



# IT Engineered To Explore

**Robin Kuepers**  
Senior Director of Solutions  
Product & Solutions Group, EMEA

# Supermicro at a Glance

## Corporate Profile & Global Footprint



Founded in 1993  
& Headquartered  
in San Jose, CA

A publicly traded company  
(SMCI) and a member of  
the S&P 500 index

**#292**  
on Fortune 500

**+206 spots**

Recognized as the  
fastest climber  
in 2025



## Global Operations

Major hubs in North America,  
EMEA (Netherlands), and  
Asia-Pacific (Taiwan, Malaysia)

## Market Leadership & Production Scale



Holds the top global share

**\$22 Billion**  
Revenue (FY2025)  
Demonstrates 47%  
year-over-year growth

**\$40B+**

Outlook (FY2026)

**\$50 Billion**  
Annual Production  
Capacity

**1.5 million**  
servers

**96,000**  
integrated racks  
annually



# The data collection journey

Turning space data into information



## Storage Consolidation

- Storage Networks
- Unified Storage
- Storage Management

## Big Data

- Unlocking Data
- Integration and Interoperability
- Data Democratization

## Data Insights

- Business Intelligence
- Predictive Analytics
- Data Science



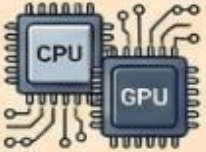













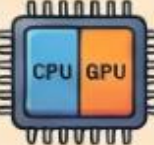
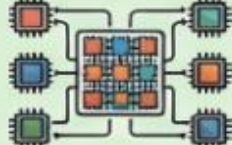
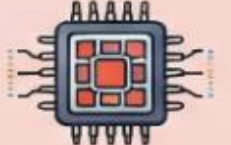
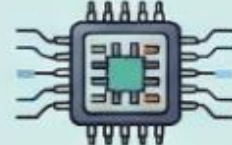

## AI Date Lakes / Data Warehousing

- Schema-on-Read/Write
- Complex queries
- Various Data Types

# The right chip, at the right time, at the right place

## Semiconductor workload optimization

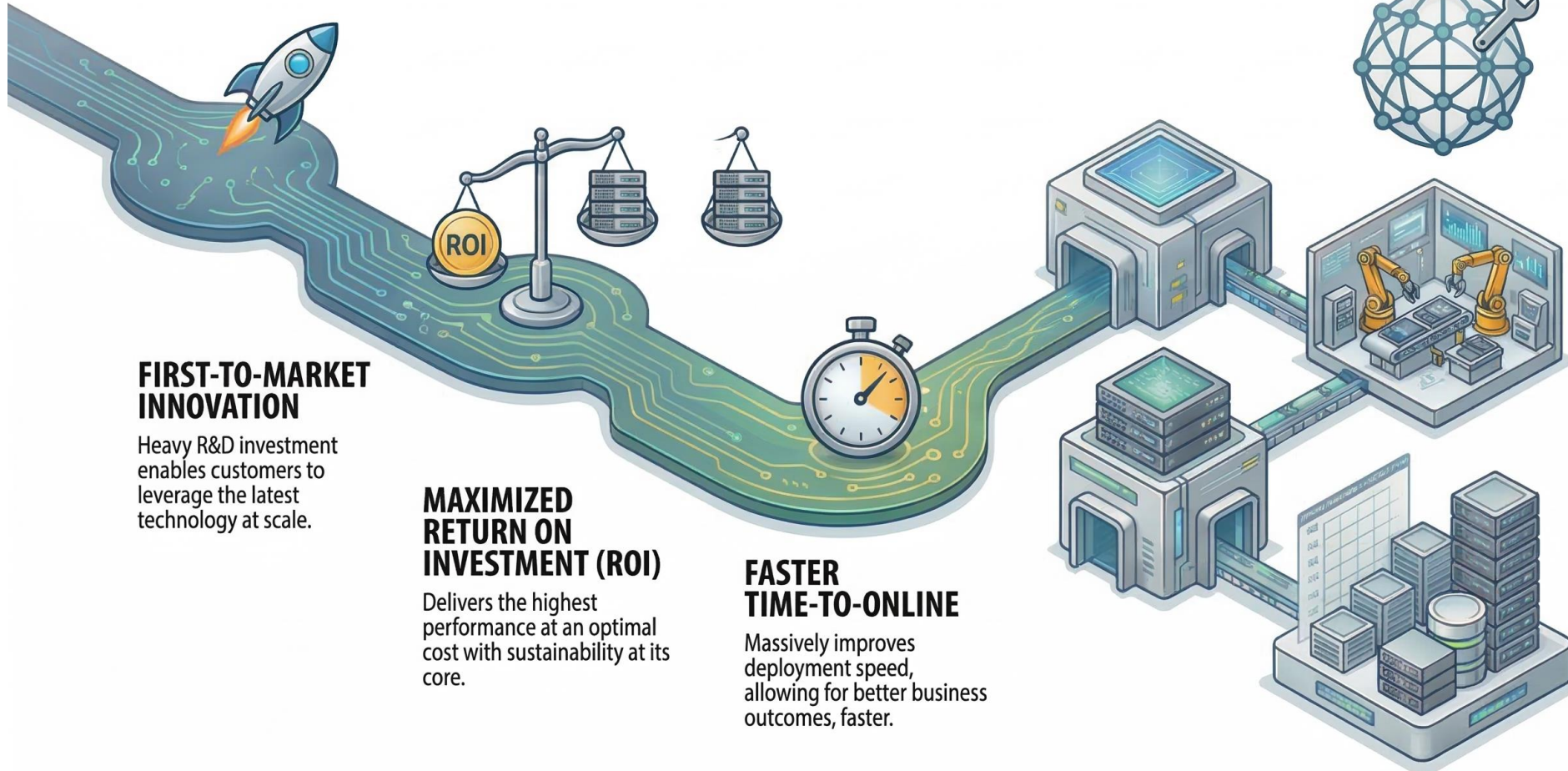
Processing Unit Evolution

CPU - Central Processing Unit	GPU - Graphical Processing Unit	APU - Accelerated Processing Unit	TPU - Tensor Processing Unit	VPU - Vision Processing Unit	DPU - Data Processing Unit	QPU - Quantum Processing Unit
 <p><b>Origin: 1960s</b> The foundation of modern computing, designed for general-purpose versatility.</p>	 <p><b>Origin: 1990s</b> Initially for graphics, now a powerhouse for AI, ML, and Deep Learning.</p>	 <p><b>Origin: 2011</b> A hybrid approach combining traditional processing with graphical power.</p>	 <p><b>Origin: 2016</b> Specialized hardware developed specifically for accelerated machine learning.</p>	 <p><b>Origin: 2010s</b> Emerged to meet the demands of mobile and edge visual recognition.</p>	 <p><b>Origin: 2020</b> The newest addition to the data center, focusing on data movement.</p>	 <p><b>Origin: 2010s</b> A paradigm shift based on the principles of quantum mechanics.</p>
 <p><b>Focus: OS &amp; Applications</b> Optimized for running operating systems and a wide variety of software apps.</p>	 <p><b>Focus: Parallelism</b> Designed to handle heavy computation tasks simultaneously across many cores.</p>	 <p><b>Focus: Gaming &amp; Multimedia</b> Ideal for mixed workloads requiring both logic and visual processing.</p>	 <p><b>Focus: Deep Learning</b> Optimized for AI workloads and neural network operations.</p>	 <p><b>Focus: Video Analysis</b> Dedicated to visual processing and high-throughput data tasks.</p>	 <p><b>Focus: Processing, Transfer, &amp; Security</b> Specializes in data handling and offloading networking tasks from the CPU.</p>	 <p><b>Focus: Cryptography</b> Designed to solve intractable problems that are impossible for classical computers.</p>
 <p><b>Architecture: Few Cores / Single-Threaded</b> Built for versatility and managing complex single-threaded tasks.</p>	 <p><b>Scale: 100 - 1,000 Cores</b> Massive core counts enable high-speed processing of repetitive data calculations.</p>	 <p><b>Architecture: Integrated Cores</b> Features a single chip integration of both CPU and GPU cores.</p>	 <p><b>Architecture: Many Cores</b> Specifically engineered for AI optimization and massive tensor calculations.</p>	 <p><b>Scale: 20 - 100 Cores</b> A mid-range core count specialized for real-time image and video data.</p>	 <p><b>Scale: 6 - 32 Cores</b> Efficient core count optimized for mixed data-handling workloads.</p>	 <p><b>Scale: 20 Qubit Cores</b> Uses quantum bits (qubits) rather than traditional binary bits for computation.</p>

# Engineering your Competitive Edge

## OUR APPROACH: REDEFINING IT ECONOMICS

## OUR VALUE: THE BROADEST OFFERINGS



### FIRST-TO-MARKET INNOVATION

Heavy R&D investment enables customers to leverage the latest technology at scale.

### MAXIMIZED RETURN ON INVESTMENT (ROI)

Delivers the highest performance at an optimal cost with sustainability at its core.

### FASTER TIME-TO-ONLINE

Massively improves deployment speed, allowing for better business outcomes, faster.

### GLOBAL BUILD-TO-ORDER PROCESS

Customers can tailor systems and solutions to any specific IT workload or business need.

### END-TO-END IN-HOUSE MANUFACTURING

Unique capabilities allow partners to design IT infrastructures to their exact specifications.

### 14 GENERATIONS OF SERVER & STORAGE SOLUTIONS

Proven experience solving the most challenging datacenter pain points for customers.

# Holding world records in Supercomputer deployments

xAI Colossus ('Grok')



## 100,000

### NVIDIA H100 GPUs

The core processing power driving the massive AI supercomputer.



### Liquid-Cooled SuperCluster

Powered by Supermicro's advanced liquid-cooling technology for peak performance.



### Multi-Billion Dollar Investment

Highlighting the significant financial commitment behind this project.



### Built in Only

## 122 Days

A world record deployment window for a supercomputer of this scale.



### "A testament of our capabilities."

Emphasising the achievement in engineering and project management.



### Located in Memphis, TN, USA

The strategic base for the new AI supercomputer facility.



**Thank you!**