



# WESTCOAST

## Storage Focus

June 2018



**Hewlett Packard**  
Enterprise

# Migrating your customers from Gen4 to Gen5 Nimble arrays

## Available Now!



On May 7th HPE launched the next generation Nimble All Flash and Hybrid Flash arrays

...but why should your customers migrate now?

Next Generation Hardware	A future-proofed investment	A more cost effective storage array	The most efficient Hybrid Flash arrays	HPE Store More Guarantee
Gen5 arrays deliver over 2X better price - performance vs. Gen4 arrays <sup>1</sup>	Gen5 arrays adopt NVMe and Storage-Class Memory so your customers know they are future proofed	Comparable pricing for Gen5 vs. Gen4 Nimble arrays as standard	Inline, 'always on' dedupe compression on Hybrid models for max data reduction	<b>Late to the party?</b> HPE guarantees Gen5 Nimble has the most effective capacity in the industry <sup>2</sup>

### Recommended Next Steps?

Contact your customers and position the main benefits of moving to Nimble Gen5:

- Next gen Nimble hardware with better than 2X price-performance
- Sell the vision around NVMe and SCM to future proof any investment concerns
- Quote against a Gen5 to show favourable pricing is available. Either lower the customer price or retain margin

**15% NBO** available on Nimble opportunities with no lookback period<sup>3</sup>

### Nimble Cup – The Next Lap

Channel partner incentive for resellers who book the most Nimble upside and pipeline orders by July 9th 2018.

**Summer Promotion.** HPE will offer up to 70% discount on Gen5 Nimble orders placed in June '18

HPE are offering a **0% HPEFS** promotion on Nimble opportunities.

Contact your Westcoast Account Manager to find out more

# HPE 3PAR 0% Finance Promotion

## Available on 3PAR Hardware, Software and Services\*



**Contact your Westcoast Account Manager  
for more information on all promotions**

- 0% interest rate for either 36 or 48 month term, Operating or Finance Lease agreement
- All HPE 3PAR hardware, software & services\* eligible
- Qualifying transactions start at €25,000 to a maximum of €500,000
- Available in UK and Ireland
- Select HPE and non-HPE hardware and non-hardware items (e.g., software, software appliances, services, and installation) may be bundled at standard rate terms; subject to credit approval

\*Point Next services included are installation, Proactive Care and Proactive Care Advanced

Financing and service offerings available through Hewlett Packard Financial Services Company and its subsidiaries and affiliates (collectively HPFSC) in certain countries and is subject to credit approval and execution of standard HPFSC documentation. Rates and terms are based on customer's credit rating, offering types, services and/or equipment type and options. Offer valid through October 31, 2017. Other charges, including without limitation, taxes, fees and shipping charges, may apply. Not all HPE products are eligible. Not all customers may qualify for these rates. Not all services or offers are available in all countries. Terms and conditions initially may vary. Saudi Arabia and Qatar are excluded. Other restrictions may apply. HPFSC reserves the right to change or cancel this program at any time without notice.

# HPE InfoSight Cross-Stack Analytics now available for the 3PAR Installed Base

Take advantage of HPE InfoSight Cross-Stack Analytics at no additional charge. Organizations can save tremendous time troubleshooting VMware environments by pinpointing the root cause of performance issues between storage and virtual machines.

# Latest Promotions

## Claim up to £300 cashback on MSA fifth generation SKUs

Improve productivity and claim up to £300 cashback when you purchase selected fifth generation MSA SKUs

Remember Warranty is not enough -  
Purchase 3 Year onsite 24x7 Foundation  
(U2MR2E, H1DC3E, H7JE5E, H7KB9E,  
H7JR2E) and claim an additional £250.

Offer ends 30 June 2018

[Click here to find out more](#)

## Claim up to £400 on selected Tape Products

Claim up to £400 cashback when you purchase one of our selected top selling tape products.

Up to £400 cashback available across selected top selling Autoloader, MSL Drive and Ultrium Drive product numbers.

Remember warranty is not enough -  
Purchase 3 Year 24x7 Foundation Care  
and claim an additional £300

Offer ends 30 June 2018

[Click here to find out more](#)



## Introducing....

Canvas our 'New Look' marketing tool  
for Westcoast resellers!

Free rebrandable marketing at your fingertips





# Memory is Precious – Keep it safe

LTO Tape has been the storage media of choice since the turn of the millennium, and it is set to remain so for the foreseeable future. HPE LTO tape available through Westcoast offers a comprehensive, reliable and secure data protection portfolio for the 21st Century.

Take a look at how LTO has evolved to meet the increasing data storage demands of the last 18 years, and then enter our competition by predicting 6 historical events for 2030.

Access the Augmented Reality application. Check out the LTO memory boxes, and then enter the competition for a chance to **win £250 Amazon Vouchers**.



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Get in touch with your account manager  
for special pricing across all LTO  
Generations and to find out more about  
the in house, next day delivery labelling  
services that Westcoast can offer.





# Big data tape for a big data universe

## Westcoast Archive Solutions

A night cityscape with a green network overlay. The overlay consists of numerous green lines connecting various points, some of which are highlighted with green rectangular boxes. The background shows a city skyline with illuminated buildings and a highway with light trails.

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**Coming soon!**