

CieloVision powers the next generation of smart franchises with Hewlett Packard Enterprise



Cielo was founded with a simple but powerful vision: to help multi-unit franchise businesses leverage real-time data and artificial intelligence to operate more intelligently and achieve their goals more quickly.

Headquartered in Plano, Texas, the company works nationwide with retail stores, restaurants, gyms, trampoline parks, and other franchise-driven businesses. Despite their differences, these customers share one core challenge: they need more efficient ways to operate on a scale and require technology that solves real problems without being overly complex to manage.

Customers demand smarter, faster options

Cielo's clients needed faster, smarter, and more automated operational abilities—across hundreds of locations. They also sought centralized, real-time visibility into staffing, sales, inventory, and safety. However, Cielo's earlier deployments weren't built for scale. Their edge servers were highly fragmented, latency posed challenges, and limited visibility created higher IT overhead and slowed expansion.

Recognizing these limitations, Cielo searched for a partner that could deliver enterprise-grade compute power at the edge. Hewlett Packard Enterprise became that partner.

Striking the right balance of scalability and management

HPE brought the right balance of hardware, edge scalability, and remote management. The [HPE ProLiant DL145](#) delivered compute optimized for AI workloads at the edge, while [HPE Compute Ops Management](#) offered a single pane of glass to efficiently manage deployments across the country.

“HPE ProLiant DL145 gave us compute optimized for these AI workloads at the edge, and HPE Compute Ops Management gave us a single pane of glass to manage them effectively across the nation at a reasonable cost.”

— Imre Szentornyay, CEO Cielo

Working with HPE marked a turning point for Cielo's business. With the ability to run AI workloads locally and centrally manage distributed servers through a cloud-like interface, Cielo transformed time-consuming, site-by-site tasks into streamlined and hyper-efficient processes. This made national-scale expansion realistic without concerns about downtime or runaway operational costs. Cielo finally had the infrastructure required to deliver the level of intelligence and automation their customers had been requesting.

Creating smart(er) entertainment centers

Cielo could do more now than before for the clients. One strong example is the transformation of Altitude Trampoline Parks.

Altitude sought smarter, faster, and more automated operations to support their rapidly growing international franchise footprint. Running AI locally enabled multiple real-time capabilities.

With HPE solutions, Cielo transformed Altitude locations into smart family entertainment centers capable of processing:

— Guest traffic patterns



“The CieloVision platform has revolutionized the way we do business at my Altitude locations by providing enhanced customer experience, mitigating risk, and driving additional revenues. The Cielo partnership has turned my old digital displays and made them smart. The AI system anonymously detects customer demographics and sentiment and allows for improved engagement by directing people where to go, what not to do, or showcasing a concession item at the right time. Cielo and my team are working on several more AI tasks, which we will be launching in the near future. This has been a game changer for my parks, so we plan to scale throughout my other locations.”

– Ben Thomas, Multi-unit Altitude Owner

- Employee check-ins
- Concession sales
- Marketing campaigns

All of this occurs at the edge without latency or dependence on cloud bandwidth.

“With HPE, we transformed Altitude Trampoline Parks into smart family entertainment centers, so now we can process real-time guest traffic, employee check-ins, concession sales, and marketing campaigns all at the edge without latency or dependency on cloud bandwidth.”

– Imre Szenttornyai, CEO Cielo

Cielo runs AI-powered computer vision locally for safety monitoring, queue management, and visitor engagement. Fully integrated POS systems enable dynamic upselling opportunities through targeted digital signage. Using real-time audience analytics, the team can update digital signage through HPE Compute Ops Management for enhanced customer engagement.

This has translated into significant business impact: targeted upselling and smart signage have increased revenue for Altitude by **20%**. Automated compliance monitoring has reduced labor hours, strengthening margins, and AI-driven security alerts have improved incident response times.

Reducing overhead and maximizing scalability

HPE has delivered substantial operational improvements for Cielo’s internal teams. AI-driven insights and alerting from HPE Compute Ops Management give Cielo centralized oversight of all edge servers nationwide. Deployments can now be executed across multiple locations simultaneously rather than site-by-site, significantly reducing overhead.

Scalability and reliability have become hallmark advantages of the HPE partnership. Cielo can now order any number of HPE ProLiant servers, deploy them anywhere, and run AI at the edge across dozens—or hundreds—of locations, all managed seamlessly. Before partnering with HPE, this level of scale was not achievable.



“The biggest benefit of working with HPE has been scalability and reliability. We know we can order any number of HPE ProLiant servers, stand them up anywhere, and run AI at the edge in dozens or even hundreds of locations and manage them all seamlessly.”

– Imre Szenttornya, CEO Cielo

The collaboration with the HPE team has been just as important as the technology. The HPE team understands the unique challenges of multi-unit businesses and has co-engineered solutions with Cielo that address franchise-specific needs and scale across verticals.

Learn more at

[HPE.com/us/en/HPE-Compute-Ops-Management.html](https://hpe.com/us/en/HPE-Compute-Ops-Management.html)

A new era brings a new category of smart franchises

The partnership between Cielo and HPE has enabled a next-generation franchise technology platform that would not have been possible otherwise. For Altitude, this means better safety and higher sales. For other valued customers, it means reduced complexity, improved visibility, and greater ability needed to adapt to fast-changing industry dynamics.

“Together, HPE and Cielo are enabling a new category of smart franchises that effectively leverage AI and edge compute to help businesses grow revenue, reduce costs, and improve their guest experiences.”

– Imre Szenttornya, CEO Cielo

Together, HPE and Cielo continue to deliver meaningful outcomes for customers across multiple industries.

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