

“As a result of our fully-automated process, using Hewlett Packard Enterprise (HPE) OneView and Synergy, we were able to reallocate 6 systems in 18 minutes, compared to 3 days. And that was done using single touch, launching the automation and then pulling them from one cluster and decommissioning them and placing them all the way into the digital retail clusters.”

Bryan Sullins  
Senior Cloud Systems Engineer  
Recreational Equipment, Inc. (REI)







Since 1938 Recreational Equipment, Inc. (REI) has been your local outdoor co-op, working to help you experience the transformational power of nature. We bring you top-quality gear and apparel, expert advice, rental equipment, inspiring stories of life outside and outdoor experiences to enjoy alone or share with your friends and family.

### **Background: Automate their private cloud**

- Like many retailers, (REI) was faced with drastic and rapid change when the COVID-19 pandemic struck. REI's marketing leaders wanted to make sure that their online e-commerce capabilities would rise to the challenge.

### **Solution: HPE OneView and Synergy Composable Infrastructure**

- HPE OneView Software-defined intelligence to manage HPE Synergy infrastructure
- **Integrates HPE OneView with Ansible and Morpheus data to automate their apps and IT infrastructure**

### **Results: Efficient, effective, and automated management**

- Configuration is automated, accurate, and minimal touch
- API-capable automation
- Agility with infrastructure resource allocation
- Fully-automated HPE hosts (from bare metal to production-ready) took under 18 minutes using HPE OneView

