

Scale smarter. Build without limits.

How the right cloud platform
can unlock growth opportunities



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CHAPTER 01

Introduction

Successfully scale your applications on the cloud

Welcome to the cloud guide for the builders – the visionaries and the doers in organisations looking for different ways to scale without compromising performance quality, range of service, cost optimisation and data control.

- ▶ Over the next few pages, we will reveal the challenges builders face from rigid hyperscaler cloud providers, then explore the strategies and solutions that will help your organisation succeed – with more flexibility and less limitations.
- ▶ We call this: **difference that scales.**





About OVHcloud

A global cloud player and the European Cloud leader, committed to creating an open, reliable and trusted cloud. We deliver public and private cloud products, shared hosting and dedicated server solutions in 140 countries worldwide.

About AMD

The world's high performance and adaptive computing leader, AMD partners with OVHcloud to deliver exceptional processing power and performance for OVHcloud's next generation of services.

CHAPTER 02

Global challenges to scaling

Ambitions are big

Even in today's tough business climate, small and medium-sized enterprises aren't slowing down when it comes to investing in IT and cloud infrastructure. Business leaders are seeing it as an opportunity for transformation and long-lasting growth – and there is a growing call for tech vendors to take them seriously.

To manage growing workloads, and demands of customers for modern services and solutions, SMBs need the right cloud infrastructure in place to allow them to scale properly and accomplish their goals.

Because the opportunity is HUGE.



Build profit

SMBs who used cloud computing reported making **21% more profit**.¹



Boost momentum

Cloud infrastructure and services helped SMBs grow **26% faster**.¹



Increase revenue

SMBs who migrated to the cloud reported **11.2% YoY growth**.¹

¹Deloitte, Small Business, Big Technology – How the Cloud Enables Rapid Growth in SMBs

Common frustrations require uncommon solutions

With 90% of organisations looking to adopt a hybrid-cloud approach through 2027², and the public cloud expected to host 63% of SMB workloads³, scaling-up through cloud services is high priority for mid-market businesses.

But the common blocker? Ironically, it's the big hyperscaler cloud vendors themselves.

92%

of SMBs believe vendors do not act in the best interests of the mid-sized businesses.⁴

~1/3

of SMBs believe vendors focus on enterprise clients over smaller equivalents.⁴

² Gartner, IT Infrastructure, Operations & Cloud Strategies Conference

³ Foundry, Cloud Computing Survey

⁴ Mirus, Cloud Computing Challenges of Mid-market Organisations

It's clear a different approach is needed to enable SMBs to achieve their growth ambitions.

OVHcloud exists to be that difference – matching the same technical performance of the hyperscalers, but without compromising flexibility, security or transparency. In this way, our solutions give businesses the freedom and support to scale successfully.

Hyperscaler pain	vs	OVHcloud difference
Data sovereignty concerns		Full data control and sovereignty ensuring compliance
Vendor lock-in limiting strategy		Full flexibility, reversibility and interoperability
Hidden fees preventing cost optimisation		Transparent and predictable pricing
Performance considerations		Best price/performance ratio

“
Transparency of costs and invoices is important – we've seen a lot of customers coming to us with a huge bill with a breakdown of over 1,000 lines each referring to a cost that shouldn't be present. [Our fees are] all obvious and concrete to our customers so they can know ahead of time what will be the bill at the end of the month.”

Charbel Harb,
Global Sales Specialist,
OVHcloud

CHAPTER 03

Supporting the builders



Getting back to building

There is an increasing trend amongst the ‘builders’ in organisations – DevOps, System Admins, SREs, IT Leads – that expanding responsibilities and constant firefighting are taking them away from focusing on the immediate task: using the cloud to help their business scale and grow.

62%

DevOps surveyed say they deal with ‘scope creep’ – taking on more with less confidence that they can achieve what’s required.⁵

\$50K

per developer annually is being lost due to ‘context switching’, which is hampering efficiency and productivity.⁶

⁵ Harness, State of the Developer Experience 2024 report

⁶ Teamcamp, The Hidden Cost of Developer Context Switching





Builders need the right tools

To scale effectively, builders require solutions that prevent them from being stretched too thin and get them back to building. However, adopting cloud solutions that aren't suitable will only serve to exacerbate the problem, creating a never-ending cycle of knock-on effects that only put builders under greater pressure and strain.



If the cloud infrastructure isn't fit for purpose, technical debt, increased latency and costs can spiral out of control – all things that can derail business growth.

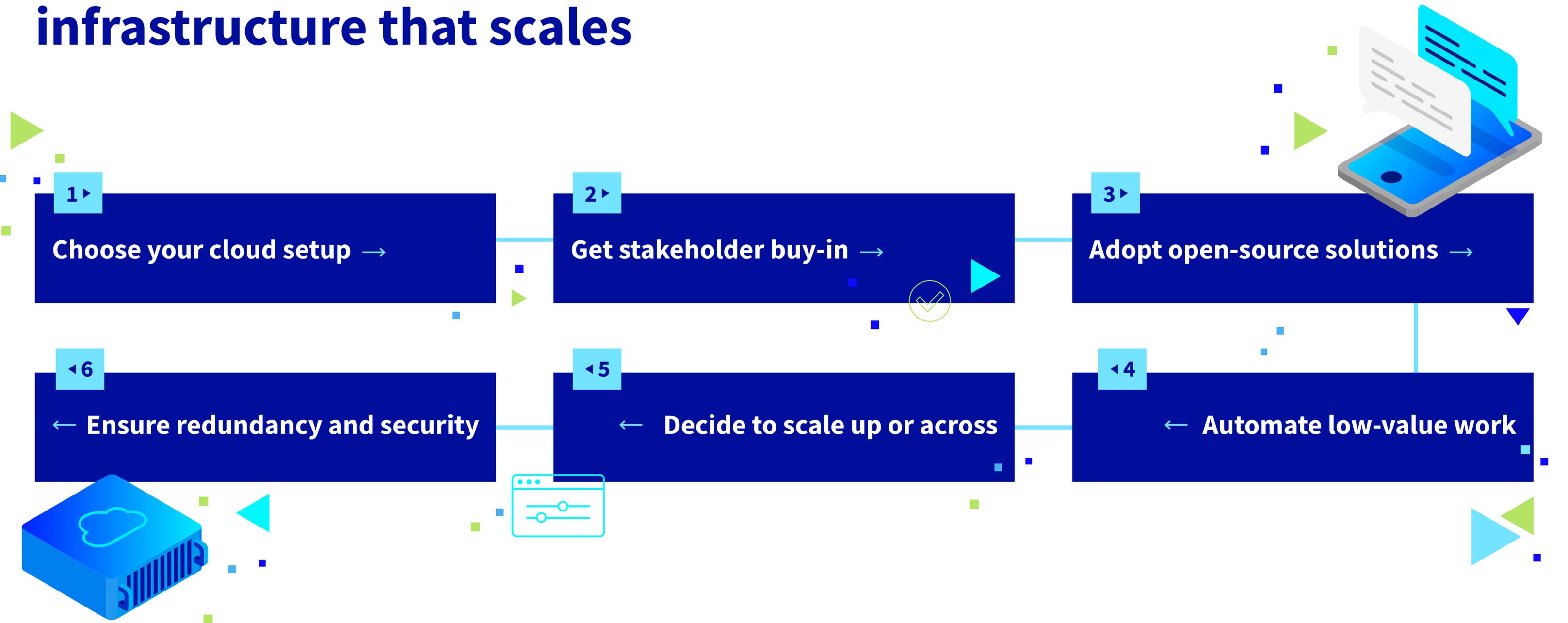
It's crucial that organisations adopt the right kind of cloud platform - but what does this look like? There's no 'out-of-the-box' answer here. The ideal cloud platform for a business is one that best serves the interests of optimising operations and sustaining growth.

CHAPTER 04

Build your scalable cloud



6 steps to building cloud infrastructure that scales



1 ▶

Choose your cloud setup

There are various cloud deployment models to take into consideration, each with different benefits depending on your resource requirements, budget criteria and data protection challenges.

Public cloud

With Infrastructure as a Service (IaaS) and Platform as a Service (PaaS) infrastructure and platform services to choose from, a public cloud solution adapts to your applications' needs, quickly scaling up or down depending on workloads.

Security is a priority, with the highest compliance and certification standards. Plus, with an infrastructure-as-code approach, you can automate your platform and focus on your software and accelerating improvements.

[Find out more](#)

Bare Metal

For workloads that need the best possible performance and efficiency, a bare metal solution could be beneficial.

Dedicated to your business with a high-availability infrastructure, your server can be delivered within minutes, and come with unlimited traffic and no setup fees. It can be configured as a dedicated cluster or be part of a hybrid infrastructure across data centres.

[Find out more](#)

Private cloud

By opting for a private cloud, you can flexibly customise your cloud environment with specific storage and custom features as you scale.

You can choose from predesigned hardware that is fully compatible with virtualization software, such as VMware & Nutanix, as well as the option of a BYO licence. If you choose a hosted private cloud, your dedicated hardware is fully isolated and managed, so you can concentrate on value-add activity.

[Find out more](#)

Hybrid cloud

Combining private and public clouds brings the advantages of both models to ensure responsiveness and stability for your scaling requirements.

Shared resources on public cloud enables workload flexibility, while hosting your sensitive or personal data in the private cloud can help you align with specific constraints or regulations.

[Find out more](#)

1 ▶ Which setup is right for you?

Selecting the right cloud setup for your organisation can be daunting. OVHcloud works with you to understand your scaling needs – advising, building and delivering solutions that are right for you and your growth ambitions. From hands-on support to technical guidance and access to communities, we’re here to help you get the most out of your scalable cloud solution.

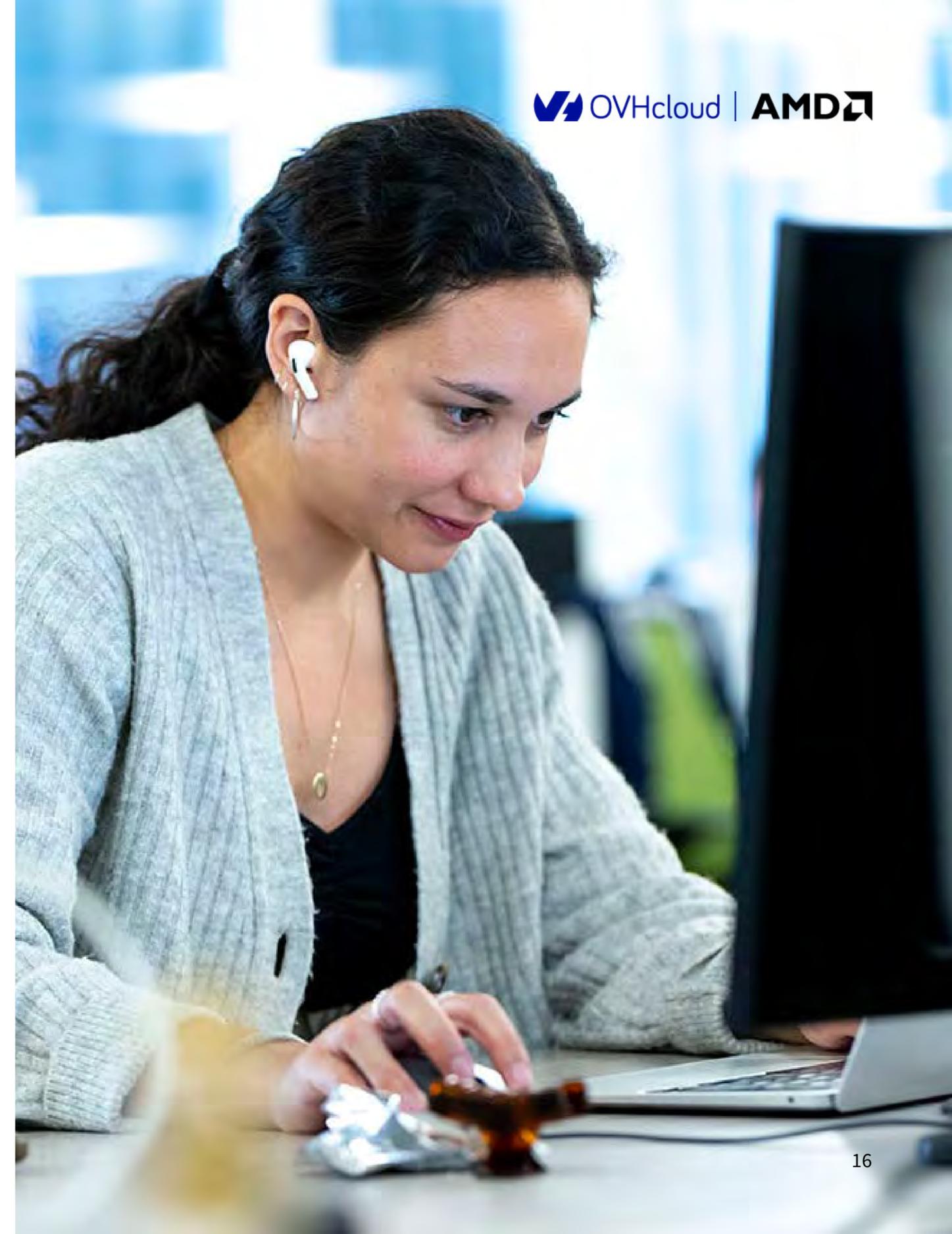


Spotlight Use Case

Floatplane, a streaming platform, reduced its provisioning time to ~5 minutes by adopting a hybrid model of bare metal infrastructure and public cloud products. This enabled the platform to scale on demand, as required by the workload.

“Using OVHcloud Public Cloud to build our hybrid cloud transcoding service has been really good for us. It allowed us to scale properly.”

Jonathon Beauregard II,
Infrastructure Lead at Floatplane



2 ▶ Get stakeholder buy-in

Building or evolving a cloud infrastructure is never just an IT challenge. All stakeholders must be part of the decision-making journey. This will ensure your scaling needs are aligned with your various business needs.

Potential stumbling blocks

Resistance to change – Stakeholders may not yet see the value of a cloud infrastructure that is managed outside your organisation. They may not understand how it allows teams to focus on your core business and not server administration – with maintenance, technical issues, updates, monitoring and security all taken care of.

Lift and shift – Many organisations push for shortcutting cloud migration with an approach that simply shifts their applications and data to the cloud without changing how they are built or work. This can cause performance problems and issues with scalability.



How to align business expectations

Communicate across departments – From the outset, talk about the benefits of cloud infrastructure across the teams of your organisation, including IT, finance and operations. Discuss and jointly agree on what success looks like, ROI, the timescales involved and set expectations.

Map the rollout – Cloud migration doesn't have to be done all at once. Phased stages can be beneficial for test and learn, minimising disruption and potential operational challenges.

Invest in training – Managed cloud services can do a lot of the heavy lifting, but it's wise to invest in training. OVHcloud offers a wealth of guidance with onboarding programs, partner programs, self-service documentation and customer support so your teams have the right knowledge to make better decisions.

3▶

Adopt open-source solutions

When it comes to an effective, scalable cloud strategy, you can't beat the flexibility and resilience of open-source solutions. Their interoperable and reversible advantages are what allow businesses to grow 'their way'.

Open-source, open opportunities

With open source, developers can tailor solutions to a business's specific use case, making integration with existing systems seamless. Also, they can avoid the lock-in challenges associated with a mono-cloud approach and benefit from:

- ▶ Quick and easy switching between frameworks – perfect for agile, scaling businesses.
- ▶ Zero egress fees being paid for the transfer of data.

What to look for

When choosing a cloud partner, check their approach and whether they are committed to open source concepts that offer a genuine no-lock-in strategy. Since 2012, OVHcloud has built on the 100% open source OpenStack platform and constantly strives to offer a fully reversible and interoperable public cloud, as well as a host of other services.



4 ▶ Automate low-value work

A big pull for adopting a cloud strategy is that it can free time for your teams to focus on the important aspects of scaling your business, and not with day-to-day server management, maintenance and continuous workload operations. Managed cloud services take care of all the heavy lifting, ensuring up-to-date, secure and smooth-running functionality.

What does a managed service look like?

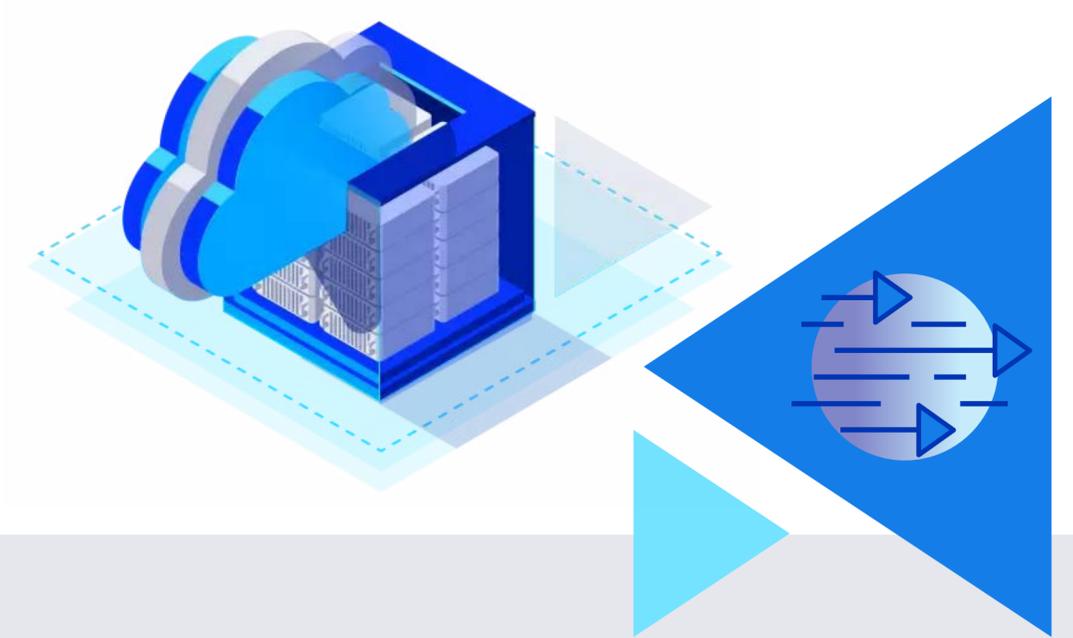
Examples would be a **Managed Cloud Database** or the **Managed Kubernetes Service** from OVHcloud. With initial setup, backups, scalability, and robust security measures all done for you, your teams can spend their valuable time developing your digital products.



5 ▶

Decide to scale up or across

There are two options to consider when thinking about how to deliver scalability – horizontal scaling and vertical scaling. But what’s the difference?



1. Vertical scaling

Otherwise known as scaling up, this describes adding more resources to a system – specifically upgrading CPUs to give servers more processing power – so that they meet the demand of customer workloads.

You can find the processing power for your needs with various sizes of AMD-based cloud instances across the OVHcloud portfolio, with AMD EPYC Processors delivering the best ratio of performance, energy efficiency and scalability.



2. Horizontal scaling

Instead of making individual pods more powerful, horizontal scaling adds more pods to distribute the workload. This allows the system to grow almost indefinitely, unlike vertical scaling which is limited by the capacity of a single machine. Spreading workloads also increases resilience – if one node fails, others can step up and handle the traffic, and sudden demand spikes can be easily accommodated.



Can scalability be automated?

Managed Kubernetes Services from OVHcloud can handle much of the horizontal scaling automation for you, using Kubernetes’ Horizontal Pod Autoscaler (HPA), which adjusts the number of pod replicas based on resource usage metrics like CPU, memory, or custom application metrics.

6 ▶ Ensure security and redundancy

With increasing volumes of sensitive data in the cloud, data sovereignty and server redundancy are a huge challenge.

The risks of interference from non-European governments on cloud service providers have been widely recognised, and organisations should consider whether their cloud provider is compliant with European regulations to ensure data security.

How to secure sovereignty

Choosing a sovereign cloud is an essential step as it gives your business:

- ▶ **Data sovereignty** – You control which regulations apply to your data by selecting the location of your data.
- ▶ **Technology sovereignty** – You control which technologies operate in their service, with full reversibility and no vendor lock-in.
- ▶ **Operational sovereignty** – You control the personnel, processes and infrastructure that hosts your data.

As a global cloud player and the European Cloud leader, OVHcloud gives customers full control over their data. With 44 datacentres across four continents, customers can choose a preferred location and jurisdiction for data storage and operations. Additionally, OVHcloud does not compete with its customers or use their data to train its AI models.



How to ensure redundancy

Equally as important is server redundancy, because it mitigates the risks of system failures and prevents service disruptions. These outages can lead to lost revenue from interrupted transactions, employees unable to work, and potential damage to data integrity.

OVHcloud offers 99.99% availability across 3 independent Availability Zones to ensure on-going resilience rerouting traffic if a server fails so you can keep your apps online. Additionally, by owning every layer of our 100% open source OpenStack platform, we can deliver seamlessly to customers.

CHAPTER 05

Ready to scale



Scale. Succeed. Repeat.

With the right scalable cloud platform in place, your organisation can:

- ▶ Reduce technical debt
- ▶ Simplify complexity
- ▶ Maximise performance
- ▶ Optimise costs
- ▶ Keep control over data



How OVHcloud and AMD can help:

Performance

OVHcloud has a global, flexible portfolio of scalable solutions that enable you to pursue growth, from first deployment to multi-cloud environments – with the best price to performance ratio on the market. AMD partners with OVHcloud to deliver the best performing multi-core CPUs, ensuring robust performance for the next generation of services.

Price

A fair and transparent pricing policy of only paying for what you use means that you can confidently budget for upcoming costs, with no hidden surprises. Plus, AMD processing technology keeps energy consumption and overheads low.

Control

Protecting your data and its sovereignty is our priority. Your data will always remain your data, giving you complete control over who can see and use it. By being built to specific regional and national laws, our sovereign cloud also makes regulatory compliance much simpler and straightforward – like it should be.

Freedom

OVHcloud and AMD solutions give your organisation the freedom to perform at your best – no limitations, no holding you back. Simply the ability to scale your way – and succeed every time.

Discover how a scalable cloud can power business growth

Start your scaling journey today – find out more about how scalable cloud solutions can build ongoing success.

[Visit our online hub](#) for articles, use-cases and product information.



Explore over 50 public cloud infrastructure services.

[Find out more](#)



Private cloud solutions that deliver optimal data security.

[Find out more](#)



Discover the best dedicated bare metal server for your business applications.

[Find out more](#)

“
With OVHcloud, we have found the right partner who shares our values in terms of service orientation, reliability, and highest quality and security. OVHcloud provides us with the right set of solutions to create affordable cost models, elastic scalability, higher performance and flexible managed services for our customers.”

Patrick Tkalcic, CEO, IAMDS

