

Computer Services | Canada

# Bringing bespoke cloud services to fast- growth clients

Robson Communications Inc.

Robson collaborated with Lenovo TruScale and Virtuozzo to create a powerful infrastructure as a service (IaaS) solution—offering outstanding flexibility, scalability, and security to deploy generative AI, machine learning, SaaS, and other mission-critical enterprise workloads.



Lenovo

# 1

Customer  
background

## Who is Robson Communications Inc.?

Robson Communications Inc. is redefining the boundaries of IaaS. With decades of experience, Robson delivers dedicated, high-performance GPU infrastructure specifically engineered for generative AI, machine learning (ML), and SaaS workloads. Unlike legacy clouds, Robson's solutions are meticulously crafted to offer raw performance, immediate scalability, and comprehensive compliance, empowering businesses globally. Robson proudly partners with industry leaders—including Lenovo, Virtuozzo, NVIDIA, AMD, Equinix, and Cologix—to offer world-class infrastructure services with guaranteed reliability and unmatched flexibility.

**robsonINC**

## 2 The challenge

As demand for generative AI and data-intensive SaaS workloads exploded, Robson Inc. looked for an infrastructure partner capable of providing dedicated, scalable, and globally compliant solutions.

Traditional cloud providers lacked the flexibility, security, and instant scalability that Robson's clients demanded, making it challenging to rapidly deploy high-performance, data-sensitive workloads at scale. To solve these challenges, Robson sought an infrastructure solution that would enable instant scalability, dedicated GPU resources, and rigorous compliance standards—without the limitations of over-subscribed cloud platforms.

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“In our search for partners who could pull off fast, turnkey deployments, we found that Lenovo TruScale IaaS was **head and shoulders above the rest**. The team mobilized resources from across Lenovo to help us build a production-ready solution **quickly and cost-effectively**.”

Mark Taylor

**President, Robson Communications Inc.**

# 3 The solution

## Proving the concept

Robson partnered with Lenovo TruScale IaaS and Virtuozzo to deploy an advanced, global infrastructure solution. By combining Lenovo's industry-leading server and GPU technology with the power and flexibility of Virtuozzo Hybrid Cloud, Robson created a highly scalable, secure, and efficient infrastructure environment tailored specifically for generative AI, ML, and SaaS workloads—and available without the need for up-front capital investment.

### **Services**

Lenovo TruScale Infrastructure as a Service  
Lenovo Premier Support for Data Centers

### **Hardware**

Lenovo ThinkSystem SR250 V2 Server  
Lenovo ThinkSystem SR665 Server

### **Software**

Lenovo XClarity  
Virtuozzo Hybrid Cloud



## Unlocking global growth

The new solution offers a wide range of advantages for Robson's clients. Free from the restrictions of traditional cloud offerings, clients can select the optimal GPUs for their workloads, helping to ensure high performance. And with a 20% capacity expansion buffer built into the solution, Robson empowers clients to scale up instantly.

By teaming up with Lenovo TruScale, Robson offers global reach, responsiveness, and regulatory compliance. Robson helps its clients address a wide range of global requirements, including the Health Insurance Portability and Accountability Act (HIPAA), the Personal Health Information Protection Act (PHIPA), the General Data Protection Regulation (GDPR), and Service Organization Control Type 2 (SOC 2). And backed by comprehensive data protection and disaster recovery capabilities, Robson offers dependable business continuity for all client deployments.

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“Robson’s mission is to deliver **powerful, dedicated infrastructure** tailored specifically for **generative AI, SaaS, and enterprise workloads**. Our partnership with Lenovo and Virtuozzo allows us to provide secure, bare-metal GPU infrastructure that **scales instantly, protects data reliably, and meets rigorous compliance standards worldwide.**”

Martin Robson

**Founder and CTO, Robson Communications Inc.**



# 4 The results

Through its partnership with TruScale IaaS, Robson is bringing the advantages of dedicated hardware with cloud-like flexibility to clients around the world, backed by round-the-clock management and monitoring from Lenovo.

“With dedicated bare-metal hardware from Lenovo TruScale, we offer our clients maximum efficiency and performance for AI and SaaS workloads with no resource contention,” says Taylor. “Our hypervisor-agnostic solution with Virtuozzo Hybrid Cloud ensure easy integration and maximum flexibility—without vendor lock-in or hidden licensing fees.”



20% instant scale-up capability with built-in capacity expansion buffer



Maximum efficiency and performance for AI, ML, and SaaS workloads



24/7 infrastructure monitoring and support



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“Lenovo TruScale IaaS gives our clients **unparalleled agility and performance** without the limitations of traditional cloud services—allowing them to **innovate faster and grow without friction.**”

Martin Robson

**Founder and CTO, Robson Communications Inc.**

# Why Lenovo and Robson?

For global enterprises aiming to rapidly deploy and expand generative AI, ML, SaaS, and other mission-critical workloads, Robson and Lenovo offer instant, frictionless scalability through a simple and transparent pricing model.

“The combination of Lenovo’s global services organization and Robson’s expertise in architecting tailored IaaS solutions will help our clients realize their growth goals rapidly,” says Taylor.

# How can cloud solutions providers scale globally?

By partnering with Lenovo TruScale IaaS, Robson can build, deploy, and manage bespoke private cloud solutions anywhere in the world.

[Explore Lenovo TruScale IaaS](#)