

Cloudify.Asia meets demand for multi-cloud services using Dell servers with AMD EPYC™ CPUs

Cloudify.Asia manages its cost-per-tenant while increasing performance and security for SMBs and cloud provider clientele.



CUSTOMER



INDUSTRY

Information Technology and Services/
Cloud Services Provider

CHALLENGES

Deliver a cost-effective solution for multi-cloud workloads using the latest Microsoft Azure stack.

SOLUTION

Deployed a new server cluster featuring AMD EPYC™ 7402 CPU-powered Dell EMC PowerEdge R7525 servers

RESULTS

Significantly increased available computing resources per server, providing increased capacity in a dense format ideally suited to managing costs for multi-cloud customers

AMD TECHNOLOGY AT A GLANCE

AMD EPYC™ 7402 CPU

TECHNOLOGY PARTNER



Cloudify.Asia is a leading regional cloud consultant based in Kuala Lumpur with customers throughout Malaysia, Singapore, Brunei, Indonesia, Japan, and Bangladesh.

Often called the “cloud providers’ cloud provider,” Cloudify.Asia services bridge the gap between its corporate clientele, companies that offer and make use of cloud services, and the technology companies that provide the cloud-enabling technology.

As the reliance on cloud computing has increased, demand for Cloudify.Asia shared infrastructure services has grown dramatically. Companies including telecommunications

operators, cloud providers, multi-national companies and mid-sized organizations increasingly rely on multi-cloud solutions that leverage multiple best-of-breed cloud offerings to address particular workloads and deliver services to their own customers. This creates new challenges for IT distributors, resellers, systems integrators, and even cloud providers themselves who are seeking ways to deliver, manage, and operate multi-cloud platforms. That is where the expert consultants at Cloudify.Asia step in.

Multi-generational support for a multi-cloud world

To handle the increased demand for its services, Cloudify.Asia set out to create a new server cluster with the flexibility and scalability that would provide its customers with a cost-effective solution to get the most from the newest Microsoft Azure stack for their multi-cloud workloads. Cloudify.Asia selected Dell EMC PowerEdge R7525 servers powered by AMD EPYC™ 7402 CPUs. With 24 CPU cores and support for 48 simultaneous threads, the AMD EPYC CPU offers Cloudify.Asia

significantly more computing resources per server than its previous platform, providing significant capacity in a dense format ideally suited to managing costs for its clientele.

Gavin Loh, chief opportunity creator for Cloudify.Asia, explains, “In the past, we’ve seen cases where a minor revision within even the same generation CPU has meant that the memory we used previously was no longer compatible. That can significantly

impact our ability to support the changing needs of Cloudify.Asia customers. Downtime and broken pipelines are unacceptable.”

Gavin continues, “When we looked for a new server platform to support fast-changing multi-cloud needs, we needed assurance that

the choices we make today would be fully interchangeable within an existing cluster. The AMD EPYC CPU design allows for excellent, reliable multi-generational compatibility, ensuring smooth transitions for our business and our customers.”

Outstanding performance is only part of the solution

As Gavin explains, raw performance is not necessarily the most important metric Cloudify.Asia looks at when addressing the needs of its clients. “It is important to understand that the cloud is not a technology or a location. That means the challenges we face aren’t purely technical. Ultimately Cloudify.Asia provides a way to enable seamless human interaction across multiple clouds. The priority, and the thing that most directly impacts our clients, is service. When our service works well, our customers succeed in achieving their goals and they don’t really care about the technology behind the scenes.”

That service-first perspective dictates the priorities that guide the expansion of the Cloudify.Asia infrastructure. While power consumption is always essential, and Gavin says that AMD has excelled in this metric, he is quick to point out that AMD understands that simply increasing the CPU's clock rate for a given amount of power doesn't solve real-world business problems.

Instead, for example, he points to cost per tenant as even more meaningful. AMD EPYC™ 7402 CPUs deliver more computing resources than Cloudify.Asia's previous platform and, therefore, greater density per server to significantly reduce the cost per tenant. This makes it possible for Cloudify.Asia customers to quickly move forward as they take advantage of the enhanced capabilities of Microsoft Azure.

"AMD is fully certified for the Microsoft Azure stack, which results in excellent flexibility, technology integration, and feature support."

Gavin Loh, chief opportunity creator, Cloudify.Asia

Flexibility for fast-changing demands

AMD EPYC 7402 CPUs provide the elastic core counts and efficient resource pooling Cloudify.Asia needed to quickly unlock cores to accelerate a wide variety of use cases. For example, a customer may need higher clock speed on a continuous basis to support databases, which the AMD EPYC CPU can provide. But, when a customer suddenly needs more cores to accelerate batch processing, Cloudify.Asia can meet that need without having to purchase more systems that would sit idle when not needed. Customers get a better experience and Cloudify.Asia saves on capital expenses.

"We appreciate that AMD puts our business's point of view first when it designs and recommends solutions. That vision is important because it gives us the confidence to drive forward."

Gavin Loh, chief opportunity creator, Cloudify.Asia

One of the exciting, fast-growing requirements uses Azure Kubernetes services, which enable Cloudify.Asia customers to deploy web apps, logic apps, API management, and event grid on Kubernetes clusters that can run anywhere. Developers can use AKS virtual nodes to provision pods that start in seconds inside an Azure Container Instance. This enables AKS to run with just enough capacity for their average workload. AMD EPYC CPUs are well-matched to these requirements.

Certification and collaboration build confidence

The ultimate challenge in managing multi-cloud platforms is for business processes to navigate seamlessly across that multi-cloud space. Cloudify.Asia relies on the technology partners it chooses to enable it to provide a seamless service across multiple clouds, putting data and applications where they are needed for any scenario a client requires.

Gavin points to the tight collaboration between AMD and Microsoft as being critical to supporting these requirements. "The integration between AMD and Microsoft results in us being able to do more. We can directly support our customers' business requirements for things such as sandboxing for development without continuously acquiring additional, specialized systems. AMD is fully certified for the Microsoft Azure stack, which results in excellent flexibility, technology integration, and feature support."

AMD EPYC CPUs deliver security features that are important to protecting businesses in a multi-cloud world. Gavin provides an example. "If a cloud platform is running as a service in a customer's premise, we don't have easy access to fully manage security for the platform. This could present a real problem if malware were injected into a company's Azure stack. The secure memory encryption built into the AMD EPYC CPU provides a layer of protection against such attacks."

Ultimately, Gavin says that AMD is unique because "AMD takes a holistic view that considers us, the customer first. We appreciate that AMD puts our business's point of view first when it designs and recommends solutions. That vision is important because it gives us the confidence to drive forward. When Cloudify.Asia makes a purchase, we are really making a decision on behalf of our own customers and to support their needs. AMD is a true partner that helps us serve our customers."

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About Cloudify.Asia

Cloudify.Asia and its team of cloud professionals provide the cloud foundation and services needed for business growth through a managed cloud-native platform, consultancy, and subscription model. The company also assists systems integrators, shared services, resellers, ISVs, and cloud providers to adapt to new digital cloud transformation requirements. Cloudify.Asia empowers customers to transform their business through simplified adoption throughout their multi-cloud journey, combining technology and financial experience to create a true cloud OPEX model. For more information visit cloudify.asia.

About AMD

For over 50 years AMD has driven innovation in high-performance computing, graphics, and visualization technologies—the building blocks for gaming, immersive platforms, and the data center. Hundreds of millions of consumers, leading Fortune 500 businesses, and cutting-edge scientific research facilities around the world rely on AMD technology daily to improve how they live, work, and play. AMD employees around the world are focused on building great products that push the boundaries of what is possible. For more information about how AMD is enabling today and inspiring tomorrow, visit amd.com/EPYC.

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