

# DeepL dives deeper into our AI-optimised data center

**Technology has improved our ability to communicate with each other in ways unimaginable just 10 years ago. Although machine translation services like Google Translate have arisen to support this unprecedented growth in global communication, online translators are still largely inferior to human translators and are notoriously inaccurate. When asked to translate the word “amazing” into Italian, Google’s answer is “stupefacente,” which is more commonly used to describe narcotics, and more similar to the word “stupefying.”**

DeepL, a German-based technology company specialising in natural language translation, was created to develop a more advanced, deep neural network translation service that shifts language translation from stilted to natural.

## The Challenge

DeepL utilises advanced AI and neural network machine translation technologies to analyse and train its service. It needed power and compute to drive the 5.1 petaflop supercomputer that would serve as the translator’s brain. Supercomputers such as DeepL’s are power-hungry and require specialised HPC infrastructure and support to enable them to operate fluently. After evaluating the data center options in Germany, DeepL quickly concluded that it needed an HPC specialist provider, but German data centers have been slow to design and optimise infrastructure for these types of HPC workloads and lack the scalable power profiles needed to support them.

## The Solution

Verne Global and its Iceland location was an ideal fit. Verne Global’s team designed its industrial scale campus to specifically support HPC and intensive AI and machine learning applications. The campus is powered by Iceland’s abundant and reliable energy, and naturally cooled at no cost due to Iceland’s cool, temperate climate. Verne Global’s technical team is highly skilled at supporting HPC infrastructure and the applications deployed on it, and has built an enviable reputation for world class customer service.

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**We needed a data center optimised for HPC and determined that our needs could not be met in Germany. Verne Global’s Icelandic campus provides us with the scalability, flexibility and technical resources we need.**

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**Dr Jaroslaw Kutylowski**  
CTO, DeepL



## The Results



### Reduced cost

Optimising total cost of ownership (TCO) is important to any organisation. This is magnified within an AI startup business, where it is particularly vital that investment is allocated towards business-critical activities, such as developing the technology platform, and on delivering customer needs. To focus on these core areas, DeepL struck a partnership with Verne Global, which enabled the startup to grow incrementally within the data center, in line with customer demand. This approach, together with the long term, low cost power, and free cooling, has enabled DeepL to take advantage of an optimised data center solution at a 70% lower cost than available in continental Europe.



### Experienced operations support

While Verne Global's specialised infrastructure and Iceland's power profile were important factors in DeepL's decision to move its supercomputer, just as important was having access to an exceptional support team. Critically, Verne Global has established a world-class technical and operations team that is fully capable of supporting HPC hardware and application deployments, and achieves Net Promoter Scores well above the data center industry average.



### High performance and sustainability

Sustainability is also a key corporate metric for DeepL, and Verne Global's campus allows DeepL to significantly reduce the carbon footprint from its compute. At a time when companies around the world are evaluating how they can reduce environmental impact, DeepL is leading its industry in terms of limiting its reliance on non-renewable energy sources as it scales its data-intensive compute programs.



### The road ahead

DeepL already plans to further expand its capacities on the campus in Iceland: "This was just the beginning" says Dr Jaroslaw Kutylowski, DeepL's CTO. "We are growing daily and are happy to have found a partner in Verne Global with whom we can easily scale up at any time and who can implement our requirement without much lead time and at eye level."

If you're working with HPC and intensive, machine learning applications and need a partner who can provide an optimised environment along with world-class technical support, then speak to us at Verne Global and find out how we can help.

70%

HPC COLOCATION AT  
70% LOWER COST  
THAN CONTINENTAL  
EUROPE



We are delighted that Verne Global was the ideal partner for DeepL's computational ambitions. Our industrial scale campus in Iceland provides the perfect combinations of technologies and products to support even the most demanding HPC applications.



Tate Cantrell  
CTO, Verne Global