Hewlett Packard Enterprise

HPE GENEVA CUSTOMER INNOVATION CENTER SWITZERLAND

FY24 - Catalogue of sessions

CREATE YOUR HYBRID CLOUD

Session Title		Description
HPE GreenLake: The Cloud that Comes to You	—	A session to introduce or to reinforce the HPE GreenLake strategy and solutions, on both HPE GreenLake Platform and HPE GreenLake consumption model aspects. This session includes demonstrations of the HPE GreenLake Platform, HPE GreenLake Flex Solutions (formerly HPE GreenLake Central) on FinOps Concepts, and a zoom on top services delivered though HPE GreenLake, HPE GreenLake for Private Cloud Business Edition or GreenLake for Private Cloud Enterprise for example,
HPE GreenLake Edge-to-Cloud Platform	—	Explore the cloud operating experience with demonstrations of Data Services Cloud Console and Compute Ops Management. Experience the life of an IT admin or an IT consumer through the different tiles of DSCC and COM
Managed Services to run your IT operations	—	Services that monitor, operate, and optimize your infrastructure and applications, delivered consistently and globally to give you unified control and let you focus on innovation.
Hyperconvergence in action **Road to Private Cloud (HPE GreenLake for Private Cloud Business Edition)**	—	Operate with cloud efficiency, Consume with cloud flexibility, Deploy at cloud speed with HPE SimpliVity and HPE dHCI. Understand the benefits of Hyper-Converged solutions, how SimpliVity and dHCI provide great performant and reliable solutions, fully integrated in the HPE GreenLake Platform to create the concept of HPE GreenLake for Private Cloud Business Edition.
Run your top workloads as a service	—	A solution expert will show you how your Top workloads can be delivered As a Service : VMs, Containers, Bare metal, SAP, Block storage, Backup & recovery...

— **Unique CIC experience**

— **Session with live demos**

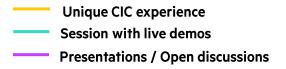— **Presentations / Open discussions**

CREATE YOUR HYBRID CLOUD
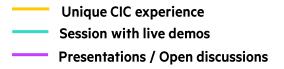
Hybrid Solutions

Session Title		Description
The Hybrid Cloud Approach with Microsoft Azure Stack HCI Solutions	—	Understand how HPE and Microsoft jointly deliver Azure services on-prem with Azure Stack HCI, Azure and Azure Arc. Find out how to implement a Hybrid Cloud strategy your workload's deployment strategy. Updated session with HPE GreenLake for Azure Stack HCI solutions and demonstrations.
Containers are redefining the standards	—	Red Hat Openshift, SUSE Rancher Prime, VMware Tanzu, upstream Kubernetes... how container solutions are redefining the way to operate a global IT Infrastructure, from hardware design to cloud application development.
OpsRamp AIOps Powered IT Operation Management as unified approach to manage multi-vendor computing, networking, storage, and application resources in hybridand multi-cloud IT environments	—	OpsRamp, a Hewlett Packard Enterprise Company, is a next-generation SaaS tool that performs Hybrid Monitoring, AIops, and Automation. It gives you a single pane of glass visibility into full-stack IT deployments, on-premises, in data centers, or in the cloud
HPE Solutions on Security	—	How will HPE Services for Security, Risk, and Compliance help you close your IT security gaps? During this session, explore HPE Security Portfolio and partner solution integration and discover our customers' success stories.

— Unique CIC experience
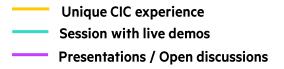— Session with live demos
— Presentations / Open discussions

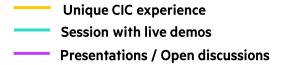| Session Title	Description
HPE Compute that powers transformation —	You need to transform your IT to fit modern business applications and have optimal performance in a secure environment. During this session you'll discuss with an expert on the latest HPE technology innovations and see which platforms can best fit your specific workload needs.
Synergy, OneView —	Discover the latest innovation around OneView 8 and Synergy Gen11 hardware, including the latest NVMe storage options and the Compute Ops Management Integration. From discovery session (30mn) to deep dive lab (2 days)
Technology Partner Integration Red Hat, SUSE, VMware —	From the setup to utilization, understand the tight integration between Technology Partners ecosystem and HPE Portfolio. Our Partners Solutions are running in our datacenter, on top of HPE Hardware (DL servers, Synergy infrastructure, Primera/Alletra, …)
	Here are the partners solutions available for demonstration at the CIC :
	Migrating from VMware vCenter to SUSE or Red Hat.
	Red Hat : Openshift for containers and VMs, ACM, ACS, Ansible Automation Platform, Kubevirt, AI and Mlops.
	SUSE : Rancher Prime, Neuvector, Kubevirt, RKE2, K3S, Harvester, Longhorn.
	VMware : ESX, Distributed Service Engine (with DPU - AMD Pensando), vSan, NSX, Tanzu.

— **Unique CIC experience**

— **Session with live demos**

— **Presentations / Open discussions**

STORAGE

Session Title		Description
Data Protection & Cybersecurity *30 – 60 Min*	—	How to create your strategy for data protection with our range of solutions: HPE Backup & Recovery integrated in HPE GreenLake, HPE Zerto Disaster Recovery and Ransomware protection, HPE GreenLake for Disaster Recovery. All illustrated with Live demonstrations of the whole Cloud consoles ecosystem.
HPE Storage global portfolio positioning with focus to HPE Alletra Storage *30 – 60 min*	—	Find the right solutions in the global HPE Storage portfolio including Software Defined Storage, from MSA to XP arrays with a focus on cloud-native data infrastructure portfolio with HPE GreenLake for Block Storage powered by Alletra Storage MP and HPE GreenLake for File Storage powered by VAST Storage trend and roadmap including HPE GreenLake for Object
HPE Data Services Cloud Console (DSCC) *30 – 60 min*	—	See how to manage your Storage infrastructure with HPE GreenLake Data Services : AI-powered predictive analytics platform to monitor, deploy and consume on-prem data infrastructure from the Cloud All illustrated with Live demonstrations of the Cloud consoles ecosystem: performance monitoring, host onboarding, maintenance, volume creation, troubleshooting and security management.

— **Unique CIC experience**

— **Session with live demos**

— **Presentations / Open discussions**

TURN YOUR DATA INTO INTELLIGENCE

Session Title	Description
HPE Ezmeral Unified Analytics/ Data Fabric	HPE Ezmeral Unified Analytics Unlock data and insights faster by helping you develop and deploy data, analytics, and AI. A consistent SaaS experience provides access to secure, enterprise-grade versions of the most popular open-source frameworks. Presentation, demo and experience
HPE Machine Learning Development Environment	Training and optimizing deep neural network (DNN) models at scale is challenging, time-consuming, and costly for enterprise organizations. Data Scientists spend hours automating distributed model training and hyperparameter optimization while IT struggles to allocate the required GPU resources to each project. HPE Machine Learning Development Environment does all the heavy lifting for you with just a few lines of code.
HPE Machine Learning Data Management Software	Uncover hidden insights with a data pipelining and versioning solution that automates data pipelines and accelerates time to ML model production by processing petabyte-scale workloads.
HPE Swarm Learning	Uncover insights with the industry's first privacy preserving, decentralized machine learning solution for increased accuracy and reduced bias in AI models. Presentation, demo and experience
Make AI work for you	Overall presentation of HPE AI Portfolio including the new announcements. Can include one or more of the topics above + Generative AI (LLM).

Unique CIC experience
Session with live demos
Presentations / Open discussions

DATA TRANSFORMATION JOURNEY– HPE SERVICES SESSIONS

Session Title	Description
HPE Engagement model & services for AI & Data projects *45 min*	Presentation of the HPE Advisory & Services methodology related to AI & Data engagements : Explore -> Experiment -> Evolve. Starting from business drivers and data availability to use-cases to propose a roadmap for implementation taking into consideration risk management, technical and functional matters. *Audience* : Line of Business owner, IT managers (who have their LoB customers internally)
Data Transformation Journey applied to Supply Chain *30 min*	Presentation of HPE Engagement model applied to Supply Chain use-cases : from business qualification to business outcomes. It is an illustration of the methodology presented on the previous session. *Audience* : IT managers (who have their LoB customers internally)
Data Immersion Advisory (Engage phase: free of charge) *2 hours*	An interactive session to an initial discovery and engagement on the data transformation. The journey preceded by answering starter questions and followed by an end-to-end advisory session. The purpose of the session is to exchange viewpoints, drivers and objective to propose a high-level vision of the digital journey. 3 steps : questionnaires + session (live & interactive) + report https://www.hpe.com/us/en/collaterals/collateral.a00124781.Data-immersion-advisory-for-HPE-GreenLake-service-brief.html *Audience* : cross-teams & profiles, Line of Business owner (to start with business drivers), IT managers, Data Scientists
Full Advisory Workshop (Explore phase: chargeable) *1 day*	Full advisory workshops can be hosted in the CIC after qualification. Can be proposed after a Data Immersion Advisory session. Several workshops are available depending on the needs. It is the Explore phase. Could be organized in 2 days and/or split in 2 teams during a visit in Geneva. *Audience* : cross-teams & profiles, to be qualified.

— **Unique CIC experience**
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— **Presentations / Open discussions**

HPE SERVICES SESSIONS

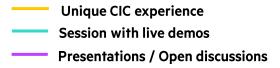| Session Title		Description
Performance Optimize Data Center (POD) or Modular Data Center (MDC) 30 – 90 min	▬ (yellow)	Presentation of the POD portfolio, the air cooling and direct liquid cooling version. Understand how to operate such infrastructure and best proactive. Share the CIC setup and operation. Visit the data center infrastructure including PODs area.
Complete Care Offering	▬ (purple)	
Customer Innovation Exploration	▬ (yellow)	Workshop session with your customer, driven by an expert facilitator. Based on the Digital Journey Map canvas and the Ignite Customer Innovation methodology, this session aims at identifying key strategic directions in which HPE can support the customer. The outcome of this session, a mapping between customer's challenges and HPE solutions, will be used as a working basis for the workshop's other sessions. It is particularly adapted to new logos or exploration workshops.
Security	▬ (purple)	High level or semi-technical overview of HPE's strategy in security, highlighting key HPE solutions and technologies in Incident Handling, Business Continuity, Supply Chain, Cryptography, and/or MFA.

▬ **Unique CIC experience**
▬ **Session with live demos**
▬ **Presentations / Open discussions**

CONNECT YOUR EDGE

HPE aruba networking

Session Title		Description
Aruba mobile engagement, smart workplace and/or full Aruba infrastructure portfolio	—	Venues come to life with location-aware mobile apps that provide indoor turn-by-turn navigation, contextual marketing, and a personalized guest experience. All Aruba infrastructure portfolio can be also covered.
Aruba Network Monitoring and Management	—	Provides an overview or a deep dive session of specific features of Aruba Central, AirWave and/or SD Branch
How to secure your network	—	Covers Aruba Secure Fabric 360, Aruba Introspect, guest management with ClearPass, and wired network security with ColorlessPort, Tunnel Node
Network Health Insurance	—	A session on how to optimize your network and gain visibility on how it is performing. Covers NetInsight and User Experience Insight

Go to: https://arubapedia.arubanetworks.com/arubapedia/index.php/Geneva_Customer_Innovation_Center
for more details on the sessions and demo use-cases.

— **Unique CIC experience**
— **Session with live demos**
— **Presentations / Open discussions**

INDUSTRY SHOWCASE

Industry	Description
Manufacturing —	Product quality management with Video Analytics and Machine Learning Condition monitoring/Predictive maintenance on Dual Fan system Smart engineering and facilities optimization Reduce unplanned downtime by anomaly detection by running Machine Learning with SparkCognition
Public Sector —	Video Analytics: Scene analysis, Interactive Face Recognition, Fighting Covid-19 Smart City/Smart Traffic Monitoring/Vehicle recognition
Healthcare —	Smart Hospitals: Transformation with Beacons, Asset Tags, Wireless, Partners....
Telco —	Run Radio-Frequency analysis in real-time with DeepSig
Retail —	Retail loss prevention use cases with Hark Systems video analytics

Aruba mobile engagement and smart workplace demos can be tuned to deliver use-cases to specific Industry challenges.

— **Unique CIC experience**
— **Session with live demos**
— **Presentations / Open discussions**

SUSTAINABILITY

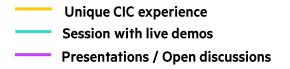| Session Title		Description
HPE Sustainability Strategy, long-term vision & methodology	—	Presentation of the HPE Sustainability Strategy and commitment, long-term vision & methodology to reach net-zero greenhouse gas emissions across the value chain by 2040
IT Optimization Best Practice	—	Understand the solutions HPE can provide to improve IT efficiency. We can do some focus on various areas like: - HW with compute utilisation, - Tooling with RMA (Right Mix Advisor) and CloudPhysics - As a service with HPE GreenLake workload - Measure and optimisation with OpsRamp, COM (Compute Ops Manager), Sustainability Insight Center
Data Center Modernization	—	HPE offer in the Data Center. Market vision, trends, best practice, optimization, digital twin, modular DC, audit & certifications, advisory & services
HPE Financial Services - Upcycling	—	HPE Asset Recovery, understand how HPE can help to optimize and manage the physical, financial and contractual aspects of all IT assets from implementation to retirement (and your next IT refresh)
CIC Data Center Tour	—	Highlight the CIC Data Center suitable best practice – Present the SDEA (Sustainable Datacenter Efficiency Association) label

— **Unique CIC experience**
— **Session with live demos**
— **Presentations / Open discussions**

TECHNOLOGY PARTNERS SESSIONS

Session Name		Content of the session
HPE Solution for Microsoft Azure Stack HCI	—	Understand how HPE and Microsoft jointly deliver Azure services on-prem with Azure Stack HCI, Azure and Azure Arc. HPE GreenLake for Azure Stack HCI solutions and demonstrations.
Accelerate your time to revenue for S/4HANA opportunities with HPE Data Solutions for SAP HANA	—	All SAP ERP customers must migrate to new S4/HANA software with SAP HANA database before 2027. As the trusted market leaders for SAP HANA infrastructure solutions, HPE and its partners have the experience and expertise to help customers confidently navigate this multi-year journey. Learn about HPE's customer outcomes focused Data Solutions for SAP HANA portfolio, including best practices on positioning and future outlook. Expert guidance and tips shared in this session on quoting and ordering will help you accelerate your sales cycles to deliver differentiated solutions, while capturing a richer share of wallet.
How to run a supersized SAP HANA BRIM Cloud platform	—	In addition to standard ERP business processes, nearly all customers are facing challenges to better offer their products as a service across all industries. SAP's new SAP BRIM platform is capable to serve most of those challenges fully integrated into SAP S/4HANA. SAP BRIM platforms are requiring a 24/7 operation on top of a very large SAP HANA platform. This session is demonstrating how to run such a supersized SAP HANA infrastructure in a Zero Downtime SAP operation based on HPE's Data Solutions, GreenLake and Pointnext SAP services. As an example, the session gives insights how HPE offers a new interface to GreenLake customers based on a new SAP HANA BRIM platform.

— **Unique CIC experience**
— **Session with live demos**
— **Presentations / Open discussions**

UNIQUE CIC EXPERIENCES & OTHER TOPICS

First steps into HPE GreenLake Edge-to-Cloud journey
Discover HPE vision & strategy concrete outcomes through customers references

HPE customer success stories though Virtual Reality
Be ready to complete immersive missions & see how HPE helped its customers

THE EDGE IS HERE

HPE Sustainability

The new game is to rethink sustainability:

Sustainability as a catalyst

| Brand differentiation | Game-changing optimization | New economics |

...while freeing up resources for **transformation** and **data-first modernization**

End-to-end industry edge live demos
1. Explore end-user customer experience (Aruba)
2. Discover vertical oriented edge use cases from HPE & partners (general)

The Cloud Experience in Your Data Center
A stop by our HPE GreenLake enabled DC with our experts during an immersive tour including Modular DC visit

HPE Innovation Zone (HP Labs, AI, HPC)

TODAY, LABS IS ALREADY TURNING RESEARCH INTO REALITY

PITTSBURGH SUPERCOMPUTING CENTER
cerebras

Carnegie CLEAN ENERGY

NREL NATIONAL RENEWABLE ENERGY LABORATORY

Accelerating AI research in pursuit of science, discovery and societal good with Neocortex high-performance AI supercomputer

Revolutionizing clean energy with AI to improve performance and reduce the costs

Tackling AIOps R&D to automate and improve anomaly detection, and energy and operational efficiency