



New Products Introduction Zone



Industry Zone



Transformation Zone



Technology Zone

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About the Center

Engagements designed to accelerate your business

Technology advances are continually transforming the landscape of business, enabling companies to focus attention both on business performance and on driving business innovation. Digital transformation is also disrupting every industry, forcing companies to identify opportunities for competitive differentiation and develop new go-to-market strategies. Embracing disruption and innovation impacts technology priorities, opening up the possibility to disrupt markets with new digital innovations and solutions.

Companies need to transform and accelerate the way of doing business and rely on IT that delivers the best business outcomes. Hewlett Packard Enterprise and its partners are positioned to help customers accelerate innovation in the age of digital disruption and do business with greater speed, agility, and efficiency.

The Customer Innovation Center exists to help customer and partner organizations accelerate business outcomes, by providing deep-dive experiences on HPE technologies, solutions and services. Located in Geneva, Switzerland, the Customer Innovation Center offers a highly personalized innovation experiences, designed to accelerate time to value.

Through collaborative discussions and deep-dive workshops, HPE subject matter experts lead in identifying solutions and developing plans to accelerate your IT transformation journey. Each engagement is customized based upon your specific needs, including:

- **Solution Discovery**—Demonstrating HPE new concepts, solutions and technologies, by identifying new areas of collaboration and turn vision into reality.
- **Solution Exploration**—Experiencing in-depth solution capabilities, demonstrating best practice experience and implementation approaches, accessing the latest customer references and success stories, all about accelerating the decision-making.
- **Product & Technology showcase**—Exploring HPE portfolio, deep-dive presentations & demonstrations on the products capabilities, touching and gaining insights to the latest technologies. Prototyping and benchmark capabilities are available on-site or remotely.

The Customer Innovation Center environment is designed to help you get an end-to-end understanding of HPE's portfolio and partner ecosystem capabilities. As part of a workshop agenda, you will be able to explore different showcase areas:

- **New Product Introduction Zone**—Latest technologies and innovations
- **Industry Zone**—End-to-end use cases scenarios matching your domain of interest
- **Transformation Zone**—Product and solution display with hands-on approach experience
- **Success Zone**—Customers & Partners success stories with Partnerships highlighting
- **Technology Zone**—Immersive experience in the Modular Data Center (MDC)

Learn more at
hpe.com/customer-centers

