



HARDWARE UPDATE

Houston data center plugs in sustainable upgrades

Mike Damante Mar 14, 2024, 1:09 pm



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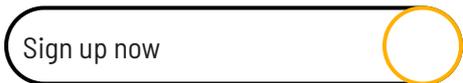
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The hardware upgrades more than “double the effective horsepower of DUG’s Houston data center.” *Photo via dug.com*

An Australia-based company has launched a major upgrade of its Houston data center with sustainability in mind.

[DUG Technology](#) announced it's increased the company's high performance computing (HPC) capabilities and also reinforced its commitment to sustainable innovative technology. The company announced its latest investment in 1500 new AMD EPYCTM Genoa servers, which has 192 cores and 1.5 terabytes of DDR5 memory each. Quebec-based IT solution company Hypertec provided the immersion-born hardware.

“DUG’s decision highlights the unmatched technological advancements and superior performance of Hypertec immersion-born products, which are setting a new benchmark in



the industry," Hypertec's Patrick Scateni, vice president of global sales says in a news release.

Recently, DUG deployed 600 new Intel Xeon CPU Max Series machines, which are equipped with 128 cores and one terabyte of RAM. All of their existing servers had a RAM upgrade to 384 gigabytes. The hardware upgrades more than "double the effective horsepower of DUG's Houston data center," according to the company.

DUG initially [started construction on Bubba](#) in 2018, and chose Skybox Datacenters as the facility to put Bubba in after a global search. The [supercomputer landing in Houston represented](#) the largest data center transaction in the Houston area's history with Dallas-Fort Worth, Austin, and San Antonio having previously overshadowed Houston as hotspots for data center activity in the state.

"Houston was a natural choice," DUG's Managing Director Matthew Lamont previously told [InnovationMap](#). "Given the low cost of power and the fact that Skybox had the available infrastructure ready to go."

DUG's Houston facility was the DCD Awards winner of the 2019 Enterprise Data Centre Design Award. The upgrade of DUG's Houston-based supercomputer Bubba was opened with a ribbon-cutting ceremony by the Hon Stephen Dawson MLA, Minister for Emergency Services; Innovation and the Digital Economy; Science; Medical Research, during his "Western Australia: USA Connect" mission to the United States.

Also present for the announcement was Christopher Skeete, Minister for the Economy in the National Assembly of Québec. DUG joined the Western Australia (WA) trade delegation to Texas,

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led by Minister Dawson. The trade delegation looks to establish strategic connections through investment and trade with WA with a focus on the energy transition and green technology.

"It is very exciting to see our HPC capabilities scale in response to the increasing demand for our technology," Lamont says in the release. "The new hardware was purchased after extensive testing and our partners were chosen based on the unparalleled performance of their solutions. The Intel machines are already turbocharging our new MP-FWI Imaging technology, which is having a transformative impact on the way we process seismic data.

"Delivering unsurpassed imaging with rapid turnaround for our clients, it is a complete replacement for the conventional processing and imaging workflow," he continued. "The new Hypertec-supplied AMD machines are needed to accelerate delivery of both current and imminent projects, and to support the unprecedented demand we continue to see moving forward."

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Amber Heckler, CultureMap Mar 14, 2024, 11:02 am



TRENDING NEWS