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**Gijs van Gemert**  
CEO  
Serverius

serverius  
DATACENTERS

## How Serverius transform into a trusted full service IT infrastructure partner with Fujitsu PRIMERGY servers and the Zinrai Deep Learning System (AlaaS)

### At a glance

Country: Netherlands

Industry: IT

Website: [www.serverius.net](http://www.serverius.net)

### Challenge

Serverius wanted to transform from being a power and cooling connectivity partner to becoming a full service IT infrastructure partner. But growing quickly and safely required specialist support, especially when providing trusted data center services while leveraging ever growing sets of data to an increasingly international customer base.

### Solution

Fujitsu provided PRIMERGY rack servers and Zinrai Deep Learning solutions so Serverius had a trusted, innovative and controlled foundation from which to operate. Serverius can now grow faster, safer while offering its own customers Deep Learning as a Service.

### Benefits

- Serverius can now offer its own customers dedicated servers on a price per month model
- Deployment and billing for these new servers is now fully automated. Serverius' customers benefit from a high quality, scalable and flexible server platform, available through a few mouse clicks
- As part of Fujitsu's early adoption program, Serverius is looking forward to accelerate their AI as a Service offering with the launch of Fujitsu AI Zinrai Deep Learning System powered on Deep Learning Unit (DLU)

## Customer

Serverius offers unique products, knowledge and innovation, all delivered by a great team of fanatical engineers. The company has grown over the years to become the largest all-in-one IT infrastructure supplier in the Netherlands, and the most used place in Europe to host private infrastructure.

## Products and Services

- FUJITSU Server PRIMERGY RX2540
- FUJITSU Zinrai Deep Learning System powered by DLU™

## Growing quickly and safely

Serverius is one of Europe's fastest growing and most trusted companies with which to host infrastructure. As CEO Gijs van Gemert explains: "Serverius is a company which provides infrastructure services for all kinds of clients who want to build their own infrastructure. We provide co-location, connectivity, cyber security and compute as one total product. We do this for hosting companies, data cloud providers and a lot of big enterprise end users. We are uniquely positioned because we operate and own all the foundational building blocks of IT, we have our own data center, we have our own network and this allows us to tune every aspect to our customer needs at a very affordable price."

But the team at Serverius didn't just want to be running datacentres, they wanted to make every aspect of their business better, while transforming from a traditional service provider to a full service integrator. Gijs elaborates: "Serverius is changing. In the last two years we are going from a power and cooling connectivity partner to a full service IT infrastructure partner." As part of this transformation Serverius needed to launch new lines of business. But starting a new business line is essentially an experiment and things can go wrong.

## Providing Deep Learning as a Service

When Serverius wanted to leverage increasingly large sets of data, they turned to Fujitsu. As R&D Director, Hidde van der Heide, illustrates: "In recent years we have become very good at gathering data and storing massive amounts of data. But getting value from these large sets of data is increasingly difficult." Gijs added "Deep Learning for us and for our clients is very, very important because, if they like it or not, every client over the upcoming years will use it otherwise they are not able to compete with the current market."

Serverius needed a trusted partner to help them offer more innovative and collaborative solutions. As Gijs explains: "Fujitsu for us is the perfect partner for one simple reason. They keep providing us with the latest technology like Deep Learning. The Fujitsu Deep Learning Unit will allow us to accelerate existing algorithms to get value from them much faster, or from larger sets of data. And the really cool thing about it is that before it is even launched we are already informed and testing with their hardware and as an engineering development company with our own R&D we can add value to the technical part of the product."

Serverius also wanted to set up a dedicated server offering and facilitate their increasingly international customer base. To support their growth and transformation, they once again turned to Fujitsu, who provided PRIMERGY rack based servers in flexible configurations and at a competitive price level. As Hidde explains: "The Fujitsu PRIMERGY servers proved to be of excellent technical quality, they were easy to integrate into our existing automation tools and they are very power efficient. Because they are at the forefront of innovation they give us the edge over our competitors."

Gijs elaborates further: "Serverius is using Fujitsu servers for one simple reason: its quality and its use of less and less power than others. While developing our new compute platform Fujitsu proved to be valuable as a partner. Their technology was easy to integrate into our existing automation and their team was just as motivated as us to make it a success."

Serverius now offers dedicated servers in a price per month model. The deployment and billing of these servers is fully automated. Customers can order their dedicated servers and any additional services through the Serverius market place portal and can instantly make use of the required capacity.

## Sharing more to sell more, together

Through a dedicated service provider program Fujitsu and Serverius have shared expertise and, just as importantly, they have shared risk. First, the principle of digital co-creation has brought about a shared value exchange, one that leveraged the combined knowledge of Fujitsu and Serverius to create next generation market opportunities. Secondly, growth was de-risked through the sharing of risk. The up front cost of building a service can be challenging and Fujitsu has helped Serverius overcome this problem with innovative cloud sourcing models through the Fujitsu portfolio. This has allowed Serverius to get new offerings to market faster, with less risk.

Fujitsu believes that people always achieve more by working together. Serverius has gained access to Fujitsu's global expertise and innovation, and the combined knowledge of the two organizations has led to better solutions that are co-created together. Serverius now has a trusted foundation from which to flourish so when asked to describe Fujitsu in just one word Gijs replied: "Quality!"

## FUJITSU

Contact a representative at: [salesdesk.nl@ts.fujitsu.com](mailto:salesdesk.nl@ts.fujitsu.com)  
Learn more: <https://www.fujitsu.com/global/ai>

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