2CRSI: POWERING FORWARD WITH INNOVATIVE TECHNOLOGY

Alain Wilmouth, Founder & CEO, 2CRSi, tells Reseller Middle East how some of its cutting-edge technologies are helping data centres cut costs and save on energy.

2CRSI has consolidated itself as one of the leading players in customised server solutions with a clear focus on HPC. In your opinion, what differentiates you from your competitors?

2CRSi is a France-headquartered company that focuses on server design and manufacturing. We provide suitable products for industries that require data centres looking for high-performance and high-density systems combined with energy efficiency.

Our products are designed and manufactured in France, the United Kingdom, and San Jose, USA. With subsidiaries in Manchester and Dubai, we deploy our products on a very large scale in 25 countries for computing, data storage, and data transfer.

Our partner network encompasses well-known actors, as well as smaller growing businesses. We work in close collaboration with all of them to leverage any technology available in the market: from tried and tested equipment to disruptive technologies, we streamline and re-think the whole concept to perfectly match our clients' needs, in an energy-efficient and affordable way.

2CRSi has already been acknowledged by its peers for designing and engineering solutions that will lead the way to a greener future. Our R&D works to optimise our solution›s density, compute power, and network speed capabilities. We also improve our solution›s efficiency, flexibility, and ease of use by following the Open Compute Project foundation. Open Compute Project is a movement launched in 2011 by Facebook to define new architecture optimised to break IT standards. It focuses on resources sharing, energy efficiency, and complexity reduction.

Our positioning is definitely to provide high performance solutions to address very demanding customer needs. Where other players come with standard solutions, 2CRSI provides custom solutions, precisely tailored to target the needs of the customer. We streamline, we re-think the whole concept to come out with the final solutions in an energy efficient and affordable way. We believe in Green IT and energy efficient solutions and recommend enterprises to contribute to their country by being an example, we provide them our success stories

to motivate them too. I believe this is where we are different from the others.

Give us an insight into the immersion cooling technology that your company is advocating so strongly

To go deeper into energy-saving and performance, 2CRSI develops immersion cooling solutions. In fact, induction cooling is very old technology-it's the technology that's being used in electrical transformers for over 70 years. The goal of induction cooling is to remove excess heat in the easiest and cheapest way possible. Today, the energy used by data centres is as much as the whole of India. Also, out of all this energy used, almost 50% is used to cool down. With immersion cooling, we can save as much as 60% energy.

So how is this done? Here, servers are submerged in tanks, then filled with a non-conductive fluid that cools all the components down, allowing them to reach the highest level of data centre efficiency. Thanks to immersion cooling, fans become useless and data centres no longer need to invest in expensive and inefficient air conditioning systems. At the scale of a data centre, this represents 25% savings on the implementation of a data centre (CAPEX) and 40% on its operating costs (OPEX).

Immersion cooling is a sustainable choice: the life of the components is extended, energy consumption is reduced and the heat generated can be reused. I'd say that without immersion cooling, the Middle East would never have its place in the data map of the world-that's how vital this technology is, for the region. If you don't adopt this technology, there's no way the region can keep up because the cost of data at this point is too high.

Let's now talk about another area of 2CRSi's expertise: Edge Computing. What is the future of Edge Computing, especially now that technologies such as 5G are gaining ground?

In order to have the capacity to implement 5G effectively, it is not just enough to have 5G equipment, you need a strong base and supporting infrastructure. You need more strong, local servers, to begin with. Let me give you an example from France: today we have around 200 data centres in France, with the capacity to deliver all services on 3G, 4G and 5G. But with the quality and growth of 5G, we need to grow up to 3,000 data centres. That's the next challenge: the backend operations. To deal with 5G tower challenges is easy, the real issue is the backend support. In my opinion, this is what we need to focus on.

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Alain Wilmouth, Founder & CEO, 2CRSi