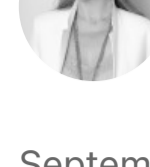


# AI Enabled Data Centers



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41 articles

September 22, 2023

I caught up with [Susanna Kass](#) in Antibes [Platform Markets Group](#) Platform Global.

Susanna is a computer science veteran focused on the data center sector, Energy Fellow at [Stanford University](#) and Data Center Advisor to the [UNSDG WORLD](#).

She chaired the impact and innovation panel on investing in AI and the future of data centers with [Jaap Zuiderveld](#), VP EMEA, [NVIDIA](#).

Susanna also chaired the sustainability strategies panel on how to mitigate emissions in digital infrastructure with [Jaime Comella Gómez-Aller](#) [AQ Compute - Data Centers](#) [Thierry Destruel](#) [EAE France](#) [STULZ](#) [Cadence Design Systems](#)

Jaap spoke on how AI will have a massive impact spurred by Generative AI 'aha moment', realising what we are able to do with that tech. He thought the ecosystem needs to start thinking way ahead as AI will be fast and forceful in its ability to predict what customers want to do.

I asked Susanna about the biggest innovation today in energy, sustainability and AI.

### AI technology, currently the biggest trending innovation

The biggest innovation that we have all experienced so far is AI technology. It has been a major disruptor in the human led digital transformation. At the same time, it is becoming one of the major trends that we are all experiencing. The technology has a rapid pace of human adoption which is unprecedented.

She gave some examples:

- Google acquired DeepMind in 2014 for \$500M. In less than 1 year, the savings that Deep Mind has given to Google has more than paid off the transaction.
- Microsoft bet big in AI, \$10bn to be specific, and integrated ChatGPT into Bing.
- Amazon has pivoted a \$90bn run rate company from cloud to AI.
- Meta have announced a multi modal AI model called SeamlessM4T which would be able to support 101 languages using AI from text to text, speech to speech, text to speech and speech to text in 101 languages in less than 2 minutes.

Susanna added that we are all experiencing this innovation and Nvidia is the engine behind AI. They built a platform that everyone in the world is using. Everyone who learns computer science learns Nvidia platform."

Nvidia, the American multinational chip maker recorded \$26bn in revenue this year. The dominant supplier of AI hardware and software and GPUs to data centers, is the main beneficiary of the AI boom.

Jaap spoke on the panel that "proximity to big tech clients provides insights on 'what is about to hit us all'. Everyone talks about AI. 90% is not AI in Nvidia view. Its an accelerated compute model, its 1 & 0 not a human with feelings."

As AI requests are using 17% more energy than cloud requests and hence more resources, I asked Susanna if she can foresee the environmental and societal impact of this rapid AI adoption.

### AI enabled data centers will also be renewable energy natives

The majority of AI enabled data centers have climate change in mind and will start using renewable energy, the infrastructure enabled by hydrogen, which give us water as a by-product. Unlike cloud data center which is still doing sustainability piecemeal. AI enabled DC right off the bat start with a net zero architecture.

### Data center segmentation: legacy, cloud and AI

I asked Susanna if she can foresee a segmentation of new data centers that are AI ready and those that are not and the impact of each.

"There is a distinct difference between the data center that is not cloud, we call them legacy, cloud data center and the new breed called AI enabled data center.

The impact we will see is the rack and chip density level, a rethink of the entire architecture in terms of having racks and chip. The AI cloud provider may find his way to carbon free energy."

### Women in tech: gender equality is a journey

On the role of women in tech and achieving equality, Susanna thinks that "gender equality is a journey not a destination. It's an awakening period with many moments of revelations realised by executives that having a more inclusive culture is better for everyone.

Studies show teams are highest performing when not a homogeneous group.

Companies have a greater financial outcome proven by many studies where women are represented at the board and leadership positions.

It is not about replacing a man with a woman. It is about being open minded to be inclusive and diverse and allowing somebody that is different from us."

### Video Interview Link

You can see the video interview here. Thank you for following, commenting and sharing.

<https://youtu.be/oJ8uOWFZLOM>

### Notes from the Editor

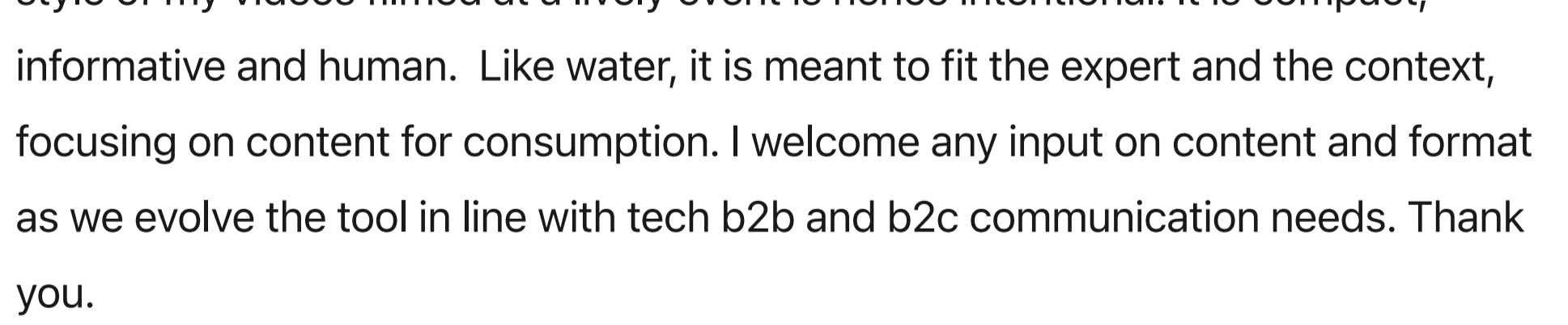
This interview is part of "Leader shaping a carbon free digital age" series of short video interviews filmed in Antibes and produced for PMG and thought leaders at Platform Global for information, education and inspiration.

The data center industry is a niche sector. However finding itself at the heart of conversations of public interest. The story now is how a main climate change stakeholder will pivot from being big energy user and pollutant to driving the energy transition. These are some of the angles for us as a communication partner that help produce stories for wider specialist and general audiences.

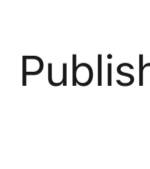
Taking people on the journey will be hugely beneficial when data centers become more visible and embedded within societies providing services not just data storage and compute, but contributing renewables to the grid and heating homes and swimming pools. When data centers will deploy CSR, people will know them and talk about them. They will also have these formational articles to fall back on.

This is just a start. More articles in this series will follow. Thank you to all who contributed. I look forward to more collaborations in future.

Worth noting that we got used to a prevalent type of 'engineered' corporate videos. Whereas there is a time and place for them, and I made a few in broadcast and agency!, it is also a prevalent perception that these highly engineered communication tools are increasingly less impactful. As more companies and audiences are seeking more authenticity and engagement, the style of my videos filmed at a lively event is hence intentional. It is compact, informative and human. Like water, it is meant to fit the expert and the context, focusing on content for consumption. I welcome any input on content and format as we evolve the tool in line with tech b2b and b2c communication needs. Thank you.



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Insights and trends from [Platform Markets Group](#) [#PlatformGlobal](#) in Antibes. [Susanna Kass](#) discusses the impact of AI, currently the biggest tech innovation, on data centers and the transition to net zero architecture. She also highlights the importance of women in tech and nvidia, the engine behind AI. Don't miss this informative video interview! Thank you for watching, commenting and sharing. [https://lnkd.in/e\\_xerMhT](https://lnkd.in/e_xerMhT)

👍👍👍 Dr Ekaterina Abramova and 12 others

### Reactions

