Hewlett Packard Enterprise

May 2024
For HPE internal and channel use only

HPE SMB Promotional Offers

Now Launching HPE Smart Choice Purchase Program

Get fast quotes and expedited shipping with immediate pricing on popular fully configured products, know the best price instantly. Because the units are fully configured and ready to ship, get fast delivery and easy integration.

Benefits of HPE Smart Choice

- Fully configured server solutions on the most popular SKUs
- Best priced channel stocking offer
- Quote in minutes and seal the deal fast!
- Beat the competition with next day shipping

HPE Smart Choice Tower SKUs

HPE Microserver Gen10 Plus v2
SKU: P70335-425

Ideal for small office deployment - Setup a new office!

Intel Xeon E-2314
2.8GHz 4-core

Form Factor:	Micro Tower
RAM:	2 x 16GB 1Rx8
Drive:	2 x 1TB SATA HDD
Power Supply:	1 x 180W

HPE ML30 Gen11
SKU: P71389-035

Ideal for a small database solution

Intel Xeon E-2414
2.6Ghz 4-core

Form Factor:	Tower 4 LFF
RAM:	1 x 32GB DDR5
Drive:	2 x 1TB SATA
Power Supply:	1 x 350W

HPE ML30 Gen11
SKU: P71388-035

Ideal for a small database solution

Intel Xeon E-2434
3.4Ghz 4-core

Form Factor:	Tower 8 SFF
RAM:	1 x 32GB DDR5
Drive:	2 x 480GB SATA SSD
Power Supply:	1 x 800W

HPE ML110 Gen11
SKU: P71648-035

Ideal for a small database solution

Intel Xeon-Bronze 3508U
2.1GHz 8-core

Form Factor:	Tower 4 LFF
RAM:	1 x 32GB DDR5
Drive:	2 x 2TB SATA HDD
Power Supply:	2 x 1000W

HPE ML110 Gen11
SKU: P71670-035

Ideal for up 10 Virtual Machines with the SMB Solutions for Virtualization

Intel Xeon-Silver 4510
2.4Ghz 12-core

Form Factor:	Tower 8 SFF
RAM:	2 x 32GB DDR5
Drive:	2 x 480GB SATA SSD
Power Supply:	2 x 1000W
Adapter:	MR408i-o Controller

HPE ML350 Gen11
SKU: P71672-035

Ideal for up 22 Virtual Machines with the SMB Solutions for Virtualization

Intel Xeon-Silver 4510
2.4Ghz 12-core

Form Factor:	Tower 8 SFF
RAM:	2 x 32GB DDR5
Drive:	2 x 960GB SATA SSD
Power Supply:	2 x 1000W
Adapter:	MR408i-o Controller

HPE Smart Choice Rack SKUs

HPE DL20 Gen11
SKU: P71375-425

Ideal for up to 20 Remote Workers with the SMB Solutions for Remote Workers

Intel Xeon E-2436
2.9GHz 6-core

Form Factor: 1U Rack 4 SFF
RAM: 1 x 32GB DDR5
Drive: 2 x 480GB SATA SSD
Power Supply: 1 x 800W

HPE DL360 Gen10
SKU: P71373-425

Ideal for a shared storage solution with the SMB Solutions for Shared Storage

Intel Xeon-Silver 4208
2.1GHz 8-core

Form Factor: 1U Rack 8 SFF
RAM: 2 x 32GB DDR4
Drive: 2 x 960GB SATA SSD
Power Supply: 2 x 800W
Adapter: P408i-a SR Controller

HPE DL360 Gen11
SKU: P71673-425

Ideal for hosting a Database or Application with the SMB Solutions for Database & Applications

Intel Xeon-Silver 4510
2.4GHz 12-core

Form Factor: 1U Rack 8 SFF
RAM: 2 x 32GB DDR5
Drive: 2 x 960GB SATA SSD
Power Supply: 2 x 1000W
Adapter: MR408i-o Controller

HPE DL380 Gen10
SKU: P71383-425

Ideal for hosting a Database or Application with the SMB Solutions for Database & Applications

Intel Xeon-Silver 4210R
2.4GHz 10-core

Form Factor: 2U Rack 8 SFF
RAM: 2 x 32GB DDR4
Drive: 2 x 1.92TB SAS SSD
Power Supply: 2 x 800W
Adapter: P408i-a SR Controller

HPE DL380 Gen11
SKU: P71674-425

Ideal for up to 13 Virtual Machines with the SMB Solutions for Virtualization

Intel Xeon-Silver 4510
2.4GHz 12-core

Form Factor: 2U Rack 8 SFF
RAM: 2 x 32GB DDR5
Drive: 2 x 960GB SATA HDD
Power Supply: 2 x 1000W
Adapter: MR408i-o Controller

HPE DL380 Gen11
SKU: P71675-425

Ideal for up to 21 Virtual Machines with the SMB Solutions for Virtualization

Intel Xeon-Silver 4510
2.4GHz 12-core

Form Factor: 2U Rack 12 LFF
RAM: 2 x 32GB DDR5
Drive: 2 x 8TB SATA HDD
Power Supply: 2 x 1000W
Adapter: MR416i-p Controller

Winning with HPE ProLiant - Trusted Security by Design

HPE continues to lead and deliver security innovations from edge to cloud:

Chassis intrusion: detects any physical intrusion into the chassis. iLO logs an event when the access panel is opened or closed. Chassis intrusion monitoring and iLO reporting occur as long as the server is plugged in, regardless of the server power state.

Bezel Lock: helps prevent unauthorized physical access to the front panel components

TPM2.0 module: The HPE Trusted Platform Module (TPM) works with programs such as Microsoft Windows® BitLocker™ to increase data security by storing the encryption startup key in hardware on the server, which provides a more secure environment by pairing the drive to the server. Pairing the drive to the server helps prevent the encrypted drive from being read if inserted in a different server.

Learn what sets HPE ProLiant apart from the competition →

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HPE MSA Storage: the perfect complement to HPE Smart Choice ProLiant Rack Servers

What is HPE MSA Storage?

HPE's industry-leading, entry-level shared storage solution providing simple, fast, and affordable storage for HPE ProLiant Servers for more than 25 years.

For more information regarding HPE MSA Storage, please visit the PSNow and the HPE MSA pages.

5 Reasons to choose HPE MSA Storage:

1. Advanced MSA Storage Management Utility simplifying setup and maintenance
2. Hands-free automated data tiering that continually optimizes storage performance
3. Reduction in data rebuild times by as much as 25X with new MSA DP+ RAID technology
4. No cost, cloud-based HPE Health Check maintenance tool
5. Hybrid-flash and all-flash bundles provide multiple low-cost SAN starting points

NEW MSA 2060 Flash Bundles

New MSA Flash bundles leading the way toward low-cost, high performance shared storage for HPE ProLiant Servers

Only available in iQuote or contact your preferred Distributor

Get fast quotes and expedited shipping with the new HPE MSA 2060 Flash Bundles.

HPE MSA 2060 Flash Bundles deliver the highest performance entry-level SAN storage solution available from HPE. Factory integrated with 12x SSDs, each bundle delivers the simplicity and affordability of the MSA 2060, with a cost-effective starting point for small and remote office IT workloads that require the performance of a flash-based storage solution. MSA SSD 6-Pack Bundles enable each MSA 2060 Flash Bundle to scale up to 900TB+ of storage capacity.

HPE MSA Fibre Chanel

Additional discounted hard drives can be added through HPE Flex Offers or choose the HPE MSA Flash Bundle Capacity Expansion Options.

HPE MSA 2060
SKU: S2E37B

Lowest cost starting point for a HPE flash-based SAN solution

HPE MSA 16Gb FC SFF 12TB Flash Bundle
Form Factor: SFF
Host Connectivity: 16Gb FC
Controllers: Dual
Drive: 12x 960 GB RI SSD

HPE MSA 2060
SKU: S2E39B

Entry level SAN "sweet spot" for MSA Gen6

HPE MSA 16Gb FC SFF 23TB Flash Bundle
Form Factor: SFF
Host Connectivity: 16Gb FC
Controllers: Dual
Drive: 12x 1.92TB RI SSD

HPE MSA 2060
SKU: S2E41B

Highest capacity flash-based MSA SAN solution

HPE MSA16Gb FC SFF 46TB Flash Bundle
Form Factor: SFF
Host Connectivity: 16Gb FC
Controllers: Dual
Drive: 12x 3.84TB RI SSD

HPE MSA iSCSI

HPE MSA 2060
SKU: S2E38B

Lowest cost starting point for a HPE flash-based SAN solution

HPE MSA 10GbE iSCSI 12TB Flash Bundle
Form Factor: SFF
Host Connectivity: 10/25GbE iSCSI
Controllers: Dual
Drive: 12x 960 GB RI SSD

HPE MSA 2060
SKU: S2E40B

Entry level SAN "sweet spot" for MSA Gen6

HPE MSA 10GbE iSCSI 23TB Flash Bundle
Form Factor: SFF
Host Connectivity: 10/25GbE iSCSI
Controllers: Dual
Drive: 12x 1.92TB RI SSD

HPE MSA 2060
SKU: S2E42B

Highest capacity flash-based MSA SAN solution

HPE MSA 10GbE iSCSI 46TB Flash bundle
Form Factor: SFF
Host Connectivity: 10/25GbE iSCSI
Controllers: Dual
Drive: 12x 3.84TB RI SSD

HPE MSA Flash Bundle Capacity Expansion[1]

Expand the storage capacity of your MSA with these 6-Pack SSD option Bundles

SKU	Descripton
S2E43A	HPE MSA 5.8TB SAS RI SFF M2 6-pack SSD Bundle
S2E44A	HPE MSA 11.5TB SAS RI SFF M2 6-pack SSD Bundle
S2E45A	HPE MSA 23TB SAS RI SFF M2 6-pack SSD Bundle

[1]These HPE MSA Capacity Expansion Bundles are already discounted and so do not qualify for HPE Flex Offers

Better Together: HPE ProLiant Servers + Storage

To scale up your environment even further and address critical storage requirements/workloads, add a MSA 2060/2062 to any compute configuration and get the best of both worlds. The HPE MSA Storage portfolio delivers the right, cost-effective storage performance customers need while remaining ideal of small and remote office deployments.

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HPE Flex Offers Special Deals

All promotions are subject to availability and may be changed on short notice.

To access the latest Special Deals

Click here

Fill it with Flash: Add SSDs to MSA for Additional Discounts Only Available Through HPE Flex Offers

Adding flash storage to HPE MSA Storage creates a SIMPLE and FAST entry-level shared storage (SAN) solution for HPE ProLiant Server customers. With HPE's new "Fill It With Flash" Special Deal, adding flash storage to MSA has never been more AFFORDABLE than now.

Add any eligible SSD SKU to your choice of any SFF MSA 2060 or 2062 Storage Array to unlock additional discounts on top of already competitive HPE Flex Offer special pricing!

*Only available through iQuote HPE Flex Offers.
*Please contact your preferred distributor for more details.

Special Discount on
HPE MSA Flash-based Configurations!

Unlock Special Pricing on HPE ProLiant Servers via HPE Flex Offers!

Get more from your IT and support your increasing workload performance needs within your limited budget by adding HPE Intel Gen11 Servers to build your next SMB Virtualization Solution!

Take advantage of limited time, additional discounts of up to 250 Euros (or local currency equivalent) across a wide range of HPE Gen11 ProLiant Servers, available only for eligible SKUs included in the HPE Flex Offers program. Visit iQuote to start building your optimal, best priced Virtualization configuration today and get customers the right solution for their SMB needs.

* Address critical storage workloads, add a MSA2060/2062 to your configuration and scale up your environment.

HPE Flex Offer Discounts with Aruba Instant On 1930 Switch Series

Affordable and easy-to-deploy, these smart-managed, fixed-configuration Gigabit switches are designed for today's bandwidth-heavy applications. The 1930 is perfect when combined with the AP22 access point for boutique hotels, cafes, professional offices and retail stores and comes with great reviews!

*For a limited time only, get the best price (up to 5% discount) when you purchase 5 Aruba Instant On 1930 Switches via HPE Flex Offers.

Qualify for HPE Flex Offers Discounts and complete your Small Office Deployment Solution with the Aruba Instant On AP22

Aruba Instant On AP22 Indoor Access Points deliver affordable, business-grade 802.11ax Wi-Fi for high performance, high density small business environments and makes a great solution when combined with an Aruba Instant On 1930 switch. Business-grade capabilities are designed to meet the growing number of mobile, IoT, and security needs.

* For a limited time only, get the best price (up to 5% discount) when you purchase 5 Aruba Instant On AP22 2x2 Wi-Fi 6 Indoor Access Points via HPE Flex Offers.
* Only available through iQuote HPE Flex Offers. Please contact your preferred distributor for more details.

For more information on SMB programs please visit:

E&G Website →

iQuote Website →

SMB Seismic Briefcase Website →

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