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Powering AI Factories: Scaling GenAI with Direct-to-Chip Liquid-Cooling

Transforming Datacenters from Cost Centers to Engines of Intelligence

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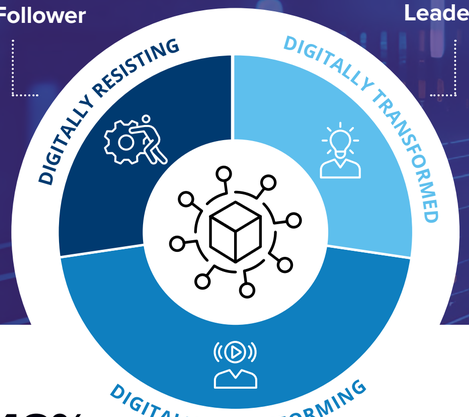
The fastest growing companies are investing in automation and data to drive GenAI readiness.

Digital Leaders are investing heavily in their IT infrastructure to drive **competitive advantage and differentiation** and to significantly outgrow the competition.

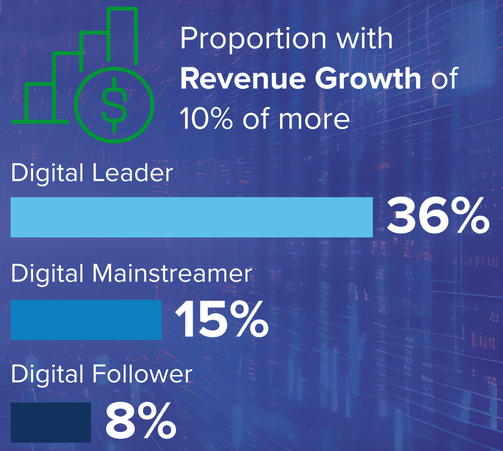


Companies in the mainstream of IT focus on using their IT investments and capabilities to become **more efficient**.

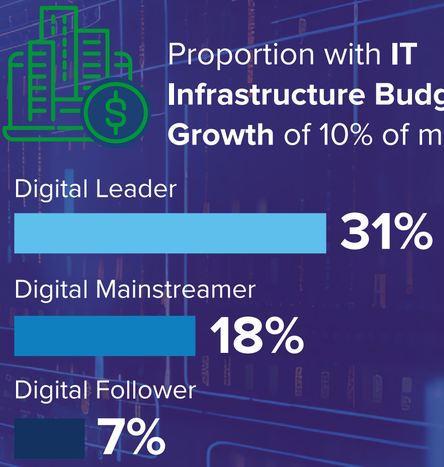
Company revenue growth
— latest financial year vs. prior year

Only a fifth of companies achieve the **top tier of revenue growth** of 10% of more

Proportion with **Revenue Growth** of 10% of more



Proportion with **IT Infrastructure Budget Growth** of 10% of more



Digital Leaders have extensively adopted a range of advanced infrastructure technologies to enable their success. This has helped them to build **AI factories** — datacenters that generate intelligence and revenue.

AIOps	Automation and orchestration	Dynamic workload management	API-centric development
DevOps	Containers and Kubernetes	Digital trust	Formal risk management
Hyper-converged infrastructure	Multi-cloud services	Real-time data	AI or GenAI in a business use case

Digital leaders are building AI factories — datacenters that generate intelligence and revenue.

Source: IDC's *AI-Ready Infrastructure Survey, 2024*, EMEA (n = 1,590)

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Message from the sponsor

Supermicro and NVIDIA are redefining the economics of deploying AI factories. We offer state-of-the-art infrastructure solutions that address increased power and cooling challenges in modern AI datacenters. Additionally, significant savings can be achieved with direct liquid-cooling (DLC-2) for highly efficient generative AI datacenters.

For more information