

# The Sovereign Cloud Chief's Dilemma

Understanding Rajesh Kumar: Winning on Merit, Not Mandate



A persona deep dive for sales, marketing, and product teams.

# Meet Rajesh Kumar, Chief of National Cloud Infrastructure



## Role

Chief Infrastructure Officer / SVP,  
Cloud & Data Center Operations

## Seniority

Executive Leadership (Reports  
to CEO/COO)

## Company Profile

State-Owned Telco / National  
Data Center Operator

## Firmographics

5,000–50,000 Employees |  
\$2B–\$20B Annual Revenue

## Demographics

5,000–50,000 Employees |  
\$2B–\$20B Annual Revenue

## Geography

APAC, Middle East, Eastern  
Europe

“

My role is to transform a national asset into a profitable,  
world-class cloud service. The pressure is immense.”

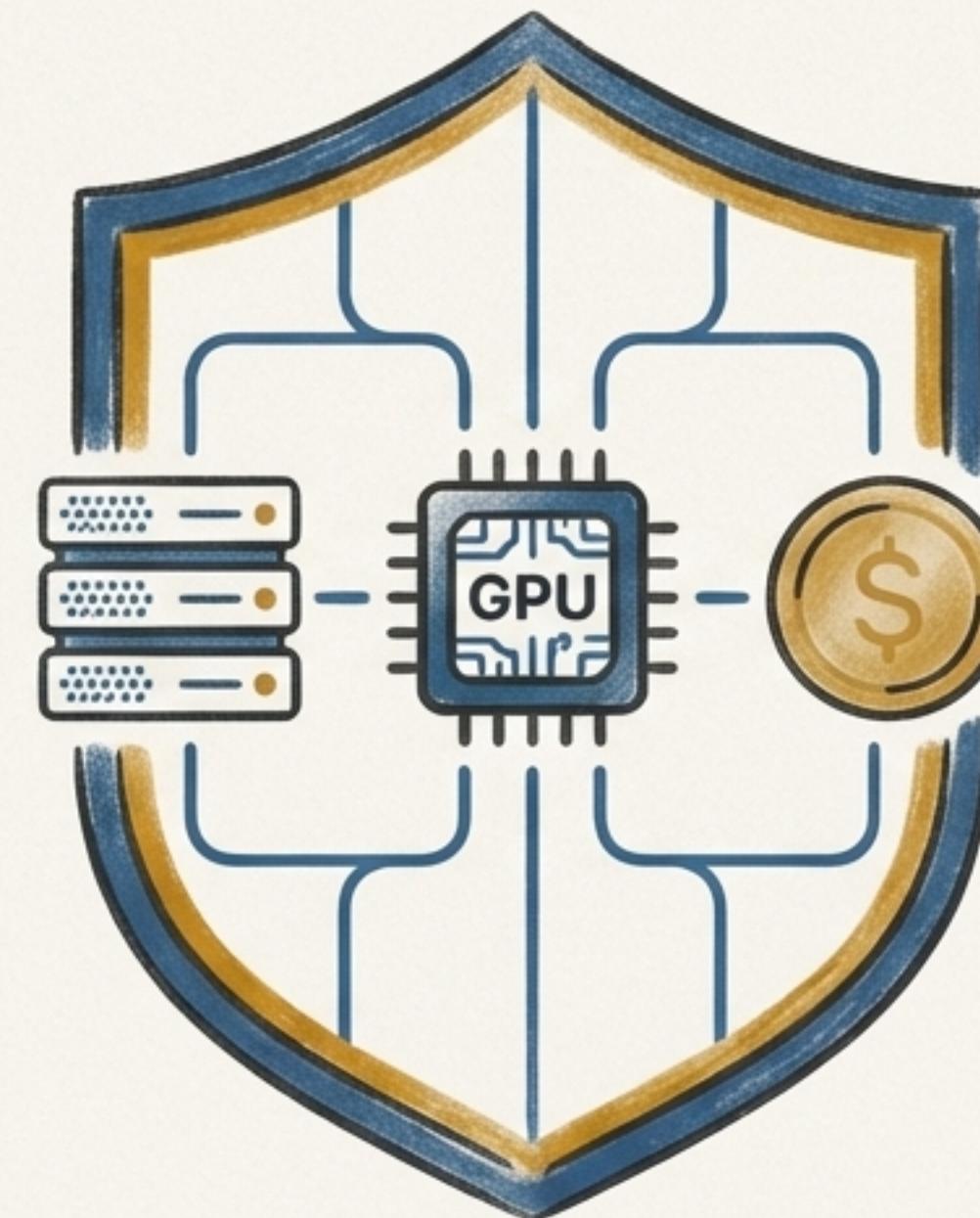
# He Manages a Kingdom of Critical National Infrastructure

## The Crown Jewels

Manages a **5,000-20,000+** GPU deployment across multiple sites.

## The Investment

Wields budget authority over **\$200M-\$1.5B** in Capex/Opex for data center and GPU deployments.



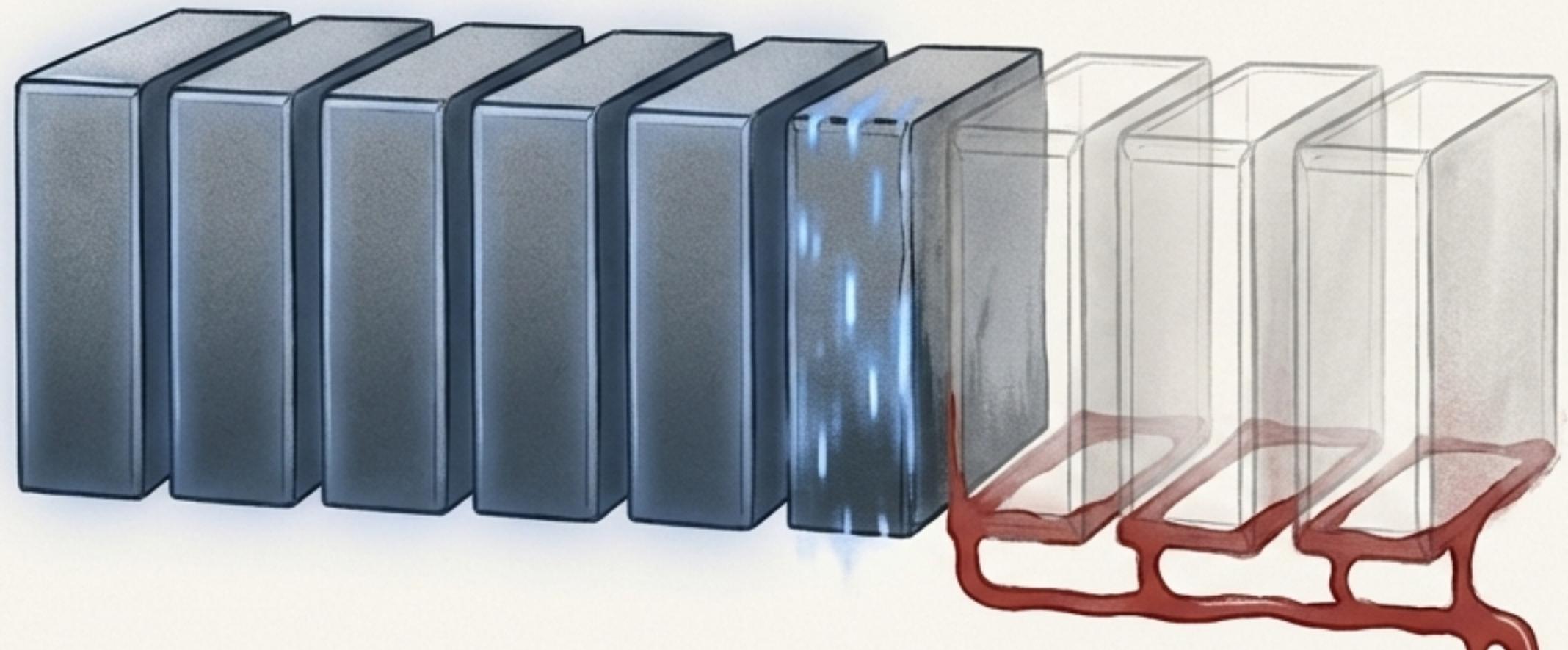
## The Technology Stack

A complex mix of **NVIDIA**, **AMD**, and emerging **Broadcom** hardware.

## The Mission

Operate and monetize national-scale GPU data centers, delivering Cloud and AI services to government and enterprise.

# The Core Conflict: A Multi-Billion Dollar Asset is Bleeding Profit



**40–60%**  
**GPU Utilization**

- Massive Capex investments in GPU infrastructure are sitting idle.
- Idle capacity cannot be monetized, crushing profitability and ROI.
- Unpredictable performance makes it impossible to attract high-value enterprise customers.



# Caught in a Squeeze: The Two-Front War for Survival

## Operational Chaos



- Multi-vendor GPU complexity
- Talent retention crisis
- Manual, inefficient workarounds

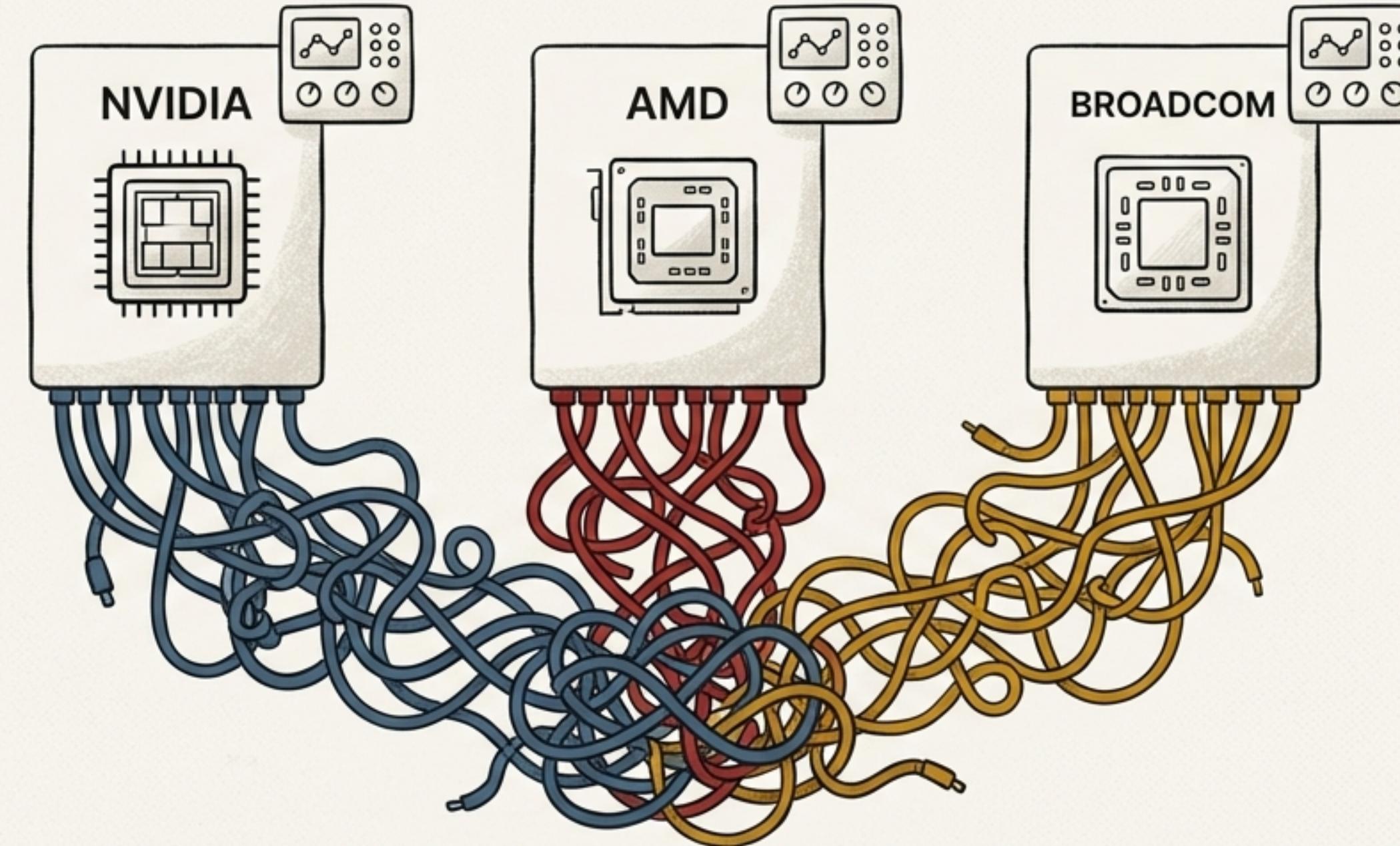


## Market Competition



- Intense pressure from hyperscalers (AWS, Azure, GCP)
- The 'patriotic but inferior' perception
- Losing enterprise contracts

# Internal Pressure: Multi-Vendor GPU Chaos Erodes Value



## Operational Complexity

NVIDIA, AMD, and Broadcom GPUs operate in silos with separate management tools.

## Inconsistent Experience

Customers face unpredictable performance depending on the hardware their workload lands on.

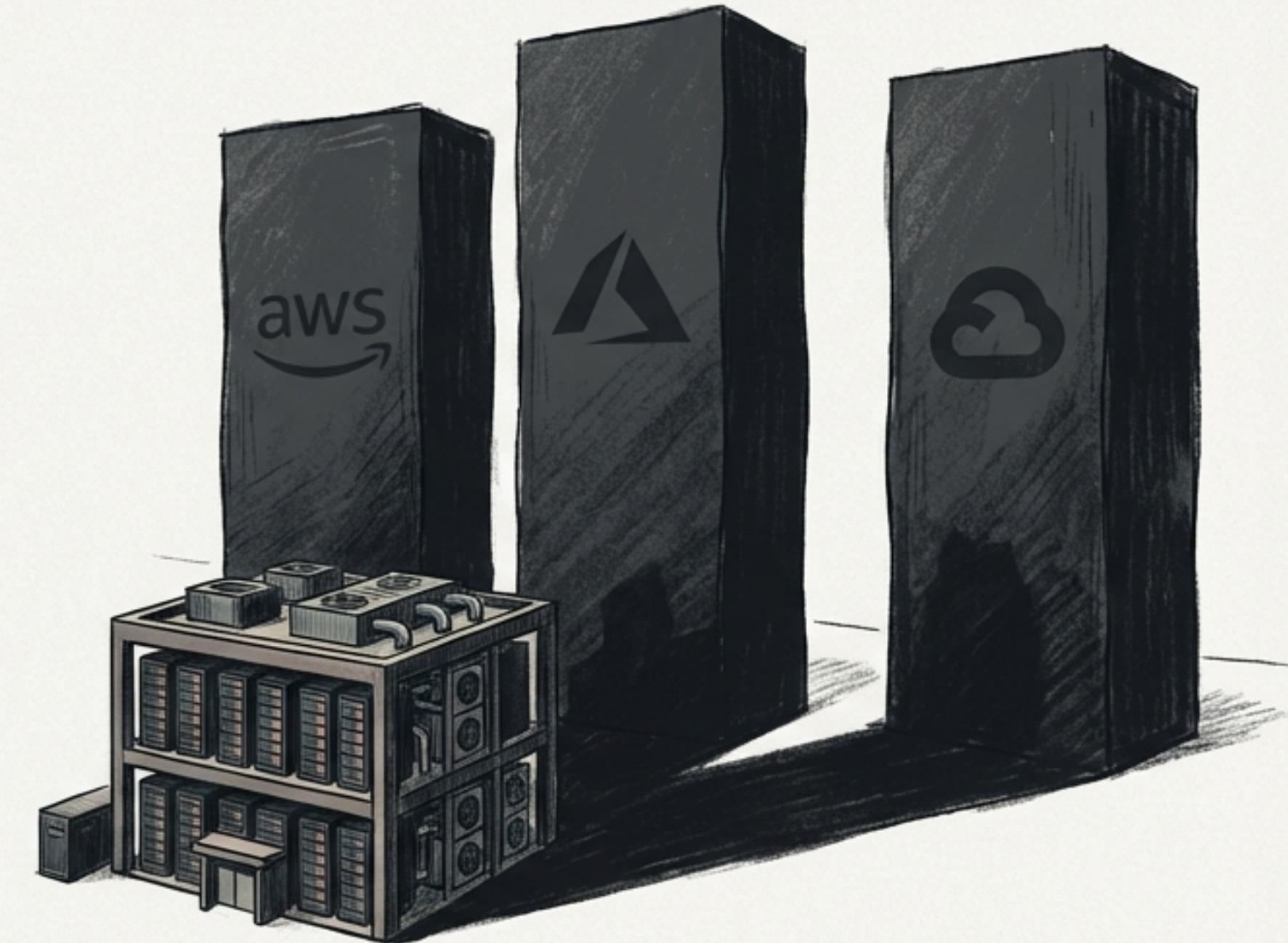
## Talent Drain

Top engineers, frustrated by the complexity and lack of modern tooling, leave for hyperscalers.

# External Threat: The Hyperscaler Shadow Looms Large

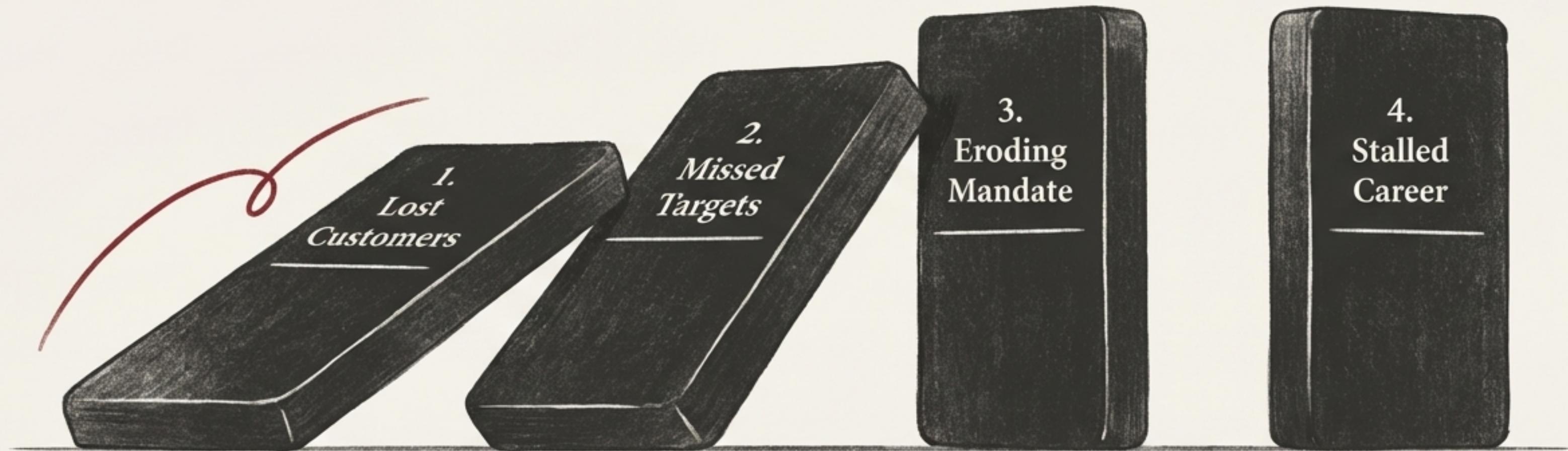
## The Competitive Disadvantage

- Hyperscalers offer a superior customer experience and a richer ecosystem.
- Rajesh's service is often positioned as a "patriotic but inferior" option, chosen for compliance, not quality.
- This leads directly to SLA penalties and high-value enterprise customers churning to the competition.



“ I'm fighting to prove we can compete commercially, not just exist because of a political mandate. I'm fighting to prove we can compete commercially, not just exist because of a political mandate.

# The Domino Effect: The High Cost of Inaction



## 1. Lost Customers

Enterprise customers defect to hyperscalers for better performance.

## 2. Missed Targets

Revenue and EBITDA targets are missed, intensifying board scrutiny.

## 3. Eroding Mandate

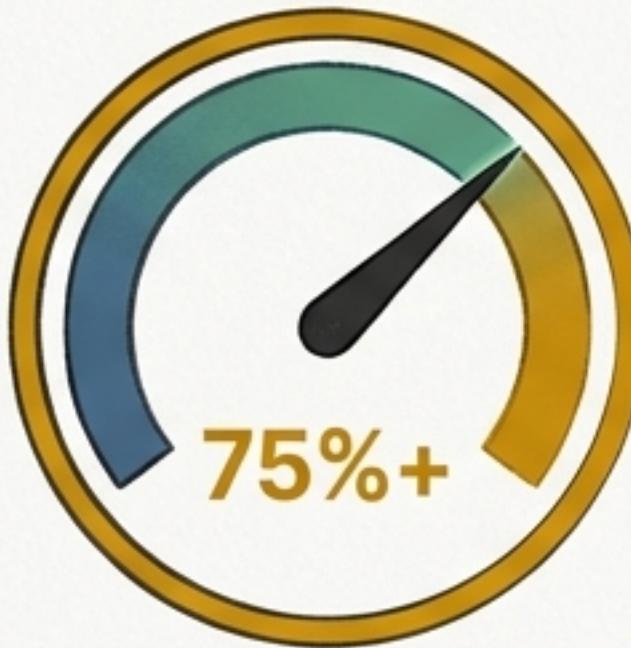
The political mandate for sovereign infrastructure is questioned as commercial viability falters.

## 4. Stalled Career

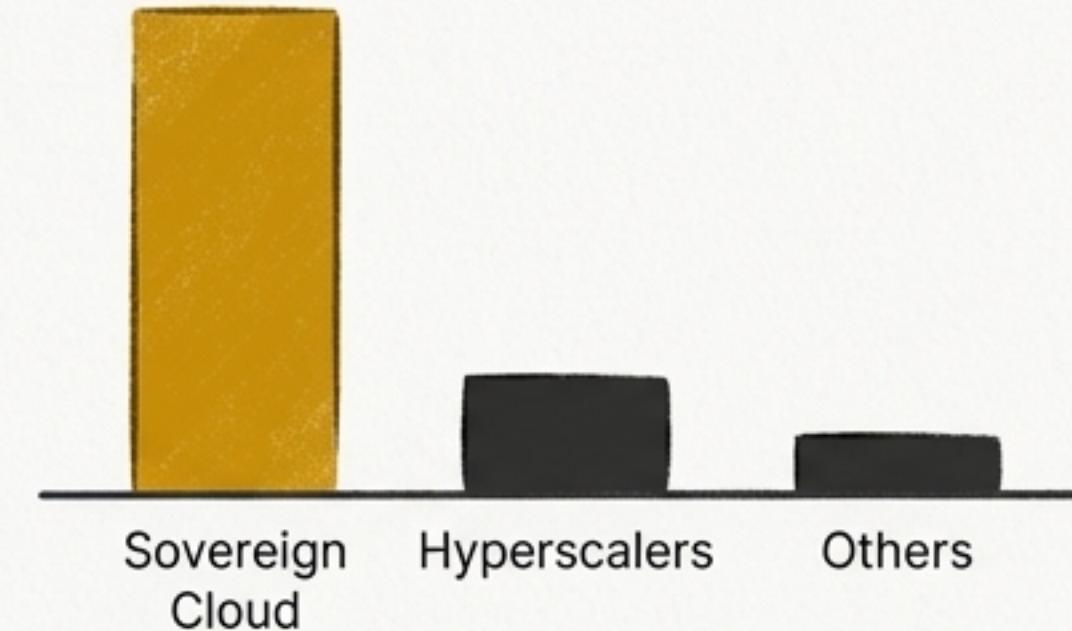
Rajesh is seen as unable to commercialize the nation's assets, and his career stalls.

# The Vision: What Winning Looks Like for Rajesh

GPU Utilization



Market Share



CSAT



Key Pillar of Success  
**Profitable Performance**

The GPU cloud operates at **75%+ utilization** with predictable, hyperscaler-quality performance.

Key Pillar of Success  
**Market Leadership**

The state telco becomes the **dominant sovereign cloud and AI provider**.

Key Pillar of Success  
**Winning on Merit**

Enterprise customers choose his platform for performance and sovereignty, not just compliance.

Key Pillar of Success  
**Commercial Validation**

Profitability silences critics and proves the commercial success of state-owned infrastructure.

# The Quest Begins: The Triggers That Force His Hand



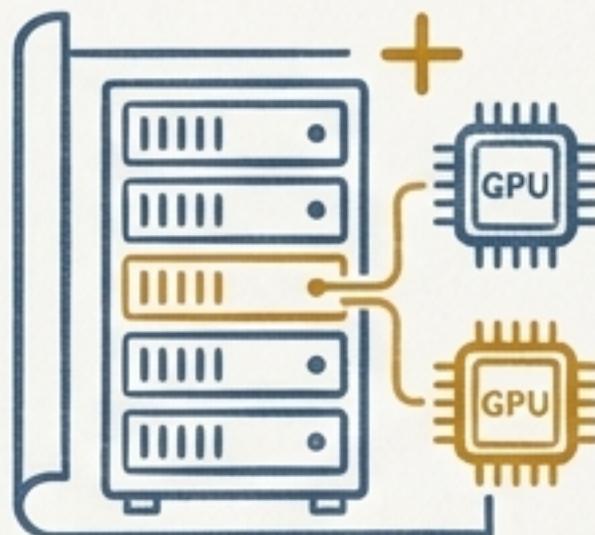
## Financial Pressure

Board pressure intensifies after a quarterly earnings miss.



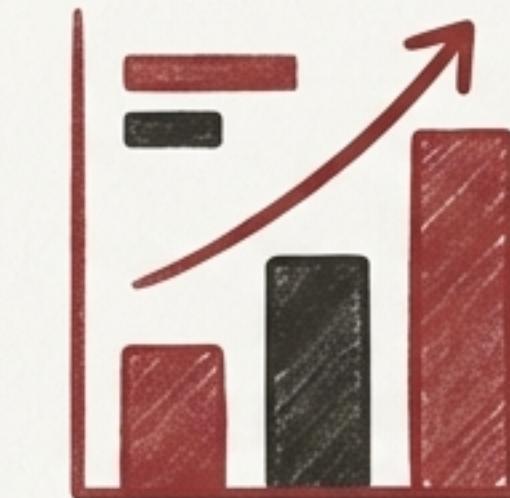
## Customer Churn

A major enterprise customer is lost to AWS/Azure/GCP due to performance issues.



## Infrastructure Change

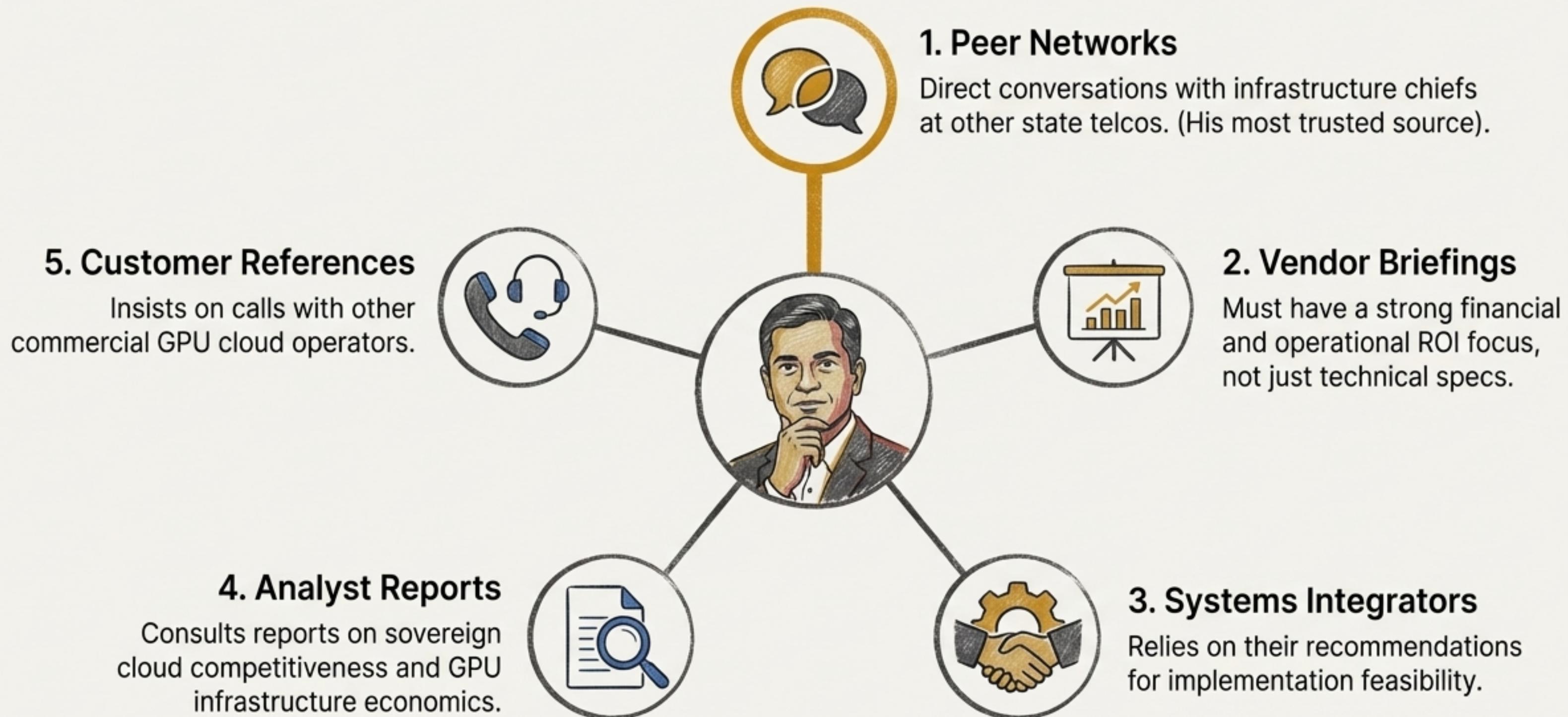
A new GPU data center is commissioned, or non-NVIDIA (AMD/Broadcom) hardware must be integrated.



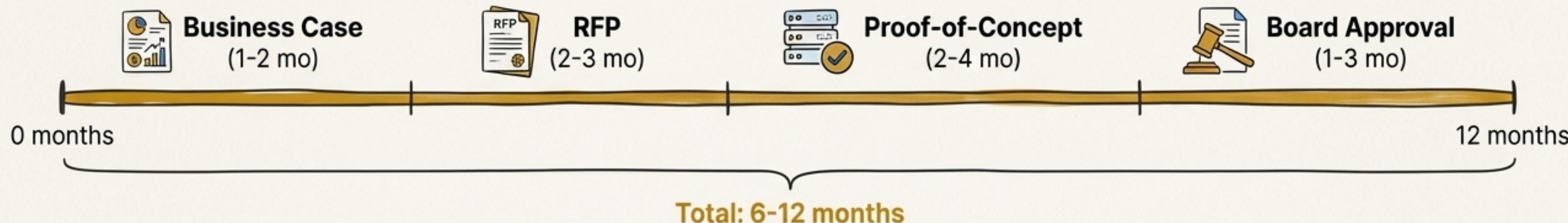
## Market Feedback

Competitive losses mount, requiring an urgent platform modernization strategy.

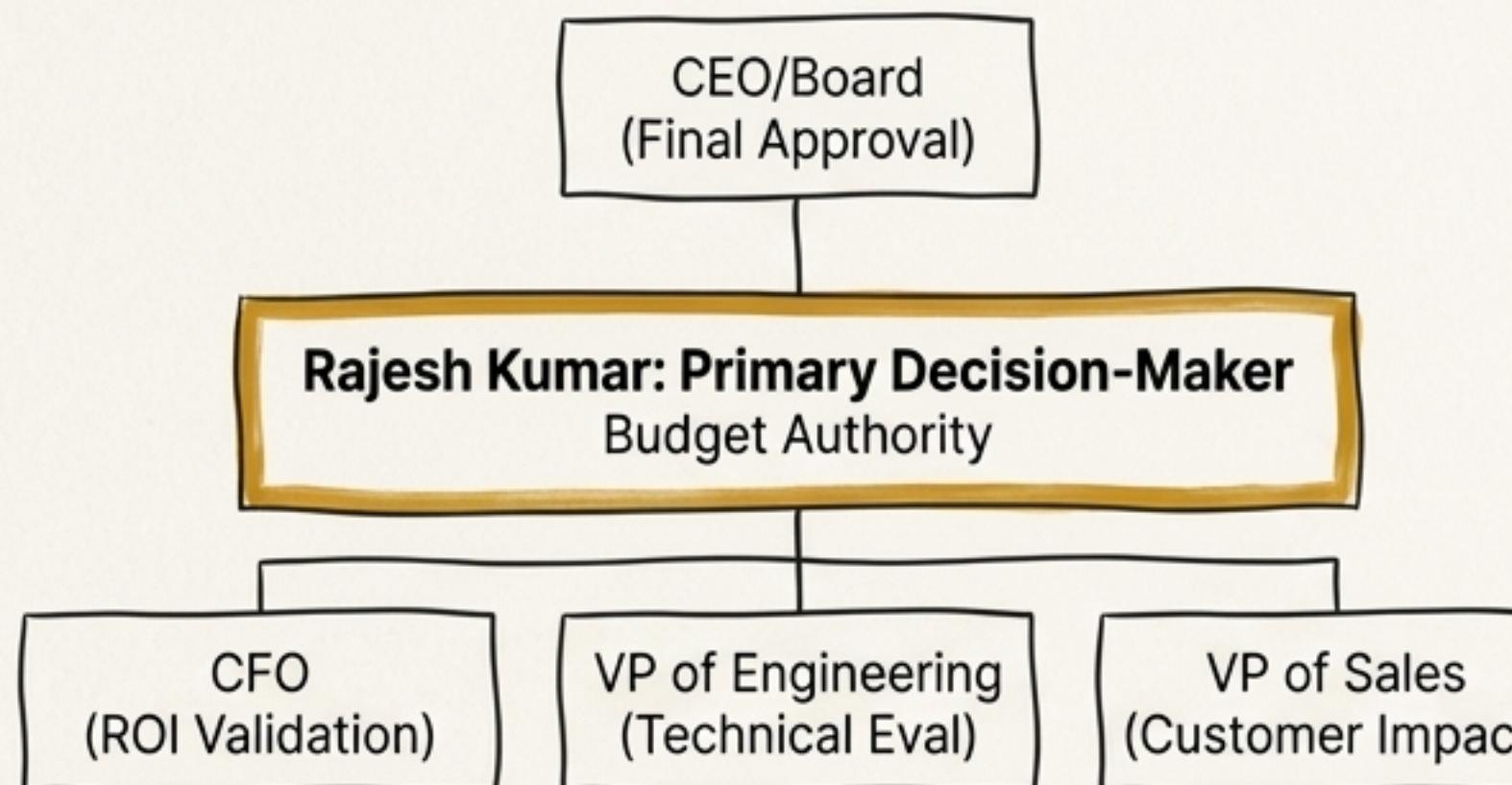
# Seeking Allies and Wisdom: How He Gathers Intelligence



# The Gauntlet: Earning His Trust Through a Rigorous Evaluation



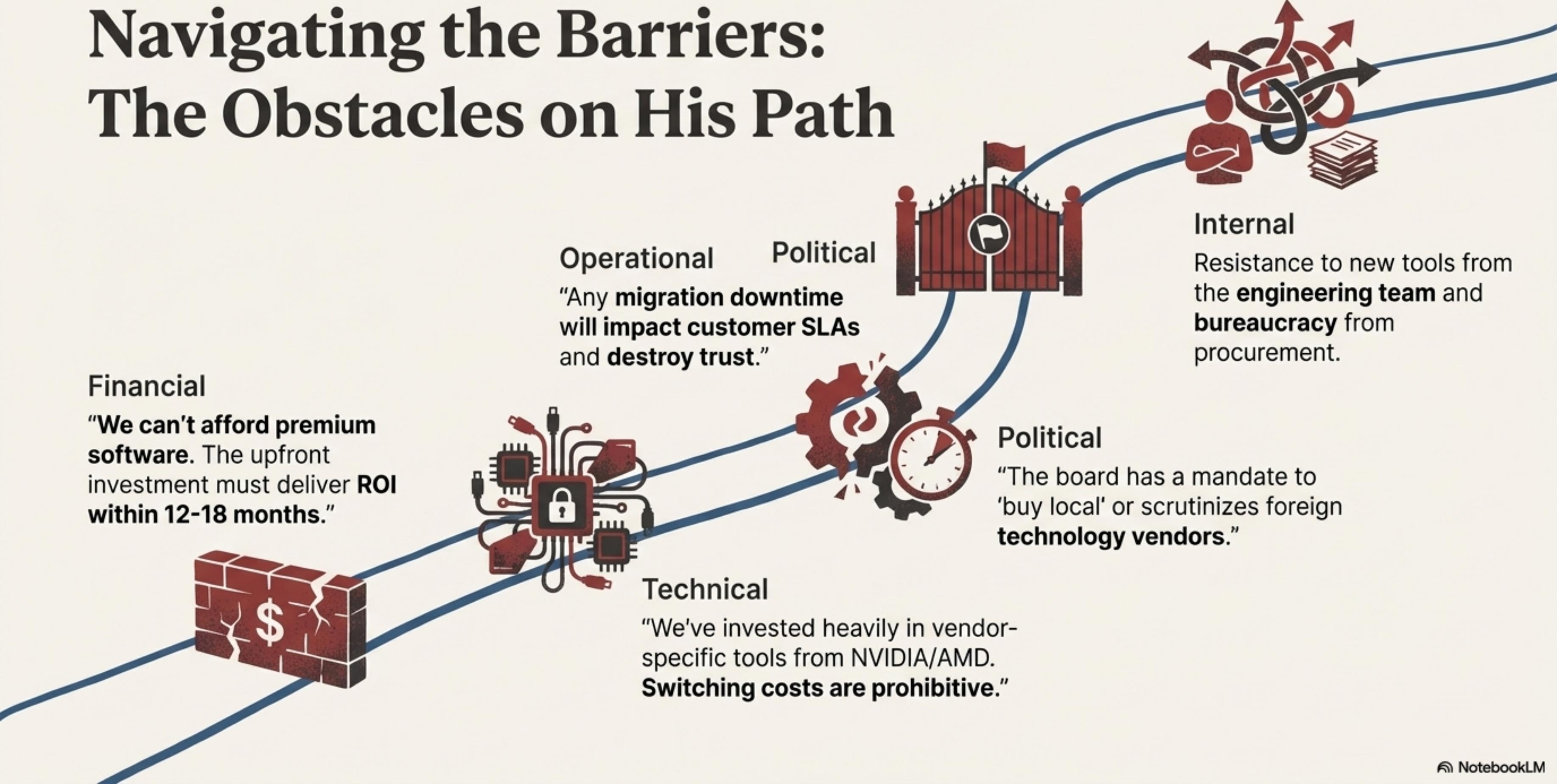
## The Buying Committee



## His Non-Negotiable Requirements

1. A detailed **financial model** showing TCO/ROI.
2. A **trial on live customer workloads** to validate performance claims.
3. Proof of ROI within **12-18 months**.
4. A clear plan for **minimal disruption** during migration.

# Navigating the Barriers: The Obstacles on His Path



# Arming the Hero: A Platform to Win on Merit



## Achieve 70%+ GPU Utilization.

Turn idle capacity into profit and maximize revenue per GPU.



## Deliver Hyperscaler-Quality Performance with Sovereign Control.

Win enterprise customers on merit, not just mandate.

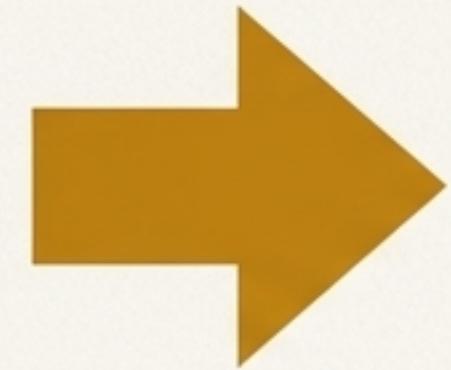


## Unify NVIDIA, AMD, and Broadcom GPUs Under One Platform.

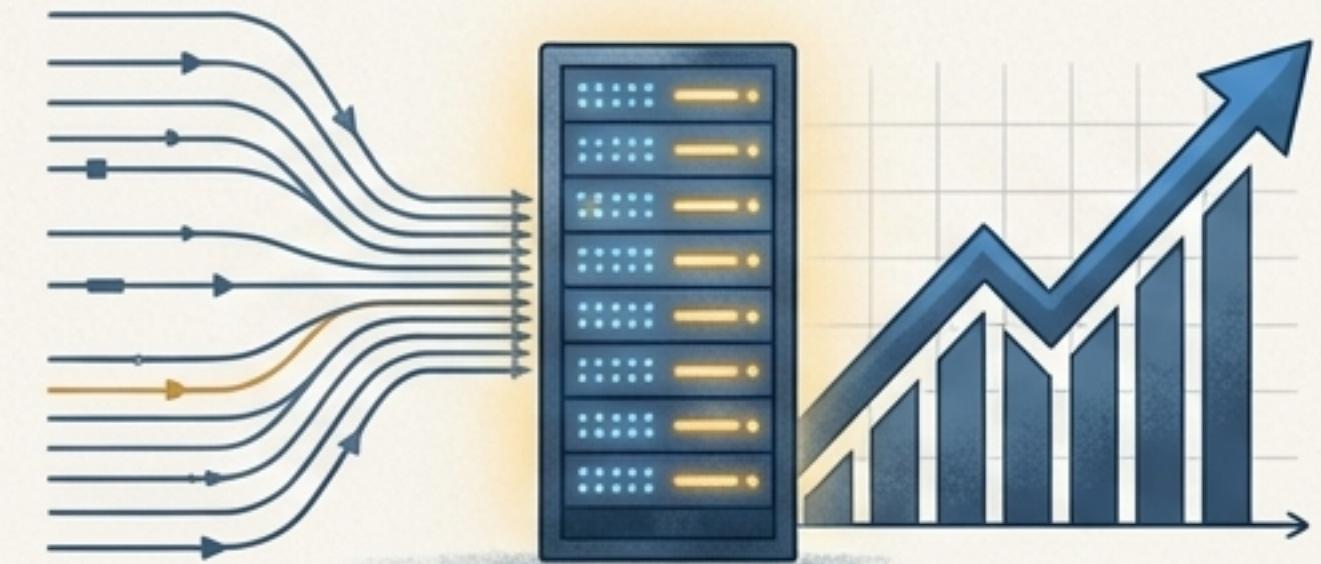
Eliminate operational chaos and deliver a consistent customer experience.

# From Mandate to Market Leader: Our Partnership with Rajesh

Dilemma



Victory



Partnership Promise

- We provide the **unified platform** to solve his multi-vendor chaos.
- We deliver the **performance and utilization** to achieve profitability.
- We empower him to build a **commercially successful sovereign cloud** that competes with the best in the world.

Helping Rajesh Kumar win on merit.