November 1: HPE ProLiant Gen11
Compute engineered for *your* hybrid world

What are we announcing?

The next generation of HPE ProLiant, engineered for our customers' hybrid world, spanning edge to cloud, serving as the right compute foundation for HPE GreenLake.

- HPE ProLiant Gen11 was designed around three guiding principles:
  - **An intuitive cloud operating experience** – simple, unified, and automated so you control your compute with global visibility and insight through a unified console, HPE GreenLake Compute Ops Management
  - **Trusted security by design** – trusted security by design with a fundamental zero-trust lifecycle approach - from silicon to cloud - continuously protecting infrastructure, workloads, and data, adapting to increasingly complex threats
  - **Optimized performance for any workload** –The next-generation HPE ProLiant servers are optimized to deliver high performance on an organization's most data-intensive workloads and support a diverse set of architectures, including 4th Generation AMD EPYC™ processors, 4th Generation Intel® Xeon® Scalable processors, and Ampere processors
- For a deeper dive, watch the **Announcement Video** or read the **Press Release**

Why is it important for our customers?

The world is hybrid—we called it four years ago! To do hybrid cloud right, you need compute engineered for your hybrid world: ProLiant Gen 11

- The foundation of any hybrid strategy is compute – HPE ProLiant is engineered for a hybrid world
- Customers looking to make a move from one generation to the next, can start fresh with not only upgraded technology but also the opportunity to move to GreenLake and deploy full-scale projects, at speed, through a pay-as-you-go consumption model
- Customers can unlock new revenue streams and bring them closer to the edge – where data is created – where new cloud experiences are delivered – where security is integral – and where workloads have always-on reliability
- As HPE has for decades, we continue to evolve with our customers, designing our products to address their biggest challenges before they become their biggest problems

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Be on the lookout for continued Gen11 buzz

We will continue to build content and align to a social media presence through various events, while maintaining an always-on approach in between key moments.

- **Nov 1:** **Announce Next Gen Compute** – Press Release, amplify Gen11 social momentum in between
- **Nov 8:** **Announce Next Gen Compute HPC & AI** – Press Release, continue Gen11 social momentum
- **Nov 10:** **AMD Genoa Announcement** – Newsroom Article, share benchmarks to support Gen11 momentum
- **Nov 10 – Dec 8:** Build excitement for Discover, amplify Gen11 story
- **Dec 7 – 8:** **Discover Frankfurt** – Gather snippets from Neil's session for future FY23 content activation
- **Q1:** More content to come – Unboxing concept in a photo essay format, statement article *(Concept only, actual piece TBD)*
- **Q2:** More content to come – A day in the life: Focus on impact since announcement *(Concept only, actual piece TBD)*

Active on social? Engage with us!

Help share our news! We'd love for you to get involved on your social platforms and share more information to our customers.

- beHPE – beHPE makes it easy to share engaging content with your social networks. Search for the latest Gen11 content!
- Servers LinkedIn – Share posts to help deliver the latest Compute news, stories, blogs, and more to our customers
- Servers Twitter – Like and comment on our posts to share the latest HPE Compute content and trending industry news
- Neil MacDonald's LinkedIn – Engage with Neil on all things Compute and upcoming Gen11 social momentum
- Neil MacDonald's Twitter – Help us share upcoming Gen11 news and engagements from Neil
- HPE GreenLake LinkedIn – Hear the latest Go-to-Market updates from HPE GreenLake
- HPE Corporate LinkedIn – Be sure to follow our corporate channel for HPE news