



**Hewlett Packard**  
Enterprise

# Redefine the server with a simple, secure, and affordable operating system

HPE ProLiant servers with ClearOS



**Sales guide**

For HPE and Channel Partner internal use only.

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# Value proposition



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### >Your opportunity

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### Win-win with HPE and ClearOS

Increase your total margin on hardware, software, services, and support while also reducing the total cost and complexity for your customers.

# Your opportunity

## Grow your customer base and remain the trusted advisor they depend on for on-premises and off-premises

Partners and resellers who offer traditional IT infrastructure and management solutions for small and midsize businesses (SMBs) have hit a wall with margins and revenue. Expecting SMBs to continue to make capital purchases of on-premises hardware, and supporting it with break-fix services, puts you at risk to all-cloud, subscription-based competitors.

Is there a way to increase your total margin on hardware, software, services, and support yet also reduce the total cost and complexity for your customers? Yes, there is.

HPE servers bundled with ClearOS software from ClearCenter solve the problem. Your customers spend less money and reduce on-premises complexity while having access to enterprise-grade security, gateway, network, and server features. Your net margin increases as you make money from hardware sales plus the recurring revenue of support and added services.

The old bundled model forced at least five or six hardware components into a rack managed by multiple software products from multiple vendors. The new model is a single-vendor model that requires a lot less hardware, is more affordable for the customer, and leads to higher margins for your business. What's more, ClearOS allows your customers to quickly and securely manage all their IT needs from a single console that's available through any browser on almost any web-connected device.

Your customers now just need an HPE ProLiant server and ClearOS to completely replace the old model.

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>Your opportunity

>**Elevator pitch**

>**Customer pain points**

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# Elevator pitch

## Explain the HPE and ClearOS value proposition in under a minute

HPE and ClearOS will help you lower the cost of building on-premises solutions without sacrificing security and ease of use. HPE ProLiant servers with ClearOS give you a simple, secure, and affordable operating system with an intuitive web-based graphical user interface (GUI) that provides a cloud-like experience on-premises, and an application marketplace with over 100 apps and growing. Whether you're starting out or scaling, you get to decide which applications you need, and pay as you grow.

# Customer pain points

## What keeps your customers up at night?

While numerous problems keep SMBs awake at night, the following are the top three IT-related worries:

- Simplifying IT
- Lowering/containing costs
- Taking advantage of cloud without compromising security and availability

# Business outcomes

Using HPE ProLiant servers running ClearOS, your customers will realize the outcomes they are looking for:

## Simplicity—Ease of use

An intuitive, web-based GUI allows SMBs to effortlessly navigate the ClearOS Marketplace where they can download and deploy the necessary applications for their core business processes.

## Security—Tailored to SMB needs

Customers can choose from a trusted and proven selection of security, filtering applications, single directory sign-on, and proactive/automatic updates, patches, and fixes.

## Affordability—Pay less, get more

With ClearOS on HPE ProLiant, there are no upfront costs. Your customers decide which applications they need and pay as they grow.



# Customer profile



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### **>Target customers**

### **>Conversation starters**

## **Target customers**

- ClearOS is designed for SMBs and remote and branch offices (ROBOs) with limited IT capabilities, flexible requirements, and constricted budgets.
- These customers depend on trusted advisors and are willing to take their recommendations.
- Partners targeting these customers can lower the cost of building custom solutions to gain a competitive advantage.

## **Conversation starters**

### **Ask the right questions:**

- Do you need a new server now? Within the next six months?
- Is your IT staff stretched thin?
- Do you need to reduce IT costs?
- Are you considering a move to the cloud but are worried about retaining security and control?
- Do you need to keep some capabilities in-house due to performance and/or security concerns?
- Could you benefit from advanced IT capabilities, but lack the budget to pursue them?
- Do you need to support remote sites or branch offices with robust IT capabilities?
- Are you having challenges with remote site management?

# Solution overview





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### >ClearOS

>HPE ProLiant servers with ClearOS

400,000+  
current ClearOS deployments worldwide

150+  
countries

80+  
languages supported

# ClearOS

## Simplicity for your server

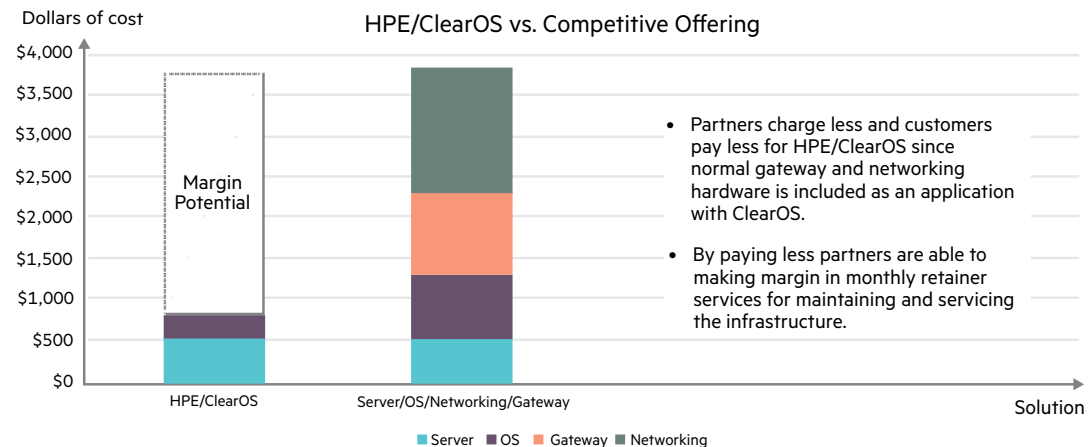
Remember when making a phone call, taking a picture, using a flashlight, and listening to music required multiple devices? Since the birth of the smartphone, technology and usability have never been the same.

ClearOS is like that—but for small business servers. It delivers a powerful IT solution with an elegant user interface that is completely web-based, making it available through any browser on almost any web-connected device. Designed primarily for deployment on server and network devices, it can also be deployed virtually or as the host OS to other virtual machines.

Other 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.

What's more, ClearOS is an open source Linux® server OS that can be integrated with existing IT deployments including Microsoft® Windows® environments. In fact, ClearOS is a trusted and proven model with more than 400,000 current deployments worldwide and a growing marketplace of more than 100 integrated apps.

## 3-year cost comparison



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>ClearOS

>HPE ProLiant servers with ClearOS

## ClearOS Marketplace

ClearOS Marketplace provides a turnkey app-installation engine for quickly scaling your HPE ProLiant server's functionality. To make it even simpler, ClearOS Marketplace is built into the operating system, allowing your customer to choose from over 100 curated on- and off-premises apps. They can simply install an app, and the server scales with features never before offered on a small business server.

Learn more at [clearos.com/hpe](https://clearos.com/hpe).

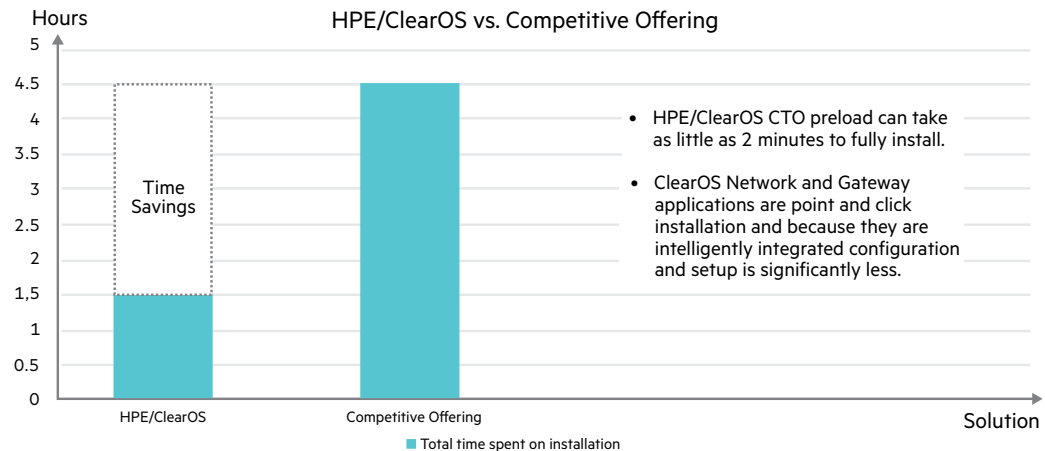
# HPE ProLiant servers with ClearOS

Hewlett Packard Enterprise has partnered with ClearCenter to offer ClearOS on HPE ProLiant rack and tower servers.

Exclusively from Hewlett Packard Enterprise, customers can choose to have ClearOS preloaded on HPE ProLiant ML110, ML30, and DL20 Servers. HPE is also making ClearOS available for download via Intelligent Provisioning or from [hpe.com](https://hpe.com) for all ProLiant ML/DL 300 series and below.

ClearOS adds no additional costs to your ProLiant server. Optional subscriptions, support, and applications are available.

## Time spent in installation, configuration, and setup



# Why HPE?



## **Sales guide**

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### **>Your trusted partner**

### **>Channel partner opportunities**

## **Your trusted partner**

To help you grow your customer relationships, HPE has 50,000+ experts and partners worldwide with:

- Deep expertise in application workloads and infrastructure, enabling HPE professionals to strategize, build, migrate, and transform apps across hybrid IT and mobile platforms
- Industry-leading SMB IT portfolio including HPE Just Right IT, HPE Flex Solutions, and HPE Hyperconverged Systems
- Commitment to open standards and ecosystem partnerships to support all elements of the IT environment worldwide, with no vendor lock-in

## **Channel partner opportunities**

The power of this solution-selling approach provides compelling benefits:

- Improves your margin blend
- Sets high barriers against competitors
- Leads to more installation and support business



# Resources



## Sales guide

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There are many resources available on the HPE Partner Ready Portal:

- Customer presentation
- Solution brief
- Sales FAQ
- Sales guide
- **HPE Partner Ready Portal**
- **HPE Products & Solutions Now**
- **HPE Smart Selling Tool**

Learn more at

**[hpe.com/servers/clearos](http://hpe.com/servers/clearos)**

**[clearos.com/hpe](http://clearos.com/hpe)**

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a00006023ENW, May 2017