

# How to Navigate Memory Supply Constraints with HPE and Connection

## Why Acting Early Matters

In today's memory-constrained market, waiting to buy is no longer a neutral decision. Customers who delay infrastructure purchases are increasingly exposed to volatile pricing, unpredictable availability, and compressed decision windows. By contrast, organizations that buy now—or buy earlier in the planning cycle—gain control over cost, supply, and deployment timing.

Acting early allows customers to lock in access to critical infrastructure, stabilize financial exposure, and avoid being forced into reactive purchases driven by scarcity rather than strategy.

## How Traditional CapEx Purchases Increase Risk

In the current climate, traditional CapEx (outright purchase) models expose customers to three major risks:

- **Pricing Fluctuations:** DRAM and NAND prices are shifting so fast that HPE has shortened quote validity to just 14 days.
- **Order Repricing:** New industry terms allow for price adjustments between the order date and the shipping date.
- **Scarcity:** Lead times for high-density servers and storage arrays remain unpredictable.
- **Over-Provisioning “Tax”:** To avoid shortages, companies are forced to over-buy hardware they won't use for 12–18 months, tying up precious capital in idle, depreciating assets.

## HPE Solutions Designed for Volatile Markets

To mitigate supply-chain risk and financial exposure, HPE offers three strategic approaches that address both **hardware availability** and **budget control**.

### HPE GreenLake—The On-premises Cloud Experience

- **Right-sized from Day One:** Initial installation is sized for current need plus small buffer for initial growth—only pay for what is used. Eliminates costly overprovisioning.
- **Static Usage Rates:** Rates do not fluctuate for installed hardware throughout the life of the agreement—up to five years. Growth change orders follow the same rates unless extreme market conditions exist.
- **Priority Factory Allocation:** GreenLake orders get prioritized at HPE factory ensuring quicker lead times than standard purchases.

### HPE Financial Services—Maximizing budget and clearing the financial runway

- **Asset Upcycling:** HPE can buy back your legacy, aging hardware (regardless of brand) and return that cash to your current budget. This “found money” can offset the premium costs of high-performance memory.
- **HPE Certified Pre-owned:** Bypass new-build lead times entirely. We offer certified, high-quality refurbished HPE hardware that is in-stock and ready to ship, providing a faster and more cost-effective alternative to waiting on the factory line.
- **Extended Deployment:** Secure the hardware you need now to lock in current pricing but defer payments for up to 12 months while you deploy.

### HPE Smart Choice

Best for: Situations where simplicity and streamlined procurement are priorities.

- **Standardized Configurations:** A selection of commonly deployed HPE ProLiant server configurations designed to reduce complexity and accelerate decision-making.
- **Streamlined Fulfillment:** Configurations are aligned to support faster delivery timelines compared to fully customized builds, subject to availability.
- **Simplified Pricing:** Predefined SKUs help shorten quoting cycles and minimize delays associated with custom configuration approvals.

## Complimentary Services

- **TCO and ROI Assessment:** We compare the cost of waiting (and the risk of price hikes) against the immediate ROI of modernizing your infrastructure.
- **Asset Value Estimate:** Get a rapid valuation of your current data center assets to see how much “hidden capital” you can unlock.

For more information on HPE solutions and services, contact your Connection Account Team or visit [www.connection.com/HPE](http://www.connection.com/HPE)

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