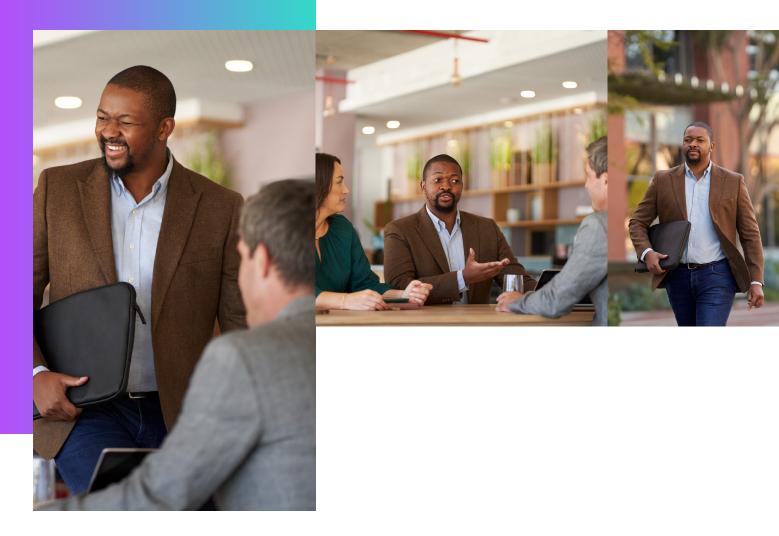# Top 12 reasons to choose HPE Alletra Storage MP B10000

HPE Alletra Storage MP B10000 offers the industry's only disaggregated, scale-out block and file storage with a 100% data availability guarantee.[1] It delivers an AI-driven cloud experience, efficient scale, and extreme resiliency and performance for all your workloads.

[1] HPE Storage Substantiation

HPE GreenLake

There are many reasons to choose HPE Alletra Storage MP B10000. Here are our top 12:

1 **Go faster with self-service agility:** Achieve 98% operational time savings with the speed and agility of a simplified cloud management experience, making underlying infrastructure invisible while shifting operations to be app, not infrastructure, centric. Unlike the traditional storage management common to legacy solutions, HPE Alletra Storage MP B10000 enables line of business (LOB) and database admins to effortlessly provision storage to accelerate app deployment while freeing up IT resources to work on strategic, higher-value initiatives. You can also benefit from this simplified experience in highly regulated and disconnected environments.

2 **Simplify and accelerate provisioning:** Transform from LUN-centric storage provisioning to an AI-driven, app-centric approach. Simply select the desired storage tier and workload type, specify the capacity and protection policy, and let AI-driven intelligence automatically analyze your fleet and provide a recommendation that optimizes your service-level agreements (SLAs). No storage expertise required, and no more guesswork. Slash your storage provisioning time from days or weeks to minutes and empower LOB and app owners with self-service and on-demand provisioning.

3 **Manage from anywhere:** Unified management enables you to manage, monitor, and protect your global storage environment from a single cloud console, which makes managing hundreds of systems as simple as managing one. An intuitive software-as-a-service (SaaS)-based user experience means everything you need to manage your fleet of data infrastructure is at your fingertips—accessible from anywhere, on any device.

4 **Put your storage on autopilot with an AI-managed service:** Improve IT productivity and reduce costs with industry-leading AIOps for infrastructure that drives autonomous operations and helps ensure your apps are always-on and always-fast. You can predict and prevent 86% of disruptions before they occur across the stack and pinpoint issues between storage, VMs, and under-utilized virtual resources. Let AI-driven actionable recommendations take the guesswork out of managing and optimizing infrastructure and help eliminate time-consuming and frustrating escalations through predictive support automation and direct access to experts.

5 **Experience superior flexibility and economics with disaggregated, scale-out storage:** Scale performance and capacity independently with a disaggregated scale-out architecture, enabling more flexibility, and up to 40% lower costs for evolving workloads. Start small, scale big, and boost ROI with non-disruptive, data-in-place upgrades—without repurchasing existing storage. And boost efficiency and cost savings with single controller node performance scaling.

6 **Rely on 100% data availability—guaranteed:** Forget the disruption of unexpected downtime. HPE Alletra Storage MP B10000 leverages an AI-driven, disaggregated, no-single-point-of-failure platform to guarantee resilient 100% data availability for every customer and every array.[2] It's a cost nothing, do-nothing guarantee—and with our industry-leading AIOps for infrastructure predicting and preventing problems, your arrays get smarter, better, and more reliable every day.

[2] HPE Storage Substantiation

7   **Accelerate your demanding workloads:** Boost time to insight for your latency-sensitive modern, traditional, and consolidated mixed workloads. An all-active, all-NVMe optimized architecture and massively parallel design mean data can access all controllers and ports simultaneously. All physical components are active, and nothing is in standby mode, helping ensure consistent, predictable performance and ultra-low latency at scale.

8   **Boost your ransomware resilience:** Safeguard your data with integrated ransomware detection and a comprehensive defense workflow aligned with the NIST cyber resilience framework. Utilize the B10000 and HPE Zerto Software's inline ransomware detection and rapid recovery for dual-layer cybersecurity.

9   **Simplify hybrid cloud storage:** Get unified and block and file storage that is hybrid by design. Managed through HPE GreenLake cloud, a software-defined version of HPE Alletra Storage MP B10000 brings advanced capabilities and a simplified experience to AWS and Azure. Now, you can experience the same enterprise-class storage data services on-prem and in the public cloud while also benefiting from seamless data mobility and unified management across hybrid cloud.

10   **Realize the power of unified block and file storage:** The B10000 unifies native block and file services on a single disaggregated cloud managed architecture. By consolidating databases, virtualization and containerized workloads on common storage infrastructure, you eliminate the complexity of managing separate systems while reducing costs and streamlining operations.

11   **Future proofed investment that never gets old:** With the HPE Storage Future-Ready Program, you can enjoy a unique ownership experience by helping eliminate surprises and enhancing investment protection with guaranteed IT outcomes. The HPE Storage Future-Ready Program includes non-disruptive controller upgrades, all-inclusive software, and industry-leading guarantees for 100% data availability, storage efficiency, cyber resiliency, zero downtime, energy efficiency, price protection and customer satisfaction. Your storage stays modern, your costs stay predictable, and your business stays ahead—today and tomorrow.

12   **Get everything as a service:** Modernize your data management with a comprehensive suite of hybrid cloud services on the HPE GreenLake cloud. Get fast and easy access to a large array of storage services in a single platform—spanning block, file, object and private cloud—all delivered with an intuitive cloud experience everywhere.

[3] HPE Storage Substantiation

Learn more at
HPE Alletra Storage MP B10000

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