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PLATINUM

# Enabling business transformation in Saudi Arabia and beyond.

How DETASAD boosted its private cloud platform with Lenovo servers and storage, powered by Intel® Xeon® Platinum processors, to pave the way for growth into valuable new markets.

Lenovo Infrastructure Solutions  
for The Data-Centered

Lenovo



## **Background**

DETASAD is a leading managed services provider with more than 38 years of experience. The company operates 38 IT facilities across the Kingdom of Saudi Arabia, employing 1,000 people.

In the last three years, demand for DETASAD's private and public cloud services has risen by a whopping 900%. The company recognized a major opportunity to win more clients and laid out an ambitious plan for international growth.

2

## Challenge

### Ramping up for massive growth

As the growth initiative gained pace, DETASAD knew that the volume and velocity of data on its cloud platform would increase dramatically. They needed a storage infrastructure with the ability to elastically scale across clouds, quickly deploy new services and efficiently process growing amounts of data. They also needed a solution that would simplify data management across hybrid, multi-cloud environments and workloads. The company decided to replace its five-year-old IT infrastructure with a new, high-performance platform that could meet these requirements without sacrificing performance.



We want to build on the success we've achieved in Saudi Arabia by helping organizations across the Middle East and Africa reap the benefits of our cloud solutions. We also saw an opportunity to enhance the value of our offering by enabling our clients to adopt cutting edge technologies such as AI and the Internet of Things (IoT).

**Felix Thomas Wass**

CEO & President, DETASAD





## **A strategic partner who is willing to take risks**

DETASAD carefully evaluated several different enterprise-class IT vendors to find the right platform. Ultimately, DETASAD chose Lenovo's offering because of our reputation for reliable, lightning-fast performance, integrated storage solution and our partnership. Better energy efficiency was icing on the cake.

The new Lenovo infrastructure has already helped DETASAD improve capacity planning, achieve greater economies of scale, and sharpen their competitive edge with faster deployments of cloud environments and edge computing services. And, Lenovo support and services teams are working with DETASAD every step of the way, making sure they are getting the most out of their investment and helping them plan for the future.

Our solution for DETASAD includes integrated Lenovo ThinkSystem SR630 servers, Lenovo ThinkSystem DM7000F Unified Flash Storage Array, and Lenovo ThinkSystem NE100320 RackSwitch – running Intel® Xeon® Scalable processors with one point of support. We also helped DETASAD migrate its data to the

new infrastructure, which was not an easy lift. The migrated data included the company's SAP, Oracle and Red Hat OpenStack Cloud platform-as-a-service (PaaS) solutions, along with its clients' private and public cloud environments.



What appealed to us most was the inherent flexibility of Lenovo ThinkSystem servers. Compared to other vendors, Lenovo offers greater scalability and value. We were confident that the Lenovo solution would ensure consistently reliable performance across our multi-cloud infrastructure. We were also very impressed with Lenovo's storage offering. Not only does the ThinkSystem DM7000F all-flash array deliver top performance, it's also simple to scale and easy to administer.

Lenovo is more than a vendor to us; they are a strategic partner willing to take risks, invest in new ideas, and help us grow and develop our business.



**Felix Thomas Wass**  
CEO & President, DETASAD

3

## Results

### **And, it's more efficient.**

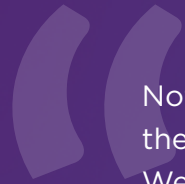
Not only is the new IT infrastructure at DETASAD more efficient, it consumes less energy. The infrastructure also makes it easier for DETASAD to scale their cloud operations across public, private and hybrid architectures. The standardized deployment model has improved their capacity planning, helped them achieve greater economies of scale, and liberated their employees to focus on innovation. And, it has sharpened DETASAD's competitive edge by allowing them to make new cloud environments and edge computing services available to their customers much faster than they could with their previous hardware. With this new scalable solution, DETASAD is ready to drive future growth in Saudi Arabia and abroad.

✓ **Improved scalability of cloud operations**

✓ **Faster deployments of cloud environments and edge computing services**

✓ **Lower energy consumption than legacy hardware**





Not only do Lenovo solutions help us to improve efficiency, they also enable us to deliver the best possible customer service. We are now able to make new cloud environments and edge computing services available to our customers much faster than we would have been able to with our previous hardware, which helps to sharpen our competitive edge.



**Felix Thomas Wass**  
CEO & President, DETASAD



## Accelerate your business with a smarter cloud strategy

With Lenovo Cloud Computing and Storage Solutions, you don't just get technology that's open, proven, and ready to deploy. You get a partner dedicated to helping you every step of the way—from securely and rapidly migrating your data, to managing it all, and helping it grow with you.

### Are you ready to join The Data-Centered?

Get to know our approach and solutions.

[Explore Storage Solutions](#)

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