

One page HC380 competitive compare

| | HPE HC380 | Nutanix | SimpliVity | Cisco HyperFlex | VCE VXRAIL |
|----------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Intuitive Operations | <p>The HC380 brings a new level of simplicity to the HC market. By abstracting the complexity from both h/w and virtualization s/w into a consumer inspired UI, operations and deployment can be supported by a generalist. In addition:</p> <ul style="list-style-type: none"> VMware factory integration and vCenter plug in +API Firmware + bios updates in clicks by a generalist Helion CloudSystem9 adds private + hybrid cloud services | <p>While Nutanix touts their ability to make the infrastructure “invisible”, they lack VMware factory integration (not a VMware partner) that makes on site installation difficult and lengthy. VMware vCenter must be installed on a separate system requiring multiple UI’s for operations.</p> | <p>VMware vCenter must be installed on a separate system requiring multiple UI’s for operations and has limited vSphere functionality.</p> | <p>Springpath provides a vCenter plug-in and UCSM plug-in, both requiring specialists to configure and operate. Initial deployment is a manual effort.</p> | <p>The product has only been available for a short time so there is not much detail available on installation and operations, no manuals and limited customer testing info available</p> |
| Viability & Vision | <p>The HC380 is based on a market leading x86 platform, market leading and mature StoreVirtual SDS software, and market leading Helion Cloudsystem9. These capabilities combine to provide the most viable and comprehensive HC solution in the industry, all from a single vendor. With a roadmap to composability, the HC380 provides an even longer lifecycle with investment protection</p> | <p>Nutanix is VC funded and runs a heavy negative-income financial model. Their IPO efforts are crucial to gaining financial stability and are clearly a possible acquisition target. While their “invisible” marketing campaign is very clever, it does not have vision beyond HC to composability.</p> | <p>SimpliVity is VC funded and does not have a direct sales force. Recent implications with OEM partnerships with Cisco and soon Dell, questions their viability and future OEM h/w direction</p> | <p>With multiple partnered HC solutions with SimpliVity and Springpath and hedged s/w partner approach vs. buying, brings question to Cisco’s vision and strategy. The HyperFlex family also does not have any linkage to the existing composability strategy</p> | <p>The Dell acquisition of EMC places question on the future direction of the VCE VxRail solution. Dell has already changed direction multiple times (Nutanix/SimpliVity OEM, EVO:Rail, Vspex, etc..)</p> |
| Storage Scale & Flexibility | <p>The StoreVirtual VSA software defined storage (SDS) engine enables an environment of thousands of storage nodes. (HPE or 3rd party) with additional scale out storage options provided with the HPE StoreVirtual 4000 family. Any combination of SSD and HDD’s may be used on the HC380 to flexibly meet cluster workload requirements.</p> | <p>The Nutanix proprietary file system allows storage scaling only by adding additional Nutanix nodes driving up higher cost with a finite scale.</p> | <p>The use of proprietary acceleration h/w limits integration and makes external access to SimpliVity storage performance limiting. No external storage offerings.</p> | <p>The HyperFlex family can only consist of HX enabled servers for storage expansion and is limited to a maximum of 8 HX nodes. No external storage options</p> | <p>The VCE VxRail solution requires 1 SSD per node and does not provide any external storage options</p> |
| Cost of entry | <p>With a 2 node minimum with all inclusive licensing and no special fabric requirements, the HPE HC family provide the lowest entry cost in the industry.</p> | <p>Nutanix has a 3 node minimum requirement but recommends 4 nodes in most situations (EC-X)</p> | <p>SimpliVity has a 3 node minimum requirement to achieve HA, plus a proprietary PCIe card that must be on each server.</p> | <p>HyperFlex has a 3 node minimum (must be HX220/240,) plus required pair of fabric interconnects that drives a high cost of entry and higher TCO. The HX cluster must also reside on their own fabric interconnect switches in their own domain.</p> | <p>A minimum of 4 nodes required. VSAN license required on all nodes even if compute only. Additional licenses required for vMCS & all flash configurations</p> |
| Market Leading Quality and Resiliency | <p>The HPE ProLiant DL380 is the most sold server platform in the world and has lead x86 market for 79 straight quarters. Combined with StoreVirtual VSA as the SDS engine the HC380 provides a mature foundation with 5-9’s availability, The HC380 is the only HC platform with vMSC certification and supports multi-site HA and DR with a single stretched cluster. iOmark publicly available test results at iomark.org</p> | <p>Direct sales use OEM server hardware from Supermicro (tier 2). Dell partnership will go away with EMC acquisition. EULA prevents performance test results from being published by customers since many features provide dismal performance</p> | <p>OEM server hardware combined with proprietary acceleration hardware card questions level of uptime that may be attained</p> | <p>Cisco HyperFlex is based on C-series servers combined with 3rd party software (Springpath) that is very new and unproven in the market. Neither of which have attained market leading status in the industry</p> | <p>VxRail was just released in March 2016 and has not been fully tested in the market. Based on a proprietary storage protocol and VSAN means VMware only lock in</p> |
| Support | <p>Single vendor accountability, worldwide organization. Publicly available testing encouraged (iomark.org)</p> | <p>Multi-vendor support challenges. Absence of publicly available performance testing : see blog</p> | <p>Multi vendor support accountability. Customer recommended to purchase TSANet for multi-vendor support model</p> | <p>Multi vendor support accountability (Cisco, SimpliVity, Springpath)</p> | <p>VxRail is comprised of 4 vendor components from Quanta, EMC, VMware, and VCE making support difficult.</p> |

How to handle objections

Objection handling

Objection - Compaction, efficiency technologies: The competition provides deduplication, and compression. Does HPE?

Response: Deduplication does help in some instances (like VDI), but outside of VDI there are limited advantages for dedupe. It's proven that there is significant penalty in control vm memory with dedup enabled and true benefits beyond VDI require a very large global footprint before it is worth the investment. While HPE is also planning to add these capabilities in a future release, the benefits will be similarly aligned mainly to VDI.

Objection – The competition is stating that NFS is the best option for storage protocol. Why is HPE better?

Response: Storage protocols are a method to get data from a host or server to a storage device. Think of storage protocols as a vehicle that drives your data to its destination. VMware initially looked at NFS in the first ESX release but found it lacking and chose to build their own file system instead. More customers use block storage with VMware and historically VMware has focused development on block over file. VMware also does not support NFS as a storage protocol for Microsoft clusters and Microsoft does not support NFS as a storage protocol for MS Exchange.

Objection – HPE Hyper-Converged offerings do not scale. Other vendors claim they are Web-scale.

Response: No vendor claiming unlimited scalability is telling the whole truth. Scalability always has dependencies, e.g. on data center design or the hypervisor (Max. hosts in an HA cluster in VMware vSphere 5.5/6.0 is 32/64). HPE can scale out to four appliances (16 nodes) automatically and to four more appliances with some additional configuration. It is also possible to add more storage capacity by provisioning from another StoreVirtual product (e.g. StoreVirtual 4335, VSA running on HPE ProLiant Servers, etc.)

Objection – Nutanix and VCE offer Erasure Coding solutions, why doesn't HPE?

Response: Erasure coding is an efficient form of mirroring protection that has taken on a popular position started by the Nutanix marketing machine. StoreVirtual has had the equivalent and more mature version of this technology in "Network Raid 5 / 6" for a long time. So while EC seems to be the new buzz for all things hyper converged, the equivalent and often interchangeable capability known as NR5/6 is very mature in StoreVirtual. It's important to understand that EC/NR5-6 is not recommended for data with a high rate of change but only for more static types such as snapshots, file data and archives. There are slight differences in the StoreVirtual restripe algorithm that makes recovery from failures faster and more stable in the StoreVirtual implementation of NR5 and NR6. It is known that other EC implementations have stability issues with node drive failures.

Objection – Cisco's price is much lower than HPE's

Response: Cisco's bundle price is not realistic and will cost the customer much more in the long run (bait and hook). There are hidden costs associated with the software licensing after the first year that are significant over a 5 year period. (30K per node over next 4 years after bundle purchase). There are also additional costs and complexity related to the fabric interconnect requirement that the customer should be aware of as outlined in the one pager.



Competitive Resources

Internal Sales links:

[HIT Competitive Community](#)

[Yammer Site](#): start collaborating with the HIT sales team on the latest competitive situations in the field, get latest market updates and news. Centralized links to EG and ES competitive content for HIT

[EG Competitive Intelligence](#)

the latest in depth technical analysis against our competitors

[ES Competitive Intelligence](#)

gives you the market tools like Gartner magic quadrants and competitor business analysis