

MAHINDRA DRIVES NEW REVENUE WITH CLOUD HPC

CASE STUDY

Mahindra powers virtual SUV launch, HPC, IT modernization and more with AMD EPYC™ CPU-based Google Cloud VMs



“You can never tell your CFO that going to cloud will save money. Instead, you must say we will earn money by going to cloud,” says Abhishek Sukhwai, Head of Infrastructure (cloud, data center, network) for the Mahindra Group. Fulfilling that pledge requires carefully selecting the processors on which to run AI, applications, HPC workloads and more. For Mahindra Group, that means using Google Cloud instances powered by AMD EPYC™ processors.

“The processors cloud providers offer in their virtual machines are a critical factor for costs, workload, and price-for-performance,” said Sukhwai. “AMD EPYC™ processors in Google Cloud meet our performance demands while saving us about 40% on costs.”

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Abhishek Sukhwai, Head of Infrastructure, Mahindra Group

Cloud optimization is continual at Mahindra Group, and Sukhwai says AMD processor-based instances are now available from Google, AWS, and Microsoft. “They perform well at lower costs,” he said. That includes HPC workloads and a key introduction of a new vehicle from Mahindra’s automotive subsidiary.

MAHINDRA DRIVES NEW SUV SALES WITH GOOGLE CLOUD AND AMD

Mahindra introduced its cutting-edge Thar ROXX five-door SUV virtually—via a website that enabled customers to reserve their Thar ROXX model. The reservations went to the production team, which in turn calculated delivery dates and communicated those to customers. Sukhwai said the company took about 200,000 reservations via the site in about 1.5 hours. He noted those numbers would not be possible with physical showrooms, just digital. “We ran that entire process with Kubernetes on AMD EPYC processors in Google Cloud,” he said. Sukhwai estimates Mahindra saved about 40% of the costs of running that initiative by using AMD EPYC processor-based virtual machines (VMs). “This is an experience where you can justify new technologies to your CFO,” he said.

“We ran that entire process with Kubernetes on AMD EPYC processors in Google Cloud and booked nearly 200,000 reservations for a new SUV in less than two hours.”

Abhishek Sukhwai, Head of Infrastructure, Mahindra Group

INDUSTRY

Diversified multinational conglomerate

CHALLENGES

Drive new revenue by migrating IT infrastructure, applications and HPC workloads to cloud

SOLUTION

Deploy Google Cloud instances powered by AMD EPYC™ processors to run Kubernetes-based ecommerce launch, HPC workloads, and more

RESULTS

200,000 reservations booked for new SUV introduction on ecommerce site in 1.5 hours

AMD TECHNOLOGY AT A GLANCE

AMD EPYC™ Processors

TECHNOLOGY PARTNER





Mahindra equips its application teams with cost-effective cloud compute powered by AMD EPYC processors.

MAKING THE CASE FOR CLOUD HPC

Mahindra has also migrated its design-oriented HPC workloads to AMD EPYC processor-based Google Cloud VMs. “We are one of the few companies in India that have moved HPC workloads onto cloud and done so profitably,” said Sukhwil. “Some will say HPC is too expensive in the cloud, but using an AMD EPYC processor there makes our business case.”

Abhishek notes that workload processing speed has improved with moving HPC to Google Cloud instances powered by AMD EPYC processors, helping him reduce licensing costs.

With AMD EPYC CPU-based instances, Mahindra's infrastructure group can use fewer cores for the same workloads. The bottom line is licensing costs per core have decreased.

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Abhishek Sukhwil, Head of Infrastructure, Mahindra Group

EXTENDING THE CLOUD TO APPLICATION TEAMS

The successful online introduction of the Thar ROXX SUV demonstrated the power of AMD EPYC processor-based VMs. Now the infrastructure team is promoting those capabilities to the company's many application teams. “The AMD EPYC CPU-based virtual machines are more cost-effective and deliver greater application performance,” Sukhwil said. “Why pay more than you need to?”



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ABOUT MAHINDRA

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies, with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate. For more information visit mahindra.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 [X](#) pages.

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