

## OVHcloud Business Case for Seneca Polytechnic – 2024

### 1. Introduction

#### Challenge overview

The Case Competition, organized by the Seneca Innovators, offers students the opportunity to engage in high-level problem-solving by addressing real-world business challenges. This event is designed to connect students with industry professionals while promoting critical thinking and innovative solutions.

Participants will collaborate in teams of 2 (min) to 4 (max) to develop solutions for business cases sourced from key sectors such as Financial Services, Healthcare, Education, Sustainability & Energy Transformation, and Technology. The competition emphasizes practical, creative approaches to solving issues currently affecting SMEs and large corporations. Each team will analyze the case, formulate strategic recommendations, and present their solutions to a panel of industry experts.

The Case Competition not only enhances participants with opportunity to showcase their collaborative and critical thinking skills but also provides valuable networking opportunities and exposure to potential employers. At the of the competition, participants are expected to demonstrate their business acumen and gain industry insights, which will contribute to their academic and professional journey.

#### About OVHcloud

With a strong presence in Canada since 2011, OVHcloud is a global player and the leading European cloud provider operating over 450,000 servers within 43 datacenters across 4 continents to reach 1.6 million customers in over 140 countries.

Spearheading a trusted cloud and pioneering a sustainable cloud with the best performance-price ratio, the Group has been leveraging for over 20 years an integrated model that guarantees total control of its value chain: from the design of its servers to the construction and management of its data centers, including the orchestration of its fiber-optic network. This unique approach enables OVHcloud to independently cover all the uses of its customers so they can seize the benefits of an environmentally conscious model with a frugal use of resources and a carbon footprint reaching the best ratios in the industry.

OVHcloud now offers customers the latest-generation solutions combining performance, predictable pricing, and complete data sovereignty to support their unfettered growth.

OVHcloud has a 12-year-old datacenter in Beauharnois (Quebec) and has opened one just this year in 2024 in Cambridge, Ontario. These important investments are in-line with OVHcloud's strategic expansion in Canada, from East to West.

## 2. Case Background

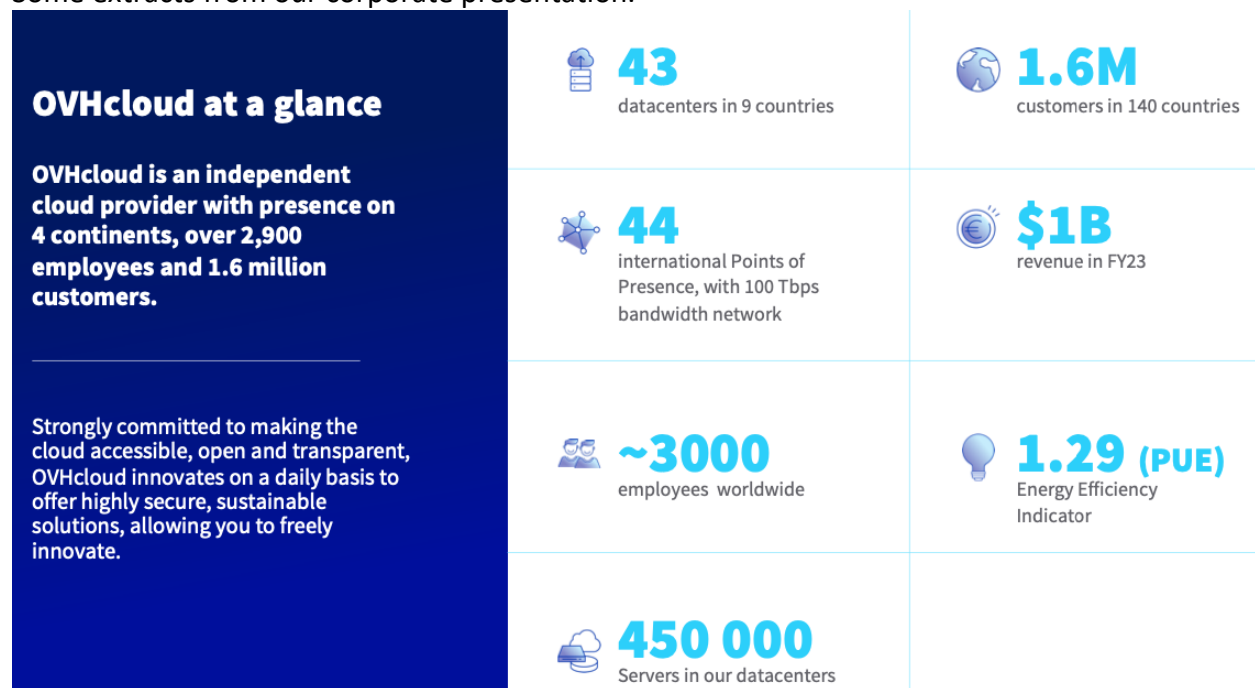
### Industry & market trends

The cloud industry has been experiencing significant growth in the past years, especially with the growth of the SaaS market. This growth is now accelerated by new technologies that have high demands in computing power, such as AI technologies. However, technology is a fast-paced industry and information coming from the tech industry can become saturated.

The Canadian cloud industry will continue growing, supported by ongoing digital transformation of companies, government policies encouraging innovation, cloud adoption and data protection, and the expansion of cloud infrastructure by global and local providers. With a focus on security, compliance, and advanced technologies, the cloud landscape in Canada is dynamic, but also very competitive.

### OVHcloud background

Some extracts from our corporate presentation.



## Our Purpose

### Innovation for freedom

We innovate to make the cloud open and more accessible.

We are convinced that a secure, sustainable and open cloud is the key to a future where our customers and ecosystem can thrive together.

### For our customers

this means having full control over their data – including its location and jurisdiction – and the agility to build their infrastructure and cloud services, as well as freedom of choice. It also means that they can freely innovate, build and grow with us.

### For our ecosystem

this means sharing in order to move forward. We work with partners, startups and software publishers to create open-source solutions and uphold open standards.

### For our teams

this means being themselves at OVHcloud, innovating freely, aiming for the impossible, taking initiatives and risks, and growing together.



## What we do

OVHcloud is a **global cloud provider** that specializes in delivering industry leading **performance and cost-effective** solutions to better **manage, secure and scale data**



**PUBLIC CLOUD**



**PAAS**



**PRIVATE CLOUD**

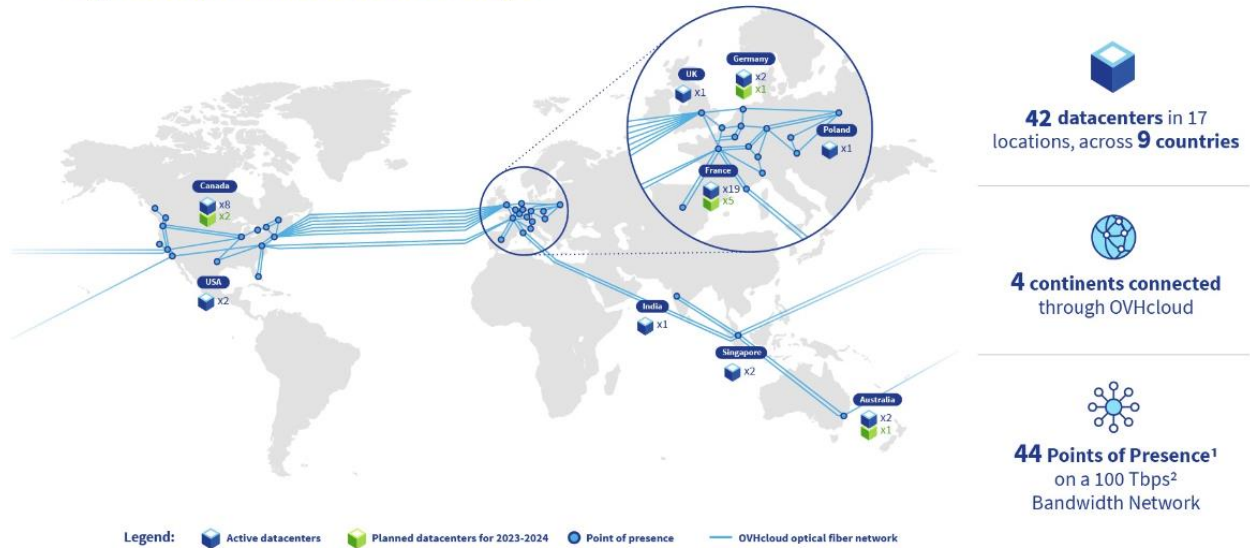


**WEB CLOUD**



**BARE METAL CLOUD**

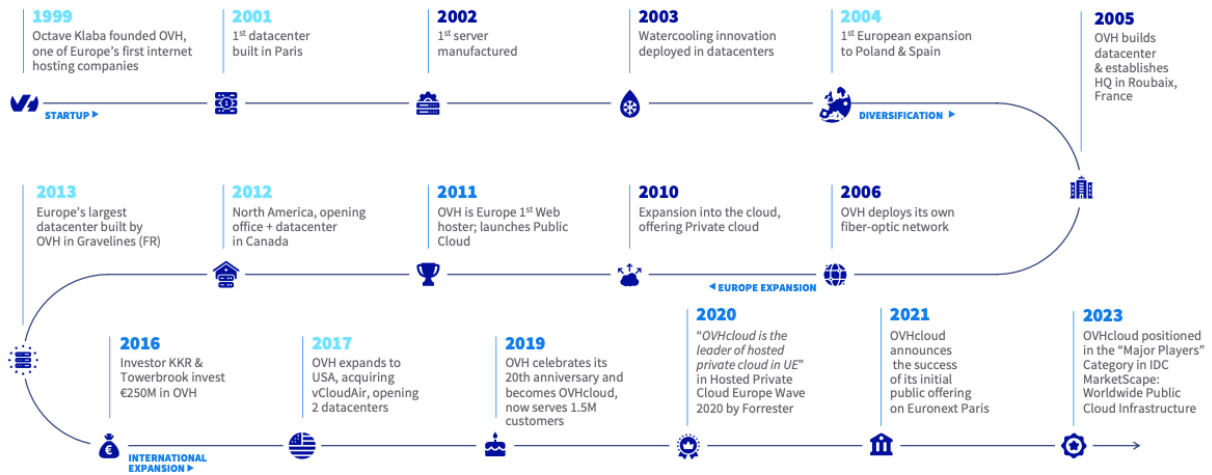
## A global presence closer to you



*\*43<sup>rd</sup> data center missing from this map, as it was opened after this version.*

## Our History

Innovation - Expansion - Business



*Note: we have been innovating since our early days and patented watercooling-technology early-on. We have not used air-conditioning in our data centers since 2003.*

## Our Core Strengths



**Leading global provider of Trusted Cloud**

A secure, resilient and ethical cloud, compliant with the **highest sovereignty requirements** (thanks to our European DNA)



**Sustainable cloud by design**

A 20-year pioneer in sustainable cloud, thanks to a **unique vertically integrated model**



**Best performance-price ratio on the market**

Our customers benefit from next-generation features, optimized costs, thanks to **predictable pricing**, and **no vendor lock-in**



**Solutions that enable our customers to innovate**

A history of industrial innovation and catalogue of **over 80 IaaS and PaaS solutions** to support customers' growth



**Dynamic partnership ecosystem**

A **dynamic ecosystem of tech partners, startups, independent software vendors, etc.**, promoting a shared vision for the cloud

### Customer segments:

- B2C
- SMEs
- Large corporations
- Institutions
- ISVs (Independent Software Vendors)
- MSPs (Managed Service Providers) & solution resellers
- Startups & scaleups

### Sectors:

• Tech User	• Non-tech User
○ Large tech	○ Public Sector
○ Mid-size tech	○ Large corporations
○ SaaS	○ Non-profits
○ MedTech, Fintech, Quantum, AI, Newspace, Gaming, Blockchain/Web3	

### 3. Current Situation

The challenge we want to bring to Seneca Polytechnic is the following: **How to improve our brand's awareness in Canada, especially our online presence in an already saturated digital media space dominated by GAFAM?**

Our actions such as digital campaigns, social media campaigns, have had mixed results in Canada. We have targeted all groups of audiences and sectors but have not found groups that particularly perform better than others.

Often, social media campaigns' success can be directly tied to how much budget is poured into paid ads. However, even though we do invest some, we do not want our marketing budget to flow into endless paid-ads in an endlessly saturated ad-space. Consumers see so many ads a day, and we have a hunch that pouring more money into grabbing someone's attention for a product such as cloud may not be the smartest approach.

We think this business case is the opportunity refresh our online strategy. We would like to find a way to attract more attention with our campaign and grow our audiences.

#### **4. Objectives and Goals**

The objective is to find a smarter approach to improving our online awareness, grow our audience, and explore creative ideas to resonate with our audience. We want to "do more with less" in an ever-growing tech industry, and an ever-saturated online world. We would like a strategy to improve our given metrics while keeping budgets stable.

In this year's context, we want to make the launch of our new Datacenter in Canada a success, and for this boost to justify even more expansion from East-to-West.

Scope:

- Canada only, with a strong focus in Ontario.
- We have several ranges of products, but we want to focus on our Public Cloud (what our competitors typically just call "cloud") offering.
- More focus on LinkedIn and X.
- You may include Facebook if there are interesting opportunities.

#### **5. Data and Analysis**

Some key metrics and relevant data:

- Impressions (usually: the more a post is sponsored, i.e. the more budget is added; then the more impressions a post gets)
- Clicks
- **CTR** (this is a particular focus for us, because it speaks to the quality and relevant of the post. A definition of success for us is  $CTR > 0.3\%$ )
- Budget spent (stabilize at \$15K per campaign)

Assumptions or constraints to be considered:

- Solutions are B2B
- Our visibility / brand awareness is very low in America (and very good in Europe)
- No particular budget increase, due to macro economical context

Here are some performance metrics of recent campaigns (adjusted and fictionalized for confidentiality purposes):

#### Campaign 1 – General

A brand awareness campaign that used materials and messaging from our 4 key messages: [Data privacy](#), [Sustainability](#), [Price performance](#), and [Innovation](#).

- Duration: Always-On campaign from September 2023 to August 2024
- Performance:
  - 550,000 impressions
  - 2,500 clicks
  - CTR 0.38%
- Budget spent: \$15K

#### Campaign 2 – Targeted

A campaign to raise awareness regarding the launch of our new data center in the Toronto area, focusing on our [Canadian expansion](#).

- Duration: 2 months from April 2024 to May 2024
- Performance:
  - 300,000 impressions
  - 1,000 clicks
  - CTR 0.33%
- Budget spent: \$20K

## **6. Expectations**

Some key expectations:

- We expect students to use their research and describe the mechanics of online presence. For example: the algorithms at play behind socials like LinkedIn and X.
- We expect students to give their take on the cloud market's online presence and propose their report on key similarities and differences of major cloud providers (Google Cloud, Azure, AWS, OVHcloud, Alibaba Cloud, Digital Ocean, Scaleway, etc.).
- We expect students to consider some of the key customer considerations and behaviors in Canada when it comes to cloud, especially in B2B.

Inclusions in deliverables and guidelines:

- Make sure to always cite your sources. A recommendation for this is to keep a table with key information, the source and link, and include this table in the deliverables.
- Back-up proposition with a market study, and when possible, add concrete examples of successes (from competitors or others in the tech industry).

## **7. Evaluation Criteria**



Evaluation Criteria			
Judge Name:		Team Name:	
Category	Description	Max Points	Points Earned
Creativity (20%)	<ul style="list-style-type: none"> <li>Originality of the proposed strategies to increase brand awareness</li> <li>Innovative use of digital platforms and channels to compete with GAFAM</li> <li>Unique approaches to differentiate OVHcloud's online presence</li> </ul>	10	
Feasibility (15%)	<ul style="list-style-type: none"> <li>Practicality of implementing the proposed strategies</li> <li>Clear implementation plan that considers available resources</li> <li>Scalability of the solution for a nationwide impact</li> </ul>	10	
Financial Viability (15%)	<ul style="list-style-type: none"> <li>Cost-effectiveness of the proposed strategies</li> <li>Realistic budget and resource allocation</li> <li>Expected return on investment (ROI) from increased brand awareness</li> </ul>	10	
Strategic Alignment (15%)	<ul style="list-style-type: none"> <li>Consistency with OVHcloud's values, goals, and vision</li> <li>Alignment with current industry trends and future growth opportunities</li> <li>Long-term sustainability of the solution</li> </ul>	10	
Quality of Analysis (15%)	<ul style="list-style-type: none"> <li>Depth of research on market conditions, competitors (including GAFAM), and digital media strategies</li> <li>Logical reasoning and use of data to support recommendations</li> <li>Identification of potential risks and mitigation strategies</li> </ul>	10	
KPI's Prediction (10%)	<ul style="list-style-type: none"> <li>Clear identification of key performance indicators (KPIs) to measure the success of the strategy</li> <li>Accurate and realistic predictions for each KPI (e.g., web traffic, social media engagement, brand mentions)</li> <li>Methods for tracking and evaluating progress over time</li> </ul>	10	
Assessment of ROI (10%)	<ul style="list-style-type: none"> <li>Detailed assessment of the ROI from brand awareness campaigns</li> <li>Estimation of the timeline for achieving results</li> <li>Value generated for OVHcloud in terms of recognition and reach</li> </ul>	10	
<b>Total</b>	<ul style="list-style-type: none"> <li>Maximum points that can be awarded by a Judge</li> </ul>	70	
<b>Comments</b>			

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## 8. Submission Guidelines and Timeline

<b>September</b>
<ul style="list-style-type: none"> <li>• <b>Monday 16</b></li> </ul>
<ul style="list-style-type: none"> <li>○ Unveiling/ Promoting the Level Up program: Mentorship and Case Study competition</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Wednesday 23</b></li> </ul>
<ul style="list-style-type: none"> <li>○ Announcement: Requirements for case study competition/ Start Registration: Round 1: Case release &amp; Coordinate review team</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Monday 30</b></li> </ul>
<ul style="list-style-type: none"> <li>○ End Registration: Round 1: Case Study Competition solutions due (11:59 pm)</li> </ul>
<b>October</b>
<ul style="list-style-type: none"> <li>• <b>Friday 4</b></li> </ul>
<ul style="list-style-type: none"> <li>○ Announcement: Selected Case Study proposals (4 teams) for Round 2 /Final Round</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Monday 7</b></li> </ul>
<ul style="list-style-type: none"> <li>○ Draft of Case Analysis</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Wednesday 9</b></li> </ul>
<ul style="list-style-type: none"> <li>○ Round 2: Coaching (Content &amp; PPT) &amp; Training (Presentation skills) start – 1 online</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Friday 18</b></li> </ul>
<ul style="list-style-type: none"> <li>○ Round 2: Coaching &amp; Training ends</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Friday 18</b></li> </ul>
<ul style="list-style-type: none"> <li>○ Full case analysis with PPT due (11:59 pm)</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Wednesday 23</b></li> </ul>
<ul style="list-style-type: none"> <li>○ Final Presentation</li> </ul>
<ul style="list-style-type: none"> <li>○ Announcement: Selected Case Study Analysis for Final Round</li> </ul>

\*Screening & Selection of proposals and solutions for case study

Round 1: Oct. 1 – Oct. 4 by Review Team

Round 2: Oct. 21 – Oct. 23 by Judges