



2:1 server consolidation

supporting continued data growth, reducing power and cooling costs.¹

72% improvement

in performance per watt.²

“The Intel team helps us all the way from the beginning of a new product to implementation and production. Intel shares their roadmap and new technologies with us, and we get an opportunity to implement new technologies in our production environment. It gives us a chance to understand whether they’re right for us, and what savings we might achieve as a result of implementing them.”

Roman Podpriatov,
Deputy COO, VK

Reinventing Storage for Social Networks with Intel® Technologies

Social networking is hugely data intensive, with users viewing millions of videos and photos daily. VK, Russia's largest social network, modernized its tiered storage using Intel® Optane™ persistent memory, Intel® Optane SSDs and Intel® NVMe SSDs. To further optimize its storage and increase power efficiency, VK is deploying the Intel® Programmable Acceleration Card (Intel® PAC) with Intel® Arria® 10 GX. VK estimated the total savings at hundreds of millions of dollars and expects ongoing savings in space, power and cooling costs.³ As a result, the company has reduced its power and cooling costs. Diverting data from DRAM to SSDs and to Intel Optane persistent memory has enabled VK to cut the cost of its hot tier storage, while delivering the performance its customers need.

Products and Solutions

- [2nd Generation Intel® Xeon® Scalable processors](#)
- [Intel® Optane™ persistent memory](#)
- [Intel® Optane™ SSD Series](#)
- [Intel® PAC with Intel® Arria® 10 GX FPGA](#)

Industry

Cloud,
Social Media

Organization Size

501-1,000

Country

Russia

Learn more

- [Case Study](#)
- [Video](#)

¹ For more complete information about performance and benchmark results, visit <https://www.intel.com/content/www/us/en/customer-spotlight/stories/vk-storage-customer-story.html>