



# Building customizable server solutions that deliver high performance at low prices.

How **Hetzner Online GmbH** uses Lenovo ThinkSystem servers with AMD EPYC™ processors to build a high-performance, energy-efficient cloud infrastructure that offers customers excellent value for money.

Lenovo Infrastructure Solutions  
for The Data-Centered

Lenovo

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## Background

Hetzner Online is a leading web hosting provider and data center operator based in Gunzenhausen, Bavaria, Germany. Since 1997, the company has provided individuals and businesses with dedicated and shared web hosting, virtual private servers, managed servers, domain names, SSL certificates, and cloud solutions at competitive prices.


Through a combination of stable technology, attractive pricing, and flexible support and services, Hetzner Online has continuously strengthened its market position both nationally and internationally. Today, it is one of the largest cloud service providers in Europe, and owns and operates three data center parks in Germany and Finland.

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## Challenge

Hetzner Online prides itself on offering high-quality services at competitive prices. The company is also well-known for the wide variety of hosting configurations on offer, from shared hosting and managed servers to unmanaged virtual and dedicated servers. To deliver the best possible price-performance ratio, the company builds the majority of its dedicated server models in-house using select components from several hardware manufacturers.

Markus Schade, Head of Cloud Services at Hetzner Online GmbH, takes up the story: “We assemble our own white-box servers as it gives us greater control over the build. Partnering with world-leading hardware vendors ensures the highest level of quality. And we are always looking to take advantage of the latest technologies to provide customers with new and unique server configurations.”



“We strive to continually develop and optimize our products and services. We listen to our customers’ feedback so we can create products that are both practical and innovative.”

**Stephan Konvickova**  
CEO, Hetzner Online GmbH



## Why Lenovo? Proven technology with leading price-performance.

Hetzner Online has used Lenovo infrastructure components in its data centers for many years. Based on this positive experience, the company chose to work with Lenovo when it embarked on a major cloud platform expansion project.

“We’ve always been impressed by the high standard of Lenovo hardware, both in terms of build quality and price-performance ratio,” says Schade. “Lenovo is also very flexible when it comes to stock orders. The Lenovo team are just as happy to ship out barebone servers and individual components as they are fully assembled models—they are always very accommodating to our needs.”

He adds: “Lenovo’s range of AMD-based rack servers deliver next-generation performance, and AMD’s innovation leadership was another key deciding factor.”

## Creating cost-efficient, customizable servers.

Hetzner Online worked closely with Lenovo to determine which products were the best fit for its cloud infrastructure before selecting Lenovo ThinkSystem servers equipped with AMD EPYC™ processors.

The company uses single-socket Lenovo ThinkSystem SR635 servers and dual-socket Lenovo ThinkSystem SR645 servers—both powered by AMD EPYC™ 7002 “Rome” family CPUs—to create customizable solutions for customers. The combination of Lenovo HDDs, SSDs, and memory with AMD EPYC™ processors delivers high compute performance as well as enhanced memory and throughput capabilities.



“We believe that AMD EPYC™ processors and their good price-performance ratio are the ideal choice for our needs.”

**Markus Schade**

Head of Cloud Services, Hetzner Online GmbH

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## Results

Today, Hetzner Online uses Lenovo ThinkSystem SR635 and SR645 components and AMD EPYC™ CPUs to build its own servers designed for maximum efficiency.

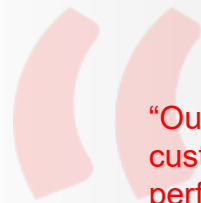
“We tailor the systems to meet each customer’s specific workloads and needs,” says Schade. “Our AMD-powered systems are in high demand, as customers rush to take advantage of enhanced CPU performance—particularly those using their servers for virtualization, AI, and big data storage.”

The Lenovo server platform powered by AMD boasts high core count and ultra-fast memory speeds, slashing energy consumption and reducing total cost of ownership.

Schade confirms: “It’s a win-win situation. Lower procurement and operating costs of the AMD-powered Lenovo servers reduces our TCO. We then pass on those savings to customers, so they get a better deal too, making our services even more attractive.”

**HETZNER**

- ✓ **Lenovo ThinkSystem SR645 increased Hetzner Online’s performance by up to 100% at the same energy costs**
- ✓ **Lenovo ThinkSystem SR635 offered Hetzner Online the same performance as other CPU vendors while reducing energy costs by 35-50%**
- ✓ **Reduced Hetzner Online’s TCO by up to 30%**



“Our partnership with Lenovo and AMD enables us to create customizable servers that meet our customers’ requirements: high-performance, energy-efficient cloud services at affordable prices.”

**Markus Schade**

Head of Cloud Services, Hetzner Online GmbH

## What will you do with Lenovo ThinkSystem solutions?

The Data-Centered deliver customizable, cost-efficient cloud services with Lenovo smarter infrastructure solutions, powered by AMD.

[Explore Lenovo ThinkSystem Solutions](#)



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