash array delivers more capacity per TB of raw flash.

**Q. Does the HPE Store More Guarantee apply to my current generation HPE Nimble Storage array?**

- A.** The HPE Store More Guarantee is only applicable to Next Generation HPE Nimble Storage Products introduced on May 7<sup>th</sup>.

**Q. How is the new HPE Store More Guarantee is different the current Data Reduction Contract ( DRC )? Which tools are available to run this program by Presales?**

**A.** The HPE Store More Guarantee assures the best capacity efficiency at the time of purchase. It is not a guarantee based on specific data reduction ratios. The guarantee is not valid after purchase. Data Reduction Contracts (DRC) are based on the terms of the DRC itself, and commit to specific data reduction expectations after purchase.

**Q. Does HPE continue to offer the Nimble Timeless Storage program with these new models?**

**A.** Yes, the HPE Nimble storage timeless program continues to be offered for this new family of products with one change. Customers will now have three tiers of performance to choose from:

- Same level of performance
- Same level + 25% bump in performance
- Next level of performance

**Q. Why does Timeless Storage with the new platforms offer a “Same level + 25% bump in performance”?**

**A.** There are many customers that feel that their performance requirements may not change dramatically in 3 years, but it would be ideal to plan on some incremental performance, without having to jump a whole tier to the next level controller. It was felt that an additional 25% would be an ideal level of incremental performance.

<sup>3</sup> Results taken from tests conducted by HPE Nimble Storage competitive team, March 2018

## Storage Class Memory and NVMe

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**Q. How does being SCM/NVMe ready help customers?**

**A.** By being SCM/NVMe ready, our All Flash platform is designed to address the future technical storage requirements of customers as part of the HPE Timeless program. This includes design for NVMe and SCM technologies. The Timeless program ensures that customers will be able to seamlessly non-disruptively upgrade to next generation technologies.

The implementation and impact of potential SCM use cases include:

- **Caching:** Customers can use SCM to cache 'hot' reads/writes just like flash cache
- **Metadata:** Customers can move operations from DRAM to less expensive, higher capacity SCM devices
- **Storage tier:** Customers can permanently store volumes in SCM for the highest performance

Additionally, NVMe in combination with SCM outperform NVMe and Flash by up to 10x!

**Q. We understand vendors like Pure Storage and NetApp are shipping products with NVMe today. When do we expect HPE to ship storage arrays with storage class memory and NVMe support?**

**A.** HPE strongly believes that customers benefit when storage arrays integrate both SCM and NVMe. Arrays that just support NVMe protocol (with NAND Flash) do not deliver the best performance for customers. And like the adoption of most new technology, we expect Storage Class Memory to be mainstream when the economics and supply chain make sense for customers to consume it. Given the recent supply shortage that SSD suppliers have faced, we believe this may take a year or so to assure that SSD supply remains strong, while lighting up FABs to produce storage class memory at scale and driving the economics to where the technology is feasible for end users.

**Q. The new platforms have been announced as being NVME-ready and SCM-ready. Does this mean all models are NVME-ready and SCM-ready?**

**A.** It is technically true that all models share the same chassis & Backplane and therefore all models are technically NVME-ready and SCM-ready. This means that:

- The new chassis is capable of supporting new media, like SCM (Storage Class memory)
- The backplane of the new chassis is wired for NVMe connectivity to NVMe drives

However, the likelihood is that technologies like NVMe and SCM are more applicable to high-performance, ultra-low latency

applications, and as such we will likely limit availability of these technologies, initially, on the higher end. All Flash models of the new platforms.

- Q. The new platforms have been announced as SCM-ready. Does this mean my customer can perform a non-disruptive, in-place SCM upgrade to their AFxx at some point?**
- A.** Please note, not all AFxx models will support SCM and it is likely that only the higher end AFxx models will support SCM, where we expect the low-latency benefits of SCM technology to be more applicable. An in-place upgrade is under investigation, and more detail will be shared when available. Also remember, if customers need higher performance and lower latency, they can always perform an in-family controller upgrade to a higher end model, which can then be upgraded to SCM.
- Q. The new platforms have been announced as NVMe-ready. Does this mean my customer can perform a non-disruptive, in-place NVMe upgrade to their AFxx at some point?**
- A.** Please note, not all AFxx models will support NVMe and it is likely that only the higher end AFxx models will support NVMe, where we expect the low-latency benefits of NVMe technology to be more applicable. An in-place upgrade is something that many customer are unlikely to desire as this would involve physically replacing the existing SSDs with NVMe drives which would be disruptive and it's a risk most customers won't take. However, customers will always have the ability to cluster an HPE Nimble NVMe array with any other HPE Nimble array and non-disruptively migrate the data over to the HPE Nimble NVMe array. An important caveat to point out is that the industry has not solved the problem how to attach external NVMe shelves, in a cost effective manner. Therefore, an initial NVMe solution will only be applicable to arrays with no externally attached expansion shelves. If the existing all-flash array has all-flash shelves attached, the target HPE Nimble NVMe array will require enough capacity in the head alone to accommodate the entire capacity. Also remember, if customers need higher performance and lower latency, they can always perform an in-family controller upgrade to a higher end model, which can then be upgraded to NVMe.

## For customers with previous generation models

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- Q. My customer bought an HPE Nimble Storage array before May 7 and is concerned that the product they bought is now End of Life?**
- A.** The current generation products are still for sale until November 3rd, 2018. HPE will support these products for 5 years beyond end of sale, until November 2nd, 2023. During that support period, subject to supply chain availability, customers will be able to upgrade their arrays with additional cache, network option, expansion shelves, as well as in-family controller upgrades. Furthermore, please note that there are plans too to offer a controller upgrade path to the next generation/newly launched models.
- Q. For how long after the end of sale will HPE Nimble offer upgrades on my current generation products?**
- A.** The ability to offer upgrades after end of sale is subject to supply chain availability on the upgrade components, but a timeline would be about 3 years after end of sale.
- Q. My customer recently bought the current generation product and is upset that he was not told about the new platforms. What can I offer to the customer to alleviate their disappointment?**
- A.** First off, there is never a good time to announce the EOL of a product as there will inevitably be some customers who will have bought the current product just before the new product is launched. Some talking points that can help:
- The HPE Nimble Storage product that they chose is still perfectly good and will meet the needs that they were planning to address
  - The product will still be available for 180 days after the EOL announcement is made on May 7<sup>th</sup>. The date of last order will be November 3<sup>rd</sup>, 2018
  - More importantly their product will continue to be supported for 5 year after the last order date, through to November 2<sup>nd</sup>, 2023
  - Even after the last order date, customer can continue to grow that node through shelf additions, cache upgrades,

network upgrades, and controller upgrades if they need to increase performance. We are not announcing EOL of the upgrades at this time and will continue to offer those into the support period, subject to supply chain availability. Our guidance would be that we expect to be able to offer upgrades for up to 3 years after end of sale.

- HPE Nimble are working on a plan to offer controller upgrades to the new generation controller, which would allow the customer the ability to upgrade to the new product.

**Q. Can my customer attach the new ES3 or AFS3 shelves to current arrays that they have deployed?**

- A.** No, the ES3 shelves are for the HF platforms and the AFS3 shelves are for the AFxx platforms only. Customers can continue to grow the capacity on their nodes with ES1 shelves (for CSx00, CS235 arrays), ES2 shelves (for xx000, SFx00 arrays), or AFS2 shelves (for AFx000 arrays) as these shelves will continue to be orderable.

**Q. Will we be able to support controller upgrades from the current CSx000, AFx0000 to the newly launched controllers?**

- A.** At some point in the future we will support the ability to upgrade a CSx00, CSx000, AFx000, and SFx00 to the newly launched controllers. Details around the upgrade mechanisms will be shared at that time. In the meantime, in-family controller upgrades will continue to be orderable i.e. between CS235/CS300/CS500/CS700; between CS1000/CS3000/CS5000/CS7000; between AF1000/AF3000/AF5000/AF7000; between SF100/SF300.

**Q. Will we stop adding features to the current platforms? We have promised features like sync rep to our customers during roadmap updates.**

- A.** Our goal is to maintain feature parity across generations of platforms, provided the platforms can support the new functionality. For example, memory limitations on some older platforms may mean that some new features will not be supportable.

## Miscellaneous

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**Q. With the new launch of Adaptive flash arrays, is HPE not focusing on Secondary Flash Arrays anymore?**

- A.** No. On the contrary, we are doubling down on our commitment to the backup / secondary storage market with the new HPE Nimble Adaptive Flash arrays. We have expanded our market reach by introducing Adaptive Flash arrays that cover a broad spectrum of capacity needs. All the features / benefits of Secondary Flash arrays are now available in the new Adaptive Flash Arrays. We continue to strengthen our partnership with Veeam. For example, HPE is a platinum partner at the Veeam's user conference in May.

**Q. HPE Nimble Storage is known to deliver a unique support experience for its end customers. Now that HPE Nimble Storage has been integrated into HPE, what changes should end-user customers expect?**

- A.** The HPE Nimble Storage support model coupled with HPE InfoSight is one of our core differentiators. We are not changing the structure, nor its charter. In fact, we are investigating how to further expand HPE Nimble Storage best practices across other portions of HPE Storage.

**Q. What kind of customers/leads do I target with the Next Generation Nimble Storage Arrays?**

- A.** As before, start with HPE Nimble Storage when your IT buyer needs dedicated flash performance and public cloud hooks, but also prioritizes simplicity and a new style of support. HPE Nimble Storage continues to prioritize simplicity as a guiding factor from configuration to deployment to support. On the competitive front, if a buyer has a leaning towards new vendors like Pure Storage, Nutanix, and NetApp, then lead with Next Generation HPE Nimble Storage arrays. In some cases, SimpliVity will be the better lead product against Nutanix.

**Q. When can we expect the new platforms to GA and will it be available globally at GA?**

- A.** The new platforms will GA on May 7<sup>th</sup> and global availability is recorded in the CiNC tool, linked [here](#).

**Q. What is the pricing for the new HPE Nimble Storage arrays?**

- A.** The pricing of the new platforms has been designed to maintain HPE Nimble's strong competitive presence in the storage market as a value player. We have aligned pricing of the new models with the pricing of today's equivalent

model e.g. xx20 models are aligned to xx1000, xx40 aligned to xx3000, xx60, aligned to xx5000. This means customers will see lower-to-flat pricing in terms of \$/effective GB and \$/IOPS in just about all cases. Only the AF80 is priced at a premium to the current AF9000, but in accordance to its position in the portfolio as the highest end model with maximum performance and maximum scalability.

**Q: Where do I find sizing tools for the new Nimble Storage arrays?**

**A:** There are two sizing tools available:

- Ninjastars <https://saf.itcs.hpe.com/safdesktop/info/downloads/>
- InfoSight Sizing tool <https://infosight.hpe.com>

The Ninjastars sizing tool can be used by HPE SEs and partners to size HPE Nimble Storage arrays for their customers. The HPE InfoSight sizing tool provides sizing models based on real life install-base information (for example, dedupe rates by application) and can only be accessed by SEs who have legacy Nimble SFDC accounts. For partners to access InfoSight sizing models, we are working to integrate the InfoSight sizing models into the NinjaSTARS tool so at some point in the future all sizing requirements for HPE Nimble arrays will be handled in the NinjaSTARS tool.

**Q. Not so long ago, HPE positioned its primary storage portfolio as one family with one OS with all the attention on 3PAR. Now you have a complicated primary storage portfolio with MSA, SimpliVity, Nimble, 3PAR and XP. You previously claimed Dell EMC had a complicated portfolio with a lot of products. So how do you rationalize your previous position with this new more board offering that is much like your competitor?**

**A.** We believe that the storage market is rapidly evolving and customer's needs and requirements are changing in a fast pace. To acknowledge this, we have expanded our portfolio with the acquisition of Nimble Storage and SimpliVity. Today our customers have a wide choice between MSA at the very low end of the market, the options of either SimpliVity or Synergy for hyper-converged and converged needs and the best of breed block storage in Nimble and 3PAR. For customers that need very extreme availability we offer XP7.

**Q. How can I share this information with my customers?**

**A.** Please download the customer letter template and customize your message to reach out to customers. Also refer to the Sales Resources section below to share supporting assets and sales materials.

## Sales resources

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**Q. What are the resources available to sales and customers?**

**A.** The top selling resources on the new portfolio are available in the following sales briefcases on Seismic:

- [HPE Nimble Storage Sales Briefcase](#)
- [Master Storage Sales Briefcase \(Internal, Partner\)](#)

These include a wide range of resources for you, your customers, and your partners, including a customer letter, presentations, talking points, sales playcards, training links, and more.

If you have questions, contact the [HPE Sales Response Center](#).