

ClearOS

A simple, secure, and affordable OS for SMBs

An IT infrastructure and management solution for small businesses

Elevator pitch

Hewlett Packard Enterprise and ClearCenter will help you lower the cost of building on-premises solutions without sacrificing security and ease of use. HPE ProLiant servers with ClearOS give your customers a simple, secure, and affordable operating system with an intuitive web-based graphical user interface that provides a cloud-like experience on-premises, and an Application Marketplace with over 100 apps and growing. Whether your customer is starting out or scaling, you help them decide which applications help them meet their business needs.

The opportunity

Your customers can spend less money and reduce on-premises complexity while having access to enterprise-grade security, network, server, and gateway features with Hewlett Packard Enterprise and ClearOS.

Features include multiple firewall options, content filtering, intrusion prevention/detection with weekly signature updates, dynamic VPN, reporting, bandwidth control, directories, domains, databases, backups, email, on-premises/cloud storage, hybrid cloud integrations, and a lot more.

HPE value proposition/ differentiation

Cloud adoption is driven by simplicity and cost; however, is that enough? We believe businesses also need security and availability that is best delivered by on-premises IT. Hewlett Packard Enterprise has partnered with ClearCenter to offer ClearOS on rack and tower servers. ClearOS is a versatile and easy-to-use operating system that requires minimal upfront investment in time and resources and allows you to quickly build, deploy, and support low cost and secure solutions that will give you a competitive advantage.

ClearOS is a simple, secure, and affordable operating system with an Application Marketplace with more than 100 apps that allows partners to build customized solutions.

Solution positioning in enterprise portfolio

ClearOS is a companion to HPE Easy Connect but offers partners a customizable on-premises solution. ClearOS complements Microsoft® Windows® by replacing the gateway and networking solutions that protect it. ClearOS can also stand on its own in either an SMB or remote branch office or replace NAS appliances.

What do I sell?

Sell ClearOS Bronze, Silver, Gold, and Platinum subscriptions from ClearOS and from the money saved charge a monthly retainer. ClearOS is available on every HPE ProLiant 300 series server and below either CTO preload or download via Intelligent Provisioning or from the web.

Key benefits

Simple

- Installation and setup is made easy with HPE preloading ClearOS on their server or downloaded via Intelligent Provisioning.
- With point and click installation of applications, partners can quickly customize solutions that are tailored to their customer needs.

Secure

- Download a selection of security apps from the ClearOS Marketplace in addition to receiving ongoing patches, fixes, and updates.
- Control access to applications with administrative rules and group policies.

Affordable

- Partners and customers alike can save money because with ClearOS, they only pay for the services and applications they deem fit for their business.
- Partners can charge SMB customers a recurring monthly fee based on the money saved from unnecessary applications, hardware, and services costing additional money.

Quick reference card

For HPE and Channel Partner internal use only.

Resources

There are many additional resources available

- [Sales guide](#)
- [Solution brief](#)
- [Customer presentation](#)
- [Sales FAQ](#)

Contact your local HPE sales team with any questions.

Qualifying/discovery questions

General questions

- Are you currently using Windows Server® in your business?
- Are you running additional servers or appliances to support your business needs?

Windows

- Are you concerned that changes in Windows Server will be costly to your business?
- Are you concerned with the movement to and increasing costs of Azure?

Network and security

- Are you concerned that you may have to keep adding more and more additional security products, as hackers get smarter?
- Are you concerned about the costs associated with buying, updating, and fixing your security appliances or servers?

Cloud

- Are you using cloud applications like Dropbox, Google™ Apps, GoToMeeting, or SFDC?
- Is the growing costs of these application a concern as your business grows?

Management

- Do you have over three appliances or servers on-site that require separate management tools?
- Are you concerned that as you increase user devices, complexity of managing these user devices and applications also increases?

Customer pain points and solution benefits

Pain: Increasing costs of on-premises and cloud-based solutions.

Solution: ClearOS is free and integrated through the ClearOS Marketplace. In addition, partners and customers only pay for the services and applications they want so they don't pay for unnecessary applications and services.

Pain: Data security.

Solution: ClearOS is a simple to use, low cost security system that can protect from threats, access server for secure access, network inside or outside.

Pain: Complex IT infrastructure with limited resources and technical capabilities.

Solution: ClearOS is a full service platform that will allow you to simplify your IT management with a single system providing a one-stop, low cost Application Marketplace.

Learn more at
hpe.com/servers/clearos

✉ Share with colleagues

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