Hewlett Packard Enterprise

HPE ProLiant DL80 Gen9 Server
Affordable storage and scalability

Cost-conscious customers are looking for affordable options for basic and storage-intensive workloads with room to scale. This cost-optimized 2U/2-socket server gives them what they need.

Elevator pitch

In the digital age, small to medium-sized businesses (SMBs) and service providers need affordable, basic IT infrastructure capabilities to support both operational efficiency for remote workers and growing storage requirements for active and passive data sets. The HPE ProLiant DL80 Gen9 Server provides the right amount of storage and scalability for file and print, collaboration, messaging, and more capacity-intensive applications like cold storage and backup.

All of this comes packaged in a 2U chassis at an affordable price to meet the needs of cost-conscious service providers and SMBs.

The opportunity

The HPE ProLiant DL80 Gen9 Server series was designed to be extremely competitive in emerging markets like China. It features affordable storage and I/O expandability, essential performance, and advanced manageability at a very attractive price point.

HPE value proposition/ differentiation

Affordable storage and I/O expandability
• Ample storage capacity with room for up to 12 LFF HPE SmartDrives

• Up to six PCIe 3.0 riser slots can be used to expand or support a graphics processing unit (GPU)

• Standard 2 x 1GbE and choice of HPE FlexibleLOM provide flexibility to adapt to changing business needs

Price/performance for budget-constrained environments
• Up to 23 percent better memory performance[1]

• HPE SmartDrives deliver the performance, capacity, and reliability to meet various workload requirements at the right economics

Automated management
• Lower management overhead with HPE OneView—the software-defined management platform that delivers automation simplicity across servers, storage, and networking

What do I sell?

HPE ProLiant DL80 Gen9 Server
To address the basic and storage-intensive workload needs of cost-conscious customers, with a focused set of cost-saving features:

• Affordable storage, networking and processor scalability and manageability in a 2U server

• HPE OneView Advanced software-defined management with HPE iLO Advanced

• Embedded management with UEFI, HPE iLO, HPE System Update Manager (SUM), and HPE RESTful Interface Tool

• Support management with HPE Insight Online

• Eight DIMM slots for faster DDR4

• HPE SmartMemory, 14 percent better throughput performance,[2] and up to 2400 MHz

• Dual-port 1GbE Ethernet adapter, optional FlexibleLOM on riser, and up to six PCIe 3.0 slots for further expansion or GPU support

• Intel® Xeon® E5-2600 v3/v4 Series processors

• Up to 12 LFF internal storage drives with embedded SATA controller and optional upgrade to HPE Smart Array SAS controllers, along with M.2 Enablement kits and Dual microSD boot options

• 92 percent efficient redundant power supplies (Gold)

• Air-cooled solutions with HPE Extended Ambient Operating Support (ASHRAE A3 compliant)[3]

• Dense 2U and compact 23.9-inch deep chassis

• Easy installation with in-rack serviceability using the "Easy Install" rail kit options

Solution positioning in the HPE Portfolio

The ProLiant DL80 Gen9 Server does not replace another server; it is an entirely new offering designed to penetrate cost-conscious customers in budget-constrained environments.

It is an entry-level 2U/2S server. Similar ProLiant offerings include the DL180 Gen9 (value) and DL380 Gen9 (performance).

Target customers

Cost-conscious SMBs and service providers looking for affordable storage and scalability. Primarily targeted for emerging markets like China.

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[1], [2] Based on similar capacity DIMM comparing HP server to a non-HP server with DDR4, July 2014

[3] See **hpe.com/servers/ASHRAE** for details.

Resources

HPE ProLiant external page

Visit the **HPE ProLiant Sales Portal** often.

Take the appropriate HPE ProLiant DL80 Gen9 training for your role.

Leverage the sales tools and customer-facing assets available on the HPE ProLiant Sales Portal or Regional Channel Partner Portals to prepare and to engage with your customers.

QuickSpecs

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hpe.com/servers/DL80gen9

Target workloads

Basic
• File and print

• Messaging

• Collaboration

• Database

Storage capacity-intensive
• Cold storage

• Backup

Qualifying questions

• Are budget constraints limiting your ability to refresh your servers?

• Are you looking for a new server platform at a very affordable price point?

• Do your current servers offer the storage capacity you need?

• Are you spending more money than you'd like on energy for server power and cooling?

• Do your admins struggle with complex system management, using too many tools that take too much time to operate?

• Are your current servers able to flex to meet your changing business demands and requirements?

• Are you looking for ways to reduce system downtime caused by system failures and routine maintenance?

Customer pain points

Pain: Need an affordable server to meet general IT infrastructure requirements and stringent budget constraints.

Solution: The HPE ProLiant DL80 Gen9 Server is designed to deliver exceptional value, with a price/performance ratio designed for budget-constrained

environments. You get advanced HPE ProLiant manageability and energy efficiency in a server that can support up to 12 LFF drives—at an affordable price point.

Pain: Need to reduce management complexity to lower overhead.

Solution: Despite being very affordable, HPE ProLiant DL80 Gen9 Servers offer: powerful converged management capabilities for the infrastructure lifecycle with HPE OneView; anytime, anywhere access to IT operations and support status, 24x7 monitoring, and simplified connection with HPE Insight Online; embedded server management for provisioning, updating, and diagnostic support with HPE iLO; better manageability, while simplifying your server boot experience with UEFI.

Pain: Need to improve energy efficiency.

Solution: HPE ProLiant DL80 Gen9 Servers enable a quicker return on your investment through tools like HPE Intelligent Provisioning, HPE SmartMemory, and more. DL80 Gen9 Servers include entry-level 92 percent Gold power supplies with redundancy, as well as improved ambient temperature compliance with HPE Extended Ambient Operating Support (ASHRAE A3), helping you reduce cooling expenses.

Pain: Need to scale quickly and affordably.

Solution: The value offered by the DL80 Gen9 Server allows you to expand quickly to meet your budget and storage requirements. HPE's ecosystem of management capabilities enable seamless integration of new servers into your IT environment.

Learn more at
hpe.com/servers/DL80gen9

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