

Solution overview



HPE Helion Network: enabling ISV growth



Hewlett Packard
Enterprise

Independent software vendors (ISVs) can benefit from the HPE Helion Network:

- **Gaining a broad distribution channel for their applications** that brings even small businesses a significant competitive edge in a broad market.
- **Improving go-to-market tools and access to a larger customer base:** ISV applications will be available to service providers (SPs) and value-added resellers (VARs) to market.
- **In addition, ISVs will gain the ability to host applications globally** and meet local security and compliance needs.

Changes in the industry

The IT industry is in the midst of a structural shift. Enterprises are increasingly moving away from traditional on-premise IT networks. PC clients and server-based platforms are moving to a software-driven foundation including cloud, Big Data, analytics, mobility, and social business. Spending on traditional networks and platforms is expected to decline by the end of 2015. The IDC Predictions 2015: Accelerating Innovation—and Growth—on the 3rd Platform study¹ estimates that in 2015, third platform (such as cloud) technologies will account for 33 percent of global information and communications technology (“ICT”) spend and 100 percent of growth.

The vast majority of new apps will be cloud native apps built for public cloud delivery. Some applications will migrate to the cloud while others will need to be cloud aware. The extensive change will require ISVs and partners to evolve their business model.

The HPE Helion Network is developing multiple ways to reach customers:

- An SP hosts its own products and the SP sells through its own channels.
- ISVs self-host and offer services through syndication.

Either way, Hewlett Packard Enterprise can help them.

Pain points for ISVs

With changes in the traditional IT delivery model and how applications are delivered, ISVs need help in selling and distributing their products, meeting compliance and regulatory rules, and moving their products to a cloud delivery model. ISVs need help in these areas to remain competitive.

Pain points include:

- **Re-architecting solutions for a cloud deliver model**
- **Developing and delivering for mobility**
- **Leveraging Big Data-capable infrastructure**
- **Enabling faster development cycles**
- **Adding SaaS business model features**
- **Providing application lifecycle management**

HPE Helion Network ecosystem

Hewlett Packard Enterprise hears its partners, recognizes the value of a cloud ecosystem, and has developed the HPE Helion Network with these needs in mind. The HPE Helion Network is a global, open ecosystem that brings together SPs, VARs, system integrators, and ISVs to accelerate innovation and deliver competitive, open standards-based consume cloud services based on HPE Helion technology.

¹ IDC Predictions 2015: Accelerating Innovation—and Growth—on the 3rd Platform

ISV support to compete in the evolving marketplace

Hewlett Packard Enterprise is opening its vast GTM resources and capabilities to help ISVs transform into cloud players and reach more customers. Whether the ISV play is to be hosted by an SP or provided by a syndicator, Hewlett Packard Enterprise has created a suite of elements to help ISVs achieve their goals.

HPE Helion Network provides ISVs with:

- **Access to world's largest VAR channel:** ISV solutions will be made available to SPs, and HPE direct sales and indirect channel, including 145,000 distributors, resellers, and partners.² This exposure gives ISVs access to a larger market.
- **Global awareness and leads:** ISVs can gain increased exposure through integration into the HPE Helion Network services catalog that SPs, VARs, and HPE account teams will use to source new service opportunities and make ISV connections.
- **One stop for software-as-a-service ("SaaS") transformation:** The path to transforming ISV applications into a SaaS offering is made easy with Hewlett Packard Enterprise's onboarding process that includes an HPE Helion OpenStack® Sandbox, best practices, GTM consulting, and "pay as you grow" financial support.
- **Data sovereignty options:** Hewlett Packard Enterprise's SP partners can host applications in local and regional data centers that meet local security and compliance needs.
- **Reduce development time and costs:** ISVs can use HPE's standardized toolset to create applications and solutions.
- **Tap into HPE GTM Machine:** ISVs gain market momentum via Hewlett Packard Enterprise lead and demand generation, market awareness, and HPE Helion Network ecosystem events including "meet-up" events with SPs and VARs.

Access routes for ISVs

We welcome ISVs to join the HPE Helion Network ecosystem once they have their applications certified for HPE Helion OpenStack. Various Network Connect and Discover conferences will keep you informed and future virtual online partner matching events will be held where SPs can be introduced to ISV services and applications. Here are some places where ISVs can post their applications and services as well as routes to joining the HPE Helion Network ecosystem.

Catalogs

HPE Helion Network services catalog: Lists services and applications of HPE Helion Network certified ISVs as shown in the HPE Helion Network services catalog categories table.

Cloud28+: Cloud28+ provides a vendor catalog portfolio with global search capabilities of cloud offerings composed of services and local cloud providers from more than 28 different European countries. Hewlett Packard Enterprise is a sponsoring member of Cloud28+ and will provide access to it through the HPE Helion Network.

How to sign up for Cloud28+: ISVs interested in joining Cloud28+ as a consumer or provider can register at: cloud28plus.eu/cloud28.

Future Global Wholesale Services Catalog: Current plans call for the creation of a Global Wholesale Services Catalog to enable ISV resellers and SPs to search and discover each other's services—providing a platform for partners to connect, and the ecosystem to thrive. Hewlett Packard Enterprise plans to leverage the foundational elements of the Cloud28+ service aggregation catalog to build out the global services catalog.

ISVs gain from membership

With over 60+ products achieving HPE Helion OpenStack Certification and 40+ in the pipeline, the HPE Helion Network is gaining momentum. Some of the first ISVs certified for the HPE Helion Network platform include Lequa (a platform that enables compliant information exchange), Caringo (a provider of unified object storage), Ctera (a file sync and share provider), and Progress Software.

² www8.hp.com/us/en/solutions/partner-programs/partners.html

Solution overview

Table 1: HPE Helion Network services catalog categories

DATA MGMT.	END USER PRODUCTIVITY	DIGITAL MARKETING	BUSINESS APPLICATIONS	BIG DATA	APPLICATION DEVELOPMENT
Backup & recovery	Office suite	Web presence	Human Resources	Data warehouse	Application/ Product development
Archiving	Desktop as a Service	E-commerce	Customer Relationship mgmt.	Hadoop analytics	Application Lifecycle mgmt.
Storage	Team collaboration	Content mgmt.	Finance & Accounting	Predictive analytics	Application performance mgmt.
Disaster recovery	Email & IM	Mobile commerce	Vertical apps	SQL real time analytics	Quality control
Access control	Document mgmt.	Social marketing		Databases	Project & portfolio mgmt.
eDiscovery & archiving	Mobile worker	SEO		Security	
Master data mgmt.	Utilities	Campaign mgmt.		Data visualization	
Business continuity	Unified comms.	Marketing resource mgmt.			

How to sign up

Becoming an HPE Helion Network member gives you access to HPE Partner Ready SPs, HPE VARs, and HPE account teams that can help you source new service opportunities and connect with other vendors. Click on this [form link](#) on our website to sign up for the HPE Helion Network. Service providers or software vendors who want to offer services to over 25,000 resellers via the marketplace can contact Chris Samper at chris.samper@hpe.com.

Places to join

HPE Helion Ready Program: Serves as an on ramp to the HPE Helion Network for ISVs making it easy for SPs, ISVs, and SaaS application providers to self-certify their apps and services. It's easy—express interest, self-certify, commit to support, get published in the catalog, and maintain certification status. See hp.com/partners/helionready for program requirements and more information. Within its first six months, the HPE Helion Ready Program has received 75+ applications and continues to gain momentum.

HPE Helion Partner Marketplace: Enables HPE's reseller partners to sell cloud services via an easy-to-use platform. This marketplace went live in the U.S. in June 2015. It offers services such as: Hosted Exchange, Web hosting and Infrastructure-as-a-Service, and multiple virtual machine configurations.

Partner Ready for ISVs: The HPE Helion Network is developing multiple ways to reach customers.

- SP-hosted products, the program's onboarding process coaches ISVs with certification on HPE Helion OpenStack and integrating with HPE Helion technologies.
- For ISVs who opt to self-host and offer services through syndication, the Partner Ready for ISVs program offers cloud service provider-ready solutions and HPE discounts.



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The HPE Helion Network will be launched in phases, and not all phases are available at this time. Details and features of the HPE Helion Network program are subject to change from time to time without notice.

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