



## HPE Data Services

Accelerate your data transformation from pilot to production

### Using data to drive transformation

Data is everywhere — ever-increasing in quantity and complexity. But there's a major difference between data, information, and actionable insights. So, it's no wonder many organizations are losing sight of data's utility. The dilemma is between assessing the existing data environment and validating the data strategy to drive the transformation and modernization journey.

Data-driven digital transformation is essential for businesses that want to stay ahead. Data collection, flow, dissemination, usage, and ability to inform decisions can fundamentally change the way an organization operates. By making data a central tenet of transformation, it can provide a game-changing impact on operational efficiency, customer experience, and business outcomes.

Uncovering deep learnings from new data sources requires the ability to consume data from different sources, secure it, and process it. To extract the full value of that data and drive strategic insights, you need to look beyond raw data and hardware, and embrace new methods of processing and analyzing the data. That, in turn, enables new and better business decisions.

## Why should I care about data transformation?

Data-driven digital transformation can be used to achieve a wide range of goals, such as:



- **Improving customer experience** — A better understanding of customer needs and preferences, more personalized and relevant products and services, and better and more frequency of customer engagement and touchpoints



- **Reducing costs** — Identifying and eliminating inefficiencies in business processes, leading to significant cost savings



- **Accelerating innovation** — Identifying opportunities for innovation and growth and developing new products and services



- **Enhancing operational efficiency** — Improving productivity, identifying inefficiencies and systems and processes, and optimizing supply chains



- **Reducing risk** — More informed and enhanced decision-making about all aspects of the business, leading to better outcomes such as better predicted sales cycles, improved financial operations, and improved risk management



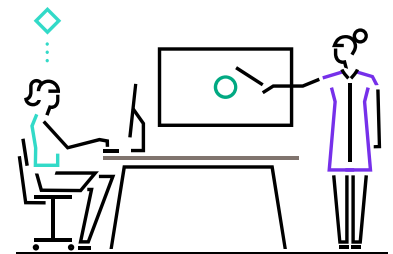
- **Driving competitive advantage** — By using data to inform decision-making, businesses can gain a competitive advantage and boost their bottom line

## Accelerate your outcomes with data

Start your data transformation journey and accelerate outcomes with HPE Data Services. At Hewlett Packard Enterprise, we understand that data initiatives are on a continuum that's driven by business needs and goals. Tap into a team of data scientists, solution architects, technologists, and consultants who develop and deliver the services in partnership with Hewlett Packard Labs, HPE product teams, and HPE solution partners. HPE Services experts help you design and deploy an environment that combines data from various data sources to create a unified hub where data can be securely treated and accessed for enterprise-wide analysis and integration.

Benefits include:

- Align business, data, and IT operations teams and achieve consensus
- Identify dependencies, constraints, goals, and needs
- Pinpoint gaps between the current state and the target solution
- Build a road map for your data platform strategy



HPE Services help you:

- Develop strategies and road maps
- Drive adoption, design, and implementation of solutions that incorporate data wherever it lives
- Derive organizational and operational intelligence from that data
- Leverage the right level of compute power from traditional servers to supercomputing





## Why HPE Services?

**Data-driven transformation.** Accelerate your transformation to a modern, data-driven organization with a holistic view of your hybrid operating model spanning your people, processes, and technology. Follow a proven approach to optimizing workload placement for price and performance as you modernize your estate and create smarter IT lifecycles. Create investment capacity to accelerate transformation. Do more with IT budgets and IT assets; free up capital, shift spending from legacy to new, and do more with what you have so you can drive more powerful solutions that help unlock value from data.

**Create a unified hub for enterprise-wide data access for analysis and integration.** Experts help customers design and deploy an environment that combines data from various data sources to create a unified hub where data can be securely treated and accessed for enterprise-wide analysis and integration. Services engagements can reach beyond capability assessment to include workshops, design, implementation, and ongoing operations.

### Learn more at

[HPE.com/data-services](https://hpe.com/data-services)

