

# Enabling business transformation in Saudi Arabia and beyond.

How **DETASAD** augmented its private cloud platform with Lenovo ThinkSystem servers, powered by 2nd Gen Intel® Xeon® Scalable processors, and Lenovo ThinkSystem storage, paving the way for growth into valuable new markets.

Lenovo Infrastructure Solutions  
for The Data-Centered



Lenovo

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## Background

DETASAD (Detecon AI Saudia Co. Ltd.) is a leading managed services provider with more than 38 years of experience. Employing 1,000 people, the company operates 38 IT facilities across the Kingdom of Saudi Arabia.

In the last three years, DETASAD has driven significant growth, with demand for its private and public cloud services rising by 900%. The company recognized a major opportunity to win more clients, and targeted an ambitious plan for international growth.

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## Challenge

Felix Thomas Wass, CEO & President of DETASAD, takes up the story: “We want to build on the success we’ve achieved in Saudi Arabia by helping organizations across the Middle East and Africa reap the benefits of our cloud solutions. We also saw an opportunity to enhance the value of our offering by enabling our clients to adopt cutting-edge technologies such as AI and the Internet of Things (IoT).”

As the growth initiative gained pace, DETASAD knew that the volume and velocity of data on its cloud platform would increase dramatically. To meet these requirements, the company decided to refresh its five-year-old IT infrastructure with a new, high-performance platform.

## Partners in growth.

After an in-depth evaluation of several enterprise-class IT vendors, DETASAD selected a solution based on Lenovo ThinkSystem SR630 servers, equipped with 2nd Gen Intel® Xeon® Scalable processors, Lenovo ThinkSystem DM7000F Unified Flash Storage Array, and Lenovo ThinkSystem NE10032O RackSwitch networking.

“What appealed to us most was the inherent flexibility of Lenovo ThinkSystem servers,” comments Wass. “Compared to other vendors, Lenovo offers greater scalability and value. And with each server featuring the latest Intel® Xeon® Scalable processors, we were confident that the Lenovo solution would ensure consistently reliable performance across our multi-cloud infrastructure.

“We were also very impressed with Lenovo’s storage offering. Not only does the ThinkSystem DM7000F all-flash array deliver top performance, it’s also simple to scale and easy to administer thanks to the built-in ONTAP data management software.”



## Why Lenovo? Future-ready solutions, expert support.

As well as providing DETASAD with a solution with integrated servers, storage and networking with one point of support,, Lenovo helped the company migrate its data to the new Lenovo infrastructure—including the company’s SAP, Oracle and Red Hat OpenStack Cloud platform-as-a-service (PaaS) solutions, along with its clients’ private and public cloud environments.

To help DETASAD maximize the value of its investment in the solutions, Lenovo is providing ongoing support and training for DETASAD employees.



“Lenovo is more than a vendor to us; they are a strategic partner willing to take risks, invest in new ideas, and help us grow and develop our business. We’re currently in the process of becoming an accredited Lenovo services provider, which will help us to attract new customers and deliver more value to our existing clients.”

**Felix Thomas Wass**  
CEO & President, DETASAD

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## Results

With Lenovo and Intel technology underpinning its services, DETASAD benefits from easy scalability—helping to drive future growth in Saudi Arabia and abroad.

“Since we moved to Lenovo solutions, we’ve improved our ability to scale our cloud operations across public, private, and hybrid architectures,” explains Wass. “Thanks to a standardized deployment model, we have improved our capacity planning, achieved greater economies of scale, and liberated our employees to focus on innovation.”

Lenovo servers have also helped DATASAD to improve the efficiency of its IT infrastructure, with energy consumption lower than its legacy hardware.

“Not only do Lenovo solutions help us to improve efficiency, they also enable us to deliver the best possible customer service,” says Wass. “For example, the performance of the ThinkSystem DM7000F storage enabled us to consolidate storage and improve the responsiveness of our customer services. We are now able to make new cloud environments and edge computing services available to our customers much faster than we would have been able to with our previous hardware, which helps to sharpen our competitive edge.”

Lenovo’s support reaches far beyond installation and migration. Lenovo regularly meets with DETASAD’s executives to explore how it can help support the company’s growth plans.



Improved scalability of cloud operations



Lower energy consumption than legacy hardware



“Lenovo are truly dedicated to helping us develop our technical capabilities and expand our solution portfolio, which will ultimately empower us to expand our market share. We’re looking forward to building on our partnership with Lenovo as we create new IoT and AI solutions, and empower more enterprises in the Middle East and Africa to enhance their business with cloud solutions.”

**Felix Thomas Wass**  
CEO & President, DETASAD

## What will you do with data center infrastructure solutions?

The Data-Centered helps businesses reap the rewards of cloud computing with Lenovo smarter infrastructure solutions, powered by Intel®.

[Explore Data Center Solutions](#)



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