

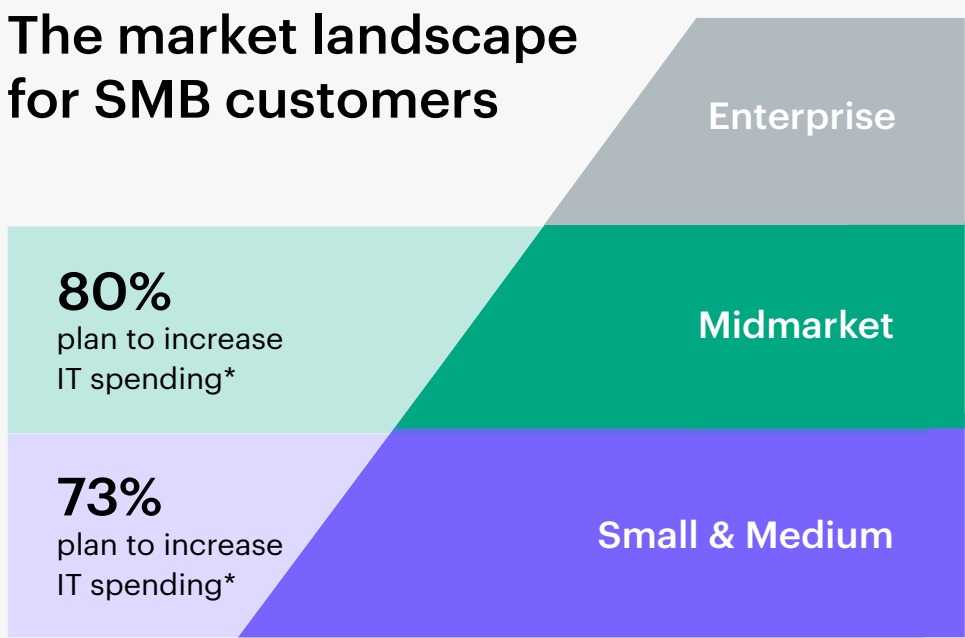
A SMARTER CHOICE FOR PARTNERS

The HPE Smart Choice purchase program enables you to deliver faster value

Accelerate your path to success with pre-configured, ready-to-deploy IT solutions designed to save time, reduce complexity, and deliver results faster than ever.



The market landscape for SMB customers



Market characteristics:

- A variety of sectors with common IT needs
- Less extensive in-house IT experience
- Budget-conscious customers
- Looking for simplified adoption of new technologies

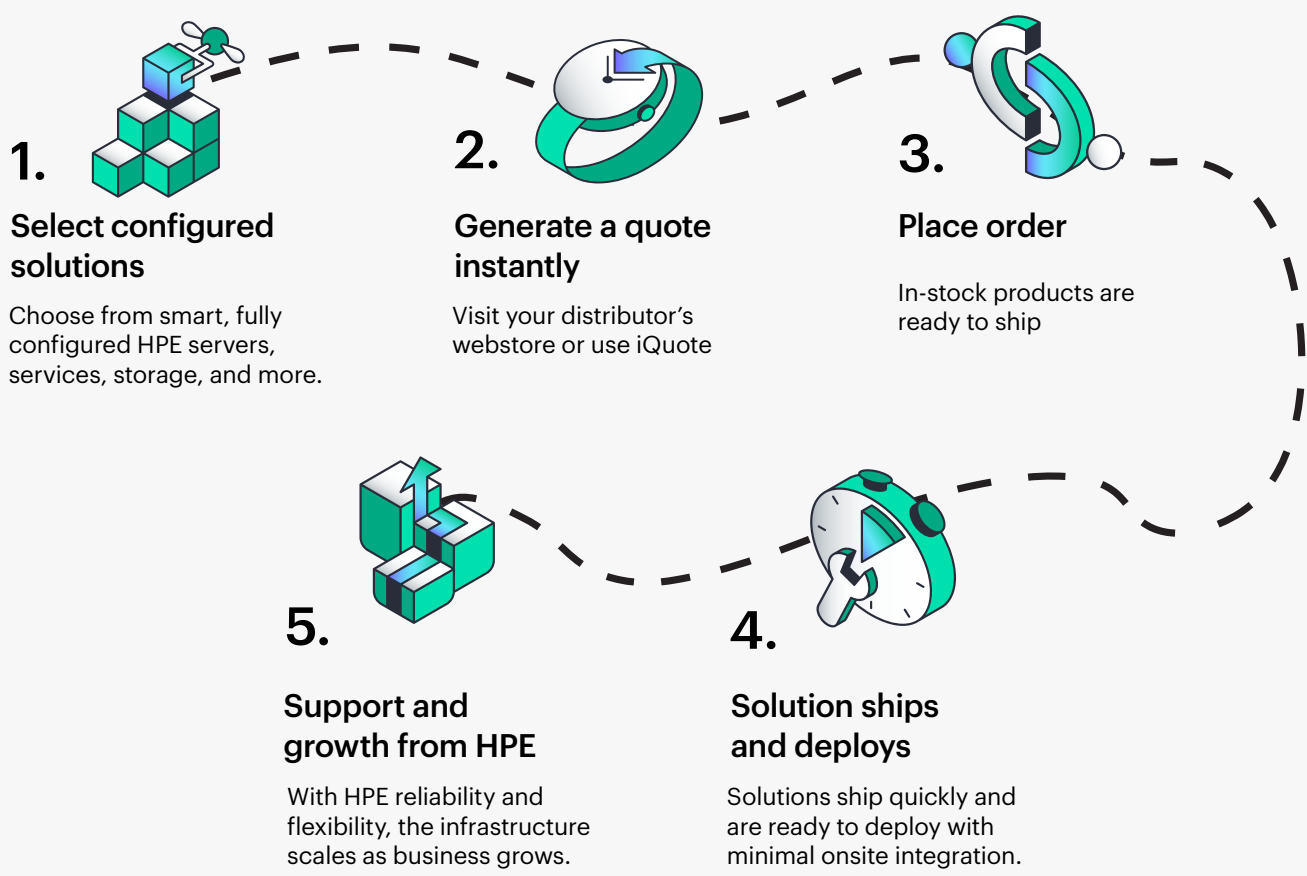
SMB challenges to sourcing configured IT solutions

- Time-consuming procurement cycles**
- Rapid delivery with budget limitations**
- Resource constraints; partner help needed**
- Performance and scalability**



The smarter path: HPE Smart Choice

The HPE Smart Choice purchase program offers factory-built and tested top-selling configurations conveniently packaged all in one box, ensuring quality and reliability. With simplified quoting, your customers benefit from fast, accurate pricing and easy solution selection, streamlining the purchasing process. Plus, with in-stock products ready to ship immediately, HPE Smart Choice delivers speed and efficiency to meet your customer's needs.



New to HPE? Visit the [HPE website](#) or contact your distributor to learn more about HPE Smart Choice.

Already an HPE Partner? Check out the [HPE Smart Choice Seismic briefcase](#) for more details.

Source: Forrester Consulting. (2024, April). New Technology: The Projected Total Economic Impact of HPE Compute Ops Management. A commissioned study conducted on behalf of HPE.

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