<table>
<thead>
<tr>
<th><strong>OEM</strong> (Original Equipment Manufacturer)</th>
<th><strong>ODM/White Box</strong> (Original Design Manufacturer or White Box)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buys platform components from the manufacturer</td>
<td>Manufactures platform components</td>
</tr>
<tr>
<td>Resells those components under their own brand name</td>
<td>Provide full product development services</td>
</tr>
<tr>
<td>Create products that can serve the broadest possible market</td>
<td>Can manufacture specialised solutions</td>
</tr>
<tr>
<td>Support and managed services</td>
<td>Support centred on product</td>
</tr>
</tbody>
</table>
ODM/White Box + Open Source
The old innovation pipeline

TECHNOLOGY

OEMs

USERS
“Creative Destruction”
Facebook to Build Its Own Data Centers

Facebook has decided to begin building its own data centers, and may announce its first facility as soon as tomorrow. The fast-growing social network has previously leased server space from wholesale data center providers.

Rich Miller | Jan 20, 2010
What can we remove from the system?

Can we raise operating temperatures and have the servers survive?

Can we increase relative humidity operational ranges to make the system much more efficient?

Do we need a centralized power supplies?
Open Compute Project

A collaborative community focused on redesigning hardware technology to efficiently support the growing demands on compute infrastructure.
150+ companies
6K engineers
189 contributions
Our Projects

Networking  
Server  
Storage  
Rack & Power  
Advanced Cooling

Data Center  
Telco  
HW Mgmt  
Open System Firmware  
HPC  
Security

Modular DC  
openEDGE

https://www.opencompute.org/projects

Efficiency

Scale

Impact

Openness
Gratuitous Differentiation
Tool less OCP vanity free open source cubby servers
Open Rack Unit Innovations - Server Fans “Cube Law”

40 mm Fans

Traditional Server

80 mm Fans

OCP Server
Server Efficiency

https://www.opencompute.org/events/past-summits
European OCP Adoption

London Internet Exchange - First IXP in the world to adopt an open networking model
Link to Presentation

35% Reduction in TCO  30% Reduction in OPEX
Link to Presentation

Open Compute for Central Offices
Link to Presentation

Large European Cloud Provider – Liquid Cooled OCP
Link to Presentation
Welcome to the OCP Experience Centre.

Vesper have built this facility to house a fully functional OCP testbed enabling customers to get hands on with the latest infrastructure and benchmark workload.

The branding went in today and the hardware is on the way!

#Opcp
#Innovation

https://vespertec.com/
Inspired by hyperscale. Built for industrial scale.
Award-winning colocation

Harlow, UK)
https://kaodata.com/

Crawley, UK)
https://www.rackspace.com/colocation
There is no such thing as “away”
.....when we throw things away it must go somewhere.

Annie Leonard
46M servers to be “End of Life” (EOL’ed)” between 2019 and 2023

https://www.ellenmacarthurfoundation.org/

**CEDaCI - Circular Economy for the Data Centre Industry**


Ali Fenn – President of ITRenew

https://www.itrenew.com/

https://www.youtube.com/watch?v=PuzEMYCGeVk

https://www.itrenew.com/resources/the-global-circular-data-industry/
Open. For Business.

The Open Compute Project (OCP) is reimagining hardware, making it more efficient, flexible, and scalable. Join our global community of technology leaders working together to break open the black box of proprietary IT infrastructure to achieve greater choice, customization, and cost savings.

OCP Marketplace
https://www.opencompute.org/products

Past Events (recordings and slides)
https://www.opencompute.org/events/past-summits
https://www.opencompute.org/events/past-events

Social
https://www.youtube.com/user/OpenComputeProject
https://www.linkedin.com/groups/4152886/
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Thank You

Steve Helvie
Open Compute Project (OCP)
steve@opencompute.org