Lenovo

Revolutionizing GPU cloud services

Hydra Host

Hydra Host is shaking up the GPU cloud services market with on-demand bare metal compute, accelerated by Lenovo and NVIDIA technology.

NVIDIA.

Who is Hydra Host?

Hydra Host offers bare metal, customizable GPU cloud and server solutions for businesses of all sizes, specializing in performance and scalability. The company offers a marketplace for compute, whether on-demand or long-term, aggregating a network of independent data center resources in one dashboard and API.

Hydra Host's mission is to give global users unparalleled access to a diverse array of reliable compute resources while empowering independently owned data centers to profit, grow and serve their customers effectively.

Hydra Host is taking on the hyperscalers by reinventing the data center business. "What started as an effort to make GPU procurement easier has become a full-blown deployment engine," begins Nick Sedar, Head of Business Development at Hydra Host.

Today, the company provides bare metal servers to independently owned data centers and acts as the front-end channel for them to rent out the hardware with one-click provisioning. Hydra Host's Brokkr GPU Marketplace is a turnkey solution that streamlines the GPU rental process, allowing end users to easily rent GPUs for AI workloads and HPC tasks.

"It's a win-win for both the end customer and the data center," says Sedar. "End users get easy access to an extensive network of compute resources, offering unparalleled optionality and flexibility. Meanwhile, because we handle the procurement, financing, and monetization of GPUs, our data center partners shorten the time from rack install to revenue."

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"We envision a world where hundreds of independent data centers and one unified software platform can outcompete traditional clouds in pricing, locations, and customization."

Nick Sedar

Head of Business Development, Hydra Host

3 The solution

Powerful GPU servers

Hydra Host sources NVIDIA GPUs, servers, switches , and cables across major OEMs to get customers what they need, when they need it. The company has partnered with Lenovo to secure high-performance servers that support the latest NVIDIA GPU technology.

To date, the company has procured around 40 Lenovo ThinkSystem servers on behalf of its data center partners. A large proportion of these are the Lenovo ThinkSystem SR680a V3, which features eight high-performance NVIDIA® H200 Tensor Core GPUs, advanced GPU-to-GPU communications, and high-speed PCIe 5.0 connectivity between the GPUs, CPUs and networking for best-in-class performance.

Hardware
Lenovo ThinkSystem SR680a V3
NVIDIA® H200 Tensor Core GPUs

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"Teaming up with Lenovo gives us access to **high-quality hardware that our data center partners know and trust**. We sell more hardware from Lenovo than any of our other OEM partners."

Garrett Johnson

COO & Cofounder, Hydra Host

Hydra Host works closely with Lenovo to bring high-performance ThinkSystem servers accelerated by NVIDIA to its data center partners. Many of these data centers are aspiring AI factories, but going up against cloud hyperscalers isn't easy.

"Most data centers looking to enter the AI space run into the same set of roadblocks around GPU lead times and financing," says Sedar.

✓ 20,000+ GPUs deployed

✓ 40+ data centers globally

✓ 1 API for GPU management

4 The
results

Hydra Host's AI Factory Accelerator is a bundled program designed to help independent data centers take on the big players.

"We use our vendor relationships to secure the best price for the latest GPU models and provide access to financing, for example working with Lenovo Financial Services to help data centers secure the right hardware," says Sedar. "Our Brokkr platform provides automated bare metal provisioning and lifecycle management, speeding up and standardizing the delivery process, and reducing idle time on servers and GPUs. All of this helps data centers get the fastest return on their investment, empowering them to compete with the big players."

"We currently manage more than 20,000 GPUs embedded in 40 data centers globally, and we're expanding rapidly. With support from OEM partners such as Lenovo and NVIDIA, our goal is to become **the largest distributor for bare metal GPUs in the world**."

Nick Sedar

Head of Business Development, Hydra Host

Why Lenovo?

Speed to market is one of the things that sets Hydra Host apart from the competition. "A lot of our customers work with us because we're able to get NVIDIA GPUs and servers faster than almost anybody else can, because we're always on," says Sedar. "Lenovo's quoting process is super speedy, and the team is extremely responsive, which helps us to bring our A game."

From a hardware perspective, Hydra Host and its data center partners are delighted with build quality. "The Lenovo servers are very high quality, with a high residual value at the end of the lease term, making them a solid investment for our data center partners," says Sedar.

How can independent data centers compete with hyperscalers in the GPU space?

Working with Lenovo and NVIDIA, Hydra Host is making top-tier GPU servers more accessible than ever through Brokkr, its bare metal compute marketplace.

Explore Lenovo ThinkSystem Solutions