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Customer Case Study

RTB House deploys OCP infrastructure in maincubes' AMS01 data center with Circle B

RTB HOUSE =



Global AdTech/MarTech company RTB House operates four data hubs to cover the world with its deep learning powered ad-buying engine. It has two data center locations in the U.S., one in Asia and one in Europe. maincubes' AMS01 colocation data center in Amsterdam Schiphol-Rijk has been selected for RTB House's European data hub and its retargeting technology in the European market. OCP Solutions Provider Circle B, a service provider specializing in Open Compute Project (OCP) infrastructures and part of the Taurus Group, is now managing the OCP-infrastructure for RTB House at this location.

About RTB House and Circle B

Founded in 2012, RTB House is a global AdTech/MarTech company with more than 500 specialists working in offices all around the globe – in New York, London, Warsaw, Singapore, Tokyo, Istanbul, Dubai and Moscow. Its unique, proprietary ad-buying engine is powered entirely by deep learning algorithms. This enables advertisers to achieve significantly augmented results with their online advertising. RTB House is a highly innovative AdTech/MarTech company with an in-house R&D team.

As part of the Taurus Group family of brands, Circle B is an official OCP Solution Provider focused on delivering advanced OCP solutions to companies in the European market. Circle B's managed ser-

vices activities consist of IT infrastructure deployments including racks, power supplies, servers, storage, switches, as well as implementing and maintaining software-defined networking capabilities. As a conglomerate of traditional and value-added distribution as well as systems integration companies, Taurus Group has offices located in the Netherlands, Belgium, and Germany. It has a total annual turnover of EUR 170 million.

Fast global growth

RTB House has been ranked 37th and 23rd in Deloitte's Technology Fast 50 and the Financial Times 1000, respectively in 2019 and 2020. As a major player in the AdTech/MarTech field, the company was interested in a more scalable infrastructure to handle their cloud/application workloads. They were looking for a quote, after which Circle B exchanged technical specifications with the AdTech/MarTech innovator and discussed their specific requirements. RTB House chose to move slowly towards OCP hardware as it offers much higher efficiency and lower operating costs compared to other white boxes.

RTB House was already utilizing an Amsterdam data center for its European data hub, but this data center was unable to accommodate RTB House's OCP-ready equipment. Circle B then advised them to choose maincubes' AMS01 data center in Amsterdam Schiphol-Rijk.



“Consequently, we introduced them to maincubes who helped them to connect to multiple Network Partners which are present at the maincubes’ AMS01 facility,” said Menno Kortekaas, Technical Director at Circle B. “Our strong relationship with maincubes and our ability to deliver an end-to-end OCP solution while responding quickly to RTB House’s innovative needs obviously made them decide to work with us.”

Colocation Space, OCP Racks, Testing

RTB House needed data center colocation space that is specifically designed for OCP racks and hardware. As maincubes maintains a flexible approach in its Amsterdam facility while facilitating all sorts of innovative technologies including OCP and immersion liquid cooling, RTB House was offered the ability to move into a custom-designed, OCP-enabled data center hall. It also provides them with the ability to make use of the European OCP Expe-

rience Center that is located in maincubes’ AMS01, a joint initiative between Circle B, maincubes and Rittal. This experience center can be used by colocation clients to test new ‘OCP Accepted’ and ‘OCP Inspired’ data center and telco solutions.

“There are many advantages to Open Compute Hardware,” says Marek Grzybowski, Head of Infrastructure at RTB House. “Next to its modularity, flexibility and high-scalability, it also brings us energy-efficiency and easy maintenance. In addition, its open specifications allow for better understanding of the underlying components and using the hardware’s full potential. maincubes and Circle B have been providing us with OCP-enabled colocation space and a flexible approach towards setting up our racks, rack loads, rack heights and the power density in our data center hall. With our deployment in maincubes’ AMS01, we can further scale our OCP-based IT infrastructure on a European level.”



Through the European OCP Experience Center in maincubes' AMS01, RTB House was able to remotely use four OCP servers beforehand and test their deployment scripts. They were also able to test their Linux installation remotely in the OCP Experience Center.

"We can test CPUs and benchmark real data center environments in this setting," Mr. Kortekaas added. "We don't have to worry about the room getting too hot or other restrictions you would encounter in a traditional colocation data center environment. It's a regular operating data-center-in-a-data-center, fully focused on the OCP experience. It caters to the needs of companies with heavy cloud workloads that require a more flexible, scalable and efficient infrastructure to give them reduced operating cost. Companies operating into AdTech/MarTech and FinTech, who are ready to adopt the growing OCP technology for their business, can always, like RTB House, get remote access from Circle B for testing their workloads."

Requirements of RTB House

- Carrier-neutral data center in Amsterdam, with ample network choice
- A European OCP Solution Provider able to setup and operate OCP infrastructure
- A data center equipped to accommodate Open Compute Project (OCP) hardware
- Maintaining a flexible approach towards custom OCP deployment needs
- High-scalability options for the colocation environment
- The ability to vary power density and capitalize on custom requirements

The Solution Delivered by Circle B and maincubes

RTB House was looking for a carrier-neutral data center in the Amsterdam area with a highly flexible approach towards the innovative and high-scaling needs for their global AdTech solution. It also required a European OCP Solution Provider to realize the setup and manage their OCP infrastructure reliably and efficiently. maincubes has offered RTB House a dedicated OCP-enabled data center hall in its Amsterdam AMS01 facility in Amsterdam Schiphol-Rijk. The colocation space is fully adapted to RTB-House's custom OCP technology requirements.

Initially, Circle B offered RTB House remote access to the European OCP Experience Center located in maincubes' AMS01 data center. It allowed the AdTech/MarTech company to do some testing with their workloads. Now, RTB House has chosen to move slowly towards OCP hardware, as it offers them much higher efficiency and lower operating costs compared to other white boxes. Circle B has successfully finished the setup of the equipment while it is also responsible for managing it on behalf of RTB House.