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# HPE Morpheus Acquisition

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8/25/24

## CONTEXT

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Hewlett Packard Enterprise (HPE) recently announced that it has entered into a definitive agreement to [acquire Morpheus Data](#), a company known for its innovative software in hybrid cloud management and platform operations. This acquisition is part of HPE's broader strategy to simplify the complexity of IT environments by enhancing its HPE GreenLake cloud platform.

Morpheus Data will bring advanced capabilities to HPE GreenLake, including multi-vendor, multi-cloud application provisioning, orchestration, automation, and FinOps tools for optimizing cloud costs. These enhancements will enable HPE GreenLake to offer a unified, future-proof platform for managing a wide range of IT workloads across hybrid environments, including traditional and modern cloud infrastructures.

## BACKGROUND: WHO IS MORPHEUS?

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[Morpheus Data](#) specializes in hybrid cloud management and platform operations software. It provides tools that help organizations manage and optimize their IT environments across multiple cloud platforms and vendors.

Morpheus is known for its advanced application provisioning, orchestration, and automation capabilities, allowing businesses to manage and deploy applications across hybrid and multi-cloud environments more efficiently.

Additionally, Morpheus offers FinOps capabilities that help organizations monitor and optimize their cloud spending, ensuring cost efficiency across various cloud infrastructures. The company's solutions are designed to simplify the management of complex IT estates, making it easier for enterprises to handle diverse and distributed IT resources.

## WHERE DOES MORPHEUS FIT?

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Morpheus Data brings significant value to HPE by enhancing its hybrid and multi-cloud management capabilities within the HPE GreenLake platform.

The key value propositions of the future integration include:

1. **Advanced Hybrid Cloud Management:** Morpheus provides a multi-tenant hybrid cloud management platform that simplifies the management of complex IT environments. It offers capabilities like self-service provisioning, automation, and orchestration across various cloud platforms, helping HPE address the growing need for streamlined operations in hybrid and multi-cloud setups.
2. **FinOps Capabilities:** Morpheus includes financial operations (FinOps) tools that enable organizations to optimize their cloud spending. These capabilities allow HPE to offer customers better cost management and financial visibility across their hybrid cloud environments, aligning with the increasing demand for cost-effective solutions.
3. **Complementary to OpsRamp:** The integration of Morpheus with HPE's earlier acquisition, OpsRamp, creates a comprehensive management stack for hybrid IT infrastructure. While OpsRamp focuses on infrastructure monitoring and automation, Morpheus handles higher-level management tasks such as application lifecycle management and cloud service provisioning, providing a complete solution for managing hybrid environments.
4. **Support for AI Workloads:** As AI workloads become more central to enterprise operations, Morpheus enhances HPE's ability to manage these workloads across hybrid environments. This capability is crucial as businesses increasingly adopt AI technologies that require flexible and scalable cloud infrastructure.
5. **Unified User Experience:** By integrating Morpheus into GreenLake, HPE can offer a more seamless and user-friendly experience, with a single console for managing, consuming, and optimizing cloud resources. This simplicity reduces IT complexity, a significant challenge for enterprises managing diverse IT environments.
6. **Strategic Differentiation:** Morpheus helps HPE differentiate GreenLake in a competitive market by offering a more comprehensive and integrated hybrid cloud solution. This positions HPE as a leader in the hybrid IT space, capable of addressing current and emerging enterprise needs, particularly in AI and multi-cloud strategies.

Overall, Morpheus strengthens HPE's GreenLake platform, offering a more robust, integrated, and future-proof solution for managing hybrid and multi-cloud environments.

## ANALYSIS

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Morpheus Data offers a sophisticated, multi-tenant hybrid cloud management platform that seamlessly integrates self-service provisioning, automation, and FinOps capabilities. This is a critical addition for HPE, which has been on a mission to simplify the increasingly convoluted nature of hybrid IT estates.

By embedding Morpheus into GreenLake, HPE effectively addresses one of the most pressing challenges enterprises face today: managing diverse and distributed IT environments with varying cloud vendors, technologies, and workloads.

The acquisition also complements HPE's earlier purchase of OpsRamp, creating a powerful duo that addresses the infrastructure and application management layers. While OpsRamp strengthens GreenLake's ability to monitor and automate the underlying infrastructure, Morpheus enhances the management and automation of application services, creating a comprehensive solution that covers the entire hybrid cloud stack.

HPE's goal is to make GreenLake the go-to platform for enterprises managing complex IT estates, ensuring they can innovate without being hindered by IT complexity. Integrating Morpheus' capabilities will also help enterprises optimize their cloud spending, making HPE GreenLake a more comprehensive solution for managing IT operations and costs.

By enhancing GreenLake with Morpheus' advanced capabilities, HPE positions itself as a critical enabler for enterprises looking to harness the power of AI and hybrid IT. This acquisition reinforces HPE's commitment to simplifying IT complexity and underscores its ambition to make GreenLake the default choice for enterprise cloud management.



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