

Today I wanted to tell you about a company known all over the world. It is called OVH Cloud which means On Vous Héberge in French.

OVH is a server hosting company, an Internet service provider and a telecommunications operator for company, but OVH is mainly known for data hosting

"Fabriqué en France", or "Made in France" in English, is a label placed on manufactured products to inform the consumer about the place of manufacture, that's to say France.

This company can be characterized by the MADE IN FRANCE label because it is a French company, established in France and employing French people. This company does not offer MADE IN FRANCE products but MADE IN FRANCE services.

OVH goal is to give everyone the opportunity to achieve their ambitions. Thanks to their desire to create an open, reliable and sustainable cloud, OVH offers the freedom to build and create. The two major storage sites in France are the one in Strasbourg which caught fire 6 months ago and also the one in Roubaix in the North of France, which is the headquarters of this company. However, many other storage sites are present in the world, notably in Canada, the United States, Australia, Germany, Poland, the United Kingdom and Singapore, because for OVH Cloud, offering services in the country where your activity is carried out is a guarantee of confidence, security and performance. In all, 32 data centers on 4 continents. This company, which was founded 22 years ago, has managed to establish itself in Europe and become the European champion in data hosting.

The impact of this international company is considerable. The company has about 3,000 employees worldwide, including 1,000 in Roubaix, and 400,000 servers in production all around the world, including 130,000 in Roubaix alone. The strong growth of this French group led them to list OVH Cloud on the Paris stock exchange on the 15<sup>th</sup> of October 2021 with a valuation of 1.6 billion of euros.

Let's talk about ecology ! The components of data centres and the energy needed to run them raise questions about energy efficiency and sobriety:

Here we have the production chain of the server components revealed by OVH. At OVH, after being produced, the components are assembled, then mounted on rack. After being tested, they are transported to the data centres and then made available to users.

Like all industrial products, digital equipment follows a five-stage life cycle:

- extraction of the resources needed for its production,
- design of the equipment (often in Asia)

- transport to users (by boat, plane or truck)
- the use phase
- the end-of-life of the equipment (repaired, recycled or destroyed)
- Each of these phases generates various environmental impacts, including primary energy consumption, water consumption, toxicity and pollution (of air, water and soil), generation of greenhouse gases, etc.

The cooling system often represents 50% of a data centre's electricity consumption. It is therefore a major R&D item, that's why, different ways of cooling has been innovated for example the freecooling, the watercooling or the geocooling.

The water cooling works like that, the water is absorbed directly into rivers or sources. The servers are cooled by this water, it is not rejected after being heated by the servers, it remains in the cycle and then is cooled by the air, it allows to limit the consumption of water.

In addition, OVH is innovating to reduce its impact on the environment. In general, hosting computer servers requires energy, and every day they look for new ways to reduce this need, by optimising and innovating. Their watercooling system, which is used to cool their entire infrastructure, is one of the innovations that allow them to greatly reduce the energy consumption of their data centres.

In conclusion, OVH Cloud is now a global player and the European leader in the cloud. Despite the fierce battle against the big American data storage groups, OVH remains the European leader and intends to become the world leader. As we can see, OVH has more than 400,000 servers and nearly 1.6 million customers, almost all of them companies. OVH is also the European leader in the data storage market and made its IPO, which is an entry on the stock exchange, on 15 October last . This company obviously increase the economic performance of the north of France and shines throughout the world, promoting France.

We may actually ask to ourselves in what way the digitalization of our world increase the power and the importance of these company of data storage ? How to define their power, is it a soft power or a hard power ?