

CAFE24 MAXIMIZES DENSITY, COST-EFFICIENCY, AND PERFORMANCE WITH AMD SERVER PROCESSORS

AMD EPYC™ processors deliver high performance at lower costs to power expansion for e-commerce and virtual infrastructure services leader



CUSTOMER

CAFE24

INDUSTRY

Data Center
Cloud & Hosting Services

CHALLENGES

Replace legacy Intel e5-16xx CPU-based servers with an alternative server solution that provided scalability, reliability, cost efficiency, and the resources necessary to handle increasingly memory-intensive services

SOLUTION

Deploy AMD EPYC 7003 series processor-based servers

RESULTS

Increase in performance and scalability compared to previous solutions as well as lower power consumption, allowing for higher-density rack integration and resulting in 20 - 30% cost savings

AMD TECHNOLOGY AT A GLANCE

AMD EPYC 7002 processors
AMD EPYC 7003 processors

TECHNOLOGY PARTNER



Hewlett Packard
Enterprise

Cafe24 is a leading e-commerce platform that has been providing IT solutions and business services to online stores for over 20 years.

In addition to being an online store-builder, payment options provider, logistics services facilitator, and support for global expansion, Cafe24 is also a virtual infrastructure data center (VIDC) provider. With technology and know-how from operating and managing over 30,000 servers, Cafe24 offers customers a fast and stable online business environment. Today, Cafe24 powers 2 million online merchants and 6.2 million registered users worldwide, helping merchants achieve their business objectives with an all-in-one solution. Based in Korea, Cafe24's localized services and thriving e-commerce ecosystems are present in the global market.

In 2021, Cafe24's legacy Intel e5-16xx CPU-based servers had reached end-of-life status. The company needed an alternative server solution to support increasingly memory-intensive services that typically require more than 64GB of memory and in excess of 10 processing cores. Cafe24 had used AMD CPUs for many years to develop new services and augment its infrastructure. After evaluating comparable options on the market, Cafe24 began collaborating with AMD in earnest to enhance its server capabilities and services to its customers. "We found with its high performance and lower cost, AMD EPYC processors were the obvious choice for Cafe24 compared to competitors," says ChangHoon Lee, CIO, Cafe24.

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Performance and energy efficiency yield cost savings

Cafe24 started its significant new deployment with the 2nd Gen AMD EPYC 7262 Rome processor. Then in late 2022, Cafe24 transitioned to HPE ProLiant DL325 servers powered by AMD 3rd Gen EPYC 7313P Milan processors. The AMD 7313P CPU has 16 physical cores, a base clock of 3 GHz, and can boost up to 3.7 GHz, making it an ideal solution for the most demanding workloads in Cafe24's operations. With a Package Design Power (PDP) of only 155 watts, the AMD EPYC 7313P is significantly more energy-efficient than other options in the market, which can result in cost savings for data center operators.

"The AMD EPYC series is a very good fit for a Virtual Infrastructure Data Center company like us since it has lower power consumption," says Mr. Lee. "The smaller footprint enables Cafe24 to increase server density in our racks and allows us to use the upper part of each rack more efficiently. In addition,

AMD EPYC has shown notably high performance when handling cache and virtual server workloads."

A single AMD EPYC CPU does the work of two legacy CPUs

Cafe24 must support a wide range of demanding workloads, including analytics, databases, and big data applications, as well as its hosting and cloud services. When using other companies' CPUs in the past, Cafe24 used 2 CPUs per server to support its memory-intensive services, leading to significantly higher costs.

However, with AMD EPYC CPUs, Cafe24 now achieves the high performance it needs using only a single CPU. AMD EPYC CPUs also substantially decrease Cafe24's power consumption, allowing higher-density rack integration and further cost savings. "A single AMD EPYC Milan processor can do the job of two processors, reducing our total costs by 20 – 30%," explains Mr. Lee. "That's a substantial saving when compared to the two-processor servers we used previously."

Among the key advantages of using a single CPU over a dual CPU system is that smaller power supplies and simpler cooling solutions can be used, reducing the number of electrical components without compromising performance. As a result, using a single CPU system can provide significant cost savings and operational efficiencies for businesses, particularly those with large data centers.

"At Cafe24, our commitment to delivering cutting-edge web hosting services has always been a top priority," says Mr. Lee. "Our implementation of AMD CPUs has taken that commitment to the next level."

"AMD's team responded proactively towards Cafe24's needs, acting quickly and demonstrating that they listened closely to and acted on our requests."

ChangHoon Lee, CIO, Cafe24

By leveraging AMD's multi-core technology—a first in the Korean market—we have been able to provide our customers with a level of stability and quality that is unmatched in the industry. We are proud to be at the forefront of this exciting new development in web hosting and look forward to continuing to work with AMD to bring the best possible experience to our valued customers."

Building trust and loyalty by listening

The relationship built between the two companies was as critical as the technical aspects. "AMD's team responded proactively towards



Cafe24's needs, acting quickly and demonstrating that they listened closely to and acted on our requests. This built trust and loyalty," says Mr. Lee. "For example, during the pandemic, the AMD sales team maintained a regular presence at Cafe24, meeting with Cafe24 stakeholders and keeping them apprised of AMD's processor roadmap. AMD's approach resonated with Cafe24's technical team and helped to cement the relationship between the two companies."

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Cafe24's partnership with AMD has allowed it to maximize its server operations' efficiency and cost savings. Thanks to an impressive 20% conversion rate of its server deployment to AMD EPYC CPU-based systems in just two years, the company has experienced a marked increase in scalability and improved stability for its customers. Furthermore, AMD's high CPU performance and low cost compared to competitors enables Cafe24 to realize greater capacity within its racks while increasing its services' reliability and overall quality.

A strong relationship builds confidence in the future

"Cafe24 and AMD have worked together since the early days of AMD's growing presence in the Korean market," concludes Mr. Lee. "We have always had confidence in AMD CPUs and their capabilities. We expect the great synergy between AMD and Cafe24 to continue."

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About Cafe24

Cafe24 is a global success platform that provides a one-stop business environment for e-commerce merchants so that they can achieve continued growth by focusing on their creativity. Cafe24 has established an e-commerce ecosystem with Direct-to-Consumer (DTC) merchants and various global partners in areas like payment, shipping, and marketing. Cafe24 is poised for growth as more DTC brands and e-commerce participants continue to join the burgeoning industry. For more information visit cafe24.com.

About AMD

For more than 50 years AMD has driven innovation in high-performance computing, graphics, and visualization technologies. Billions of people, leading Fortune 500 businesses, and cutting-edge scientific research institutions around the world rely on AMD technology daily to improve how they live, work and play. AMD employees are focused on building leadership high-performance and adaptive products that push the boundaries of what is possible. For more information about how AMD is enabling today and inspiring tomorrow, visit the AMD (NASDAQ: AMD) [website](https://amd.com), [blog](#), [LinkedIn](#), and [Twitter](#) pages.

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