

WEBTROPIA.COM POWERS NEW FLAGSHIP SERVER WITH AMD EPYC™ PROCESSOR

Using the AMD EPYC™ 7351P processor, myLoc managed IT AG creates a cost-effective, high-performance server offering for its direct hosting brand *webtropia.com*



CUSTOMER

myLoc
managed IT

INDUSTRY

Cloud, hosting and managed services

CHALLENGES

To offer a competitively priced, high-performance product.

SOLUTION

Implementation of HPE ProLiant D325 Gen 10 servers powered by 1P AMD EPYC™ processors and 64GB DDR4 EEC RAM.

RESULTS

A server solution 8.3 percent more powerful and priced 20 percent lower than a comparable Intel® based server solution.

AMD TECHNOLOGY AT A GLANCE

AMD EPYC 7351P processor with 16 cores/32 Threads

In order to succeed in the competitive hosting environment, it's imperative to offer innovative, high-performance products at the right price. When myLoc managed IT AG wanted to develop a well-rounded server offering at an attractive price point for its direct hosting brand *webtropia.com*, it needed a processor that delivered both excellent performance and outstanding economics.

After extensive in-house testing, the AMD EPYC™ 7351P processor proved to perform significantly better than a comparable Intel® Xeon® CPU—enabling myLoc managed IT AG to implement a new flagship server that performed 8.3 percent better and was 20 percent less expensive than comparable products equipped with Intel® processors providing myLoc and its customers exceptional value.

MYLOC MANAGED IT AG + AMD A LONG, SUCCESSFUL PARTNERSHIP

myLoc managed IT AG was established in Düsseldorf, Germany, in 1999 as a server colocation provider. In 2001, it founded its direct hosting brand *webtropia.com*, which provides dedicated servers, root servers and Virtual Servers for private and commercial customers at an exceptional price-to-performance ratio. Always on the cutting edge of developments in the direct hosting space, *webtropia.com* focuses on continuously expanding its product range with innovative solutions that meet and exceed the demands of its customers.

myLoc managed IT AG has a long history of partnering with AMD, especially for *webtropia.com*'s dedicated servers.

"We've been in regular contact with AMD for more than a decade," says Christoph Herrnkind, CEO of myLoc managed IT AG. "We've met year after year—sometimes several times a year—to remain updated on AMD's products. They've always looked after us." As early as 2004, myLoc managed IT AG started offering AMD Opteron™ servers, which were well-received in the market.

EXPANDING THE PRODUCT LINE

Over the years, myLoc managed IT AG has valued the close relationship and continued collaboration with AMD and the positive experiences with its products. This close connection prompted the company to seek AMD out once again when it decided to develop a new high-performance, attractively-priced product for *webtropia.com*. "To meet the high demands of our customers, we decided to place the EPYC 7351P processor on the shortlist," says Herrnkind. With 16 cores and favorably priced, the company fully expected that the EPYC 7351P CPU would deliver the desired performance.

"Using the AMD EPYC processor, we've designed an offer that's 20 percent lower in cost than the equivalent with an Intel CPU—and offers 8.3 percent more [processing] power! In the coming months and years, we hope to realize 50 percent higher sales thanks to this."

Christoph Herrnkind
CEO, myLoc managed IT AG

The company used in-house test scenarios to evaluate the performance of the AMD EPYC 7351P processor against that of an Intel® Xeon® Gold 5118 processor. The tests showed that the EPYC processor—with 16 cores, 32 threads and max boost clock of 2.9GHz—performed much better than the Intel® Xeon®. As Sascha Prütz, CTO at myLoc managed IT AG explains, “Our customers are driven by benchmark and performance values. When the EPYC CPU proved to be 8.3 percent more powerful than the Intel processor in terms of pure CPU and computational performance in our internal test scenarios, the choice was clear. By using EPYC, we’re now able to offer our discerning clientele a well-rounded product that delivers high performance.”

“We’ve had good experiences in the past with servers from HP, now HPE, so we were waiting for the server to become available before we could start testing,” says Herrnkind. “And although we did consider systems from other manufacturers, in the end, we selected HPE. The overall package was a perfect fit. We were also very pleased with AMD’s support during the evaluation phase, as well as the fact that the company kept us informed regarding availability and delivery times.”

The configuration myLoc chose to go with is an HPE ProLiant DL325 Gen10 server with the 16 core EPYC 7351P processor and NVMe SSD. Thanks to the attractive price point of the EPYC CPU, the AMD EPYC-powered HPE server is much more affordable

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myLoc managed IT AG is already looking to the future to develop more solutions for *webtopia.com*. One of the products the company is planning to develop is a new Virtual Server offering. And while it’s still evaluating its options regarding what processor to use, it is strongly considering an AMD EPYC CPU with 24 cores. “The EPYC processor offers a significant number of cores, which is beneficial in virtualization,” explains Prütz. “In addition, it delivers extremely good peak calculation times. Both of these factors combined could make it a highly effective option for our virtualized solutions.”

AMD FUELS PRODUCT INNOVATION, BUILDS EXCITEMENT AND HELPS CREATE A COMPETITIVE EDGE

Both Herrnkind and Prütz are enthusiastic about the HPE ProLiant DL325 Gen10 server with EPYC 7351P CPU. “For more than a decade, our customers have been very keen on AMD servers. Now, we have an exciting new product to offer at *webtopia.com*. With this powerful server, we can position ourselves to be highly competitive in the market. In fact, the AMD EPYC-based server is our new flagship offer.”



ABOUT MYLOC MANAGED IT AG

Established in Düsseldorf, Germany, in 1999, myLoc managed IT AG operates data centers and develops innovative hosting solutions for private and commercial customers. In 2006, the company became a subsidiary of virtual minds AG. In 2009, the organization merged its colocation division—myLoc managed Infrastructure AG—and its hosting division—fast IT GmbH—under the current name, myLoc managed IT AG. Currently, the company offers not only traditional colocation services, but also extensive cloud, hosting and managed services. Founded in 2001, *webtopia* is myLoc managed IT AG’s direct hosting brand, functioning as a hosting provider for root servers, dedicated servers and vServers. For more information, please visit myloc.de/en and webtopia.com/en.

ABOUT AMD

For more than 45 years AMD has driven innovation in high performance computing, graphics, and visualization technologies—the building blocks for gaming, immersive platforms, and the datacenter. 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.