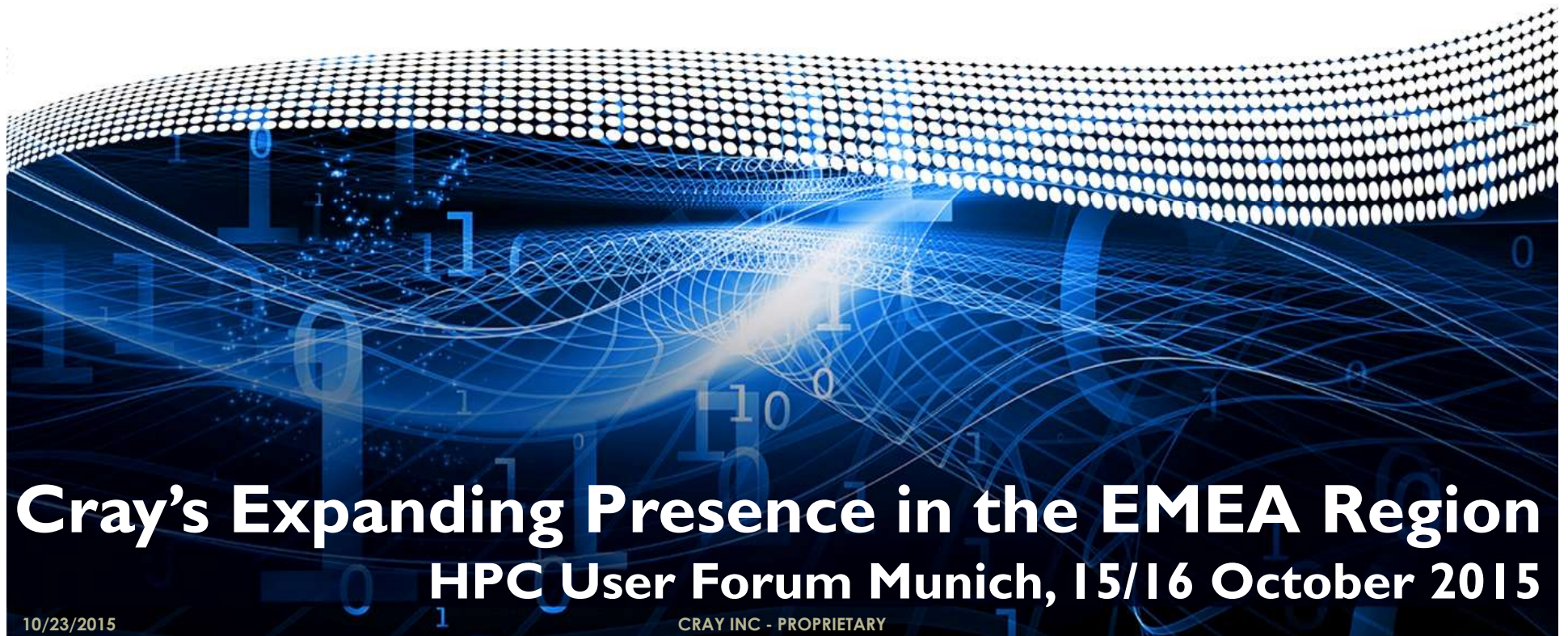




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# Cray's Expanding Presence in the EMEA Region

## HPC User Forum Munich, 15/16 October 2015

10/23/2015

CRAY INC - PROPRIETARY

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# About Cray



## Seymour Cray founded Cray Research in 1972

- 1972-1996, Cray Research grew to leadership in Supercomputing
- 1996-2000, Cray became a subsidiary of SGI
- 2000- present, Cray Inc. growing to \$562M in revenue in 2014
- Cray Inc. formed in April 2000



## Cray Inc.

- NASDAQ: CRAY
- Over 1,200 employees across 30 countries
- Headquartered in Seattle, WA



## Three Focus Areas

- Computation
- Storage
- Analytics

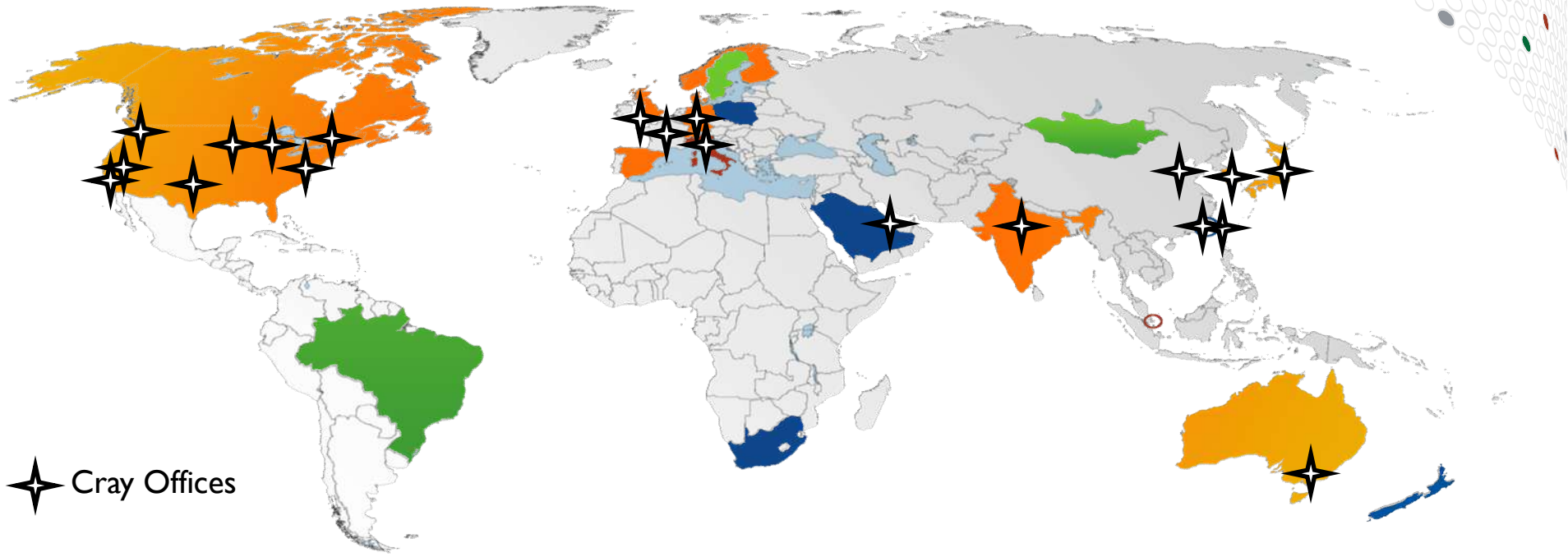


## Seven Major Development Sites:

- Austin, TX
- Bristol, UK
- Chippewa Falls, WI
- Pleasanton, CA
- San Jose, CA
- Seattle, WA
- St. Paul, MN

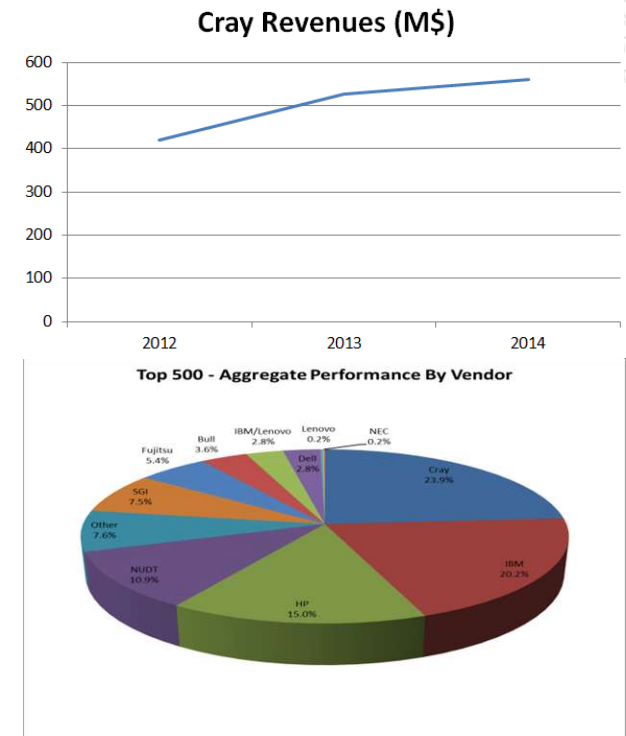
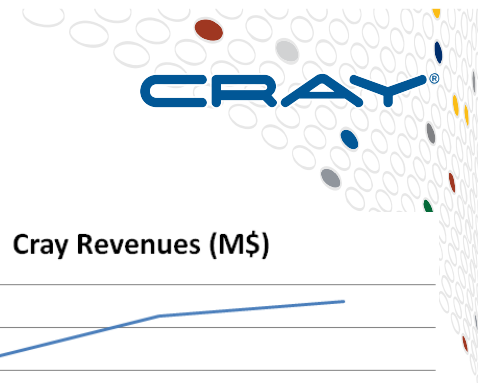
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# Cray's Global Growth



## Cray Global success

- Revenue: in 2014 Global revenue \$561.6M
  - EMEA accounts for 34%
- Staff: from 2005 to 2015 increased by 62%
  - Cray EMEA staff has increased by 111%
- Dominance in very large systems: top500
  - EMEA: CSCS, KAUST, Met Office ...
- New customer wins in Enterprise/Commercial
  - Energy, manufacturing, financial services



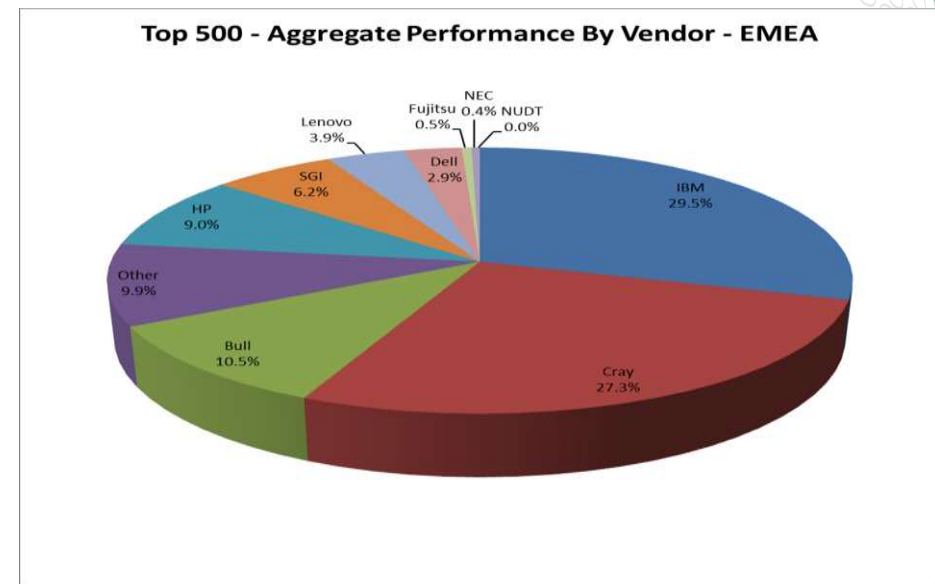
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## TOP500

CRAY®

- Worldwide Cray is a clear leader in performance, claiming a 24% share of installed total performance
- In EMEA: Cray delivered 27% of the total EMEA performance in the Top500
- Cray is the most focused solution provider in EMEA for the combination of big data and supercomputing
- Cray arguably the leader in high performance computing and storage solutions in EMEA



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# Cray Systems and Storage in EMEA

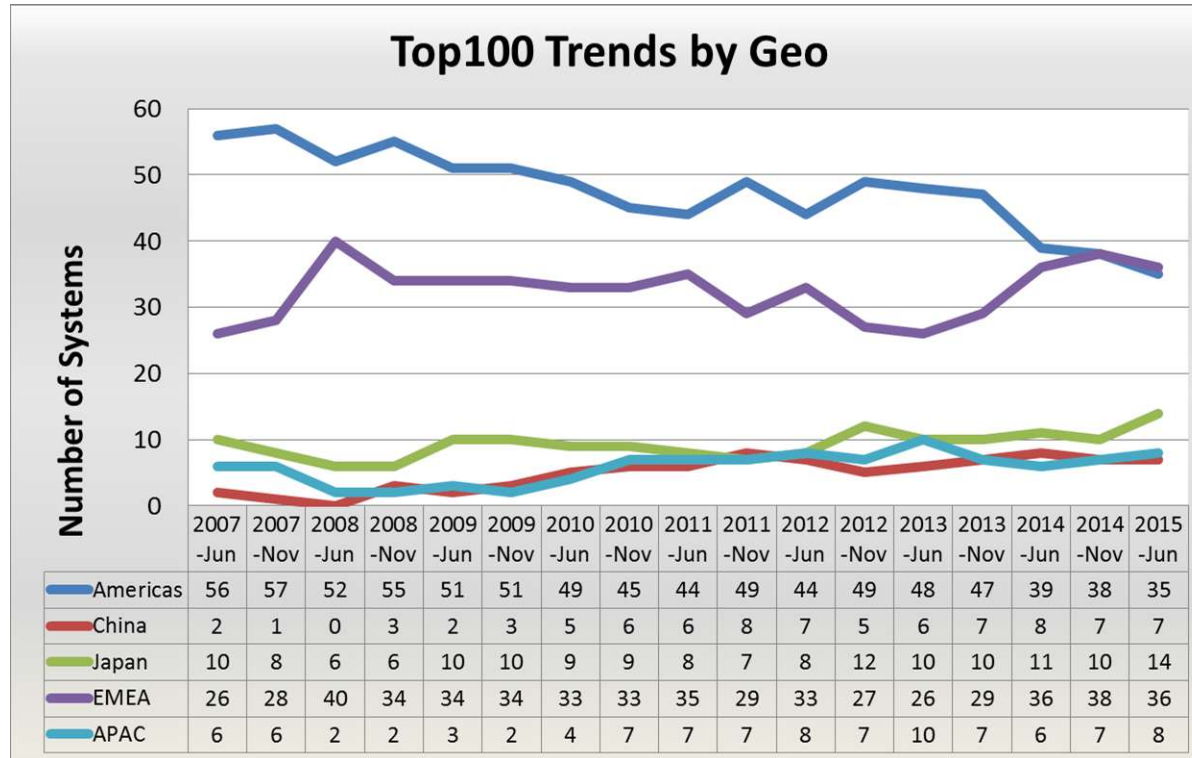
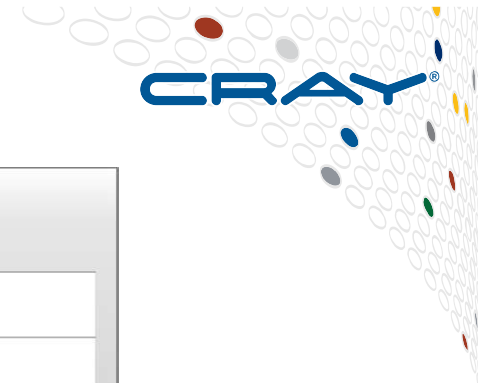


- **PGS, Largest Commercial Supercomputer**
- **“Shaheen II”- KAUST – Saudi Arabia**
- **Multiphase system - UK Met Office**
- **“Hornet” – HLRS - Germany**
- **“Beskow” - KTH/PDC – Sweden**
- **“Sisu” - CSC – Finland**
- **“Piz Daint” – CSCS - Switzerland**
- **“ARCHER” – EPSRC - UK**
- **“Gottfried” – RRZN/LUIS – Germany**
- **“Konrad” – ZIB- Germany**
- **DWD**
- **“Ventus” & “Anemos” – ECMWF**



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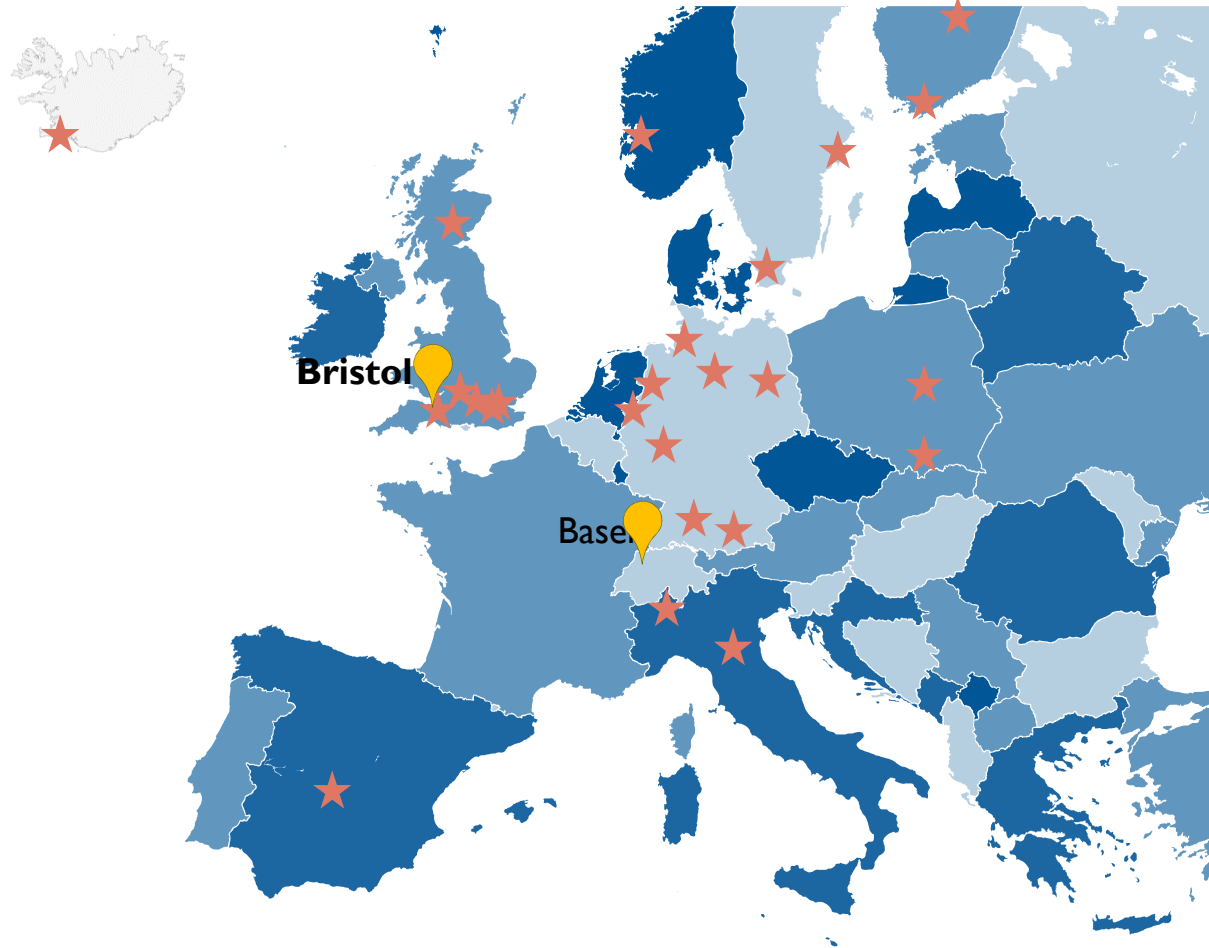
# Top100 – Number of Systems by Geography



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# Map of Cray Systems and Offices in EMEA



Cray EMEA has offices in  
**Bristol: EMEA Headquarters**  
(Sales, Service, R&D, G&A)  
**Basel: Field Office** (Sales, Service)  
**Dubai: Field Office** (Sales, Service)



# Recent History Cray in EMEA



## 2005-2008 :

CSCS's Cray XT3 Piz Palü

Cray wins \$85M contract for UK's HECToR

Cray EMEA Staff 37

## 2009-2011

Cray launches Exascale Research Initiative in Europe

University of Stuttgart/HLRS Places first WW order for a Cray XC Series

## 2012-2014

Cray acquires Gnodal & Expands R&D in Europe

Fastest System in Europe - Cray XC30 at CSCS "Piz Daint"

Significant wins at KAUST and Met Office

Cray provides 28% of all EMEA Top500 performance

## 2015

Cray HQ established in Bristol

PGS buys largest commercial supercomputer

MidEast Office opening

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**Formation of the Cray EMEA Research Lab**

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# Cray Builds Computational Tools that Help our Customers Solve the World's Most Challenging Problems

**CRAY**

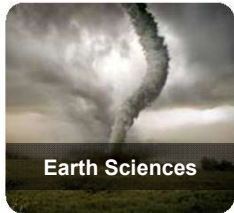
## Computation



## Analysis



## Storage/Data



Earth Sciences



Manufacturing



Energy



Chemistry and  
Life Sciences



Higher Education



Financial  
Services



Government and  
Defense

A Workflow Approach for a Data-Intensive World

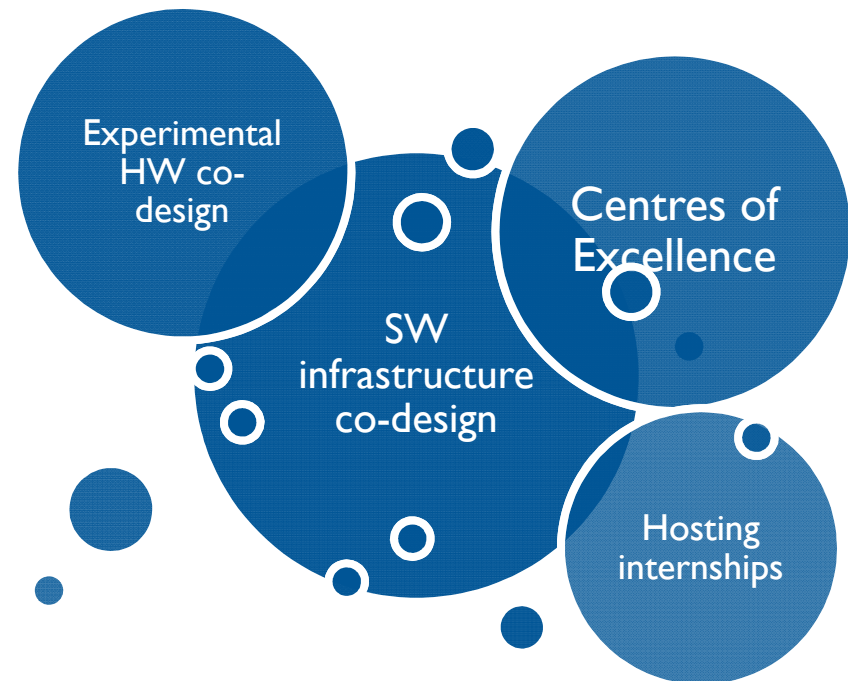
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## Cray EMEA Research Lab: Co-Design in EMEA



The Cray EMEA Research Lab has been created for deep technical and strategic engagements with customers in EMEA:

- Centres of Excellence
- Joint research projects
- Hosting of internships



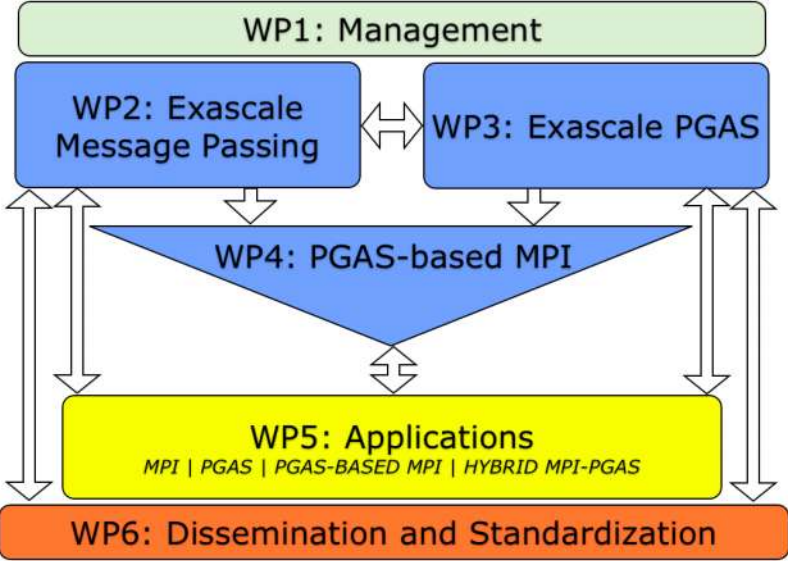
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# EPIGRAM

## Exascale ProGRAMming Models



- Addressing the main current limitations of programming models for exascale systems (Message Passing and PGAS) and providing prototype implementations for MP and PGAS concepts
- Exascale MPI
- Exascale PGAS
- Programming models for diverse memory spaces
- Exascale PGAS-based MPI
- Exascale-ready application



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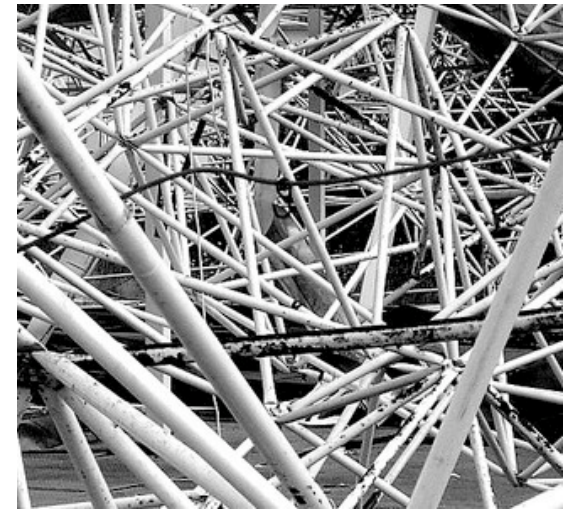




<http://www.epigram-project.eu>



- **EU FP7 Network: Exascale ProGRAMming Models**
- **Consortium has**
  - Leading European HPC centers
    - PDC/KTH, EPCC, CSC-Fi
  - Hardware partner
    - Cray
  - Communication model specialists
    - Fraunhofer, TU-Wien
- **Continues co-design approach**
  - Focussing on MPI and GASPI
  - 2 apps: Nek5000, iPIC3D
- **EPIGRAM builds on the CRESTA work**
  - Three year project, finishing in Sep. 2016



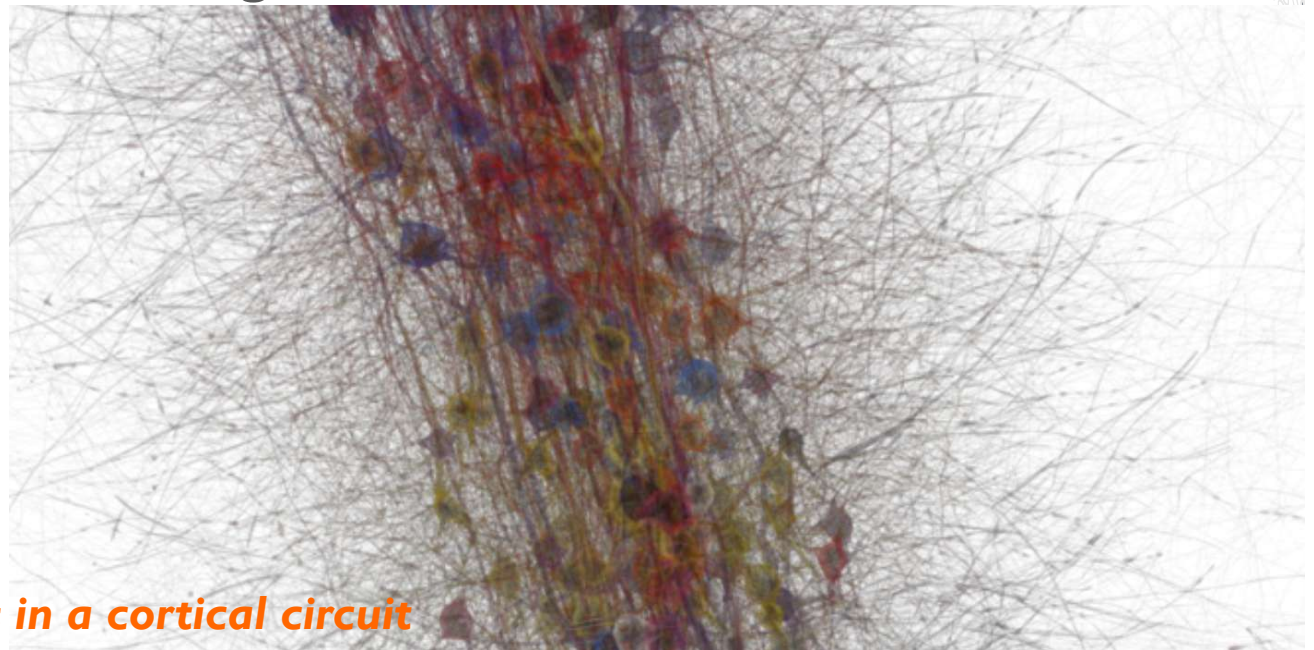
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## Human Brain Project: Co-design for a new application class

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- Develop a blueprint and prototype of a custom-designed system for neuroscientific grand-challenge simulations

- *Different memory/compute ratio than standard HPC*
- *Support super-massively parallel computation*
- *System designed for interactive simulation and visualisation*
- *Workload manager for complex scientific workflows*



**Visualisation of 1000 cells in a cortical circuit**

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## QPACE4 – Co-design for ARM technology exploration

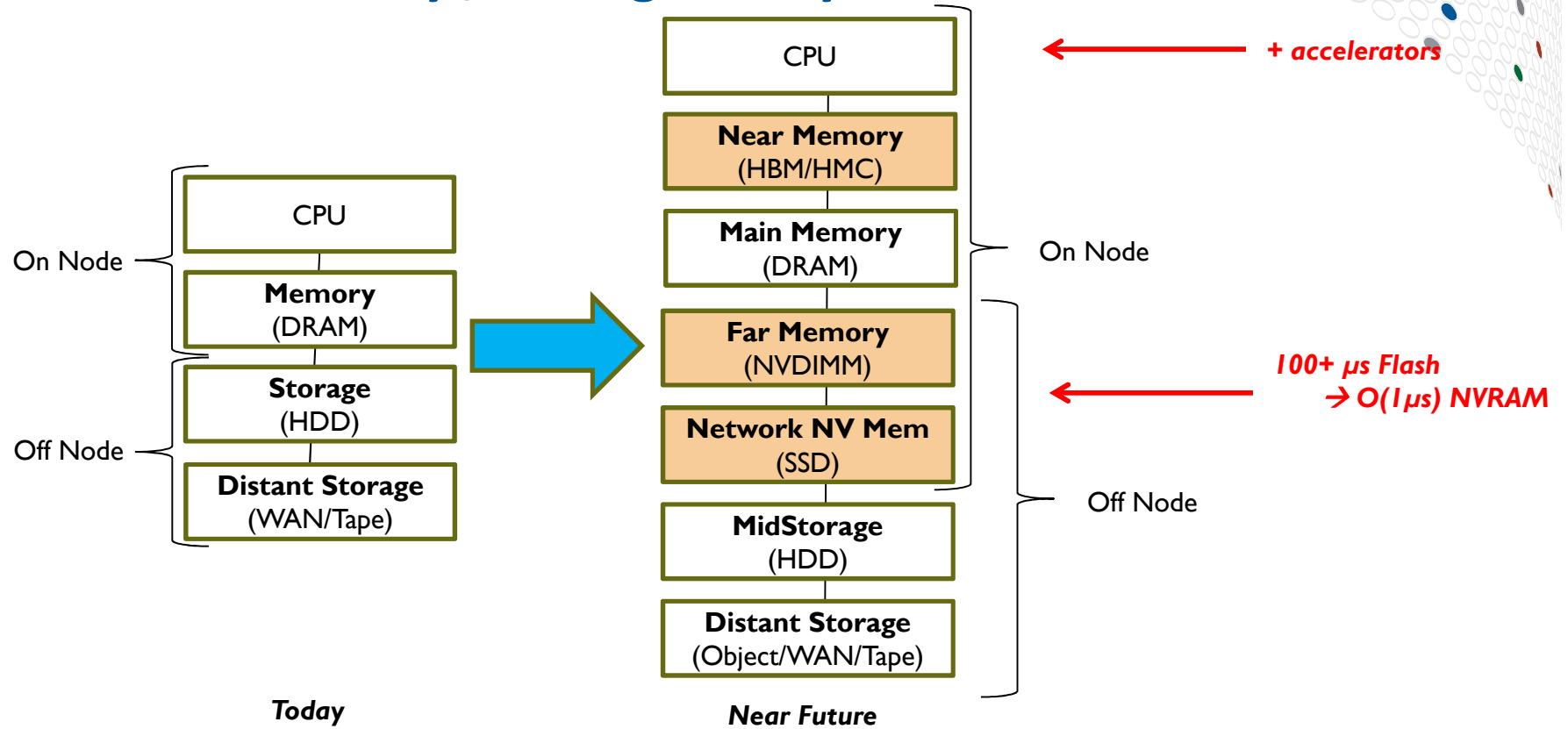
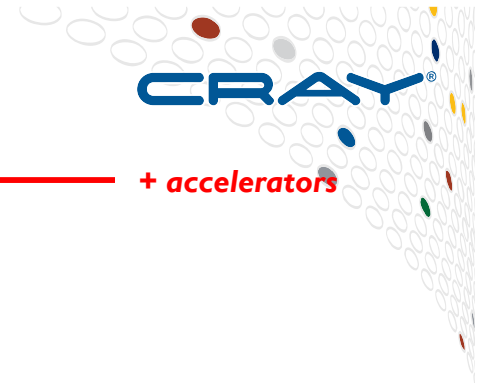
CRAY

- Cray announced at SC'14 that we will “[...] evaluate alternative processor design points, including the potential use of 64-bit ARM®”
- QPACE is a series of co-design projects of the Universities of Regensburg and Wuppertal for QCD codes
- The Universities and Cray plan to submit a proposal to the German Research Foundation evaluating 64-bit ARM with a prototype Cray SW environment
- CERL will temporarily host students of the Universities for the purpose of the project

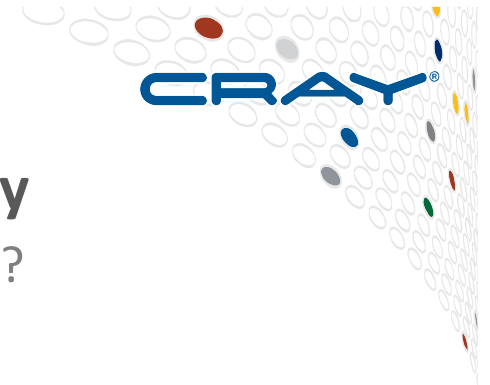


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# Trends in the Memory / Storage Subsystem



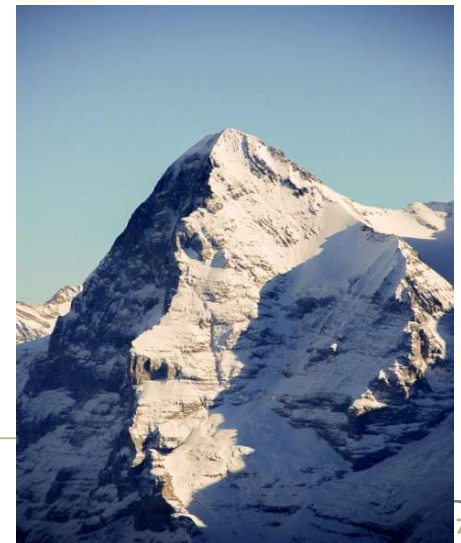
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## Eiger : A new approach for complex memory hierarchies

- **Minimize bytes of data moved in memory hierarchy**
  - What new SW tools, approaches and maths are required?
  - Collaboration between Cray, ETH Zürich, CSCS.
- **SW Tools : Compiler alone can't solve the data problem**
  - Need new SW intelligence that adapts your code to the system architecture
- **Approaches : “Model-Based optimization”**
  - Auto-tuning is effective but not useful
  - We believe “Memory hierarchy can be modeled”
- **Maths : Use Mathematical Optimization**
  - No longer rely solely on expert hand-tuning

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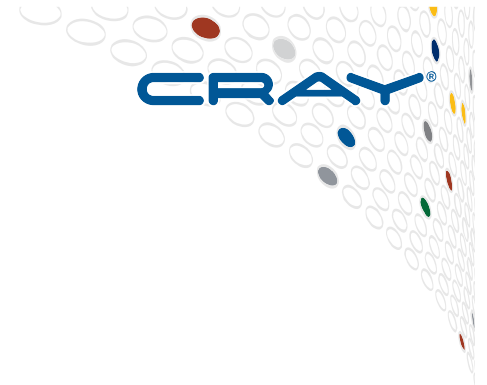




A scenic landscape featuring a long, straight asphalt road that recedes into the distance towards a bright sunset. The sun is low on the horizon, casting a warm, golden glow across the sky and the road. The sky is filled with soft, wispy clouds. To the left of the road, there is a wide, shallow river or wetland area with green grass and water. In the background, there are rolling hills and mountains under a vast, open sky. The overall mood is one of hope and forward-looking vision.

## Our Vision...

**Build a world-class integrated supercomputing environment that enables transformational computing across a broad set of science, engineering and advanced analytics (big data) applications**



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