



GTM and Marketing Benefits for OCP Members

OCP Marketplace and Solution Provider Program

<https://www.opencompute.org/marketplace>

The marketplace showcases products, solutions, services and DC sites that align with open, scalable specifications. Over 20,000 monthly views hit the marketplace where many neoclouds, co-los, SIs and vendors leverage the OCP catalog to promote their technology leadership that is ready for the demands of today's hyperscale and AI data centers, also benefiting enterprises.

The OCP Marketplace continues to grow with more flowing into new category segments for [AI](#) and [Chiplets](#). Some recent examples include:

- **Integrated Solutions** - [example](#) of how *Nebius AI* is highlighting their AI solution for Life Sciences
- **OCP Experience Center** - [example](#) of how *Scaleway* is collaborating with HPE to host a virtual lab to test and validate open firmware. Experience centers can showcase any OCP recognized technology, and are a great way using existing facilities for marketing, or doing so virtually.
- **OCP Accepted or OCP Inspired Product Listings** - examples of how [Supermicro](#) or [NVIDIA](#) are leveraging the marketplace for their AI servers, where the associated OCP open specification contributions are cross referenced.
- **OCP Ready™ for Hyperscale** recognized data center facilities are how data center operators self certify their facilities based on guidelines developed by hyperscale-led community checklist, driving awareness and pride in their advanced design and capabilities ([examples](#) in EMEA from *Start Campus PT, Edged Energy, etc.*).

Note: **OCP Ready™ for AI** is a new facilities-focused contribution checklist in progress, led by hyperscalers and neoclouds that will mark DCs and co-los ready for AI clusters.

OCP Educational Webinar Program

<https://www.opencompute.org/webinars>

These establish our members as thought leaders and generate demand. Our webinars have focused on chiplets, AI infrastructure, liquid cooling, the latest networking and more. The webinars are live, interactive and best-in-class in terms of audience registration and retention. We host past [on-demand](#) webinars and below our upcoming webinars, the web page describes many benefits and details for [sponsors](#).

Member-led Co-marketing at Events

OCP selectively supports our members as they host or participate in relevant event activities.

Examples:

- OCP helped to sponsor [PremDay](#) events held at *Scaleway's* location in France.
- OCP sponsored the launch of an immersion cooling demo [showcase](#) along with *Exxon, Submer* and other members at *Stellium Data Center*, an OCP Ready™ for Hyperscale in the UK.
- OCP may sponsor co-presentation/panels with members at conferences, such as, OFC50's hosted photonics panel, or the AI Infra Summit's panel with *Meta, Microsoft* and *Denvr Dataworks*.



OCP Events and Summits

OCP's events are attended by over 17,500 people annually and growing rapidly. Presenting at an OCP Summit or OCP Tech Day is a highly effective way to access a new audience of primarily technical decision makers. OCP holds three annual multi-day summits in the northern hemisphere: EMEA Summit in spring (rotating locations), APAC Summit in summer (Taipei, Taiwan), and Global Summit in fall (San Jose, CA, USA). OCP also holds Tech Days in Canada, Southeast Asia (Singapore), Korea and China throughout the year.

These are keystone events punctuating technology challenges and work being done across our community focused on AI, hyperscale, and traditional data center physical infrastructure, IT infrastructure, and systems management. The event talks and Innovation Village demos are technical, while the booth exhibition and other sponsorships are commercial.

Talks are accepted through a call for presentations process. Members and non-members can submit (without being tied to sponsorship) and be chosen based on community merit and technological applicability by community-led program committees. Many of these event talks are also recorded and heavily consumed on demand on our site and [Youtube](#), making such resources another excellent marketing resource for the businesses behind the volunteer speakers.

Recent examples of presentations include:

All recordings	From OCP Global Summit 2025
Shaping the Future of Open Infrastructure for AI	Ian Buck (VP of Hyperscale and HPC Computing) - NVIDIA <i>From keynotes Global Summit 2025</i>
Scaling AI Clusters at Neoclouds	Various from Scaleway and Denvr Dataworks <i>From keynotes Global Summit 2025</i>
Panel: NeoClouds vs Hyperscalers: 1MW Racks, 1% Budget, and the Battle for the AI Margin Stack	Various from ZeroPoint Technologies, SemiAnalysis, FarmGPU, Cerebras and UpscaleAI <i>From AI breakout track Global Summit 2025</i>
Designing In-House Server Solution for Hosting Modern GPUs	Igor Znamenskiy (Hardware R&D Team Leader) - Nebius Oleg Fedorov (Head of Hardware R&D and Automation) - Nebius <i>From market focus track Global Summit 2024</i>

OCP Academy

Beyond discovering the individual learning value of [OCP Academy](#), you can be a recognized contributor.



Business Strategy Benefits for OCP Members

The OCP is a collaborative community focused on designing data center and edge technology to support the growing demands and efficiency needs of hyperscale AI and computing—and making it openly available to all. While OCP Community participation is not gated by membership, the hyperscalers are generally all members or at least OCP adopters. For a technology business, such as a vendor, co-location provider, neocloud provider, and even a startup, membership in the OCP offers numerous strategic, technical, and economic benefits. Below is an overview of these advantages. Find more on [membership](#) or [About OCP](#).

1. Access to Cutting-Edge, Open-Source Designs

For nearly all organizations engaging with data center technology, much of it is not differentiating and doesn't need to be unique or guarded IP. OCP provides access to open-source rack, power, cooling, IT hardware specifications and a marketplace of recognized products. Whether you're a technology vendor, testing and integrating other components with your core IP, or an AI neocloud provider, building entire data centers, this means the ability to leverage pre-validated, high-efficiency designs without the need to invest heavily in proprietary R&D. For example, OCP's server designs, like those for rack-scale architectures, are optimized for hyperscale computing, which is ideal for AI workloads requiring massive computational power. (Even NVIDIA's GB200NVL72 rack and trays are backed by an OCP specification.) By adopting these designs, businesses can reduce development costs, accelerate time-to-market, and focus resources on differentiating their software or services.

2. Cost Efficiency and Scalability

OCP hardware is designed to be the most cost-effective, energy-efficient, and scalable, which aligns perfectly with the needs of today's AI providers managing large-scale, data-intensive workloads. For instance, OCP's focus on modular designs, such as disaggregated servers, allows businesses to upgrade components independently, reducing waste and capital expenditure. The use of standardized, commodity hardware from a more diverse array of vendors also lowers procurement risks and costs compared to proprietary systems. For vendors, contributing to or building OCP-compliant hardware can attract cost-conscious customers, such as cloud providers, expanding market opportunities.

3. Collaboration and Influence in the Ecosystem

Membership in OCP enables businesses to collaborate with industry leaders like Meta, Microsoft, Google, NVIDIA, Intel, AMD and Arm, fostering partnerships and knowledge-sharing. Take for example an AI neocloud provider, this means staying ahead of trends in fast-moving AI infrastructure, such as optimized cooling systems for high-density GPU scale-up designs that are heading to 1MW-powered racks. Many of the world's smartest engineers in these fields are sharing, listening and learning from each other about such challenges and solutions in the OCP [Projects](#) or the OCP's [Open Systems for AI](#) meetings, mailing list, and workshops. Vendors can contribute to OCP specifications, positioning themselves as thought leaders and influencing standards to align with their products. This involvement enhances brand visibility and credibility, making it easier to attract clients who value OCP-recognized solutions for their scalability, efficiency, sustainability, reliability and open interoperability. While participation is open to all, leaders on the OCP Board, Advisory Board, Steering Committee, Projects, Sub-projects and Workstreams must be members.



4. Sustainability and Energy Efficiency

OCP emphasizes efficient and sustainable data center practices in its core tenets, such as liquid efficiency for liquid cooling, carbon awareness in manufacturing (from green concrete or IT hardware), heat reuse, and certainly energy efficiency such as data center PuE. These are critical for all kinds of data center operators, especially those managing resource-hungry AI workloads. By adopting OCP's energy-efficient designs, businesses can reduce operational costs and meet regulatory or customer demands for sustainability. For example, OCP's Open Rack ORv3 optimizes power distribution, reducing energy waste. Vendors supplying OCP-compliant hardware can market their products as eco-friendly, appealing to environmentally conscious organizations and gaining a competitive edge.

5. Interoperability and Vendor Neutrality

OCP's open standards ensure interoperability across hardware from different vendors, reducing vendor lock-in. Imagine an AI provider where this flexibility allows them to mix and match components from multiple suppliers, optimizing performance and cost with evolvability for the rapidly changing ecosystem. For vendors, building OCP-compliant hardware ensures compatibility with a broad ecosystem, increasing the likelihood of adoption by large-scale customers.

6. Market Expansion and Customer Trust

Membership in OCP signals a commitment to innovation and industry collaboration, enhancing a company's reputation. For vendors, offering OCP-recognized products can open doors to major cloud and neocloud providers as well as enterprise CIOs that derisk with open standards for their infrastructure as they balance hybrid / private cloud. AI neocloud providers can leverage OCP membership to assure customers of scalable, reliable, and future-proof infrastructure, fostering trust and long-term contracts. Co-lo providers can attract hyperscale and neocloud contracts by signalling that they are OCP Ready™.

7. Accelerated Innovation and Reduced Risk

OCP's global community provides networking opportunities, enabling businesses to expand into new markets or verticals as well as retain and attract key talent. By participating in OCP, businesses gain insights into emerging technologies, such as chiplets, liquid cooling or AI-optimized designs, before they become mainstream. This early access reduces the risk of investing in outdated or incompatible technologies. For AI deployments, OCP's focus on Open Systems for AI computing infrastructure ensures they can meet the demands of next-generation AI models. Vendors benefit by aligning their product roadmaps with OCP's collaborative innovations, staying competitive in a rapidly evolving market.

Summary

For a technology business like a vendor or AI neocloud provider, OCP membership offers a strategic advantage by providing access to cost-effective, scalable, and sustainable hardware designs, fostering collaboration with industry leaders, and enhancing market credibility. By leveraging OCP's open-source ecosystem, businesses can reduce costs, accelerate innovation, and position themselves as trusted partners in the AI and cloud computing landscape. Participation, but also membership not only drives operational efficiency but also aligns with the industry's shift toward open, interoperable, and environmentally responsible infrastructure.