



5 strategies for cost-effective virtualization and enhanced innovation

Your business demands peak agility and efficiency. Yet many IT leaders are facing intense cost pressures and are limited by single-vendor lock-in as they strive to modernize applications, optimize their hybrid cloud environment, and accelerate AI innovation.

You can unlock accelerate with these five cost-saving virtualization strategies.



1. Align your virtualization strategy to business-critical workloads

- Assess whether you are fully utilizing your virtualization licenses.
- Run workloads in the most data-efficient locations.
- Right-size your IT infrastructure to free up IT capital.



2. Break free of single vendor lock-in

- Adopt an open, standards-based virtualization platform to reduce costs and avoid long-term licensing traps.
- Optimize workload and data placement across your hybrid environment and modernize on your own terms.
- Provision and manage both KVM and VMware®-based VMs from a single interface.
- HPE Morpheus VM Essentials Software reduces up to **90%** of VM license costs with multi-hypervisor support and self-service cloud consumption.¹



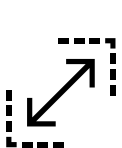
3. Boost storage and networking performance

- Avoid wasting CPU cycles and VM licenses running virtualized switching or storage.
- Run any app without compromise and limit appliance sprawl with purpose-built compute, storage, and networking platforms.
- **10x** lower application latency and **2.5x** lower TCO² with HPE Alletra Storage.
- Up to **27%** savings on virtualization software and **7:1** reduced data center footprint reduction with HPE ProLiant Compute Gen12 servers.³
- **48%** lower TCO⁴ and **10x** firewall performance increase⁵ with HPE Aruba Networking CX 10000 Switch Series.



4. Empower developers to work at the speed of business

- Speed service delivery and break down IT silos with unified management of hypervisors, storage, and networking.
- **150x** faster deployment of apps into virtually any hypervisor or cloud with HPE Morpheus Enterprise Software.⁶
- **30%** lower cloud costs with analytics-powered rightsizing.⁷
- Enable self-service provisioning with governance, security, and cost guardrails.



5. Future-proof IT with flexible consumption

- Get the agility of the public cloud with the control of the private cloud to fuel innovation.
- Get started on modernizing your virtualization platforms with VM Essentials to break free from long-term licensing traps and migrate on your own terms.
- Enable hybrid cloud operations with HPE Morpheus Enterprise to speed application deployment and orchestrate change with cost analytics, governance policies, and automation.
- Deploy your way—whether on-premises, in the cloud, or hybrid.

Modernize your virtualization strategy to improve application performance, speed service delivery, reduce cost, and free up resources for business innovation.

Learn more at

[HPE.com/Cloud](https://hpe.com/Cloud)

¹ Based on internal analysis of the cost of HPE Morpheus VM Essentials Software licensing versus available market data on cost of existing virtualization licensing. Savings do not include discounts and subject to change without notice.

² Based on Enterprise Strategy Group, Economic Validation: Analyzing the Economic Benefits of HPE GreenLake for Private Cloud Business Edition, May 2024, and internal analysis of the cost of HPE Morpheus VM Essentials Software licensing versus available market data on cost of existing virtualization licensing. Savings do not include discounts and subject to change without notice.

³ SPEC and the names SPECrate are registered trademarks of the Standard Performance Evaluation Corporation (SPEC). The stated results [SPECrate2017_int_base: #36693 (1), #36691 (2), #20893 (3), #37007 (4)] are published as of 01-01-2025, see spec.org, and compared against a 48-core estimated Gen12 system. All rights reserved. (5) Power savings based on the Thermal Design Power of the systems. (6) VM software savings per term of the license. Virtualization savings analysis based on core-based licenses as at April 9th, 2025. The calculations were made by comparing to a Gen12 with 48 cores per socket. Savings do not include discounts and subject to change without notice.

⁴ Based on internal analysis of the cost of a 10-rack configuration using HPE Aruba Networking CX 10000 versus available market data on cost of existing software-based networking features over a 5-year period.

⁵ Based on scaling of HPE Aruba Networking CX 10000 with ~800G Firewall compared to ~ 80G Firewall from a leading vendor.

⁶ Based on comparative before and after studies via interviews with HPE Morpheus Software install base.

⁷ Based on comparative before and after studies via interviews with HPE Morpheus Software install base.

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