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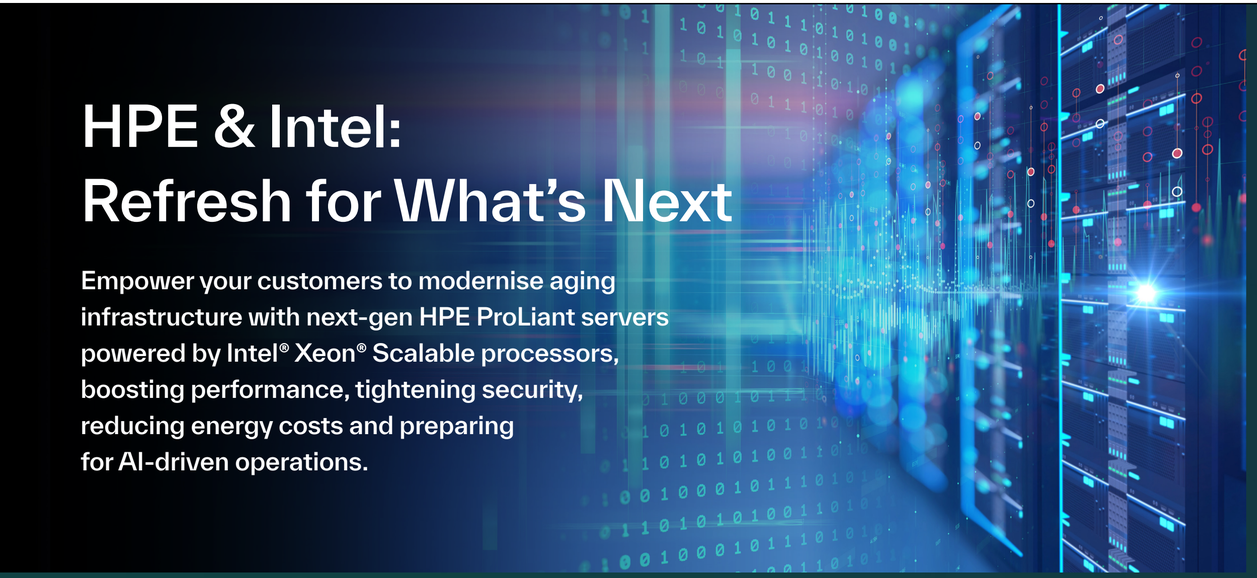


HPE & Intel: Refresh for What's Next

Empower your customers to modernise aging infrastructure with next-gen HPE ProLiant servers powered by Intel® Xeon® Scalable processors, boosting performance, tightening security, reducing energy costs and preparing for AI-driven operations.

Why Refresh Now?

Industry pressures are mounting...

- Performance bottlenecks from legacy systems
- Soaring energy costs & sustainability mandates
- AI demands outpacing current infrastructure

Customer Challenges

1. Cybersecurity Risk: 50%+ of organisations have lost \$300K+ due to cyberattacks.[1]
2. Legacy Drag: Old infrastructure can't handle AI and edge workloads, driving cost and complexity.
3. Data Gaps: 78% of businesses can't scale AI due to poor data foundations.[2]
4. Rising Costs: Operational expenses are skyrocketing but AI-enhanced server management can cut costs by up to 30%.[3]

What's In It for You?

Drive Revenue:	Achieve new sales and revive dormant accounts with a powerful modernisation pitch.
Boost Loyalty:	Become a trusted advisor by proactively helping customers stay ahead.
Sell Smarter:	Reconnecting with existing customers takes less effort and converts faster.
Lead the Market:	Gain a competitive edge with the most secure, efficient, AI-ready compute solutions.

Four Key Refresh Drivers

Driver	Advantage
Security	First to achieve FIPS 140-3 Level 3 via HPE iLO 7 secure enclave.
Performance	Up to 89% better performance per watt & 65% power savings[4].
AI-Driven Ops	Predict costs, manage fleets and boost IT productivity.
Sustainability	Liquid cooling, smarter resource use and lower TCO.

Better Together: HPE + Intel

HPE ProLiant Gen11 & Gen12 servers powered by Intel® Xeon® Scalable processors offer:

- Safe, trusted components that stay safe across the lifecycle (servers' silicon root of trust, trusted supply chain, device validation and attestation, secure delivery, set-up, and maintenance)
- Limit business risk and exposure to loss to maximise business opportunities and leverage growth and innovation
- Ensure and deliver safe, secure and positive user experiences

With a talent shortage of over 4 million unfilled roles and IT budgets of at least 12% being spent on security, organisations must invest in skilled professionals, essential for protecting critical assets. And tools like HPE's trusted security can help reduce risk, but people remain the most valuable defence[5].

Find the Right Fit

Which HPE ProLiant Compute Next-Gen Server generation is the right fit for your customers:

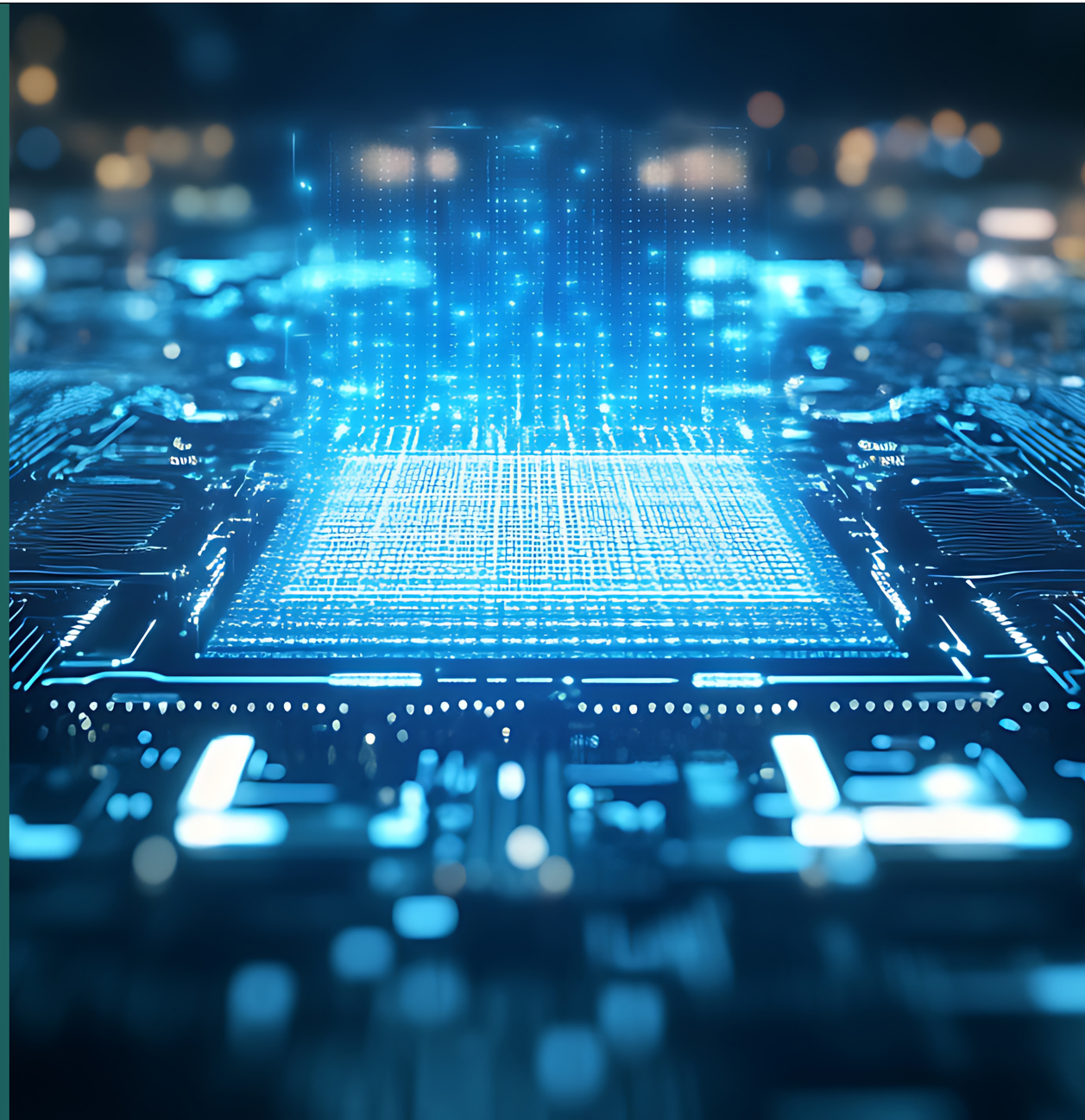
Slower validation cycle?	Want longest lifecycle?
Stay on Gen11 (if already validated) but start Gen12 validation now to avoid disruption.	Move to Gen12 now for: • AI-optimised performance • Best consolidation and price/performance • Next-level security

Now is the moment to refresh your customers' outdated infrastructure.

With HPE ProLiant servers powered by Intel® Xeon® Scalable processors, you're not just selling servers, you're delivering performance, security and sustainability they can't afford to ignore.

Learn more

Buy now



[1] *Financial impact of cyberattacks for organisations worldwide as of February 2024, July 2024*

[2] *Four out of five businesses are unable to capitalise on AI due to poor data foundations, October 2024*

[3] *7 server trends you should keep an eye on in 2025, September 2025*

[4] *SPEC and the names SPECrate are registered trademarks of the Standard Performance Evaluation Corporation (SPEC).*

[5] *The ISC-squared Cybersecurity Workforce Study, November 2023*