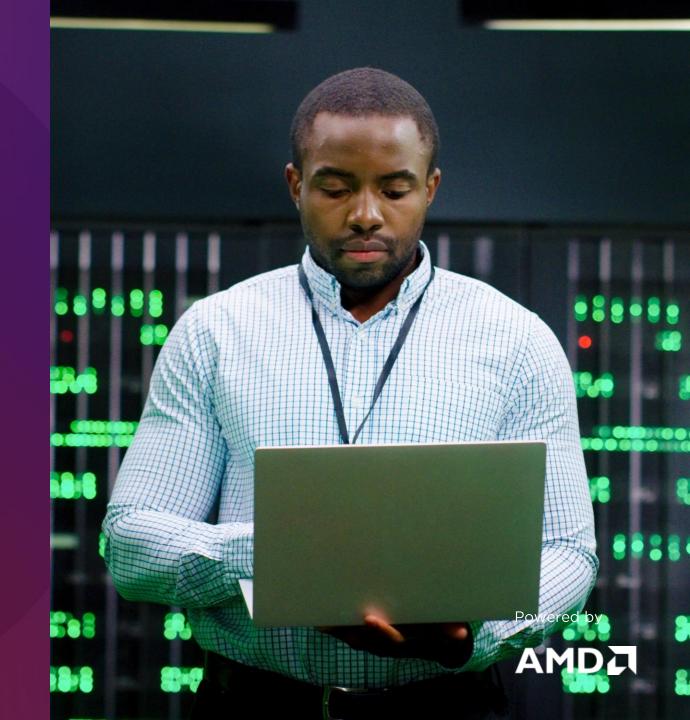**Computer Services**

Building share in the multi-billion-dollar cloud market

Pappaya Cloud

To grow its managed cloud services business rapidly, Pappaya Cloud partnered with Lenovo TruScale Infrastructure as a Service (IaaS) to deploy a platform based on Lenovo ThinkSystem servers powered by AMD EPYC™ processors.

Lenovo
TruScale

Infrastructure as a Service

Powered by

AMD

1

Who is
Pappaya
Cloud?

Based in the UK, Pappaya Cloud provides full-service, high-performance, highly secure, and compliant cloud solutions tailored to meet the diverse requirements of enterprises, startups, SMEs, B2C communities. With operations in the UK, USA, UAE, and India, Papaya Cloud offers a high-performance, resilient, scalable, and cost-effective cloud solutions environment.

Pappaya Cloud

2

The
Challenge

Cloud services have never been more popular, but many hyperscaler options lack the flexibility to meet the business needs of small- and medium-sized enterprises. Pappaya Cloud recognized an opportunity to address this underserved market segment with a brand-new offering.

Jagadeesh Venugopal, Chief Operating Officer at Pappaya Cloud, explains: "Demand for cloud solutions is growing, but cost can still be a significant barrier to entry for public cloud offerings. We aim to disrupt that trend by delivering a viable alternative for organizations all over the world."

Pappaya Cloud aimed to launch a cloud offering that would deliver up to a 50% reduction in total cost of ownership (TCO) compared to typical hyperscaler offerings. Jagadeesh continues: "We've set an aggressive growth target: to capture 2% of the multi-billion-dollar cloud market within the next five years."

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"By offering cost-effective managed cloud services, we're confident that we can carve out a significant share of a global market. To unlock that opportunity, it was crucial to work with a partner that shares our vision—and in Lenovo, we found exactly what we were looking for. Together, Lenovo and Pappaya can bring immense value to clients by offering high performing and secure cloud services with a 50% TCO reduction."

Jagadeesh Venugopal
Chief Operating Officer, Pappaya Cloud

Flexible consumption, rapid scalability

With Lenovo TruScale IaaS, Pappaya Cloud gains access to high-performance Lenovo hardware via a flexible IT consumption model—empowering it to deliver managed cloud services cost-effectively.

"One aspect of Lenovo TruScale IaaS that really stood out is that it offers practically infinite capacity: as our business grows, so do our compute, networking, and storage resources," says Jagadeesh. "Another huge differentiator was the support from the Lenovo TruScale team. Lenovo showed us how to get the optimal balance of performance, availability, and cost-efficiency."

Hardware
Lenovo ThinkSystem SR655 powered by AMD EPYC™ 9354 processors
Lenovo ThinkSystem SR645 powered by AMD EPYC™ 9354 processors

Software
Apache Cloud Stack

Services
Lenovo TruScale Infrastructure as a Service

Optimizing price and performance

Working closely with Pappaya Cloud, Lenovo determined that Lenovo ThinkSystem SR655 and SR645 servers, powered by 32-core AMD EPYC™ 9354 processors, would deliver the best price/performance ratio for the new cloud services. Jagadeesh confirms: "With Lenovo ThinkSystem servers and AMD EPYC™ processors, we can deliver high-quality services while keeping our costs under tight control."

Pappaya Cloud is now deploying its first 56 servers to its India data center. Within the coming months, the company will deploy a further 100 servers to augment its capacity in India and another 100 servers to its data center in the UK. Jagadeesh adds: "Over the next 12 months, we plan to expand our global IT landscape base by 300 servers a month—enabling us to rapidly grow our customer base."

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"By partnering with Lenovo, we have a trusted partner to implement, manage and support the IT infrastructure that underpins our new managed cloud services. Whenever we've hit bumps in the road, Lenovo has worked tirelessly to support us—they've gone above and beyond to help us achieve our goals."

Jagadeesh Venugopal
Chief Operating Officer, Pappaya Cloud

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Results

With Lenovo and AMD solutions delivered via Lenovo TruScale IaaS, Pappaya Cloud is on the fast track to global growth.

"So far, we have onboarded 2,000 customers to our new cloud platform—offering half the TCO of comparable hyperscaler offerings," says Jagadeesh. "In the medium term, we plan to deploy a total of 5,000 servers globally, which will allow us to serve tens of thousands of customers all over the world. Ultimately, we're targeting an asset base of 15,000 servers, which will bring our goal of 2% global market share within reach."

✓ Rapid scalability

✓ 24/7 monitoring

✓ Excellent price/performance ratio

> "Our growth plans are very aggressive, and we don't have time to waste. We needed a cookie-cutter solution that could be rapidly repeated to keep up with our growth. With Lenovo TruScale IaaS solutions and high-performance AMD processors, we can rapidly deploy the latest datacenter hardware to build our new managed cloud services business."

Jagadeesh Venugopal
Chief Operating Officer, Pappaya Cloud

Why Lenovo and AMD?

The strategic partnership between Lenovo, AMD, and Pappaya Cloud offers valuable advantages to each of the companies.

Jagadeesh explains: "When Lenovo engages with customers who are looking for managed services solutions, Pappaya Cloud can deliver those services while Lenovo takes care of the infrastructure with Lenovo TruScale IaaS. From a commercial perspective, our partnership makes perfect synergy and sense, as it allows both businesses to access otherwise difficult-to-reach markets. Together, Pappaya and Lenovo can create substantial value for clients."

Lenovo's ability to offer performant, cost-effective servers powered by AMD EPYC™ 9354 processors also played a key role in the partner selection process. Jagadeesh says: "The combination of Lenovo and AMD solutions is one of the keys to delivering an ultra-competitive TCO for our customers."

How can cloud companies drive rapid growth?

Pappaya Cloud partnered with Lenovo TruScale IaaS and AMD to deploy the platform for its managed cloud services business.

Explore Lenovo Truscale IaaS

Lenovo
TruScale
Infrastructure as a Service

Powered by

AMD