HPE ProLiant Easy Connect
Edge for Retail

HPE ProLiant Easy Connect is transforming edge computing for retailers. Purpose built for the edge, our powerful automation capabilities centrally manage thousands of distributed sites at a fraction of the cost and provides the capability to roll out store services faster.

Key Benefits

HPE's unique retail edge solution delivers top line innovation for new applications, and bottom line innovation that drive operational efficiencies to save you costs:

• *Edge-scale hardware and software, managed from the Cloud, which dramatically simplifies retail IT and reduces costs.*
• *Ability to run multiple workloads and provide a consistent platform for roll-out of future applications.*
• *Edge Servers that are self-monitoring, running hundreds of tests per hour, and self-healing, with the ability to reboot components if necessary.*
• *Pro-active monitoring, problem resolution and industry-leading SLAs, reducing your support overhead to free up your IT team to deliver strategic business value.*
• *Patching, updates and upgrades as part of the Keep Current service. It removes the need for manual patching or system management of the HCI core and infrastructure services required, while ensuring a consistent and secure system.*
• *Zynstra has achieved Tier 1 PCI-DSS certification, and has been subject to the most rigorous audit level across our software architecture, engineering practices, and operations center. This provides businesses across all sectors with confidence in the security of our products, policies and procedures.*
• *Security and Keep Current features to help retailers deploy their own compliant solutions, or to further reduce compliance costs by adding product options that deliver certified compliant features and support services.*
• *Enhanced security with access privileges, data protection, and next generation firewall and intrusion prevention.*
• *Automatic provisioning, patching and configuration of hundreds or thousands of retail edges for fast set-up of new branches.*
• *A resilient edge server with the option of high availability clustering and cloud backup services which reduces the risk of downtime, and delivers improved business continuity.*

What it takes to win in retail is changing. In an era of new expectations of speed, unique consumer experiences and the importance of the omnichannel, winners must deliver a superior experience, more services and faster innovations at the retail edge. However, current approaches to stretch datacenter technology, or simply patch legacy edge computing assets, fall short in achieving this. A new strategy is needed that leverages intelligent automation to transform the economics, speed and responsiveness of your retail edge.

HPE ProLiant Easy Connect Managed Hybrid Servers are solutions for retail, delivering all the IT you need in one simple, unique design. Customers benefit from a solution that is managed and updated via the cloud, delivering advanced capabilities without complexity, and from an advanced, standardized technology platform across all retail sites.

Retail Edge Challenges

Retailers have struggled to find IT that enables them to run the advanced branch applications they need, while making the IT infrastructure simpler and easier to manage. Historically, they have had to put up with stretching datacenter technology to fit the edge, or trying to keep legacy on premises servers up to date.

Siloed, fragmented edge

The traditional retail edge infrastructure of PCs, servers and devices assembled over time can present real operational issues, and often cannot serve expanding business applications. Multiple computing appliances running multiple applications - manually managed, site by site, application by application - demands expensive and high skill systems integration and support effort.

Heavy lifting to deliver new apps and services

Inflexible IT systems make it difficult to quickly deploy new stores and new lines of business in response to rapidly changing customer demands. If a retailer is looking to upgrade POS systems, for example, they may have to configure and deploy each site separately — making high costs and frequent delays inevitable.

Always behind: Unsecure, missed patches

The challenge of manually keeping edge systems up to date and secure with the latest patches and upgrades across 100's or 1000's of sites is enormous. The edge is a hostile environment, and you need to be up to date to minimize risk, and ensure compliance with PCI-DSS requirements.

Escalating cost/skill burden, bottleneck

Most retail branches have zero on-site technical support, increasing the burden on overstretched IT teams. As requirements for advanced edge applications grows, new approaches are required to reduce this burden and stop IT being a bottleneck to innovation at the edge.

"Side-show"

Edge IT has played second fiddle, while retail IT investment has focused on the on-line customer experience. But the edge is the new frontline in the battle to increase customer value, and IT teams need an infrastructure to power retail innovation and deliver a differentiated customer experience at the edge.

Retail Solution

HPE ProLiant Easy Connect is comprized of two integrated components:

The Intelligent Control Plane enables the provisioning, management, control and updating of hundreds or thousands of servers and server workloads across your complete retail estate. It simplifies and accelerates what would otherwise be complex IT tasks, while ensuring a consistent, secure IT environment in every store.

The Intelligent Control Plane makes sure that everything is running smoothly, and if you roll out a new site, it is delivered as it is supposed to be. It makes sure that all patches and updates are automatically applied and is continuously tested to ensure everything is running correctly.
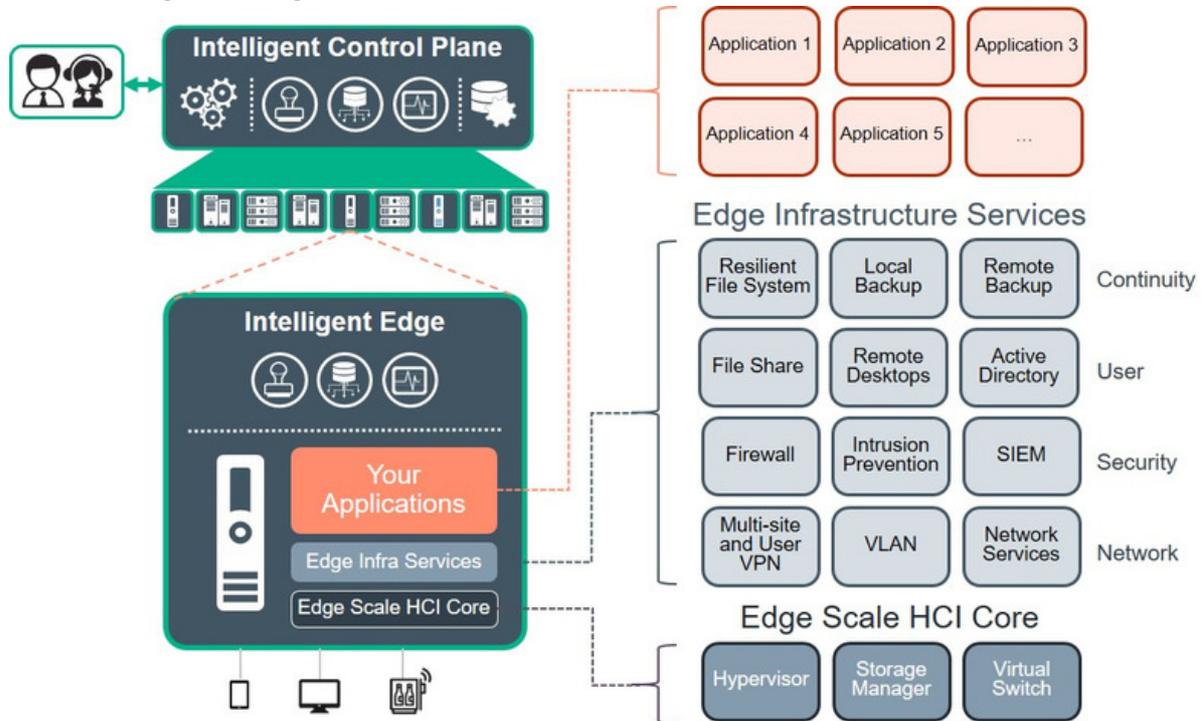
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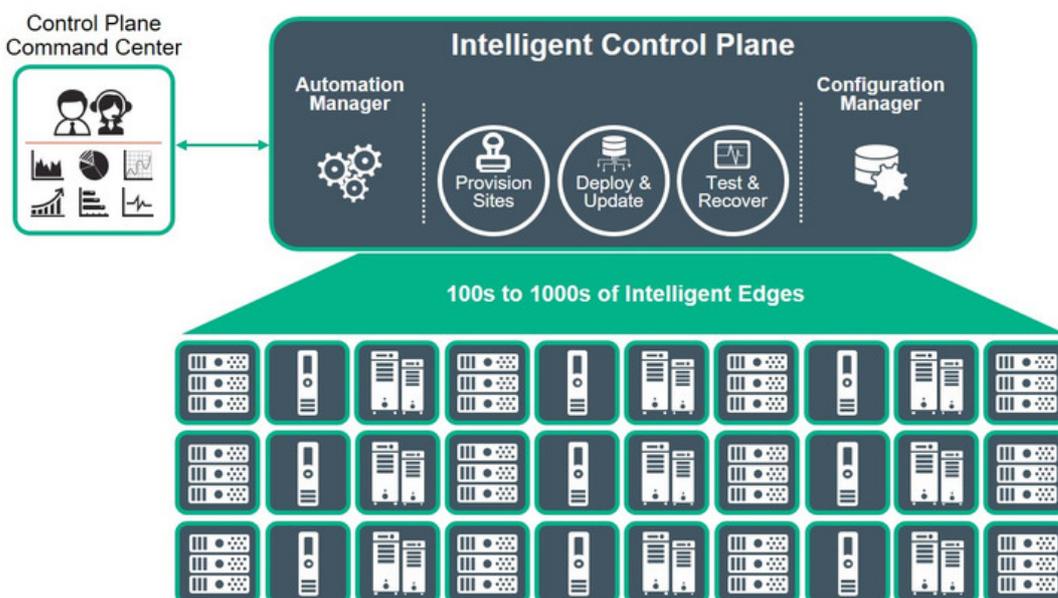
The **Intelligent Edge** is a virtualized server located in your retail store or branch. It's an edge-scale, hyperconverged core, comprizing tightly integrated compute, storage, networking, and infrastructure services. It provides a virtualized platform for in-store applications and provides infrastructure services such as file management, firewall, user management, secure networking and system back-up.

The Intelligent Edge server is available in a number of hardware configurations, each right-sized for the retail environment. Available in small form factor servers, and deployable in single or dual-node configurations, it improves on cost, space and environmental needs, compared with traditional datacenter-based hyperconverged technology.

The combination of an Intelligent Control Plane and Intelligent Edge replaces the need for multiple server and storage devices on-site, while ensuring the full lifecycle of the server and its application can be managed through a single Cloud-based service.

Key Features

The Command Center
The cloud-based operational environment delivering monitoring and management capabilities across the edge estate, providing a centralized control point across all edge servers.

Automation Manager
Part of the Intelligent Control Plane, Automation Manager governs new site provisioning, patching, updating, backup and numerous other processes. Automation Manager simplifies what are normally manual, complex IT configuration tasks, ensuring IT remains consistent, secure and compliant throughout its lifecycle. Patches and feature updates are rolled-out using automated procedures that test, stage and then incrementally deploy updates across multiple sites. Any issues identified by the updates result in roll-back of affected sites and pauses the update process for pending sites, minimizing the otherwise common risk of downtime due to incompatible software updates.

Configuration Manager
Configuration Manager is the centralized database of edge servers across all retail sites. Server and service configuration is managed and maintained in the Intelligent Control Plane, rather than being a simple 'audit' of the local state of each server. This ensures consistent provisioning of new servers and services across retail sites, and removes the risk of configuration drifting away from the optimal design over the server's lifetime. With Configuration Manager, new retail sites and applications can be pre-configured before roll-out, even before a server is deployed on site. This significantly reduces the complexity and time spent on-site configuring servers. Once operational, servers and IT services remain under the control of Configuration Manager. Critical settings, if modified locally, will be checked and if necessary reverted by Configuration Manager to ensure the correct on-going operation of the retail site's IT.

Edge Scale HCI Core

Replacing the need for datacenter hyperconverged solutions, the Edge Scale HCI core delivers virtualized compute resources and simplified storage provisioning. The Edge Scale HCI Core is designed specifically for the needs of retail and branch payloads and is optimized to deliver reliability and performance on single or dual-node server deployments.

Edge Infrastructure Services

Hyperconverged solutions designed for the datacenter deliver only virtualization, without any of the critical infrastructure services required by a remote store. Our Intelligent Edge servers include the option to deploy an array of infrastructure services as part of the automated new site provisioning. Business continuity, end user, security and networking services can be deployed quickly and efficiently, fully integrated with the Intelligent Control Plane's management and security features. Each service is designed for edge scale, providing the right configuration, performance and optimized footprint to make the most of the local server's resources.

Your Applications

Modern retail sites are running an increasing number of applications locally. These include office and staff admin software, selfscan systems, POS solutions such as NCR Storeline, customer ordering points and back of store order processing systems. And increasingly, customer experience, shelf edge, and advertising systems, served by large media files and offering sophisticated user interaction, must be delivered locally, with high capacity, low latency compute resources. Custom applications are deployed in to Windows Server and Linux virtual machines (VMs) running on the edge server. VM configurations are maintained by Configuration Manager and can be rapidly rolled out to sites thanks to Automation Manager. VMs benefit from the performance, reliability and security of being deployed on the Intelligent Edge, while your IT team have full access to manage their configuration and lifecycle.

The HPE – Zynstra Partnership

In April 2016 Zynstra announced a global agreement with Hewlett Packard Enterprise (HPE), under which HPE package Zynstra virtualization and cloud management software as a key part of its HPE ProLiant Easy Connect Managed Hybrid Solution.

About Zynstra

Zynstra is transforming edge computing for retailers. Its Intelligent Infrastructure is purpose built for the edge, delivering high reliability and managing risk in every store. With Zynstra, powerful automation capabilities centrally manage thousands of distributed sites at a fraction of the cost and enable retailers to launch new store services faster.

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