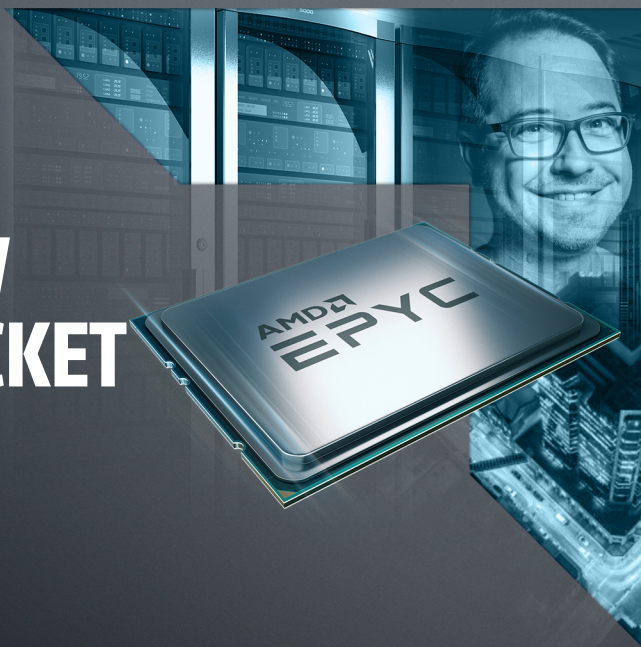# AMD EPYC™ INSPIRES NEW CLASS OF SERVICE FOR PACKET

Packet launches their new AMD EPYC™ server class, providing their clients a cost-effective way to scale compute resources.

PARTNER

packet

INDUSTRY
Bare metal cloud servers.

CHALLENGES
Provide Enterprise and SaaS clients with a cutting edge yet cost-effective solution for scaling up compute-heavy applications.

SOLUTION
Deploy AMD EPYC-based Dell PowerEdge R6415 as the basis for a new class of service.

RESULTS
Clients can reduce costs by 50% using AMD EPYC-Based Packet bare metal platform
Packet clients gain single socket 24-core chip performance with perfect balance of compute and memory at lower TCO

AMD TECHNOLOGY AT A GLANCE
AMD EPYC 7000 series processors with up to 32 cores

As a leading bare metal cloud for developers, Packet prides itself on offering its clients the very latest and best in hardware technology. That's why Packet was excited to add AMD EPYC-based servers to its offerings— and to create a new class of service based on this platform.

"Packet is where developers and technology-dependent companies go when they want the latest, the best, the most interesting hardware," said Jacob Smith, Senior Vice President, Engagement and a co-founder of Packet. Clients often come to Packet after "growing out" of the cloud - looking for better performance, lower costs, or specific geographic locations. "Our users represent an especially demanding group of customers—what we call the 'new' enterprise—and we want them to identify with Packet as the source for leading hardware. That's why the AMD EPYC processor is a perfect match for us." EPYC is helping Packet meet client needs for cost effectiveness without compromising performance.

"A single-socket AMD EPYC-based system allows us to give our clients more bang for their buck..."

Jacob Smith
SVP, Engagement

"We identified a gap in our server line up when it came to scale out compute," he said. "We were missing that balance between too cold and too hot." With an increasing number of SaaS and Enterprise clients deploying processor-intensive applications on Packet, Smith needed a solution that his customers could grow with efficiently.

"Our new AMD EPYC based system has this perfect balance of cores, memory, and price point that we feel hits a sweet spot in the market," he said. "In the past, our lineup pushed users to overpay for either RAM or cores - now with the AMD EPYC we have that "just right" platform for customers to build upon."

"The AMD EPYC forms the basis of our new "compute" class of servers, and opens an exciting new chapter in our relationship with both Dell and AMD," Smith said. The system is available on demand in a growing number of Packet's datacenters for just $1 per hour. "It's a very good fit for clients who need the cores...for SaaS and compute-heavy applications", he said.

POWERING A NEW OFFERING FOR GLOBAL SAAS & PLATFORMS

The EPYC-based servers that AMD and Dell developed together for Packet inspired the company to launch a new service, Smith said.

"AMD EPYC helps us make the case for bringing enterprises to dedicated hardware vs. multitenant public cloud solutions..."

LEADING A HARDWARE RENAISSANCE

The AMD EPYC processor also enables Packet to deliver on its promise of making leading hardware available to developers.

"Our ideal client wants to get their hands on the latest and greatest hardware - as long as it is automated!" Smith said. "By making this technology directly accessible via our API, we feel we help to expand what is possible for them."

When word of the AMD EPYC release hit the streets, Packet reached out to both AMD and Dell, one of its "go-to" hardware partners. All three companies closely collaborated to create the R6415 server that forms the basis of Packet's new offering. "We wanted to be the first out with EPYC," said Smith. "It's just completely inline with our mission of delivering cutting edge hardware to developers."

In addition to giving developers easy, cost-effective access to test the EPYC's performance and capabilities, the AMD EPYC-based servers enable Packet to make bare metal appealing to those clients and prospects with growing SaaS and PaaS (platform as a service) offerings.

"AMD EPYC helps us make the case for bringing enterprises to dedicated hardware vs. multitenant public cloud solutions," Smith said. He said more companies are turning to Packet as an alternative service provider when the costs of their initial public cloud deployments soar alongside their

> *"Users born in the cloud and raised on VM's are amazed by the immediate performance improvements they experience with bare metal."*
>
> *Jacob Smith, SVP, Engagement*

SaaS and platform compute demands. "These clients can reduce costs by 50% using Packet bare metal," Smith said.

"Users born in the cloud and raised on VM's are amazed by the immediate performance improvements they experience with bare metal," said Smith. "When they call our API and we return a dedicated 24-core AMD EPYC based system in just 8 minutes, they often ask us just what kind of magic we are selling...that's the kind of reaction we love!"

Packet has deployed AMD EPYC-based servers in two of its four main data centers and will introduce it into regional data centers as demand builds. Smith is excited about offering Packet clients more choice and variety to support a wide range of use cases. "We see a substantial away from hardware abstraction," he said. With software making it easier to manage physical machines and workloads continuing to grow, Smith sees a new golden age for hardware.

Dell PowerEdge R6415 powered by AMD Epyc™ processor

ABOUT PACKET

Packet is the leading bare metal cloud for developers. Its proprietary technology automates physical servers and networks without the use of virtualization or multi-tenancy–powering over 60k deployments each month in its 20 global datacenters. Founded in 2014 and based in New York City, Packet has quickly become the provider of choice for leading enterprises, SaaS companies, and software innovators.

In addition to its public cloud, Packet's unique "Private Deployment" model enables companies to automate their own infrastructure in facilities all over the world. Learn more and view customer stories at www.packet.net.

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 www.amd.com/epyc.