Welcome to the EMEA Roadshow

Digital revolution at the workplace and beyond

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HPE Core beliefs

The world will be **Hybrid**

The **Intelligent Edge** is going to unleash an industrial IoT revolution

**Services** are going to be even more critical
Our strategy

We make Hybrid IT simple

Traditional Data Center
Software-defined Infrastructure and Private Cloud
Multi-cloud Partnerships

We power the Intelligent Edge

Campus & Branch
Industrial Internet of Things

We have the expertise to make it happen

Advisory & Transformation Envision and define
Professional Design and implement
Operational Consume and simplify
HPE Pointnext Services for Digital Transformation

Expertise to accelerate outcomes from digital transformation

We make Hybrid IT simple

We power the Intelligent Edge

Three pillars of HPE Pointnext

Advisory and Transformation Services
Design the transformation and build a roadmap tuned to customers’ unique challenges

Professional Services
Flawless and on-time implementation, on-budget execution & creative configurations

Operational Services
Deliver IT by managing and optimizing on-prem and cloud workloads, resources and capacity

25,000
IT Experts

11,000
Projects Delivered/Year

$7.16B
2016 Revenue

80
Countries

30+
Ecosystem Partners
Power digital experiences with the Intelligent Edge

The Internet of things

Intelligent Spaces

Digital Workplaces
Digital workplace at the Intelligent Edge

An HPE Pointnext vision

Jordan Whitmarsh – WW Workplace and Mobility Strategist

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The world is changing
Exploiting the pervasive digital connections between systems, people, places and things

We want to be surprised with increasingly innovative services

Cloud, IoT, AI and machine learning are redefining the experience

No industry or government is immune, and IT is the enabler

Gartner estimates that there will be 26 billion devices connected by 2020
The new digital edge
Powered by two accelerating changes

Human edge
Mobile first powered the internet of people

Machine edge
Intelligent sensors are fuelling the industrial internet

...We must prepare for the impact of BILLIONS
Enterprise digital transformation
What we have learned from our experience

The intelligent edge is where human and machine interaction takes place and where I need to be.

Open digital ecosystems that share intelligence as a service is what I need to have.

Digital experience

Business Model
CEO sponsored
Redefine market norms

Operating Model
CXO/LOB sponsored
Redefine productivity

Infrastructure Model
CTO/CISO sponsored
Redefine price / performance
Enterprise digital transformation
What we have learned from our experience

The **intelligent edge** is where human and machine interaction takes place and where I need to be.

Open **digital platforms** that share intelligence as a service is what I need to have.

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**Digital experience**

**Business Model**
- Business driven
- Sets the requirements

**Operating Model**
- Creative tension
- Realize the net-new value of pervasive digital connections

**Infrastructure Model**
- IT driven
- Integrating innovation

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**Infrastructure Model**

**Operating Model**

**Business Model**
The essential innovation agendas for the enterprise
Organizing to compete in an age of disruption

Disruptive innovation

Innovate with your new digital strategies
- Contextual and distributed edge technologies
- Digital workplace with intelligent spaces
- Artificial intelligence and machine learning
- Internet of things and actionable analytics

Create options for the future

Make a big change

Digital experience

Your core offering

People

Process

Technology

Make the top line

Sustaining innovation

Sustain with cost effective and agile strategies
- Hybrid productivity and collaboration solutions
- Software defined datacenter infrastructure
- Cloud service provisioning
- Big data and analytics

Make the bottom line
Intelligent edge
Redefine your digital value with intelligence at the edge of your business eco-system. Your places make your value unique.

Disruptive innovation
Intelligent edge connects you to the systems, places, people and things

Digital ecosystems
Define a next generation of interoperable services that combine dynamically to create your digital experience

Your core offering
- People
- Process
- Technology

Digital experience

The opportunity exists at your edge

Intelligent edge

Places
- Car
- Home
- City
- Airport
- Office
Disruptive innovation
Intelligent edge connects you to the systems, places, people and things

Digital experience
Your core offering
- People
- Process
- Technology

Digital ecosystems
Define a next generation of interoperable services that combine dynamically to create your digital experience

The opportunity exists at your edge

Intelligent edge
- Edge things
- Edge connectivity
- Edge computing

Places
- Car
- Home
- City
- Airport
- Office

Human
- Smartphones
- Wearables

Machine
- Industry appliances
- Sensors and actuators
- Facilities systems

People
- Process
- Technology

Your core offering
Disruptive innovation
Digital ecosystems create new interactions with customers, partners, employees and things.
Disruptive innovation
Digital ecosystems create new interactions with customers, partners, employees and things

Intelligent edge
Redefine your digital value with intelligence at the edge of your business eco-system. Your places make your value unique.

Digital experience

Your core offering
- Digital workplace
- Mobile engagement services
- Pervasive connectivity and IoT
- Context awareness

Enabling new interaction and commerce with...
- Azure Stream analytics
- Meridian
- Azure API management
- Office 365
- Losant
- Customers
- Partners
- Employees
- Things
Disruptive innovation
Intelligent edge connects you to the systems, places, people and things

Intelligent edge
Redefine your digital value with intelligence at the edge of your business eco-system. Your places make your value unique.

Where you work...

Digital experience

Your core offering

- Digital workplace
- Mobile engagement services
- Pervasive connectivity and IoT
- Context awareness

How you work...

Digital ecosystems
Define a next generation of interoperable services that combine dynamically to create your digital experience

- Customers
- Partners
- Employees
- Things
Modern workplace challenges

- Reduce workplace costs
- Engage and empower employees
- Attract and retain talent

Support Activity Based Work and Mobility
- Enable seamless digital and physical collaboration
- Use workplace resources more efficiently
- Reduce real estate costs or better demonstrate value
- Provide a better overall employee experience
Workplace strategy – a virtuous cycle

**Exciting new spaces:** Investing in spaces creates a modern and fresh environment for employees that promotes collaboration and innovation.

**Better technology:** A new style of workplace provides new options for integrating technology into spaces.

**Real estate savings and productivity gains:** Occupying less space means lower operating costs, helping customers meet financial objectives. Greater engagement means better employee effectiveness.

**Increased capacity:** Transforming the workplace allows the creation of workspaces conducive to the new way of working and maximizes real estate portfolios.
Why are spaces important?
Thank you
@JordanTechPro