



Professional Services

A better way to **grow across borders**

Bringbuys Cloud

Bringbuys Cloud upgrades its cross-border e-commerce platform with a hyperconverged infrastructure (HCI) from Lenovo and VMware, giving clients a powerful, secure, and flexible all-in-one solution to simplify operations and sell internationally.

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vmware[®]

Lenovo

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Who is Bringbuys Cloud?

Bringbuys Cloud is a technology startup specializing in cross-border e-commerce and digital services. It was one of the first projects to be based at the Inno Valley HQ in the Hengqin Free Trade Zone for startups from Guangdong, Hong Kong, and Macau. Today, the company employs more than 100 people in Macau and mainland China.

Bringbuys Cloud offers the only Portuguese-language e-commerce platform authorized by the Ministry of Commerce in China. It has also co-developed the Commercial Data Center Public Service Platform: an artificial intelligence (AI) solution used by partners in industry, government, and academia to manage various tasks related to cross-border e-commerce research and development, including data processing and visualization, algorithm development, model training, and more.



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The Challenge

Bringbuys Cloud's e-commerce platform offers a one-stop-shop for clients looking to integrate the many applications, data, and processes involved in cross-border transactions—making it easier for them to sell across global markets and grow their business internationally. The company hopes to continue to enhance its artificial intelligence computing platform, further helping users gain insight into the data value of cross-border e-commerce, and quickly make supply chain, operational, and market decisions.

While the company has its roots in trade, Bringbuys Cloud sees great potential for applying a similar model to help customers in other markets, from financial services to government and healthcare, simplify their IT and support more efficient operations. In order to seize these fleeting market opportunities, Bringbuys Cloud decided to "productize" the platform, reduce the complexity and difficulty of delivery, and optimize costs at the same time.

To realize its ambitions, Bringbuys Cloud knew it had to strengthen the infrastructure side of its offering. The company provides its e-commerce platform as an all-in-one solution—configuring the software and setting up the environment for clients in the public cloud. This approach was not going to cut it for clients in industries with stricter regulations around data security and sovereignty. Bringbuys Cloud needed a way to introduce greater compliance and control, without sacrificing the flexibility and scalability it had grown accustomed to with cloud.



We were looking to partner with an experienced technology provider, who could deliver both reliable hardware and a strong global service network.

Zhou Yunxian

Chairman, Bringbuys Cloud

Strong foundations for today and tomorrow

After assessing different hardware options, Bringbuys Cloud deployed ten ThinkSystem SR650 servers, each equipped with two NVIDIA A2 GPUs, for its commercial data center public service platform.

The SR650 servers take full advantage of the NVIDIA A2 GPUs to deliver optimal performance for artificial intelligence workloads. They will support the Bringbuys Cloud commercial data visualization platform, helping users accurately place advertisements, conduct in-depth analysis of time-sharing call advertisements, and complete business analysis, performance and anti-malware monitoring.

Hardware

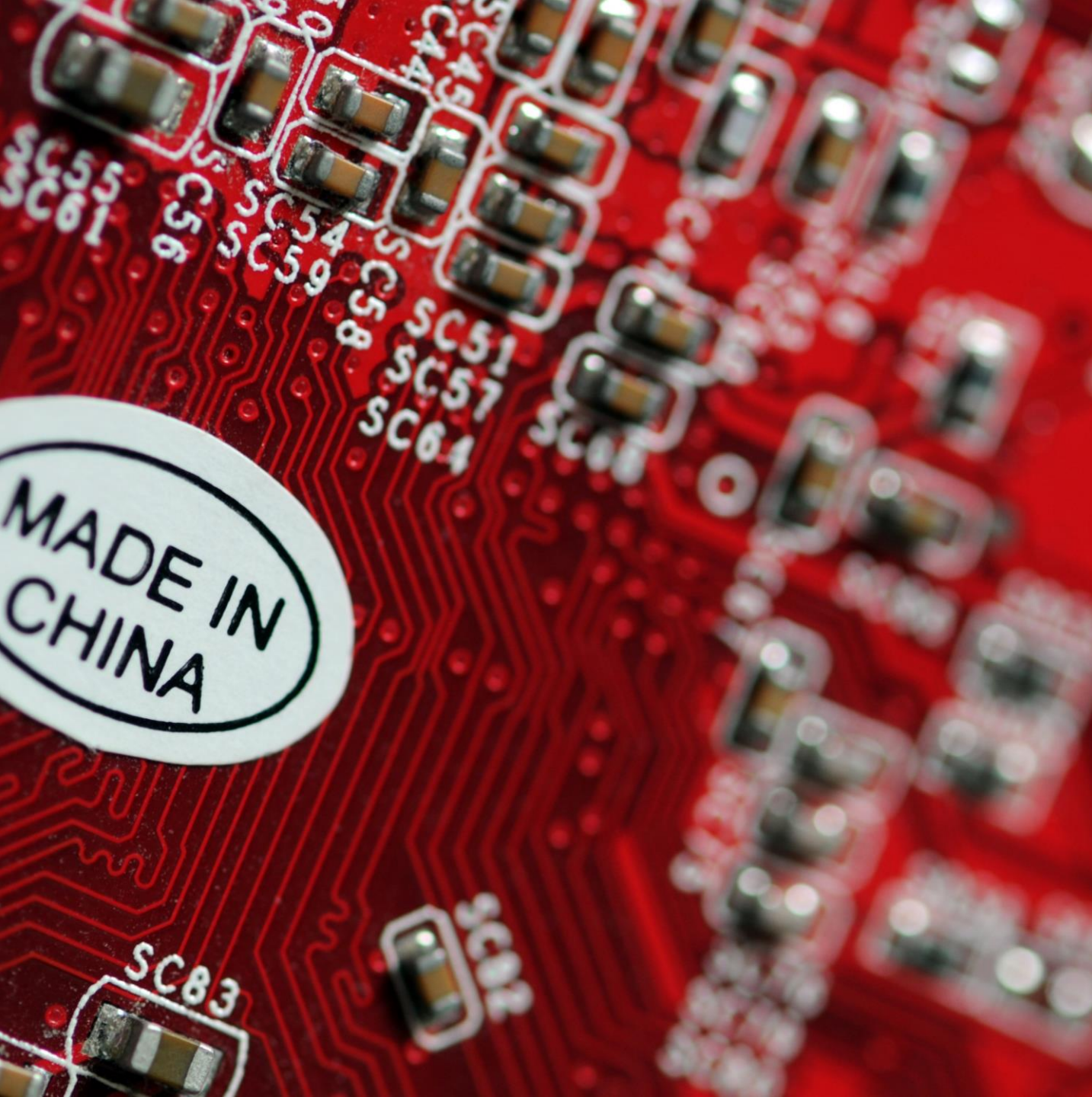
Lenovo ThinkAgile VX7530
Lenovo ThinkSystem SR650

Software

VMware vSAN™
Lenovo SDI Management Platform

Bringbuys Cloud also chose Lenovo ThinkAgile VX series products as the platform foundation of its "Solution Productization" plan to achieve transformation to a modern hyperconverged infrastructure. This VMware vSAN™-based solution offers a unique, software-defined approach to hyperconvergence, leveraging the VMware hypervisor to deliver compute, storage, and management in a tightly integrated software stack. At the same time, the innovative Lenovo SDI Management Platform software bundled with Lenovo ThinkAgile VX series provides a hyperconverged management interface, which empowers the IT team's operations personnel to intuitively view each device's working status and performance data, while providing a large monitoring screen to enable the monitoring staff to intuitively understand the status of the entire hyperconverged cluster.

Today, Bringbuys Cloud enjoys a strong OEM partnership with Lenovo. The two parties will jointly create an all-in-one computer solution integrating Bringbuys Cloud platform software and Lenovo hyperconvergence, storage and network. In the first phase of the project, Bringbuys Cloud purchased 30 Lenovo ThinkAgile VX7530 all-in-one appliances with Lenovo hyperconverged platform management software, two ThinkSystem DM7100H unified storage systems, 20 sets of Lenovo network switches, and a virtualized operation and maintenance kit. Bringbuys Cloud can now flexibly configure the hyperconverged platform according to the unique requirements of each client, providing a platform architecture scaled to their needs. Increasing capacity and performance is as easy as adding new nodes to the cluster, allowing Bringbuys Cloud's clients to scale quickly and without disruption.



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“The Lenovo-VMware HCI is a much more innovative concept for our clients. We can offer a single, shared pool of resources that can be scheduled and allocated flexibly, just like in the public cloud, but while keeping data within clients’ direct control to meet security, privacy, and sovereignty requirements.”

Zhou Yunxian

Chairman, Bringbuys Cloud

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Results

With its new HCI platform, powered Lenovo and VMware, Bringbuys Cloud has built a much stronger technology backbone for its e-commerce offerings. The high-performing infrastructure can support the most demanding AI and data-intensive workloads—allowing clients to gain insight into large volumes of cross-border e-commerce data and make logistical, operational, and strategic decisions quickly. Equally, the Lenovo ThinkAgile VX appliances deliver impressive availability, ensuring that clients' critical applications and data are available around the clock.

Crucially, Bringbuys Cloud now has the firm yet flexible IT foundations it needs to start growing into new areas. The company has outmanoeuvred public cloud uncertainty, gaining an HCI platform that combines on-premises control and security with private cloud agility. It adds up to a compelling proposition for clients, helping Bringbuys Cloud soar into new markets.



Supports e-commerce clients with strong performance and availability



Private cloud flexibility combined with on-premises control, compliance, and security



Positions Bringbuys Cloud to grow into new market segments



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“In Lenovo, we haven’t just found a hardware provider, but a true partner. We can count on them for world-class technology and support, as well as advice on how to engage new clients more effectively and grow our business.”

Zhou Yunxian

Chairman, Bringbuys Cloud

Why **Lenovo**?

Lenovo's strong technology portfolio and global service network were deciding factors for Bringbuys Cloud. By choosing Lenovo, the company gains access to a full stack of proven hardware solutions, certified by VMware and pre-integrated with VMware vSAN storage virtualization, that can be customized to individual client needs. Lenovo also brings an extensive global service network, ensuring that Bringbuys Cloud and its clients can call on professional support anywhere in the world.

Zhou Yunxian, Chairman of Bringbuys Cloud, confirms: "We know that whatever IT resources we need to support our cross-border solutions, Lenovo can deliver them. And because Lenovo is an international company, we get local support in both mainland China and Macau, and we can access a similar level of service anywhere in the world as our business reaches out to new markets."



How can you help clients grow their businesses internationally?

Helping clients scale rapidly and without disruption with Lenovo and VMware technology.

[Explore Lenovo ThinkAgile Solutions](#)

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