A Guide to
HPE GreenLake for Retail

If the last few years have reinforced anything in the retail industry anything, it's the need to serve consumers where and how they expect it. The digital transformation that had already been ongoing for more than a decade was accelerated as customers almost en masse moved their shopping habits online, expecting service levels akin to their bricks-and-mortar experience (or better).

Leading retailers continued to pursue ways to increase customer engagement and create consistent omnichannel experiences, all amidst the supply chain challenges and struggles with staffing challenges that plagued global markets. Hiring and retaining good employees — never an easy feat in retail — reached new levels of difficulty during the pandemic, pushing wage increases, hiring bonuses, and new recruitment methods.

During all this, to remain successful retailers needed the usual focus on the bottom line and, as always, high customer service.

Technology to the rescue

Thankfully, retail leaders have always been at the forefront of technology tools that help them better connect with customers. Already leaders were using technology to improve store and supply chain efficiency, better market in-store and online promotions, and better understand the customer through IoT.

All this has driven many to cloud-based services to act fast and keep ahead of the competition, and the adoption of best-of-breed innovative technology solutions to meet customer demands. With an eye on the bottom line, this is not a simple task. By necessity, retailers must strive to keep IT expenses low, while digitally transforming into the companies their customers and executives expect them to be.

At no point can performance suffer. Black Friday outages that major retailers have faced over the years have cost those retailers sorely, and savvy online retailers have invested in critical infrastructure to improve stability and remain agile. Even slow app performance preceding full outages results in significant lost revenue and reputation. A single non-stop load wheel can erode the hard-won marketing success as customers quickly move down the virtual street to the next shop.

Providing the highest customer experience, in an omnichannel environment that demands services from the edge to the cloud, is complex but increasingly non-negotiable. In this whitepaper, we'll look at how HPE GreenLake, a consumption-based IT model that radically transforms how IT is procured, can help retailers simply IT and flexibly meet resource demands — all while reducing cost and risk.

The problem with overprovisioning

There was a time when IT would simply "throw money" at the infrastructure challenges retailers face by over-provisioning resources. That way they'd have the compute, storage, and security services needed to meet bursts during peak shopping periods. That option is increasingly becoming unsustainable, as on top of unnecessary costs, it introduces management complexity, tremendous waste, and an unnecessary ecological impact.transforms how IT is procured, deployed, and used.

The power of a cloud-like experience... everywhere

One logical approach for retailers to achieve the resource availability and agility needed to meet omnichannel customer demands and their digital transformation goals is, of course, the cloud. But the public cloud isn't appropriate for all workloads.

Many retailers maintain a mix of legacy and modern systems, cloud applications and backend platforms, all with various states of interdependence that can make the public cloud impractical or even impossible. Add to that a host of compliance, data sovereignty, and data privacy requirements that make the cloud ill-suited for some applications, while the costs associated with the effect of data gravity in the cloud — with public service providers charging high data egress fees — can be crippling.

Finally, there is the all-important customer experience. For national or multinational retailers, application latency and performance must be considered. Slow performance or a bad transaction can be a death knell for customer loyalty, sending previously happy customers to competitor sites and stores. This, of course, is not an option.

Put simply: some workloads must reside in on-premises or hosted data centers.

What's a retailer to do? It's unquestionable the cloud model has the benefits needed to compete with existing players and new purely online entrants, but maintaining the hybrid operation needed to support data and performance concerns is complex and cloud costs can easily skyrocket.

Omnichannel growth

Operating across multiple channels isn't new to retail leaders. Its roots formed more than a century ago, retail giants combined brick-and-mortar stores and mail-order catalog sales to reach customers in their own homes.

But the 21st century has taken the concept of providing in-store and online experiences to new levels, with retailers redesigning their businesses to seamlessly provide consistent sales, marketing, and post-sales support everywhere — and increasingly on mobile phones. Thanks to it, customer behavior can be tracked both online and in-store through IoT, improving personalization and engagement.

From an inventory perspective, availability and visibility into location needs can be improved. And from a customer engagement perspective, retailers can better target promotions via mobile, website and email offers, and asynchronous messaging via social media — all with consistent brand experiences, offers, and products. Operating everywhere the customer is, on whatever platform the customer chooses, means IT must support activity from the edge — where IoT devices and mobile customers reside — to the cloud and on-premises. Applications performance to meet customer and employee expectations is crucial, while retailers must balance convenience with ever-changing compliance and security requirements.

The answer is a consumption-based model for IT services.

Bringing an OPEX model to on-premises IT resource deployment frees organizations up from capital costs, allowing them to focus on the innovation needed to get and stay ahead of the competition.

A consumption-based model provides a cloud-like experience whether in the cloud, on-premises or at the edge, providing retail organizations with: quick response to changing market demands; the elimination of over-provisioning; faster IT procurement and, ultimately, time to value; a metered OPEX procurement model; simpler, centralized management with fewer operation silos; shared risk with vendors and service providers; and, the scale and elasticity needed for retail peaks and growth

HPE GreenLake, a consumption-based solution from HPE — and backed by the expertise and services of Advizex — has emerged to extend the consumption-based model beyond the public cloud to provide the infrastructure, compute and application resources retailers need across multiple clouds, on-premises, and at the edge — everywhere business is taking them.

HPE GreenLake: HPE's edge-to-cloud platform

HPE GreenLake is an IT-as-a-Service consumption model that brings a cloud-like experience across retailer organizations' edges, colocations, and data centers.

HPE GreenLake uses actual metered usage to provide on-premises IT resources on an OPEX model, where retailers pay only for what they use. This gives them the openness, agility, speed, and scalability they've come to expect from the public cloud, but also the performance, security, and control they have at their on-premises data centers, satellite offices, and branch stores.

How does HPE GreenLake work?

The organization's hardware and software — yes, the organization's, HPE GreenLake is not a lease with static monthly fees — are installed on their premises by HPE or Advizex as a certified partner. This installation includes reserve capacity to scale for future or unanticipated needs. HPE and Advizex implement, then manage and support each HPE GreenLake solution, so the organization's IT team can focus on high-value tasks, not routine infrastructure management.

## Benefits of IT-as-a-Service

Because of its as-a-Service delivery model, hardware and software are continuously updated, again, with organizations only paying for the IT resources they use. This frees up IT staff further, taking from them the burden of securing and updating those resources, while still cost control and risk mitigation, and achieving compliance.

Advanced forecasting capabilities found in HPE Infosight help to predict and address what retailers need now and in the future. Armed with the most advanced AI for infrastructure, organizations can predict and prevent issues before they become a problem, ensuring their infrastructure and apps are always on, always available, and always fast.

Flexible and scalable

With HPE GreenLake, retail organizations can adopt the modern IT architecture they need to compete in a massively disrupted post-pandemic market. It gives the elasticity needed to scale up (or down) as needed to give retailers the confidence of always being prepared with the resources required — no over-provisioning necessary.

Retailers can be ready to scale for traffic bursts that come from successful promotions, seasonal activities, Black Friday to Cyber Monday traffic, and the gift of viral social media mentions that could otherwise crash their systems. They can expand activity to embrace success, rather than fear too much of it too fast, and, because it's pay-per-use, organizations can control costs and make sure they line up with the business outcomes they achieve.
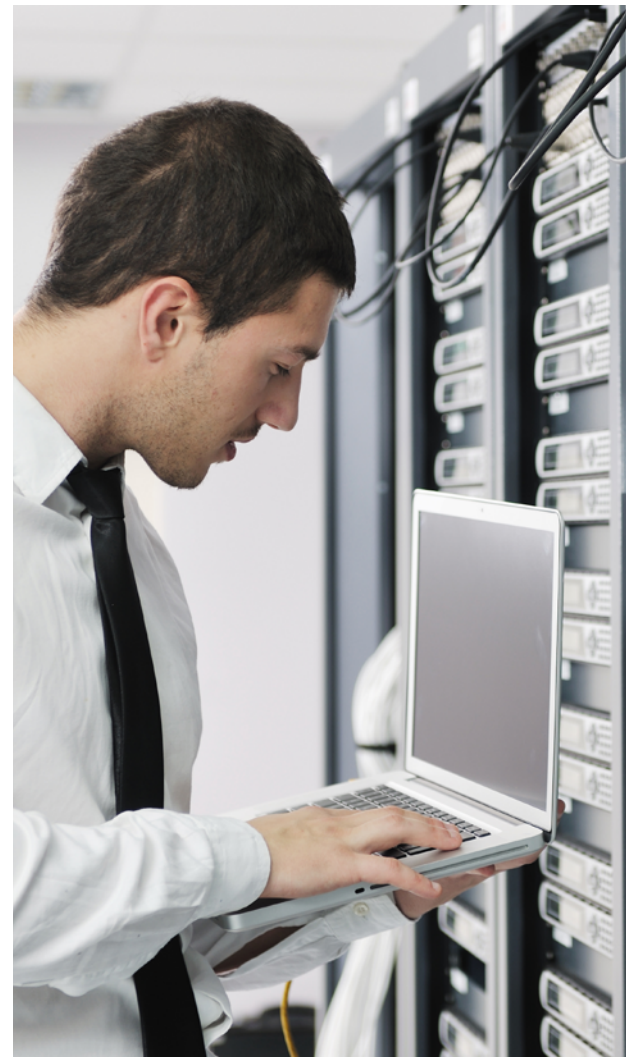
HPE GreenLake Central

HPE GreenLake Central is HPE's enterprise management software, allowing organizations to manage their entire hybrid estate — public cloud providers and on-premises environments — through a single pane of glass. With it, organizations can keep track of usage and security, monitor, and run instances wherever they reside and keep track of costs and compliance issues. Through its Monitoring-as-a-Service (MaaS) offering, Advizex can use GreenLake Central to monitor its customers' hardware, software, and usage, while they retain control.

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HPE GreenLake benefits for retailers at a glance

HPE GreenLake provides retailers with the benefits of a consumption-based model like the public cloud, but much more. HPE GreenLake provides retail organizations large and small with many remarkable benefits including:

Flexible metering. HPE GreenLake is a pay-per-use solution based on actual metered usage, with several flexible metering options

Operational ease. All the hard work around the equipment installation, usage analysis, capacity monitoring, and proactive maintenance are done by HPE or Advizex.

Comprehensive insights. Through Infosight, organizations have clear, real-time visibility into usage and spend by service, project, location, or business unit, wherever IT activities occur, ensuring costs line up with business outcomes.

Faster time to market. Organizations can go from planning to production-ready infrastructure fast for even the most demanding workloads — acting fast and going where the market takes them.

Reduced waste. Through active capacity planning provided by HPE, organizations can avoid overprovisioning, reducing costs but also their environmental footprint.

A wide ecosystem. HPE offers a wide breadth and depth of solutions, partners, and technologies through HPE GreenLake that meet all modern IT needs.

Security. Security is simplified but bolstered through role-based access, HPE's trusted supply chain, and zero-trust architectures.

Compliance. HPE GreenLake provides retailers with an integrated view of costs, governance, performance, operations, and security.

Billing and support. Organizations benefit from one support team for infrastructure, installation, upgrades, support, and metering, and from a single bill for all services.

With HPE GreenLake, retailers no longer need to choose between the agility and scale of the public cloud or the security and performance of on-premises infrastructure. They get the best of both worlds: leading-edge technology, reduced capital expenditures, and both flexibility and control wherever they do business.

About HPE

Hewlett Packard Enterprise (NYSE: HPE) is the global edge-to-cloud company that helps organizations accelerate outcomes by unlocking value from all of their data, everywhere. With offerings spanning Cloud Services, Compute, High Performance Computing & AI, Intelligent Edge, Software, and Storage, HPE provides a consistent experience across all clouds and edges, helping customers develop new business models, engage in new ways, and increase operational performance. For more information, visit

About Advizex

Advizex is a leading technology provider of infrastructure and enterprise application solutions. For more than 45 years, Advizex has partnered with its customers to accelerate the adoption of new solutions and create business value. Its deep heritage in both applications and hybrid infrastructure are essential elements in its approach to developing new solutions that meet its customers individual business needs. Combining the expertise of its people with the innovative technologies from its strategic partners, Advizex helps solve complex IT issues that impact its clients' businesses— all guided by its mission of creating customers for life. For more information, visit