

**FORTUNE**

KNOWLEDGE GROUP PRESENTS:

# DATACENTER INNOVATION SUMMIT

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# What's Ahead for This Afternoon?

Agenda	Time
Supermicro Welcome and Opening Remarks	1:00--1:15
Opening Keynote: A Report from Tomorrow from Tony Scott, America's CIO	1:15--2:00
One-on-One Interview with Supermicro President and CEO, Charles Liang	2:00--2:30
Key Note: Disaggregated Computing Powers One of the World's Most Efficient Data Centers, Shesha Krishnapura, Intel Fellow CTO of Intel IT	2:30--3:15
Supermicro Product Showcase	3:15--3:35
Networking & Refreshment Break	3:35--3:45
One-on-One Interview: The Wall Street Perspective: Morgan Stanley's Sudhir Kalra, Global Head of Enterprise Datacenters	3:45--4:10
Panel: Starting Today, What Enterprises Need to Do Right Now to Prepare Their Data Centers for the Future	4:10--4:55
Closing Remarks	4:55--5:00
Networking Happy Hour and Product Showcase	5:00--6:00



Me

SSD

HDD



# Some Important Details

## Wifi:

Gallery network: Gallery Events

Pw: Dream2017#

Penthouse network: PHD Events

Pw: Dream2017#

## Materials:

[Agenda](#) | [Speakers](#) | Visit [www.supermicro.com/DCIS](http://www.supermicro.com/DCIS)

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# FORTUNE

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# Supermicro Welcome and Opening Remarks

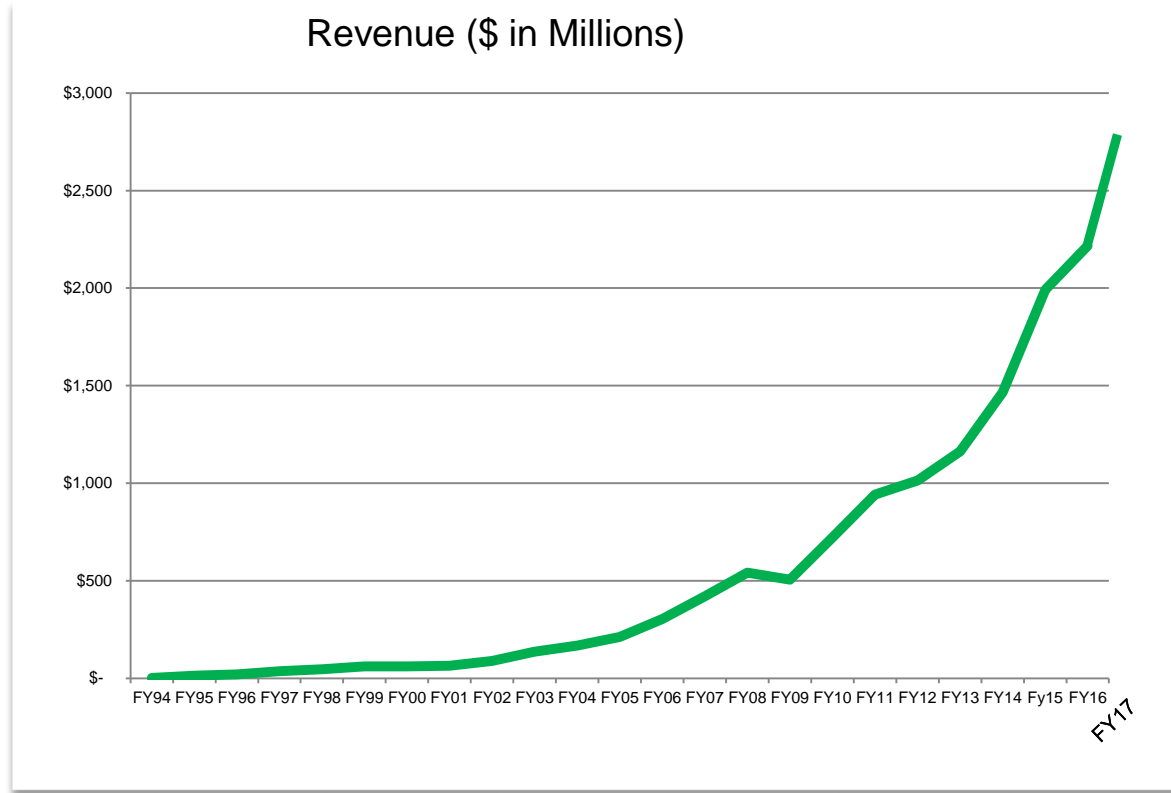


**Michael McNerney**  
**Vice President Software Solutions**  
**and Network Security**  
**Supermicro**



# Supermicro

## 24 years of Non-stop Revenue Growth



## REVENUE

~ \$3B Run rate

25%+ Growth 3 Quarters Running

## R&D

Doubled in last 4 years

## GLOBAL MANUFACTURING AND SUPPORT PRESENCE

Headquarters – Silicon Valley

EMEA – Netherlands

APAC – Taiwan

5X Capacity Growth in the last 7 years



# Tier 1 Datacenter Infrastructure

Cloud Service Provider

Enterprise

IoT

Hyper-Converged



Supermicro X11 Portfolio of Servers and Storage Systems

# Worldwide Production

- **1.2M** Server / Storage and Sub-systems shipped in 2017
- **10%** approximate market share by volume
- **8** Production factories worldwide
- **3M** units per year in the mid-term
- Plug and Play complete rack solutions





# Charles Liang

Founder & CEO

Supermicro

*“Software, Social Networking, Big Data, Deep Learning AI and FSI are the core values of today’s Information industry.”*

*“Every software deserves the best hardware. Indeed, having the best-in-class hardware system is one of the keys to make any business successful.”*



***Supermicro is the BEST hardware solutions company***



# “Exactly the Best” Hardware Solutions

- **The New Technology Pioneer**

- ❖ CPU, GPU, U.2 NVMe, Ruler and M.3, Twin, RSD

- **Green Computing Design**

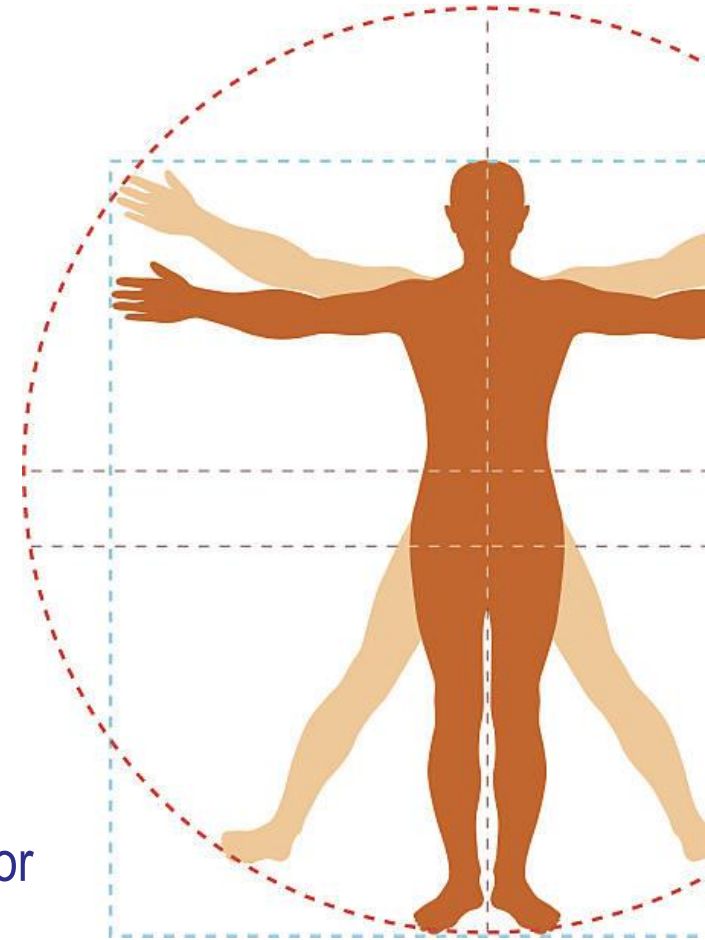
- ❖ Less Power Consumption ~ up to 25% Power Savings
- ❖ Free Air Cooling for PUE ~ 1.05 or Even Better
- ❖ Disaggregated Architecture for Resource Savings

- **Highest Bandwidth**

- ❖ 25G, 100G, 200G, 400G, PCI-E x16/x32, PCI-E Gen 4...

- **Lowest Latency Solutions**

- ❖ SSD for 50 $\mu$ s, NVMe for 10 $\mu$ s, Optane for sub 10 $\mu$ s and Apache Pass for 100ns.



**Strong Body (Hardware) Supports Powerful Mind (Software)**

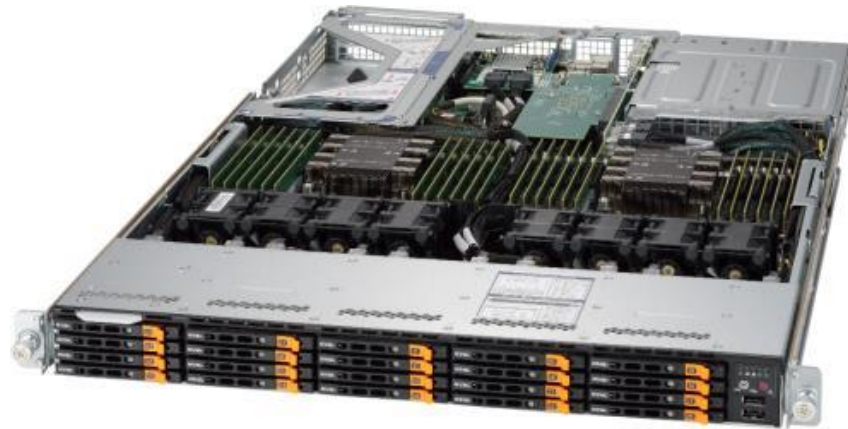
# BigTwin™



- 2U high density system with 4 high performance hot-swappable DP nodes
- Each node (0.5/1 U) supports dual processors up to **165/205W** and **1.5/3TB memory in 24 DIMMs**
- Up to **6 hot-swap, all-flash NVMe** per node or SAS3 Hybrid / SATA3 drive bays for application flexibility.
- **3 PCI-E 3.0 x16 I/O**
- Unique redundant **2600W Titanium power stick** design improves thermal efficiency – **Free air cooling** up to **42°C**



# Ultra Server/Storage



- **2U Ultra** with **20 direct attached NVMe SSDs** over 80 PCIe lanes - achieves up to **18 million IOPS**
- **New Version** to support up to **23 million IOPS** is coming soon
- **1U Ultra** with **20 directly attached 7mm NVMe drives** - achieves up to **9 million IOPS**
- Supports the latest Intel® Xeon® Scalable processors at the 205W and **Free Air Cooling** of up to **40-45°C (113°F)**



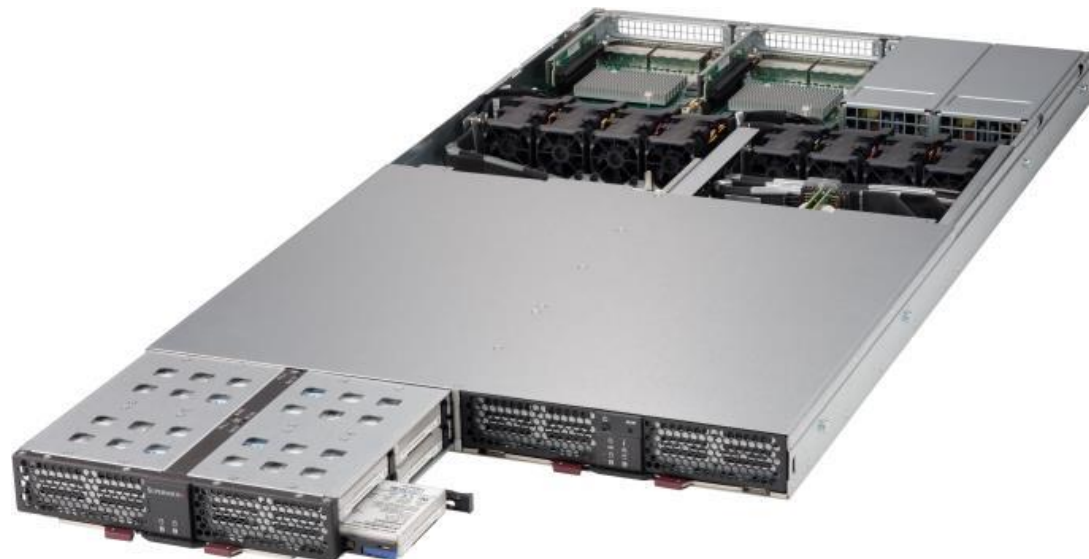
# Ultra-Dense SuperStorage Solutions

- Mainstream 60 bay top-load storage or short depth 45 bay and extreme density 90 bay
- Doubling capacity with the **Simply Double** storage architecture
- **All-Flash NVMe** delivering up to **18M IOPS** of pure performance
- Delivers more than **10PB storage** in one standard **42U** data center rack

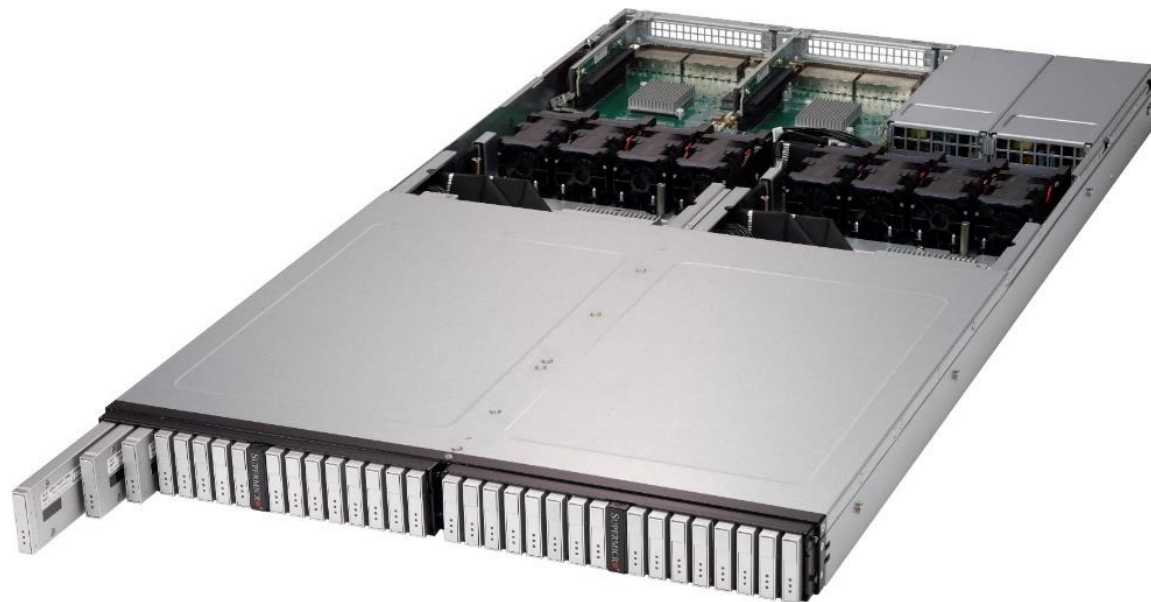


# JBOF and Server with U.2 or Rulers NVMe Solutions

U.2 JBOF / DP System



Ruler JBOF / DP System



- 1U **32X U.2 or Ruler** JBOF (Just a Bunch of Flash) or DP Xeon System
- Support 2 X16 PCI-E IO slots and Redundant Power.
- **Support 32 x 16TB = 0.5 PB NVMe in 1U Storage Server**
- **Support 32 x 32 TB = 1 PB NVMe in 1U Next Year**
- Expanding Product Line



# SuperBlade/MicroBlade



- Lower Initial Acquisition Cost and a low Total Cost of Ownership(TCO)
- 8U, 6U, 4U and 3U form factors and open design with Redfish and STD IPMI - No vendor lockdown
- Available in UP, DP (2-socket half-height) and 4-socket full-height. Fabric choices include **100G EDR InfiniBand, 100G Intel Omni-Path** or 25Gb/s Ethernet
- Unique optional **Battery Backup Power Module** to eliminate traditional UPS system
- Up to 95% Fewer Cable Savings

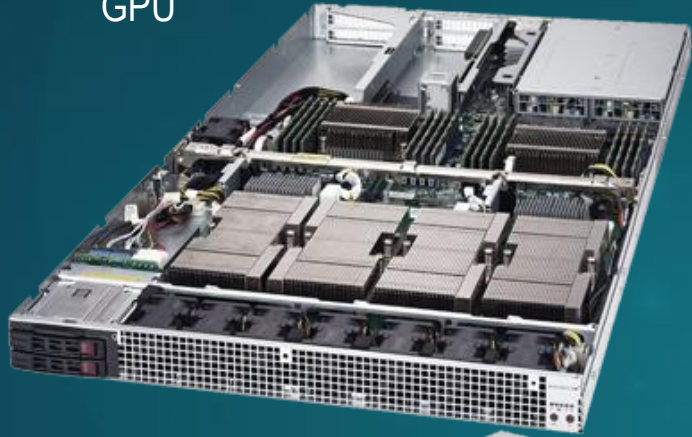
# Deep Learning

*Best-In-Class Design to Scale Deep Learning Models Towards Exaflop Computation*

GPU



Knights Landing  
Knights Mill  
Nervana







# Rack Scale Strategy

- **Future-Proofs Composable Computing Investment**
  - ❖ Leverage Supermicro System Building Blocks
  - ❖ Supports Current and Future Generation Technologies
- **Maximizes Resource Utilization**
  - ❖ Resource Pooling and just-in-time Allocation
- **Factors Hardware Design Dependencies**
  - ❖ Power and Thermal Zones
  - ❖ Node Location Schema
- **Abstracts the Management to Rack Level**
  - ❖ Unifies Management Experience
  - ❖ Industry Standard Redfish RESTful APIs





# Supermicro 3.0

## A Billion Dollar Investment Bringing Cloud Scale To The Enterprise



### World's Broadest Portfolio

*Workload Optimized, First To Market Innovation*



### Worldwide Expansion

*Doubled In-House Engineering & Tripled Manufacturing Capacity in 4 years*



### Global Operation, Service and Support

*70+ Countries*



#18

# On Fortune's Top 100 Fastest Growing Companies Worldwide

2016 RANK	Company
1	NATURAL HEALTH TRENDS (Rolling Hills, CA)
2	VIAPHOP HOLDINGS (Guangzhou)
3	FACEBOOK (Menlo Park, CA)
4	INSYS THERAPEUTICS (Chandler, Ariz)
5	DOUGLAS DYNAMICS ((Milwaukee)
6	LIGAND PHARMACEUTICALS (San Diego)
7	SKECHERS U.S.A ((Manhattan Beach, CA)
8	ABIOMED ((Danvers, Mass)
9	AMBARELLA (Santa Clara, CA)
10	LENDINGTREE (Charlotte)
11	TAL EDUCATION GROUP (Beijing)
12	NOA HOLDINGS (Shanghai)
13	AERCAP HOLDINGS (Dublin)
14	FEDERATED NATIONAL HOLDINGS (Sunrise, FL)
15	SKYWORKS SOLUTIONS (Woburn Mass)
16	JINKOSOLAR HOLDING (Shangrao, China)
17	GILEAD SCIENCES (Foster City, CA)
18	<b>SUPERMICRO (San Jose)</b>
19	BEAR STATE FINANCIAL (Little Rock)
20	NETFLIX (Los Gatos)

RANK		
2016	2015	Company
<b>#18</b>	<b>98</b>	<b>SUPERMICRO</b> <i>San Jose</i>

**18<sup>th</sup>** fastest growing Company among the world's largest US publicly traded companies

**#1** fastest growing IT Infrastructure company  
Fortune's Fastest Growing 100 Companies for the second year in a row



# Opening Keynote: A Report from Tomorrow



**Tony Scott**  
**Former Federal CIO**  
**U.S. Government**



# Tony Scott

Federal CIO US Government (2015-2017)

CIO VMware (2013-2015)

CIO Microsoft (2008 – 2013)

CIO The Walt Disney Company (2005-2008)

CTO General Motors (2005-2009)

# A Report from Tomorrow

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How Changes in Technology and other Trends are Impacting our Future

# My Journey....



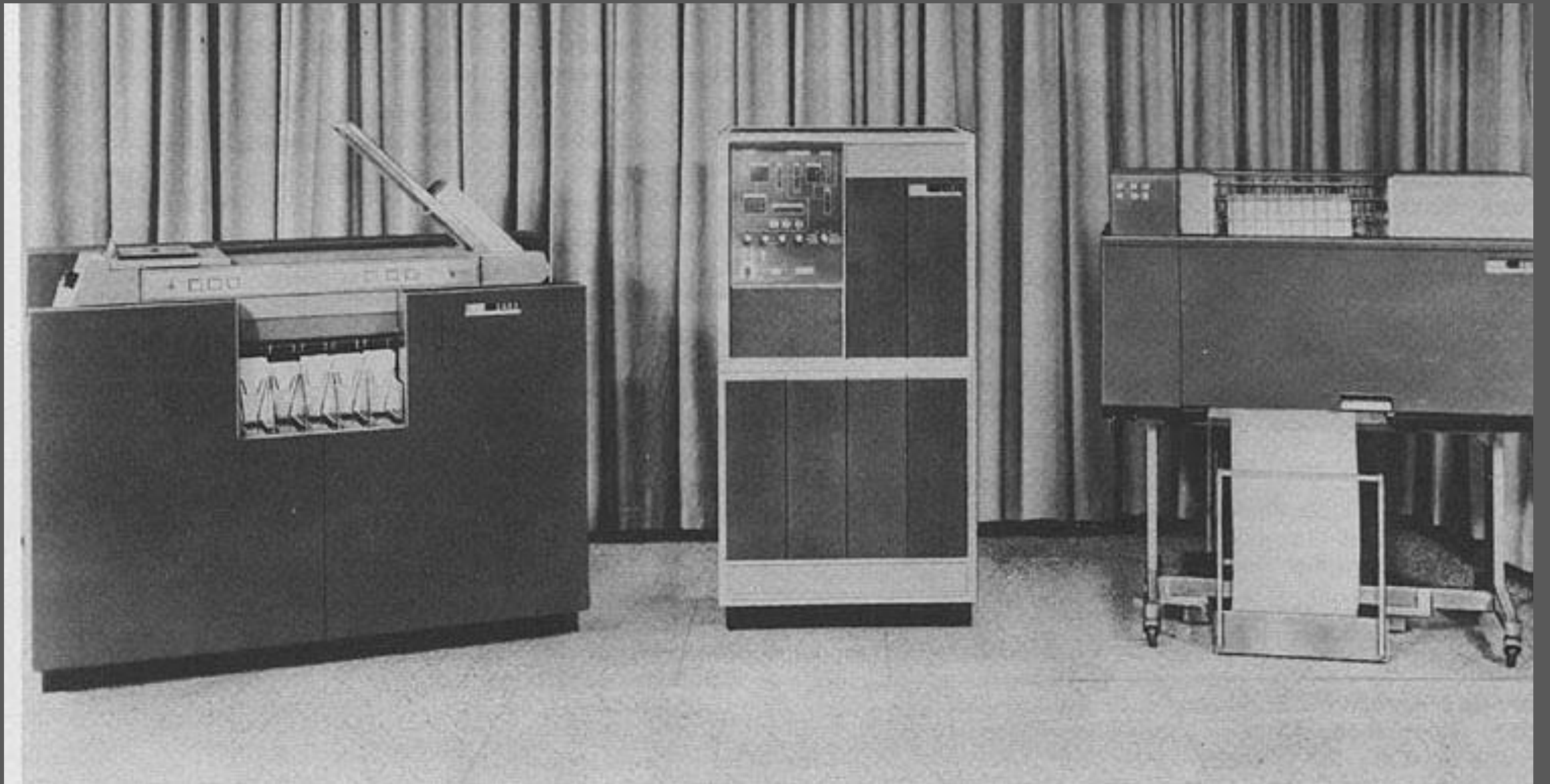






Just a little trip down an  
information systems memory  
lane....

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# The Internet of Things



# Technology on the Move

## Chips:

- 10 NM Technology
- FPGA's
- Graphics Processors

## Storage:

- 3D NAND
- NVMe
- HAMR

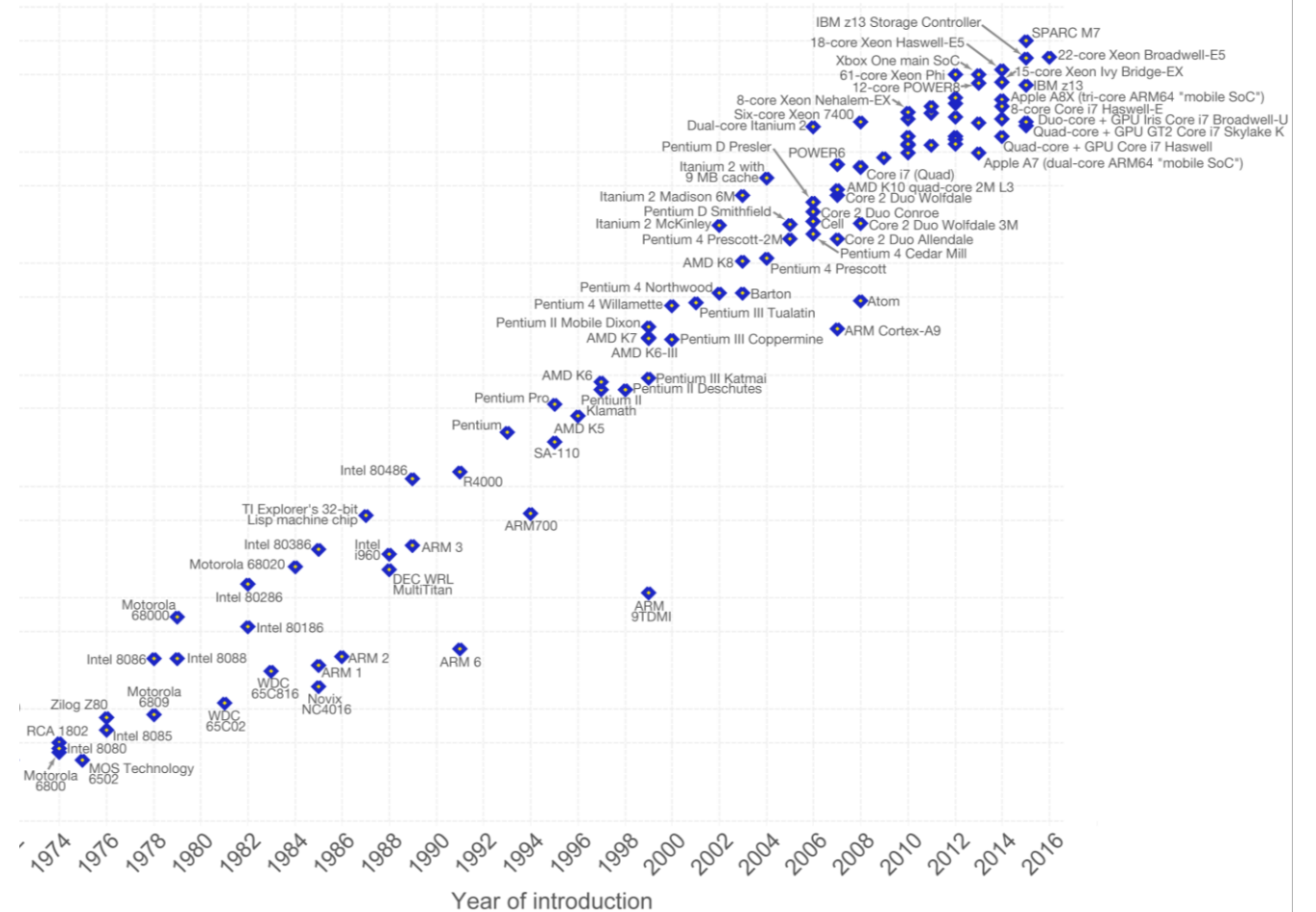
## Network:

- 5G
- SDN
- Network Function Virtualization

## The number of transistors on integrated circuit chips (1971-2016)



empirical regularity that the number of transistors on integrated circuits doubles approximately every two years. rtant as other aspects of technological progress – such as processing speed or the price of electronic products – are law.



wikipedia.org/wiki/Transistor\_count)

at OurWorldinData.org. There you find more visualizations and research on this topic.

Licensed under CC-BY-SA by the author Max Roser.

# Transformative Influences

Cybersecurity & Privacy Driven Architecture

Blockchain Technology

Maturing of the Cloud (IaaS, PaaS, etc.)

Machine Learning / AI

5G Wireless Networks

# Implications – Cybersecurity & Privacy

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Cybersecurity Driven Architectural Transformation

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Security after the fact, vs. Secure by Design

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Enterprise trustworthiness as a core Consumer/ Citizen Issue

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Redefinition of “Privacy” to meet modern reality

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Citizens / Customer Digital “rights” and data ownership

# Security After the Fact, or Security by Design?

**1965 Mustang**

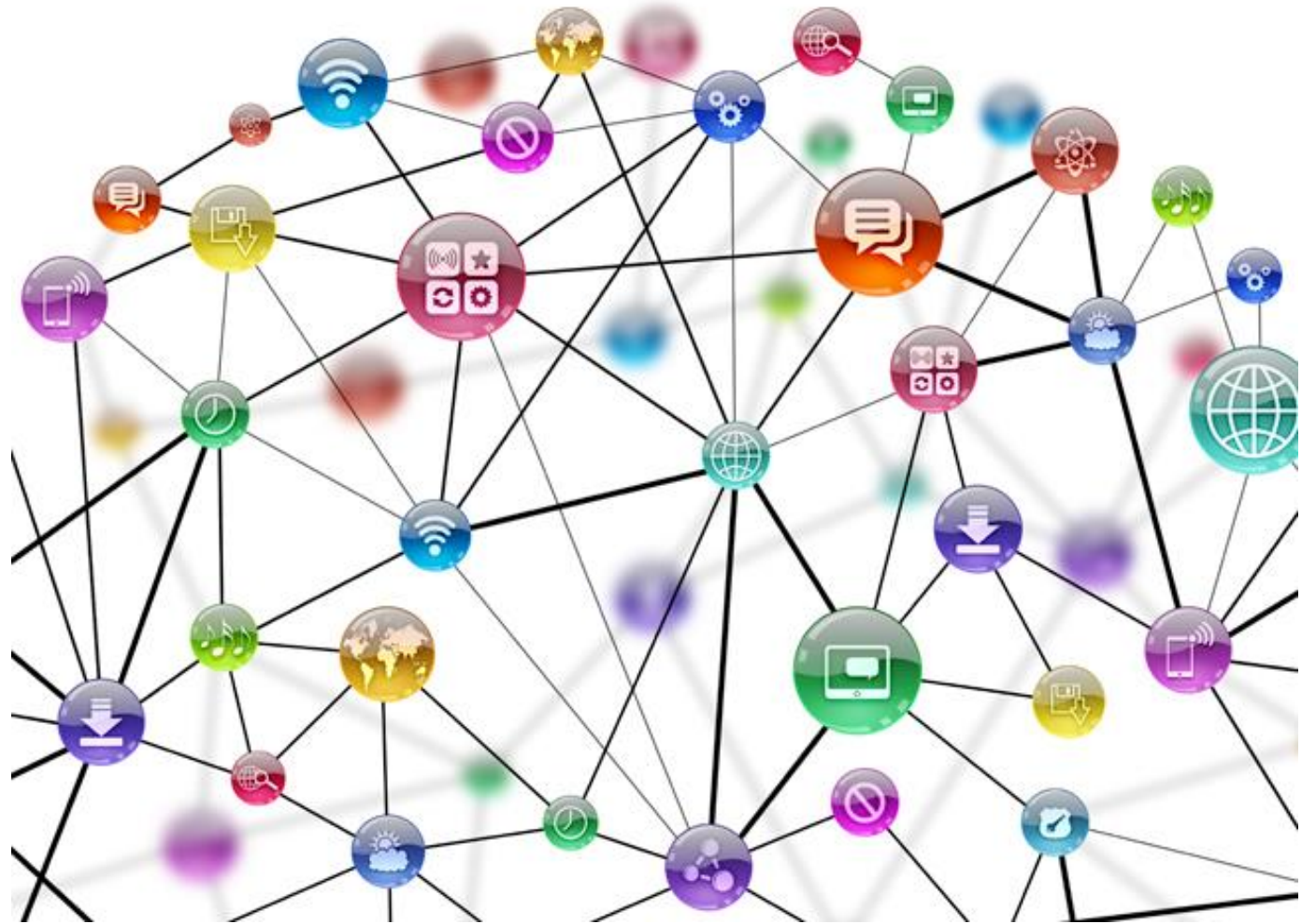


**2017 Mustang**



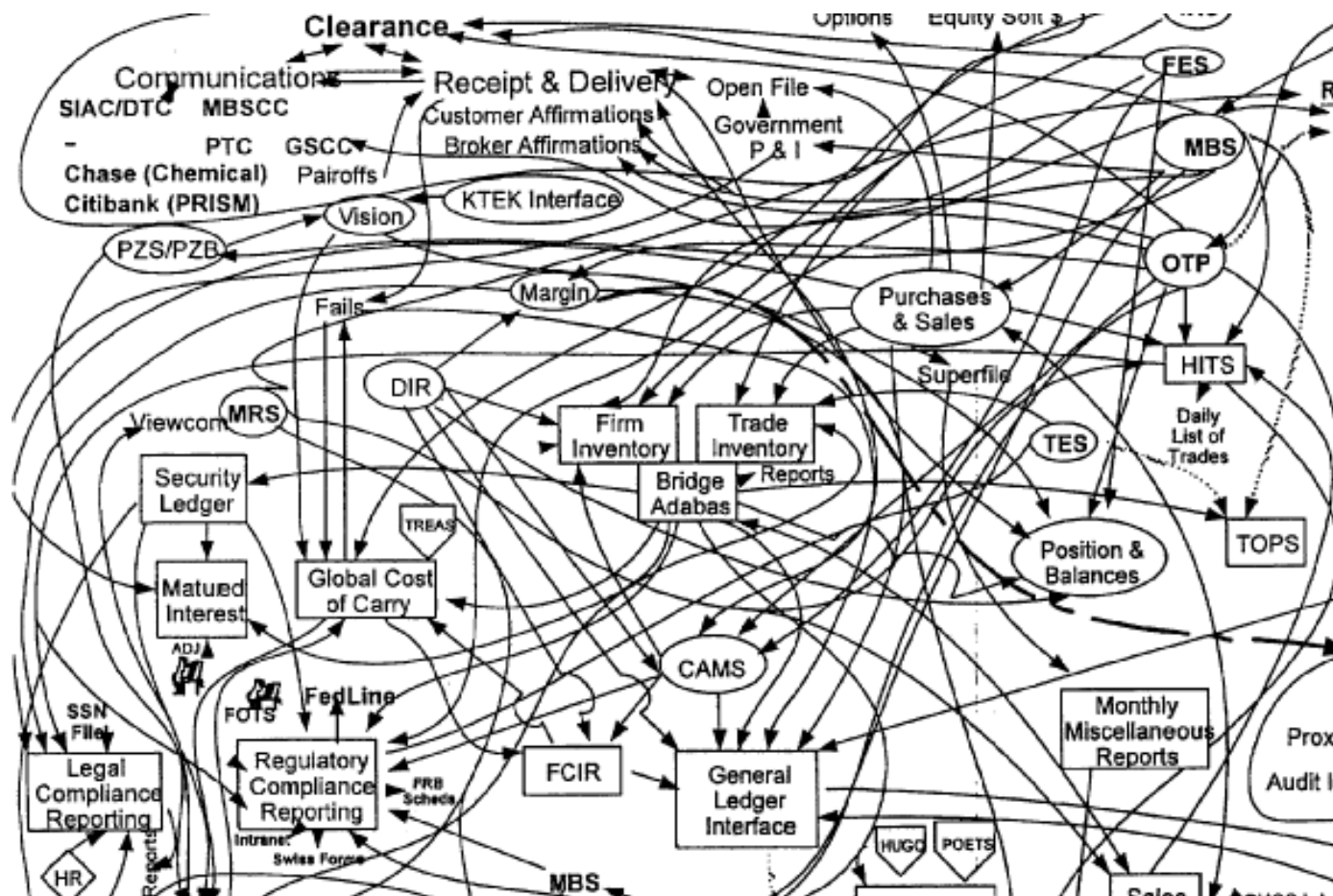
# Historical Focus on Interoperability and Interfaces

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Cybersecurity  
is missing in  
the Design



Bubble Wrap  
and Duct  
Tape....



Secure By  
Design



# Implications – Blockchain Technology

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Reduction in Importance of the Vast Middle (brokers, distributors, etc.)

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Change in Economic Efficiency (particularly in the developing world)

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Rise in de-centralized informally coordinated business networks

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Decentralized Secure Identity Management



# Transformation in the Vast Middle

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50%

of office workers in  
the western world are  
'knowledge workers'

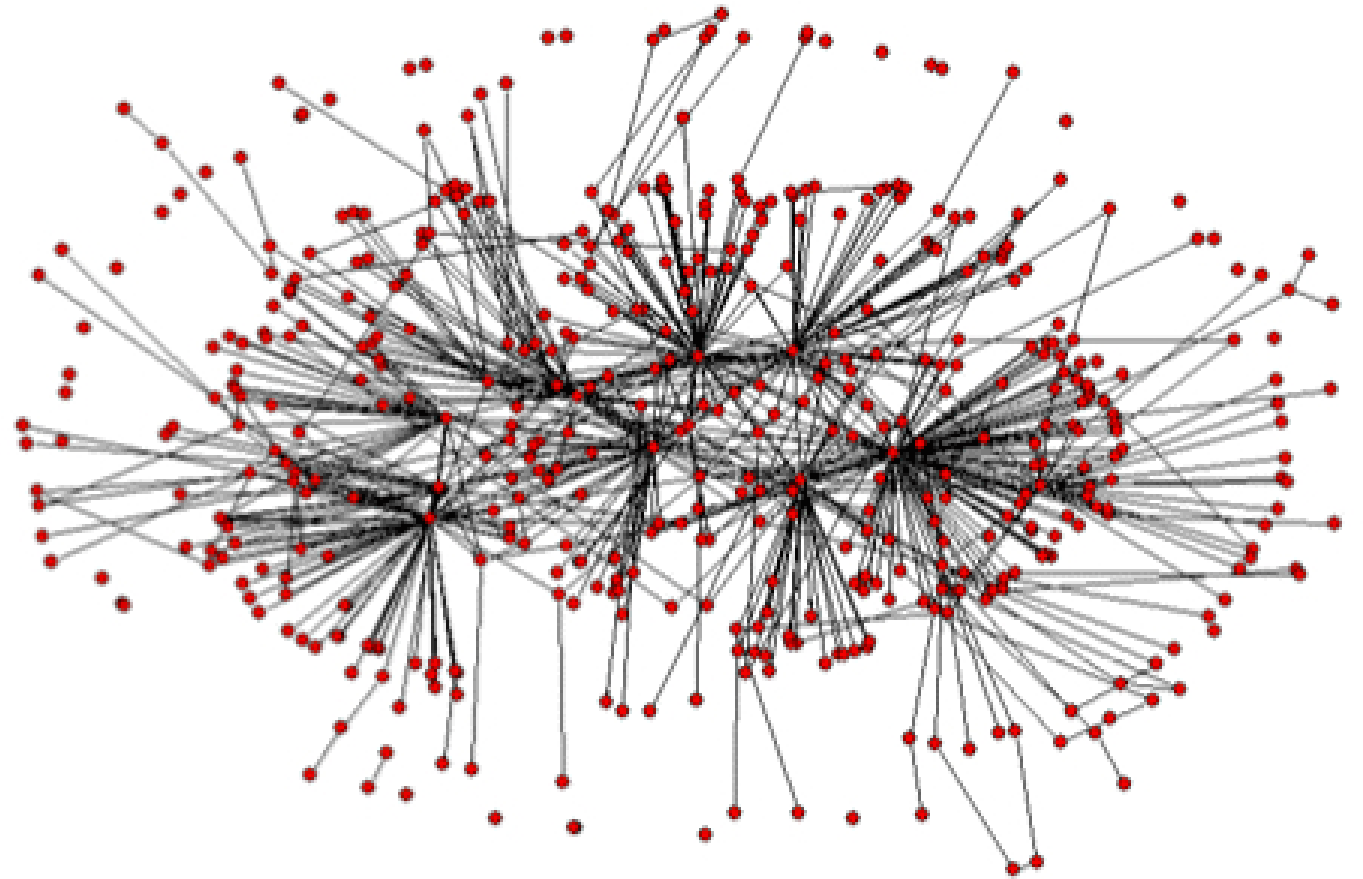
Myerson, J, Bichard J-A, & Erlich, A (2010).  
New demographics, new work-space



[bakerstuart.com](http://bakerstuart.com)

# Decentralized Business Networks

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# Implications – Maturing Cloud

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Assemble to Order Solutions

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Low Code / No Code Approaches

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Time to Market is the Major Driver

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Network Cost and Speed is biggest unsolved Issue (especially for big data driven orgs)

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Software Defined Everything (Compute, storage, network, security, etc.)

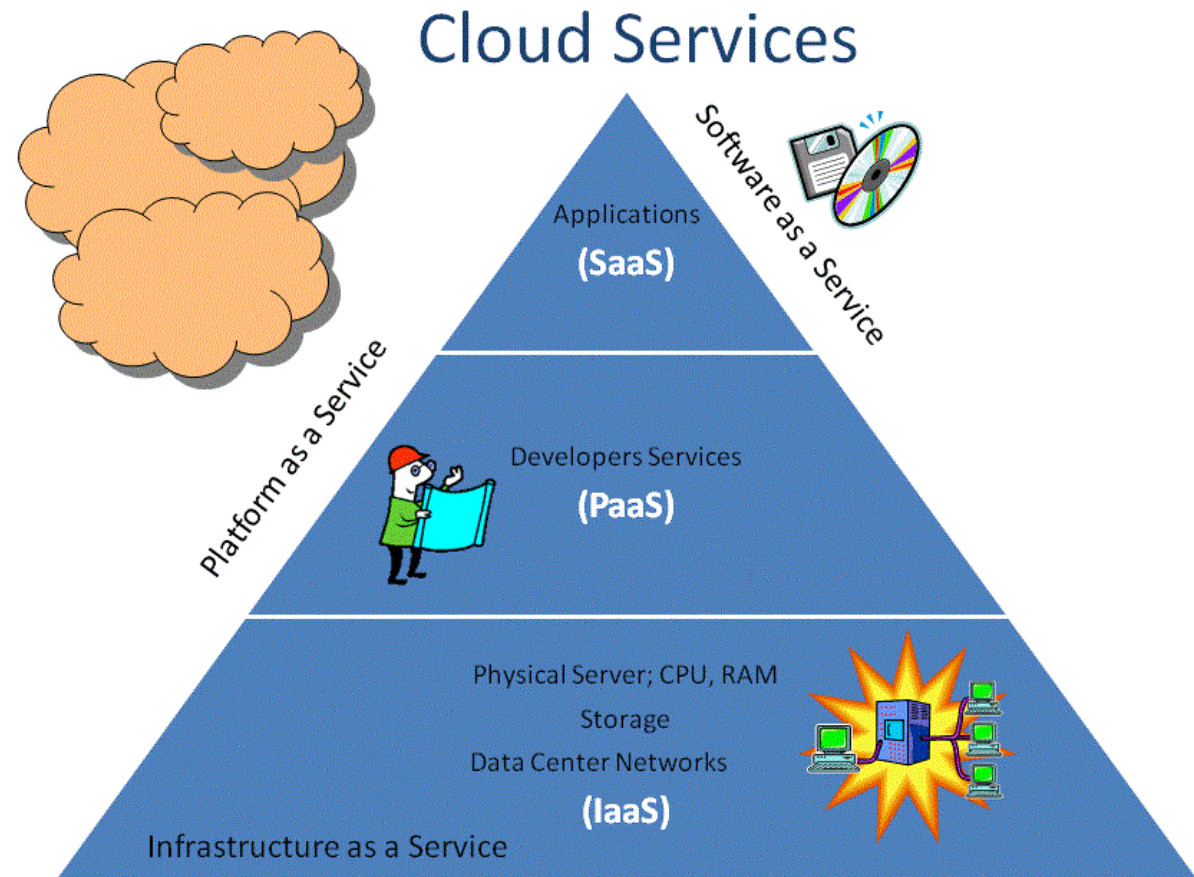
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Video and Audio are the new Interface



# Maturing Cloud Computing

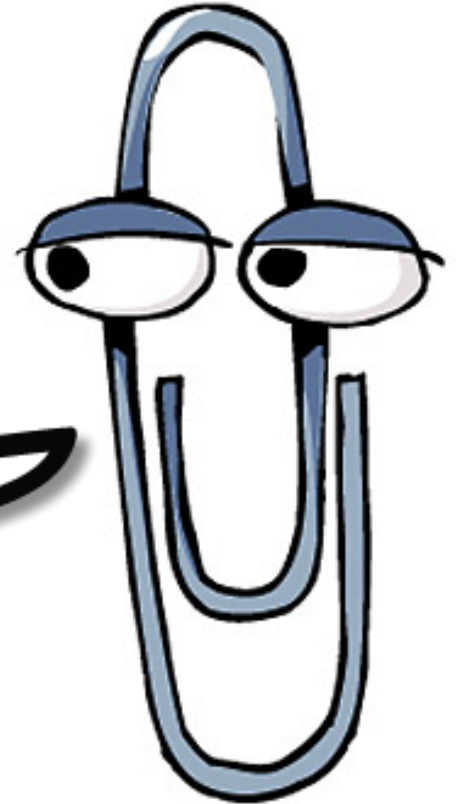
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# Software Defined Everything

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It appears you're trying to understand software defined networking. Would you like me to help you?



# Implications – Machine Learning & AI

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Will be a de facto part of every consumer interaction

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Will drive sharp changes in Human Capital in the Enterprise

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Training data and models – new & emerging Digital Supply Chain Opportunity

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Different Technology approaches by the Big Four (Google, Microsoft, Amazon, IBM)

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# Machine Learning

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# Stanislov Petrov

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Implications –  
5G Wireless  
Networks

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\$12 trillion market value

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Key enabler for IOT generally

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VR and AR become mainstream

---

Healthcare is biggest opportunity

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# 5G Networks

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# Final Thoughts

- Leadership will have to understand the strategic choices presented by technology
- Recentralization of IT Function Likely
  - CIO Role → Chief Digital Officer
  - CISO → Chief Risk Officer
- Technology risk and opportunity is Board Level discussion
- Increased Regulation is an almost certainty
- War for Talent will continue to intensify





Thank You!

[tony.scott@tonyscottgroup.com](mailto:tony.scott@tonyscottgroup.com)



# One-on-One Interview with Supermicro President and CEO, Charles Liang



**Charles Liang**  
President & CEO  
Supermicro



Interviewer:  
**Andrew Nusca**  
Digital Editor  
FORTUNE



**Michael McNerney**  
Vice President Software Solutions  
and Network Security  
Supermicro

# Key Note: Disaggregated Computing Powers One of the World's Most Efficient Data Centers



**Shesha Krishnapura**  
**Intel Fellow**  
**CTO of Intel IT**



# Supermicro Product Showcase



**Don Clegg**  
**Vice President of Marketing and**  
**Business Development, Supermicro**

**and**

**Supermicro Product Team**



# 2U BigTwin<sup>2</sup> Single Node Features



6 Hot-Swap 2.5" / 3 Hot-Swap 3.5" Drive Bays;  
SAS, SATA Storage Options

Up to **56 cores** with  
Dual Intel Xeon  
Scalable  
Processors Up to **165W**

Up to **3TB** DDR4-2666  
In **24 DIMM** Slots

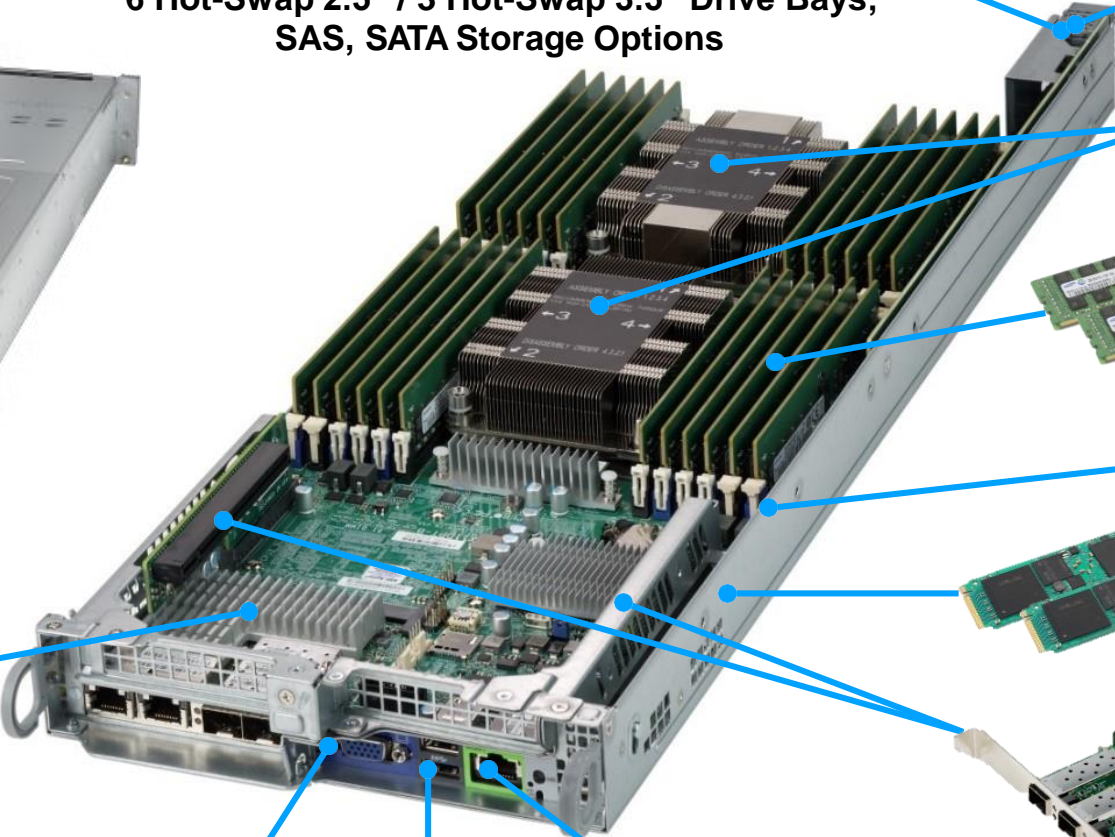
SuperDOM port

**2 SATA/NVMe M.2**  
Slots  
(Optional via AOC-SMG3-2H8M2-B)

**2 Low Profile**  
**PCI-E 3.0 x16**  
Expansion  
Slots



**SIOM Slot**  
For Flexible Networking  
Options;  
1G, 10G, 25G, 50G, 100G



VGA Port

2 USB 3.0

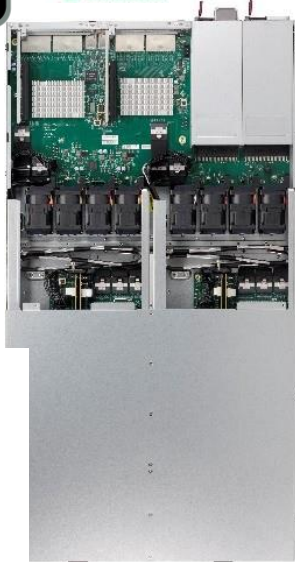
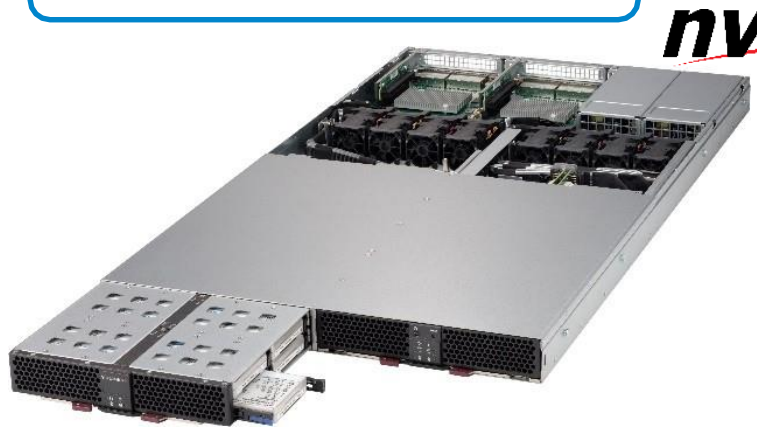
Dedicated LAN Port  
For Management

NVMe

SSD

HDD

## SSG136R-N32JBF



- 1U Extremely High Density High Capacity NVMe Storage Enclosure
- Supports 32 NVMe Hot-swappable SSDs
- BMC for Remote System Power on/off and system monitoring
- Tool-less SSD tray
- Flexible to configure up to 12 Hosts
- Individual HDD power cycling
- PCIe External Cable Spec 0.7 compliant
- Slide Rail included

## 1U 32-bay NVMe Storage Enclosure

<b>CHASSIS DIMENSIONS:</b> H 1.71" x W 17.26" x D 31.95" (43.6 x 438.4 x 811.7mm)
<b>DRIVE BAYS:</b> 32 x 2.5" NVMe Hot-swap SSDs (2 sleds with 16 drives per sled)
<b>HOST SCALEABILITY:</b> Supports up to 12 host systems with X16 AOCs
<b>I/O:</b> 4x X16 Mini-SAS HD ports , 2x X16 PCIe Slots, 2x IPMI ports, 1x UID button, 1x Reset button
<b>POWER SUPPLIES:</b> 2x 1000W (N+1) 96% efficient Digital Titanium Level Redundant Power Supplies
<b>COOLING:</b> 8 x 40mm high speed Hot-swappable Fans

### APPLICATIONS

- High Throughput Ingest
- High Density Hot Storage
- HPC / Data Analytics
- Media/Video Streaming
- Content Delivery Network (CDN)
- Big Data Top of Rack Storage



NVMe  
SSD  
HDD

# SuperStorage

## Capacity Maximized Top-loading Storage

- **Flexible Design:** Supporting up to 6 NVMe SSDs, 24 DIMMs, high performance CPU and wide range networking choices with SIOM cards
- **Simplified Deployment:** Short depth, easy to deploy 45 Bay, mainstay 60 bay and extreme density 90 bay
- **Capacity Maximized:** Delivers more than 10PB storage in one standard 42U data center rack

- 6x optional 2.5" NVMe bays
- IT mode (L) / HW RAID (H)
- 24x DIMM Slots (DDR4)
- Front 3.5" LCD display

45-Bay X11 Server



25.9"

60-Bay X11 Server



30.2"

90-Bay X10 Server



38.2"

### Sample use cases:

- Ceph and Swift object storage, backups, archival and cold storage, etc

### Open management based on industry standard:

- Redfish API, IPMI 2.0, Supermicro RSD



NVMe

SSD

HDD



# SuperStorage

## SSG-6049P-E1CR45 H/L



### Processor Support

Dual Intel Xeon Skylake (Socket P)

### CHIPSET

Intel® C620 chipset

### MEMORY

24 DIMM, Up to 3TB ECC 3DS LRDIMM, 768GB ECC RDIMM

### Available for EXPANSION

2x PCI-E 3.0 x16 & 1x PCI-E 3.0 x8

### EXTERNAL I/O SUPPORT

SIOM support for flexible networking options; 2x USB 3.0 ports

### DRIVE BAYS & STORAGE CONTROLLER

45x Hot-Swap 3.5" SAS3/SATA3 drive bays  
Optional 2x Hot-Swap 2.5" Rear SATA3 drive bays  
6X Optional NVMe bays  
LSISAS3108 HW RAID (N-series) or 3008 IT mode (L-series)

### POWER SUPPLY

Redundant Power, 80PLUS Titanium

### Key Features:

- Dual Intel Xeon Scalable Processors (Socket P)
- CPU support 3 UPI up to 10.4GT/s
- 45x Hot-Swap 3.5" SAS3/SATA3 bays
- Optional 6x dedicated NVMe bays
- 24x DIMM Slots (DDR4)
- Front 3.5" LCD display
- SIOM for flexible networking options

### Key Applications:

- Software Defined Storage Applications
- Backup , Archive and Cold storage
- Data Replication & Business Continuity
- Virtual Tape Library



NVMe  
SSD  
HDD



# SuperBlade<sup>®</sup>

## 2/1-Socket Blade Servers (14/10 in 6U)

### 98 Servers/42U Rack, Maximum Performance

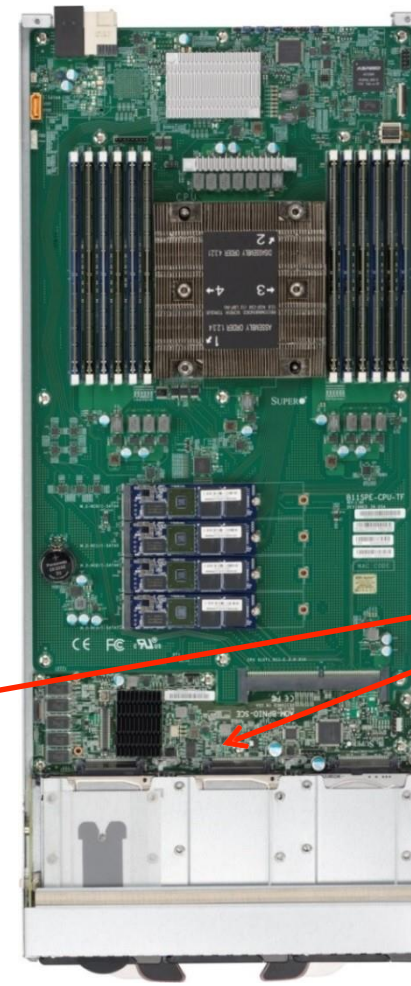
#### 2S Blade Server

- 24 DDR4 DIMM slots
- 2x hot-plug NVMe/SAS3
- 3x hot-plug SAS3/SATA3
- 4x 25G/10G switches



#### 1S Blade Server

- 12 DDR4 DIMM slots
- 2x hot-plug NVMe/SAS3
- 3x hot-plug SAS3/SATA3
- 4x M.2 NVMe/SATA
- 4x 25G/10G switches



Disaggregated Design



NVMe

SSD

HDD

# SuperBlade<sup>®</sup>

## 4-Socket Blade Servers (10 in 8U) 50 Servers/42U Rack, Maximum Performance



- 48 DDR4 DIMM slots
- 8x hot-plug NVMe
- 4x hot-plug SAS3/SATA3
- 6x M.2 NVMe/SATA
- 4x 25G/10G Ethernet switches
- 100G EDR InfiniBand switch
- 100G Intel Omni-Path switch



NVMe

SSD

HDD

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# Networking Refreshment Break

# One-on-One Interview: The Wall Street Perspective



**Sudhir Kalra**  
**Global Head of Enterprise Datacenters**  
**Morgan Stanley**



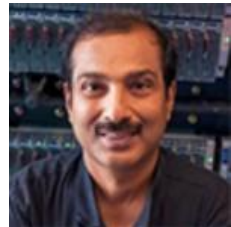
Interviewer:  
**John Gallant**  
**Editor**  
**FORTUNE Knowledge Group**



# Panel: Starting Today, What Enterprises Need to Do Right Now to Prepare Their Data Centers for the Future



**Sudhir Kalra**  
Global Head of Enterprise Datacenters  
Morgan Stanley



**Shesha Krishnapura**  
Intel Fellow  
CTO of Intel IT



**Vik Malyala**  
Vice President of FAE & Technical Marketing  
Supermicro



Moderator:  
**Andrew Nusca**  
Digital Editor  
FORTUNE



# Networking Happy Hour and Supermicro Product Showcase