



Fanatics Uses vCommander to Automate DevOps Provisioning

As the global leader in licensed sports merchandise, Fanatics is changing the way fans purchase their favorite team apparel and jerseys across retail channels through an innovative, tech-infused approach to making and selling fan gear in today's on-demand culture.

Automation is a key enabler

Fanatics operates more than 300 online and offline partner stores, including the e-commerce business for all major professional sports leagues, major media brands and more than 200 collegiate and professional team properties.

With the company building cutting edge products, they not only take advantage of an on-premise infrastructure to provide low-latency applications, but also utilize public cloud services where appropriate. To support multiple operating systems running in multiple data centers and fulfillment centers, the company maintains an infrastructure that deploys tens of thousands of virtual machines.

Automation is a key enabler for the company, and they have partnered with several technology vendors in order to facilitate a faster time to market with their compact DevOps team.

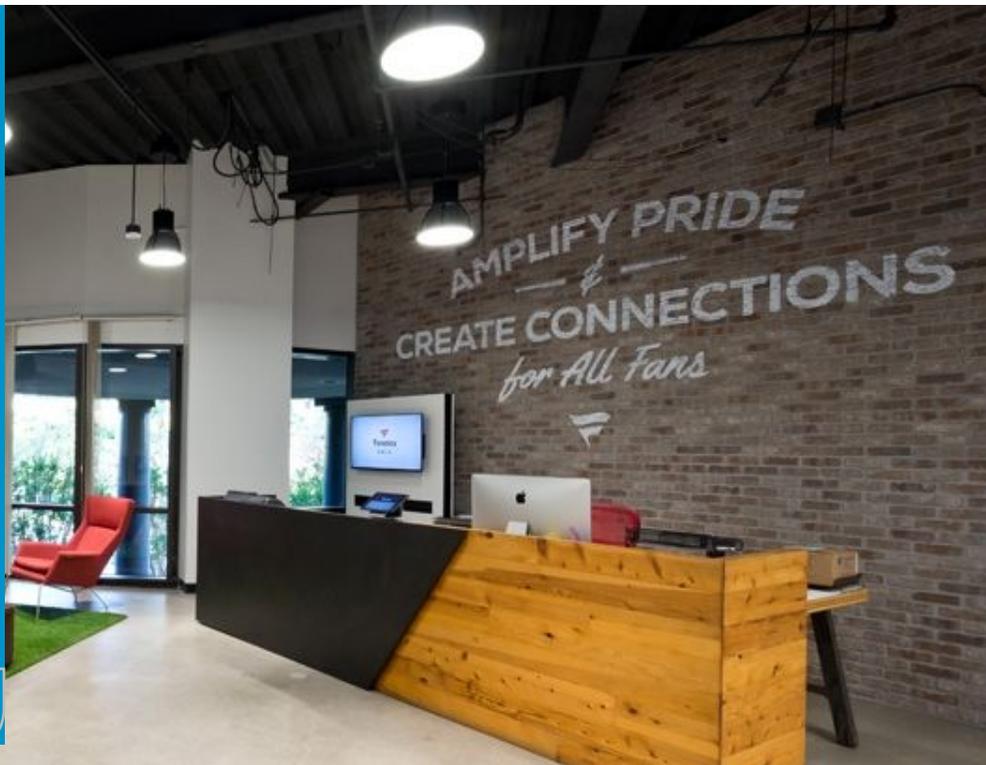
Before the introduction of Embotix vCommander, the typical time to provision a virtual machine was three days. Once system requirements, such as type and placement of the systems, were determined, coordination was required between multiple teams to allocate storage, deploy firewall rules, and assign network addresses.

It soon became apparent that the company needed to embrace a DevOps model to provision systems in a timely manner, and to automate a lot of processes



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– Aashish Naik,
Senior Manager, DevOps &
Release Engineering



Integrating into the CI/CD Toolchain

By implementing vCommander, repetitive manual tasks have now been scripted using the built-in workflows, and standardized templates to configure the virtual machines. This step, along with the introduction of a self-service model brings the provisioning time for a virtual machine to under 10 minutes, and frees up resources from managing and configuring the templates to more strategic tasks.

By leveraging vCommander's workflow capabilities, Fanatics was also able to integrate configuration management and tools such as Jenkins, Chef, and other continuous delivery toolchain technologies into the provisioning process. This ensured that the delivered virtual machine was deployed with the correct applications and configured to their needs.

Complete Visibility

"vCommander also provides us with a great API interface," said Aashish Naik, Senior Manager DevOps & Release Engineering at Fanatics. "We are building a lot of infrastructure-as-code, and by utilizing the vCommander APIs to perform integrations we can be faster and more flexible in delivering that code."

From an administrative point of view, vCommander provides the company with complete single-pane-of-glass visibility into the inventory of all the systems deployed whether on-premise or in the public cloud. Before vCommander, this inventory collection process involved going to multiple systems to gather the data, and then manually consolidating it.

This reporting and auditing capability along with vCommander's extensive tagging capabilities, allows the infrastructure team to see, at a glance, the net IT spend within the virtual infrastructure. These



vCommander features also provide the ability to show "spend-by-department" data across the infrastructure.

Time to Market is Critical

"Fanatics is a very dynamic business, and time to market is critical for us," continued Naik. "Automation has been the key strategy to scale our infrastructure on demand. Embotics vCommander has allowed us to automate and orchestrate the processes involved in creating virtual machines and deploying new applications, saving us not only time in getting systems deployed, but also freeing up resources to focus on more strategic tasks, rather than repetitive, manual ones."



About Embotics

Embotics is the cloud automation company for IT organizations and service providers that need to improve provisioning or enable self-service capabilities. With a relentless focus on delivering a premier user experience and unmatched customer support, Embotics is the fastest and easiest way to automate provisioning across private/public/hybrid cloud infrastructures. Its flagship product, Embotics vCommander, is used by organizations such as Nordstrom, NASA, Fanatics, and Informatica.



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