



Brand Guide

February 2026 Edition



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Hello.

Welcome to DDN. We are the engine behind the world's most ambitious AI breakthroughs.

Our intelligent data infrastructure helps organizations move faster, reduce complexity, and lower the cost of making AI work at scale. We've spent decades mastering the hard part, the hidden systems and technical details beneath the surface, so organizations can focus on building the future. We invite you to use the brand elements and principles in this guide to engineer new ways to get our brand message out there. We can't wait to see what you will create.

Brand Vision and Promise

Our vision

A world where every AI ambition has the foundation it needs.

Our promise

We master the complexity so you can focus on the breakthrough. For over two decades, we’ve made the same commitment: when teams attempt what hasn’t been done before, we ensure nothing beneath the surface slows them down.



We Engineer Possibility

At the speed of light, revelation happens instantly. What was hidden becomes clear. What was scattered becomes focused. The infrastructure behind breakthroughs should be just as fast, just as invisible.

Our visual identity captures this belief. Light sharpening focus. Movement suggesting velocity. Illumination revealing the path to discovery.

We engineer possibility, mastering the systems that distill massive complexity into clarity. Our design reflects this role: dynamic where it needs energy, exacting where it needs trust, and always centered on the breakthroughs our customers are pursuing.



Vortex Emblem

The DDN logo is the foundation of all our visual assets—an elegant evolution of our longstanding mark that advances our story from pure performance to pure possibility. Its subtle vortex form reflects the creative energy at the heart of our brand: the quiet force that shapes, accelerates, and brings new ideas and opportunities to life.



Emerging from background to foreground, the emblem embodies DDN’s role as the unseen creator—the foundational infrastructure that empowers visionaries to build the most ambitious AI breakthroughs of our time.

Primary Logo

Paired with the vortex emblem, our updated typeface is bolder, more precise, and more confident in its simplicity—reflecting the clarity and creative force at the core of DDN. Together, the mark and wordmark form a unified identity that balances heritage with forward-looking ambition. The rich palette of oranges, reds, and deep wine tones evokes spark and fire, symbolizing the energy, passion, and transformative power behind our work, while also communicating sophistication and depth.

This primary logo is a combined symbol of momentum, mastery, and the foundational role we play in enabling bold ideas that become groundbreaking realities. Use it proudly, as the definitive expression of who we are and what we enable.

POSITIVE



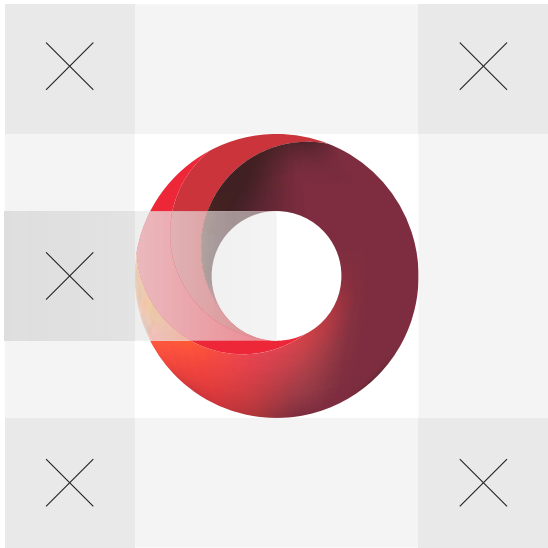
REVERSED



Clear Space

Safe area
Respect our logo’s personal space. Give it some breathing room. There should be clear space equal to or greater than those indicated by the X’s at right.

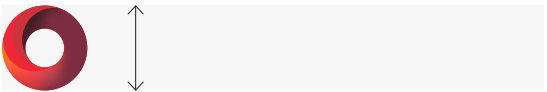
Minimum sizes
Keep the emblem and logo readable, with a minimum height of .25 inch / 6.35 mm in printed applications. The minimum height for digital applications is 24 pixels.



X = the diameter of the vortex center. Safe area is 1x.



Logo minimum size:
Print: .1875 inch / 4.7625 mm high
Digital: 24 px high



Vortex emblem minimum size:
Print: .1875 inch / 4.7625 mm diameter
Digital: 24 px diameter

Color Guide

Full-color logos

There are two versions of the full-color logo:

- Positive (full-color emblem with black text)
- Reversed (full-color emblem with white text)

One-color logos

There are two official versions of the one-color logo:

- White/reversed
- Black

As rare exceptions, one-color can be used in other approved brand colors ([see page 50](#)). These exceptions must be approved by the Brand team.

POSITIVE
FULL-COLOR



REVERSED
FULL-COLOR



POSITIVE
ONE-COLOR
BLACK



REVERSED
ONE-COLOR
WHITE



Contrast Considerations

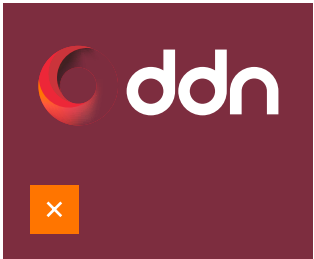
Given the range of gradients in the vortex shape, it may be difficult to maintain sufficient contrast between the emblem itself and the background color. Here are a few helpful metrics to identify thresholds:

Full-color positive logo threshold

Use the positive full-color logo only on backgrounds lighter than 25% when converted to grayscale (top left). If the background is darker than 25% use the positive one-color option (bottom left).

Full-color reversed logo threshold

Use the reversed full-color logo only on backgrounds darker than 84% when converted to grayscale (top right). If the background is a mid-tone lighter than 84% use the reversed one-color option (bottom right). All one-color logos should maintain at least a 30% difference from the background tone to the logo unless otherwise approved.



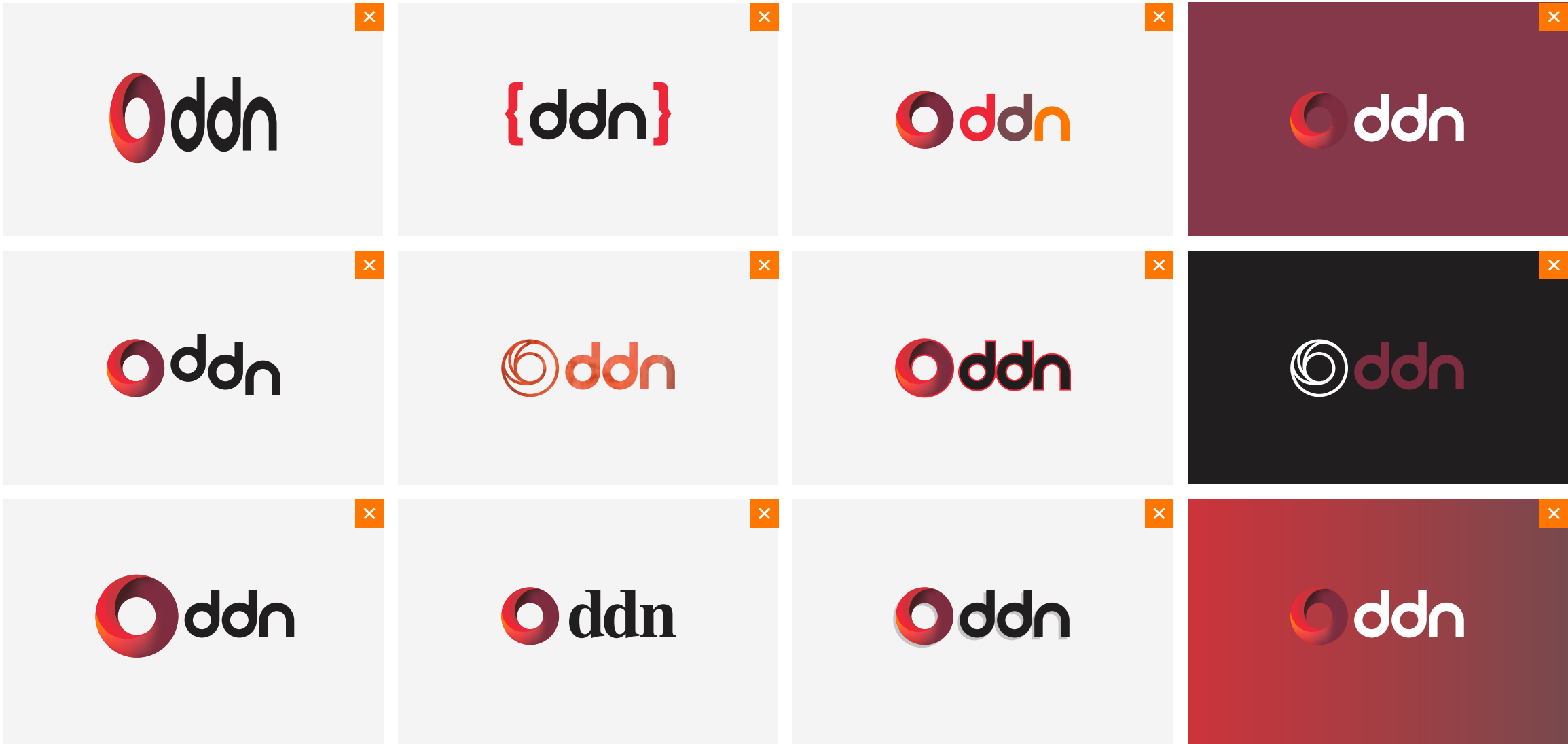
Let's avoid this

If the emblem blends in, looks muted, or loses detail because of the background, use a one-color version of the logo instead.

25% GRAYSCALE BACKGROUND	84% GRAYSCALE BACKGROUND
DARKER THAN 25% GRAYSCALE BACKGROUND	LIGHTER THAN 84% GRAYSCALE BACKGROUND

Proper Use

- We show our logo respect when we follow these guidelines:
- Do not stretch or compress the logo
 - Do not deconstruct the logo and use emblem shapes in new configurations
 - Do not modify the spacing or sizing of the emblem and logotype
 - Do not change any letters in the logo to a different font, casement, or form
 - Do not italicize, skew, or stretch the logo
 - Do not use unauthorized words, icons, or other graphic elements with the logo
 - Do not apply drop shadows or photographic textures to the logo
 - Do not use backgrounds or elements that interfere with clear space
 - Do not use backgrounds with insufficient contrast to the logo



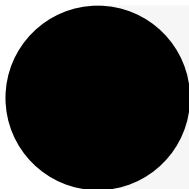
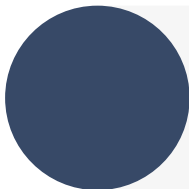
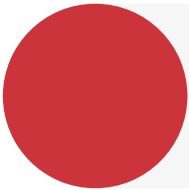
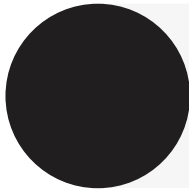
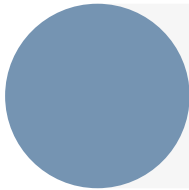
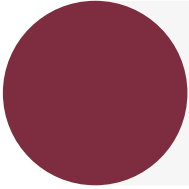
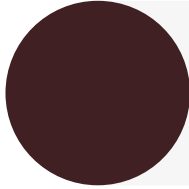
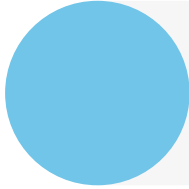
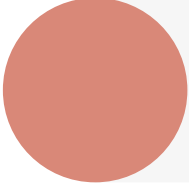
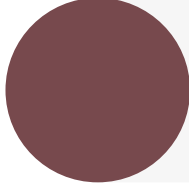
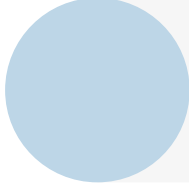
Partner Extension

Because we're true to our brand, we don't create extraneous logos. Instead, we add an extension to the DDN logo for partnerships, departments, or events that may need a visual identifier. Do not create your own logo extension. Instead, use provided files or request an approved logo extension from the DDN Brand Experience Team.



Colors

DDN’s colors communicate energy, intensity, and forward momentum, mirroring the high-performance environments we enable. Reds signal confidence and authority, reinforcing DDN’s position as a trusted backbone for mission-critical data at unprecedented scale. Complementing this foundation, a secondary range of blues introduces balance, precision, and a sense of engineered clarity. While the red family signals heat, scale, and momentum, the blues convey trust, stability, and technical depth—qualities essential to enterprise-grade AI infrastructure.

 PRIMARY RED PANTONE 1788 C0 M100 Y82 K0 R237 G39 B56 HEX ED2738	 BLACK PANTONE JET BLACK C40 M40 Y40 K100 R0 G0 B0 HEX 000000	 DEEP BLUE PANTONE 2378 C92 M82 Y50 K5 R55 G73 B103 HEX 374967
 DEEP RED PANTONE 1797 C14 M94 Y81 K4 R203 G52 B59 HEX CB343B	 DDN BLACK PANTONE 426 C0 M0 Y0 K100 R32 G30 B30 HEX 201E1E	 SLATE BLUE PANTONE 2157 C58 M34 Y18 K0 R117 G148 B178 HEX 7594B2
 WINE PANTONE 7638 C36 M89 Y60 K32 R125 G45 B63 HEX 7D2D3F	 WARM BLACK PANTONE 4975 C80 M95 Y95 K39 R64 G32 B34 HEX 402022	 BRIGHT BLUE PANTONE 297 C51 M4 Y3 K0 R112 G197 B232 HEX 70C5E8
 TERRA PANTONE 4052 C13 M55 Y49 K0 R217 G136 B120 HEX D98878	 BROWN PANTONE 4096 C43 M71 Y57 K29 R119 G73 B77 HEX 77494D	 PALE BLUE PANTONE 544 C24 M7 Y3 K0 R189 G214 B231 HEX BDD6E7
 ORANGE PANTONE 2018 C0 M66 Y100 K0 R255 G118 B0 HEX FF7600	 WARM GRAY PANTONE WARM GRAY 1 C14 M13 Y17 K0 R216 G210 B203 HEX D8D2CB	 COOL GRAY PANTONE COOL GRAY 1 C0 M0 Y0 K9 R233 G232 B232 HEX E9E8E8

UX/PRODUCT
STATUS COLORS

	IN PROCESS PANTONE 297 R112 G197 B232 HEX 70C5E8
	PASS* PANTONE 7480 R0 G194 B128 HEX 00C280
	WARNING 1* PANTONE 7548 R254 G198 B0 HEX FEC600
	WARNING 2 PANTONE 2018 R255 G118 B0 HEX FF7600
	DOES NOT PASS PANTONE 1788 R237 G39 B56 HEX ED2738

* NOT FOR USE IN
MARKETING OR EVENT
COMMUNICATIONS

Primary Typeface

Articulat

Articulat CF is a new take on the timeless Swiss typography style. Strong, sharp and well-spoken, Articulat was built to be versatile, charismatic and legible. Always in style, use it for a hit of mid-century beauty—reimagined for the 21st century with more flavor and individuality.

Used in a Swiss-inspired grid system, Articulat reinforces DDN’s brand voice of Visionary, Elevating, Precise, and Confident. The clean geometry and disciplined structure echo the reliability of DDN’s high-performance computing history and ensures every communication feels engineered and unmistakably DDN.

abcdefghijklmnopqrstuvwxyz£¥¢©
ABCDEFGHIJKLMNOPQRSTUVWXYZ+
01234567890 / !@#\$%^&*(?)

We enable
the world’s AI
breakthroughs.

TYPOGRAPHY

HEAVY +
OBLIQUE

DDN is the infrastructure that enables *AI breakthroughs to become reality.*

EXTRA BOLD +
OBLIQUE

DDN is the infrastructure that enables *AI breakthroughs to become reality.*

BOLD +
OBLIQUE

DDN is the infrastructure that enables *AI breakthroughs to become reality.*

DEMI BOLD +
OBLIQUE

DDN is the infrastructure that enables *AI breakthroughs to become reality.*

MEDIUM +
OBLIQUE

DDN is the infrastructure that enables *AI breakthroughs to become reality.*

REGULAR +
OBLIQUE

DDN is the infrastructure that enables *AI breakthroughs to become reality.*

NORMAL +
OBLIQUE

DDN is the infrastructure that enables *AI breakthroughs to become reality.*

LIGHT +
OBLIQUE

DDN is the infrastructure that enables *AI breakthroughs to become reality.*

EXTRA LIGHT +
OBLIQUE

DDN is the infrastructure that enables *AI breakthroughs to become reality.*

THIN +
OBLIQUE

DDN is the infrastructure that enables *AI breakthroughs to become reality.*

Note: The majority of DDN communications will use the middle weights of Articulat ranging from Bold to Light.

Secondary Typeface

Geist Mono

Geist Mono is a monospace typeface that prioritizes readability and seamless integration into coding environments. It is complemented by its sans-serif counterpart, Geist. Created by Vercel in collaboration with Basement Studio, Geist fonts embody their design principles of simplicity, minimalism, and speed, drawing inspiration from the renowned Swiss design movement. With precision, clarity, and functionality at its core, Geist enhances the visual experience of developers and designers, empowering them to effectively communicate their ideas.

Geist Mono will be used as an accent to Articulat—usually in small amounts. It's primarily intended to reinforce technical details conveyed in typographic callouts, diagrams, and attributions.

(SECONDARY TYPEFACE – TECHNICAL DETAILS)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
! ? > æ @ –
¢ ; ë & * (=) → £ ¥ § ß € / ™
0 1 2 3 4 5 6 7 8 9 ¼ …

Secondary Typeface

Arial

Arial is the hardworking sans serif native to Microsoft products. As such, we use Arial for all of our presentations and shared documents. It's not as sexy Articulat, but sometimes brands demand function over form.

(SECONDARY TYPEFACE – SHARED DIGITAL DOCS & PRESENTATIONS)

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz!?,æ@–
ç;ë&*(=) →£¥§ß€/™
0123456789¼...

Usage

Use Articulat for all DDN communications, including web applications. Utilize the various weights to create a consistent look while maintaining different levels of emphases. Use the general guidelines at right for headlines/ titles, subtitles, subheads, and body text.

DDN has secured sufficient licenses for internal use of Articulat. However, external vendors must purchase their own license. If an alternate typeface must be used, substitute with Arial.

Purchase Articulat licenses [here](#).

Note: The default letterspacing for Articulat is quite tight—which is preferred for all DDN communications. Occasionally, even tighter letterspacing is recommended. As a general rule, the larger the headline, the tighter the spacing. See samples beginning on page 47.

Articulat is available on Adobe Creative Cloud’s Adobe Type Platform.

TITLES / HEADERS (H1)—ARTICULAT DEMI BOLD

Behind Every AI Breakthrough

SUBTITLES—ARTICULAT REGULAR, NORMAL, OR LIGHT

New Relic empowers engineers with all their telemetry to take a data-driven approach to planning, building, deploying, and running amazing software that powers amazing digital experiences.

PRIMARY SUBHEAD / BODY—ARTICULAT DEMI BOLD + NORMAL

Subhead sentence case here

Quisquaeped magnis et que premp edit, nobist, tem quis et ium ut mo vellauta commolore volupta alit, sam aut labor aperitaecti utecea conecum ut quam voluptatum abo. Nequia conem qui cores et omnist ut eaqui beat officienihit vollabo. Voluptatet et magnihi tiusam adi conecusam.

ALTERNATIVE SUBHEAD / BODY—ARIAL / BOLD + REGULAR

Subhead sentence case here

Quisquaeped magnis et que premp edit, nobist, tem quis et ium ut mo vellauta commolore volupta alit, sam aut labor aperitaecti utecea conecum ut quam voluptatum abo. Nequia conem qui cores et omnist ut eaqui beat officienihit vollabo. Voluptatet et magnihi tiusam adi conecusam.

Data Graphics

Data is a beautiful thing. The data graphics show the artistry in data that flows through the DDN platform. They're not just data points. They connect the dots, forming connections between infrastructure and breakthroughs.

Data graphics should be used as accents and not the primary graphics. They will often be used in tandem with shape elements.

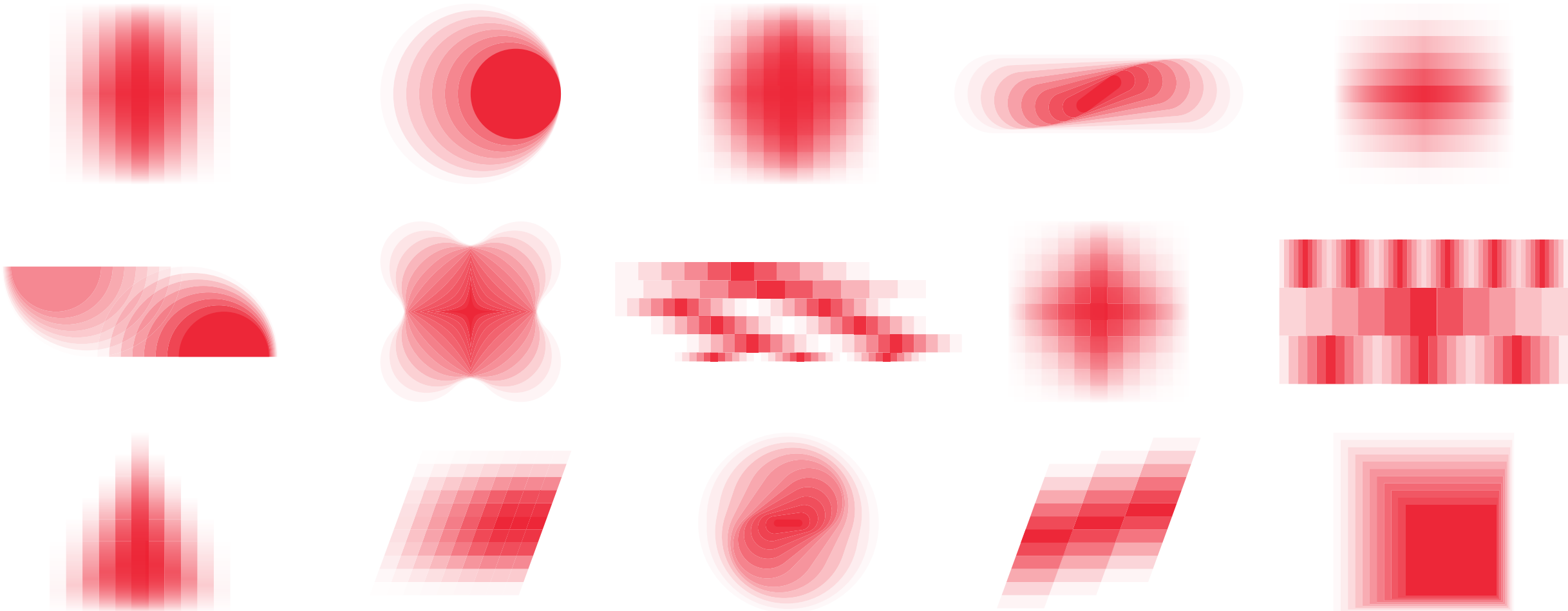
8 of 40 data graphics are shown here. Graphics are available in the following formats: ai, jpg, png, and svg files.



Shapes

Simple shapes when repeated give a sense of deeper views and relationships that help visualize DDN initiatives and vision. We’ve imbued these shapes with patterns imply motion and unexpected opportunities DDN delivers for our customers. These shapes convey the foundation on which our partners and customers will build.

Shape sets are available in all colors from our palette. See page 11. Additional shapes will be added with new color combinations as needed in the future.



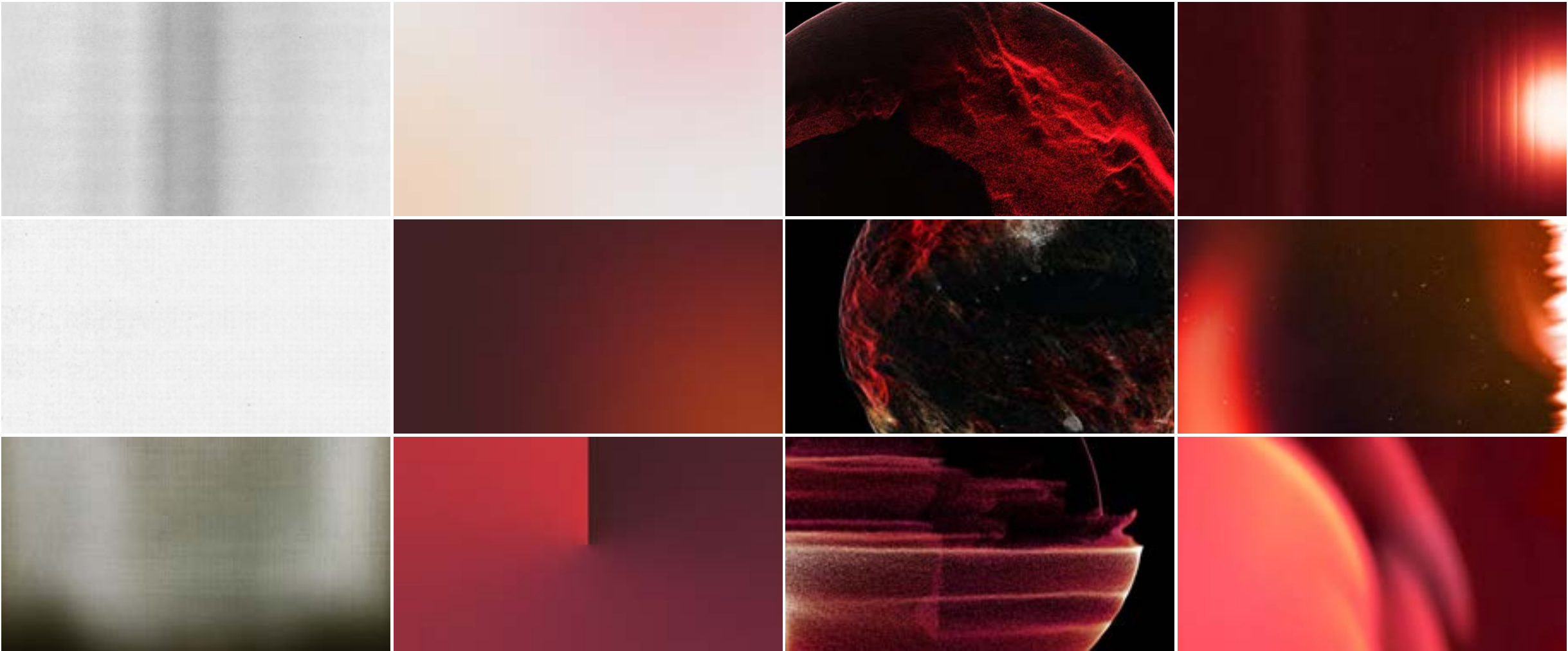
Textures

Layers of analog textures create an underlying sense of permanence and grit to an otherwise ethereal design landscape that's common among our competitors. These textures bridge our HPC past with the possibilities of the future made reality by DDN.

Multiple textures may be used together in subtle layers or with other design elements. Textures are usually secondary to a typographic message or images of people.

The sample textures shown at right represent a small sample of available libraries. Categorically, they include the following:

- Photocopy textures
- Figma exports
- Chroma textures
- Abstract/Light textures



PHOTOCOPY

FIGMA EXPORTS

CHROMAS

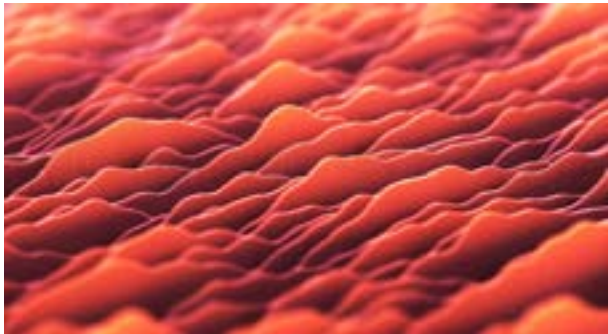
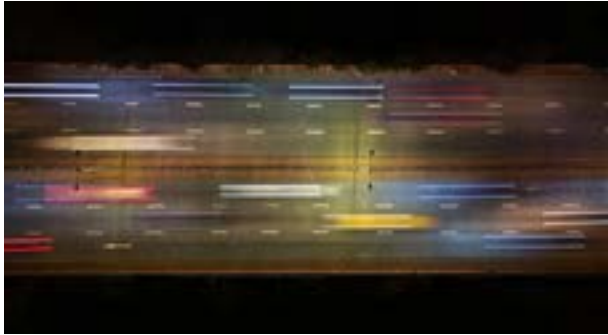
ABSTRACT/LIGHT

PHOTOGRAPHY

Photography

Our industry is an intersection of people, places, and technology. Accordingly, DDN image libraries will include curated sets of photographs in the following categories:

- **Core Infrastructure**
 - + Data Infrastructure
 - + AI Training Environments
 - + Hardware & Architecture
- **People & Work (Portrait/Lifestyle)**
 - + Engineers & Builders
 - + Customers in Action
 - + Leadership & Culture
- **Industry Verticals**
(see following pages for industry samples)
 - + Autonomous Vehicles
 - + Life Sciences
 - + Financial Services
 - + Media & Entertainment
 - + Sovereign AI
 - + Energy
- **Abstract**
(see page 29 for abstract samples)
 - + Speed & Performance
 - + Scale & Complexity
 - + Breakthroughs



CORE INFRASTRUCTURE

PEOPLE & WORK

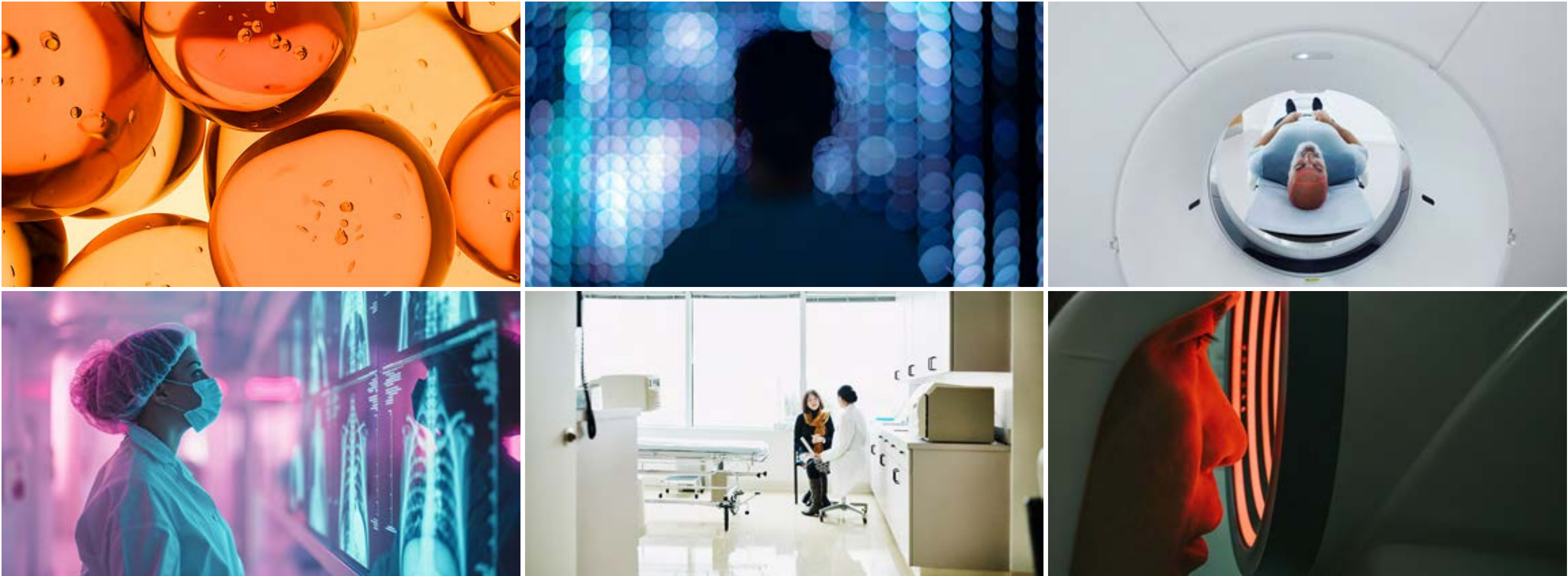
INDUSTRY VERTICALS

VISUAL LANGUAGE

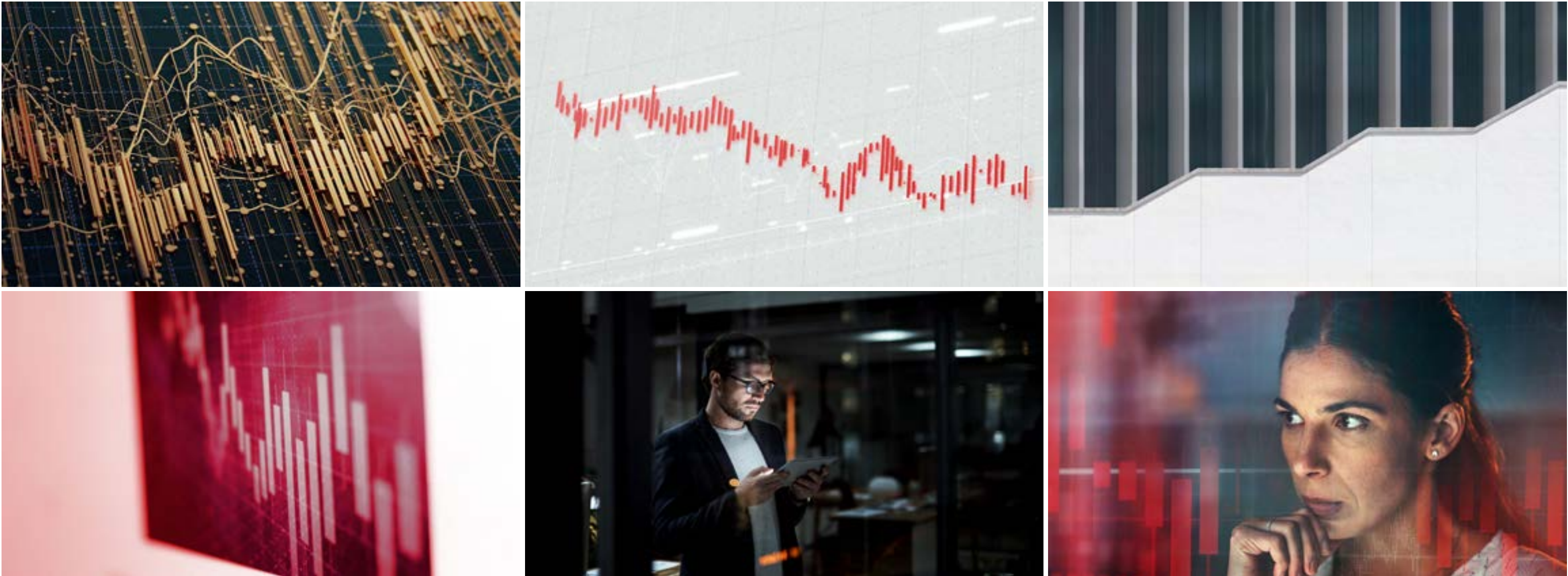
Photography—Autonomous Vehicles



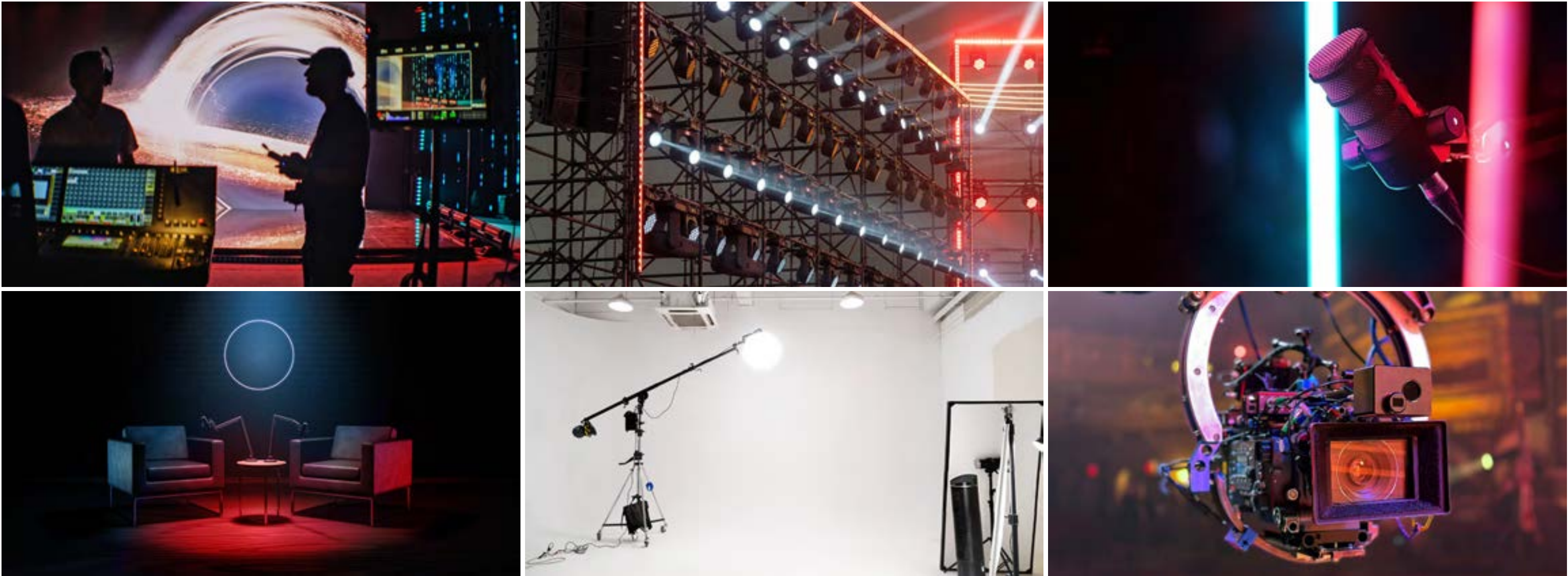
Photography–Life Sciences



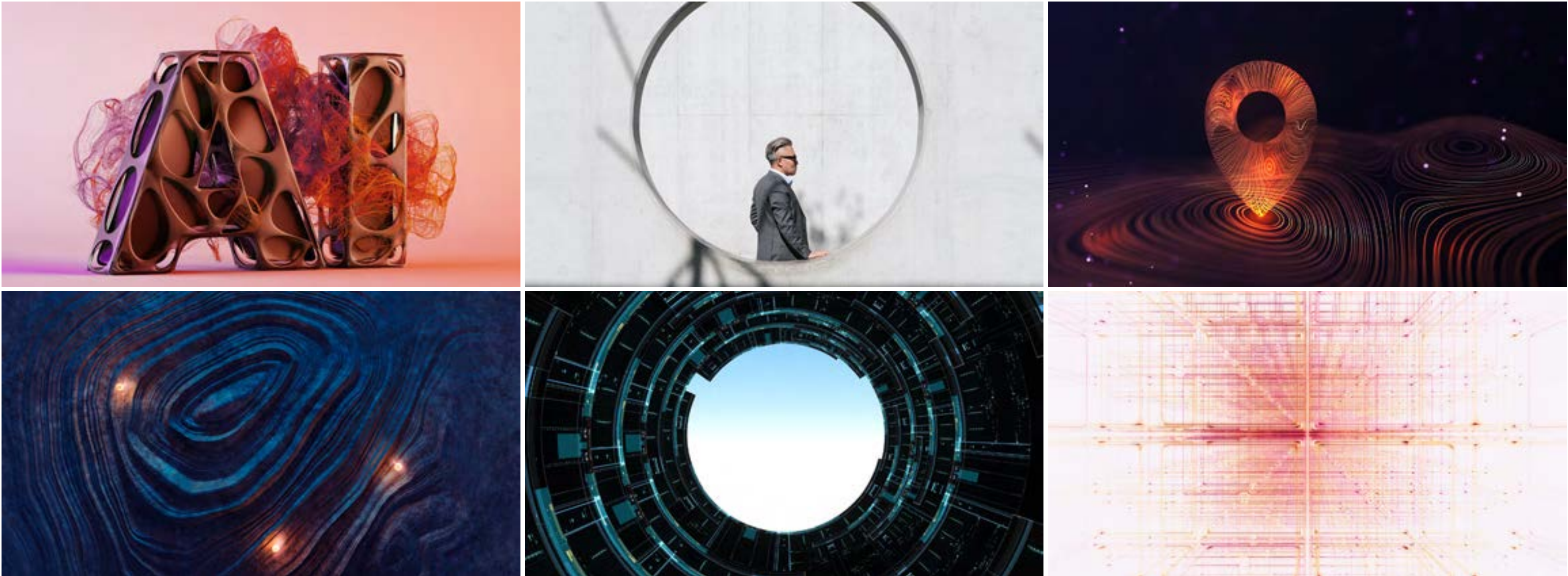
Photography—Financial Services



Photography—Media & Entertainment



Photography—Sovereign AI



Photography–Energy

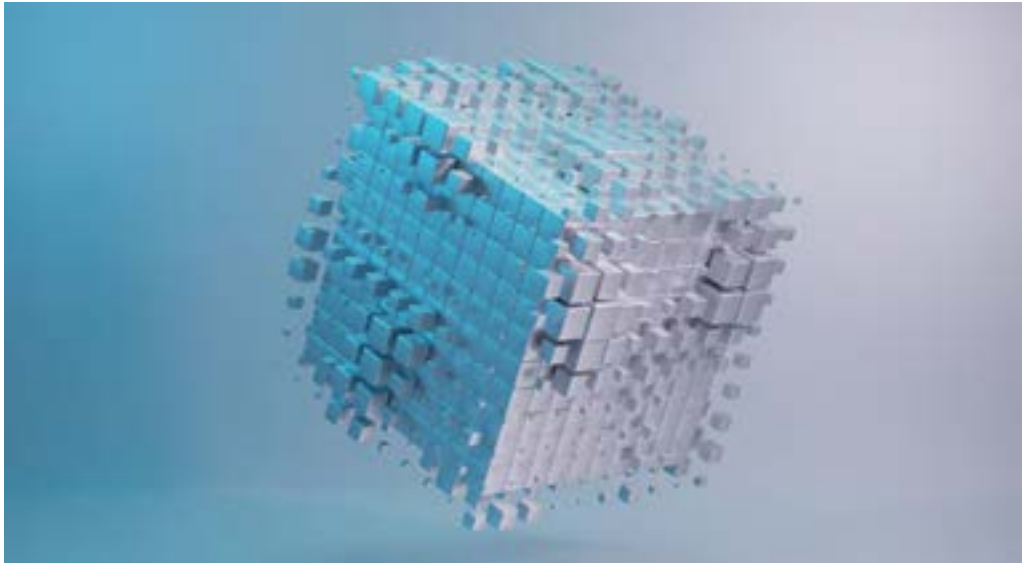


Photography—Abstracts

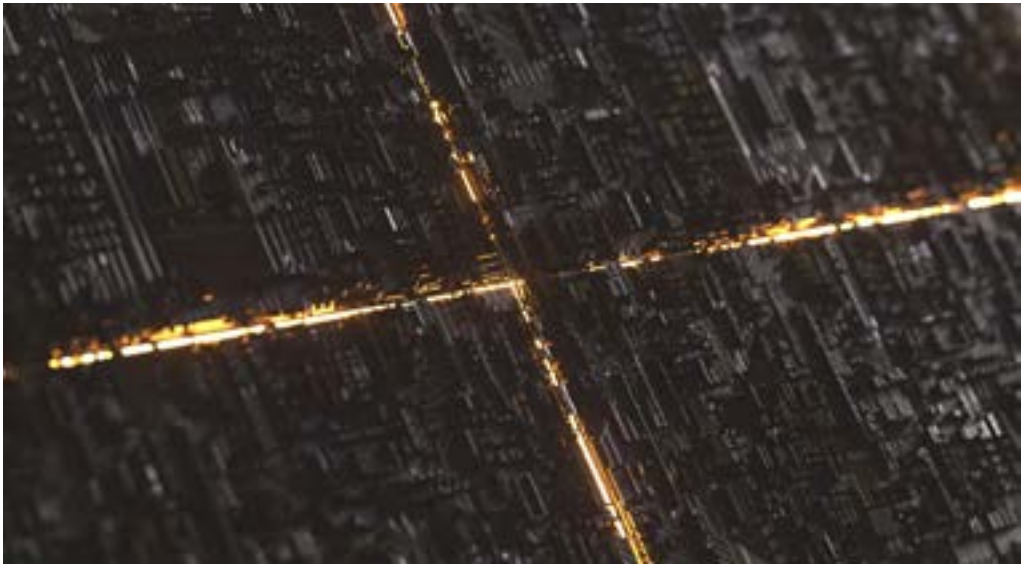
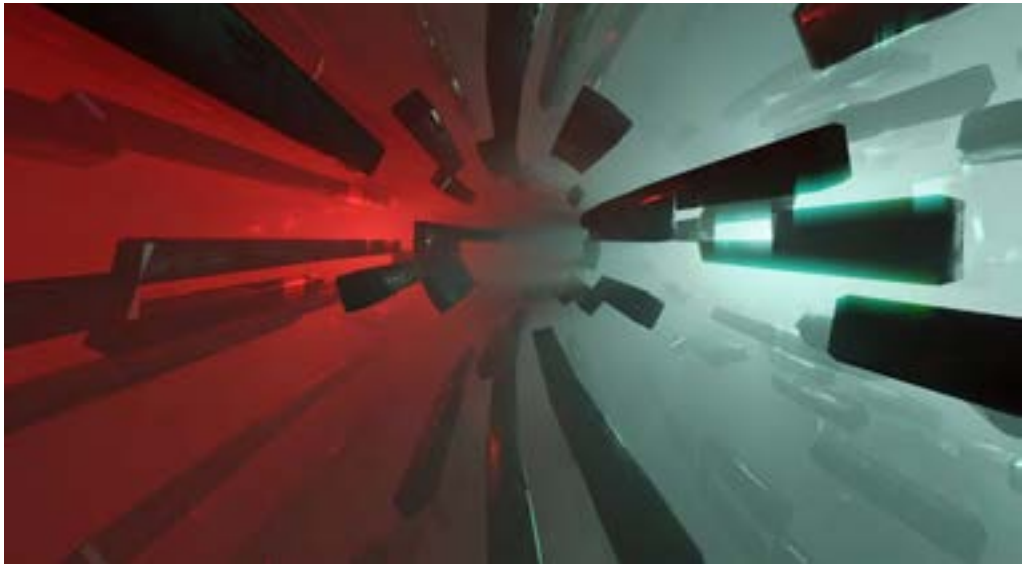
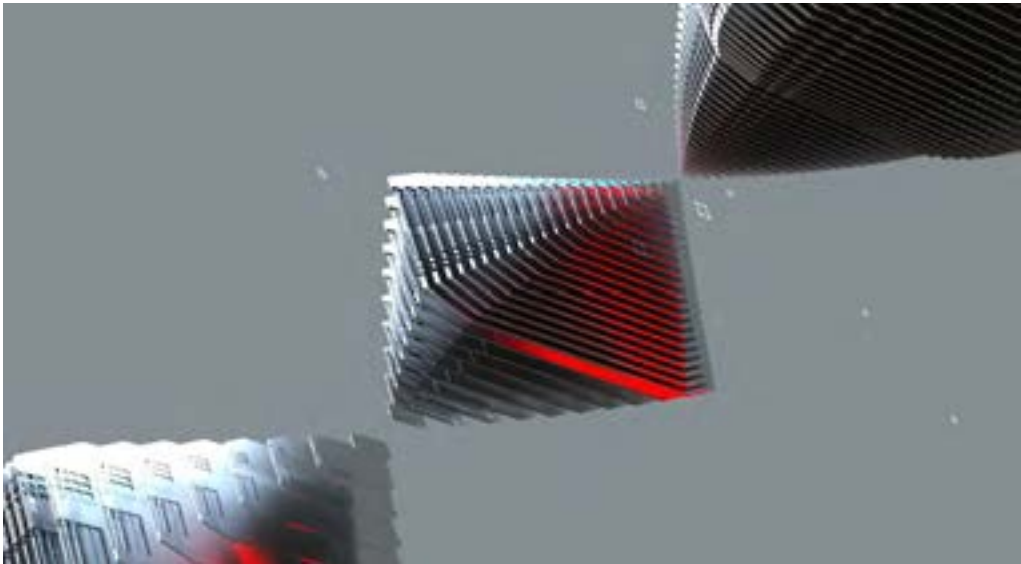
SPEED & PERFORMANCE



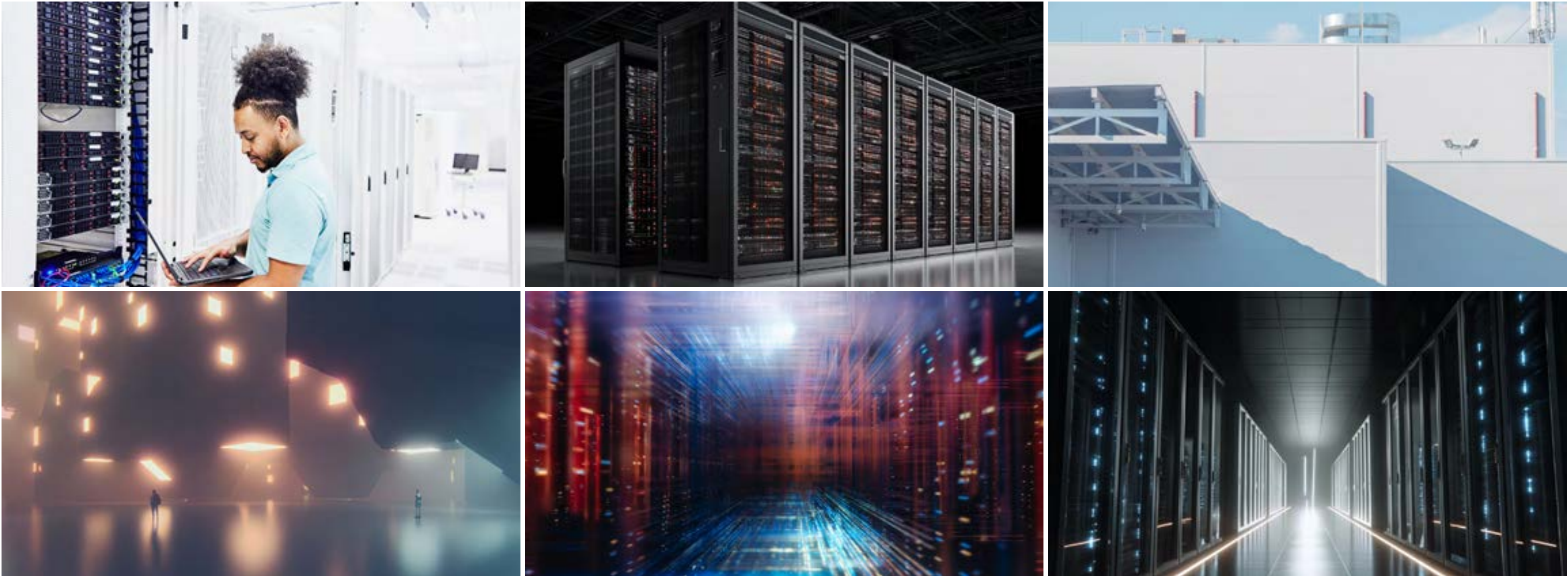
SCALE & COMPLEXITY



BREAKTHROUGHS



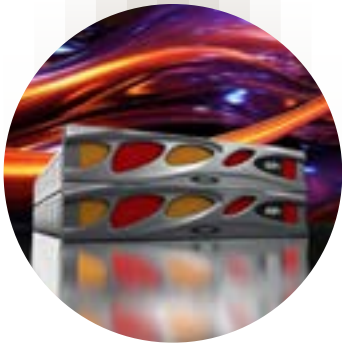
Photography—AI Factories



Photography–Product

DDN image libraries also include:

- **Product & Technology**
(Hardware & Software Categories)
 - + EXAScaler Solutions
 - + Infinia Platform
 - + Integrated Systems
 - + HyperPod

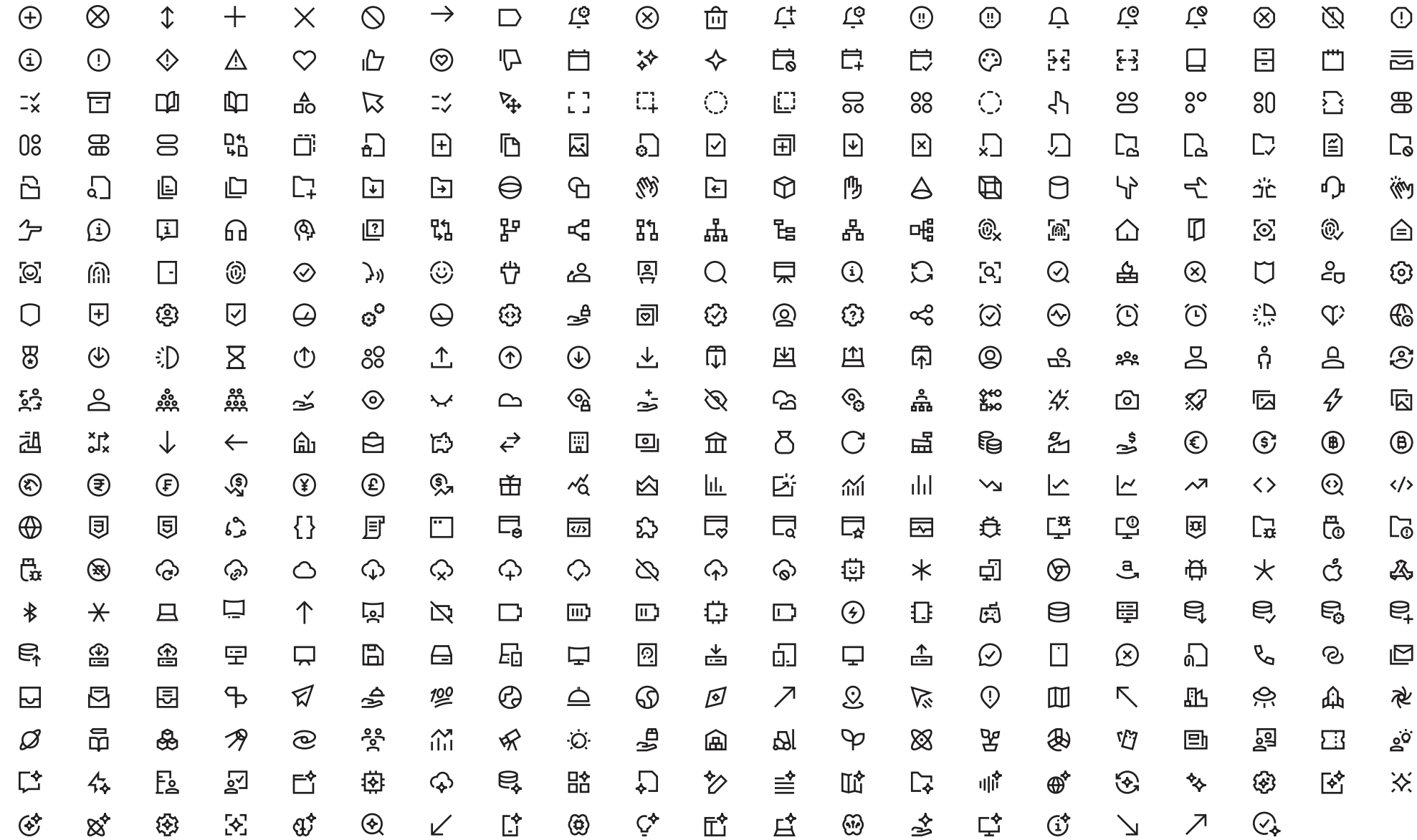
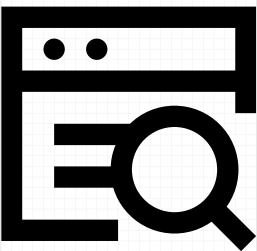


ICONOGRAPHY

Icon Style

Minimal, bold, and relevant icons based on the official Material Design guidelines. 4px stroke on 48px grid (2x). Some of the icons come directly from this set from Streamline. Others have been uniquely designed for our platform and services.

If there is a need for an icon not included in this preliminary set, please contact the brand experience team for assistance.



Industry Icons

												
ANIMATION & VFX	AUTOMOTIVE	ENERGY	FINANCIAL SERVICES	HEALTHCARE AND LIFE SCIENCES	HIGHER EDUCATION	MANUFACTURING	MEDIA AND ENTERTAINMENT	SECURITY & SURVEILLANCE	TELECOMMS	US PUBLIC SECTOR	HPC	AI LIFE SCIENCES
												
MEDICAL	CLOUD	NCP	SOVEREIGN AI	GOVERNMENT	CLIMATE FORECASTING	FRAUD	DIGITAL TWINS	SUPERCOMPUTING	LLM	DESIGN + VIRTUALIZATION	GENERATIVE AI	DATA ANALYTICS
												
DEPLOYMENT	CHECKPOINT	HOT POOLS	POWER	FOOTPRINT	IOPS							

Business Icons

												
ACCURACY	ACCELERATION	AGENTS	ALIGNMENT	ANALYSIS	API	APPLICATION	ARCHITECTURE	AUDIO	AUDIT	AUTOMATION	BANDWIDTH	BLUEPRINT
												
BUSINESS OUTCOME	CPU	CALIBRATE	CAPACITY FLEXIBILITY	CHALLENGES	CLUSTER ISOLATION	CLOUD	COMPRESSION	COST OF OWNERSHIP	CUSTOMER SATISFACTION	CUSTOMERS / PARTNERS	CUSTOMIZATION	DPU
												
DATA CENTER	DATA COMPLEXITY	DAY / NIGHT	DELIVERY	DEVELOPER VELOCITY	DISCOVERY / RESEARCH	DISTRIBUTED DATA	DOCUMENT	DOWNTIME	DRUG DISCOVERY	EDGE / CORE / CLOUD	EFFICIENCY	ELASTICITY
												
ENCRYPTION	ENGINEERS	ERROR DIAGNOSIS	EXPERTISE	EXPANSION	FLASH	FLEXIBILITY	FORECASTING FILES	GEO REPLICATION	GLOBAL LABS	GOVERNANCE	GPU	HARDWARE
												
HYBRID	IMAGE	INGEST	INFERENCING	INNOVATION	INTEGRATION	LATENCY	LEADERSHIP	LESS SPACE	LIFECYCLE OPTIMIZATION	LIFE SCIENCES	LLM	LONGEVITY

Business Icons

												
LOWER TCO	MARKETS	MAXIMIZE ROI	MEDICAL IMAGING	METADATA	MILESTONE	MODEL LOAD	MULTI-CLOUD PORTABILITY	MULTI - PROTOCOL	MULTI-TENANCY	MULTI-MODAL DATA	NETWORK	NEURAL NETWORK
												
OBJECT	OPS BURDEN REDUCTION	ORCHESTRATION	PARALLELISM	PIPELINES	PLATFORM	POLICY	POWER COOLING	PRODUCTION	PROOF OF VALUE	PROTOCOL	PROMPT	QOS
												
READ / WRITE	REAL-TIME ACCESS	REFERENCE ARCHITECTURE	RELIABILITY	REVIEW	RISK REDUCTION	SCALING	SECURITY	SERVER APPLIANCE STRATEGY	SHORTER TIME TO INSIGHT	SIMULATION	SOFTWARE	SOLUTIONS
												
SOVEREIGN	STABILITY	STALLING	STORAGE	STRUCTURED DATA	SUPPORT	SYSTEMS AT SCALE	TEAMS	TENANT	TESTING	THROUGHPUT	TIERING	TIME TO MARKET
												
TODAY / TOMORROW	TRAINING TOKENS	UNIFIED RACK	UNSTRUCTURED DATA	UPLOAD	UPGRADE	VIDEO	WORKFLOW	WORLD CLASS PERFORMANCE	WORLD CLASS SCALE			

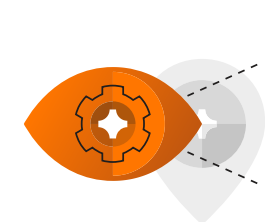
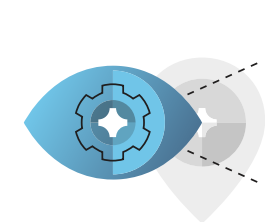
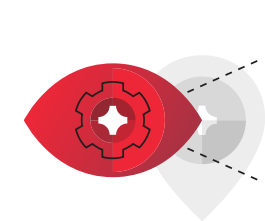
Super Icons

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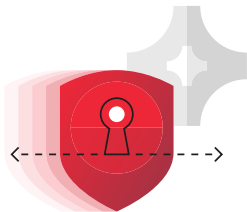
Please do not create your own super icon. Instead, contact the [Brand team](#) so we can help you say exactly what you want in a way that visually aligns with our growing library.

Super icons will be designed in both light and dark modes.

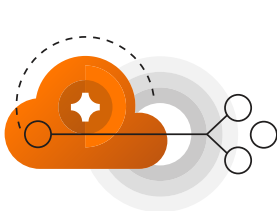
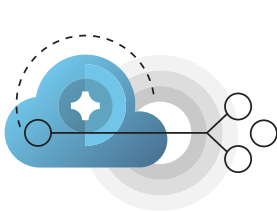
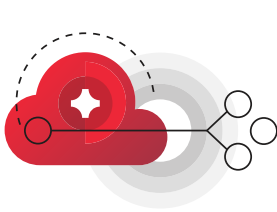
AUTONOMOUS AI & MOBILITY



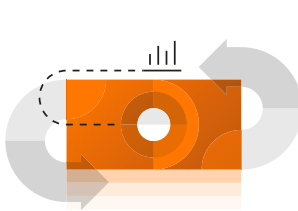
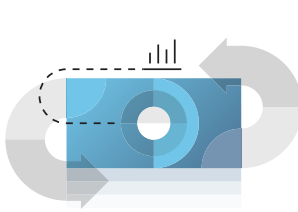
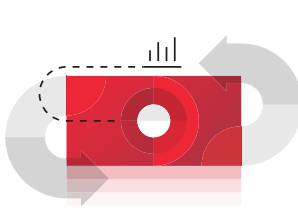
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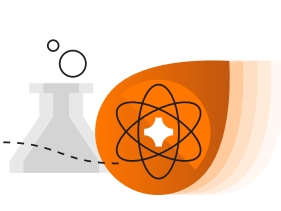
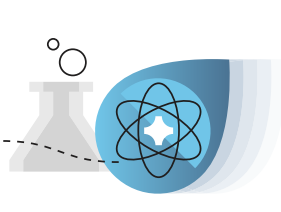
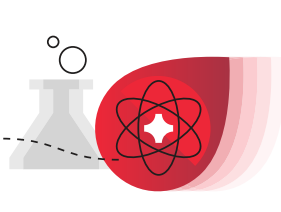
AI CLOUD & SERVICE PROVIDERS



FINANCIAL SERVICES & TRADING



LIFE SCIENCES & DRUG DISCOVERY



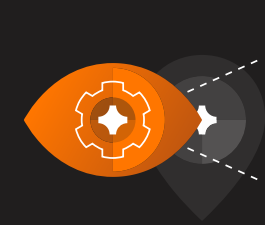
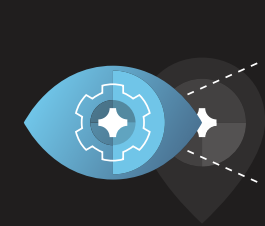
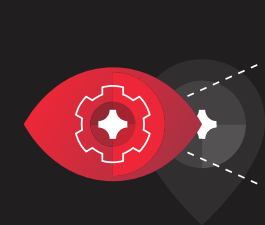
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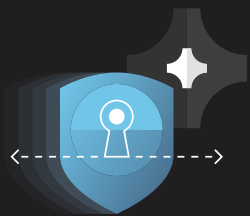
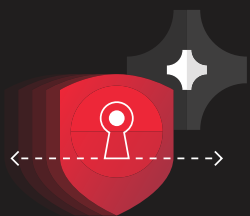
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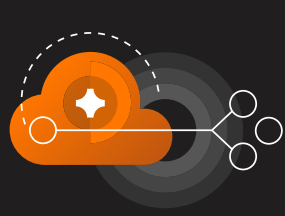
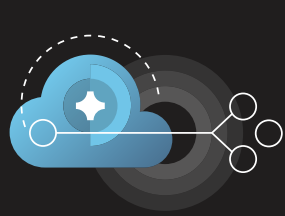
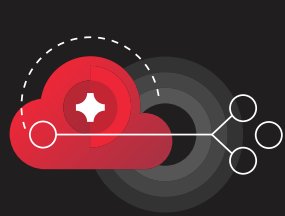
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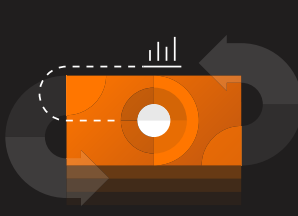
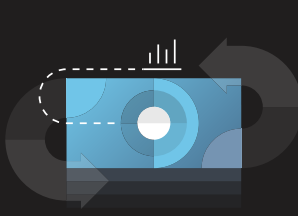
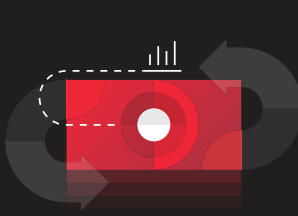
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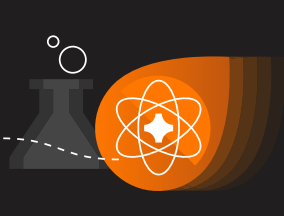
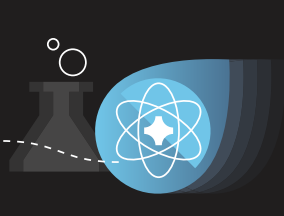
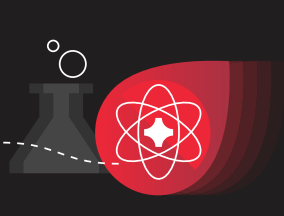
AI CLOUD & SERVICE PROVIDERS



FINANCIAL SERVICES & TRADING



LIFE SCIENCES & DRUG DISCOVERY



In one sentence:

DDN is the infrastructure that enables AI breakthroughs to become reality.



DDN Brand Narrative

Overview

Your brand narrative isn't just messaging. It's the strategic story that connects who you are to what you enable. Think of it as your north star: every piece of communication should ladder back to this core story.

For DDN, the narrative centers on being the essential foundation that makes AI breakthroughs possible. You're not the star of the show, you're the engine behind it. This "engine" positioning means you focus on enablement over achievement, on what customers can build rather than what you've built.

Use this narrative to validate your writing: Does your copy reinforce our role as enablers? Does it focus on customer outcomes? Does it show how we handle the complexity so they can create the breakthroughs?

Narrative

Enabling the World's AI

AI is reshaping every industry. But it doesn't work without the right foundation.

DDN is the engine behind the world's most ambitious AI. Our intelligent data infrastructure helps organizations move faster, reduce complexity, and lower the cost of making AI work at scale. We've spent decades mastering the hard part, the hidden systems and technical details beneath the surface, so organizations can focus on building the future.

From development to deployment, we enable AI to perform at its best by driving speed, efficiency, and business impact.

Because AI breakthroughs don't happen without DDN powering what's underneath.

DDN Brand Positioning

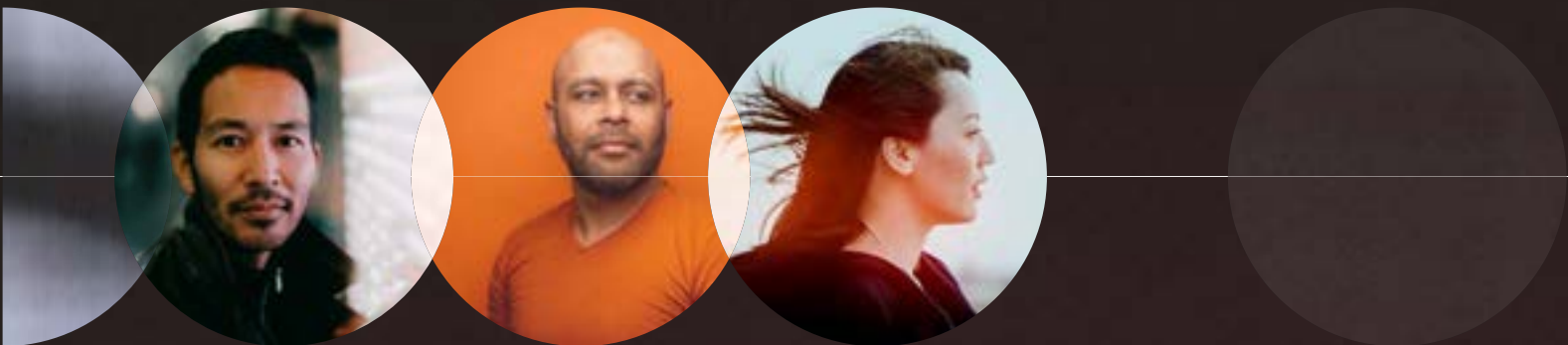
Overview

While your brand narrative tells the story of who you are, your positioning statement defines where you sit in the market. It's the strategic answer to: What do we do? Who do we serve? What makes us different?

Positioning

DDN is the AI data intelligence platform that enables the world's most ambitious organizations to build what hasn't been built before. We've mastered the infrastructure that makes AI work at scale. Over 11,000 customers depend on us to transform raw computational power into real business outcomes. From AI factories building at massive scale to sovereign AI initiatives securing national interests, we handle the underlying complexity so our customers can focus on changing the world.

The Creator Archetype



A brand archetype is a universal character pattern that guides how we show up in the world. Think of it as a consistent personality that shapes every interaction. It's what makes DDN instantly recognizable, not just in what we say, but in how we think and act.

DDN is stepping into its next chapter as a Creator brand, advancing what's possible, pushing boundaries in AI, and enabling others to do the same. This is a sharper, more elevated Creator: imaginative but always precise, bold but deeply grounded, inspiring without losing sight of responsibility.

Built on DDN's foundational role in the industry, Ruler archetype traits like authority, structure, and trust emerge in specific moments (i.e. when stating proven capabilities or established facts). But these traits now serve the Creator vision: our authority enables others to create, our structure becomes their foundation for innovation, our trust gives them confidence to build boldly.

Who is the Creator?

The Creator builds what hasn't been built before. We're driven by imagination and the desire to leave something lasting in the world. But DDN's Creator spirit comes with the discipline of decades of technical mastery.

We don't just dream, **we architect the infrastructure beneath AI's biggest breakthroughs**. Every system we design is an act of creation that enables thousands more.

Writing to the Archetype:

When you write as DDN's Creator, every word should reflect this balance:



Imaginative, but always precise. We dream in possibilities but speak in certainties. Our creativity shows up in how we solve problems others haven't even identified yet. We paint the future of AI infrastructure with technical accuracy and visionary thinking in equal measure.



Pioneering, but deeply grounded. We make bold claims because we've already built the proof. Our confidence comes from mastery, not marketing. We push boundaries from a foundation of unshakeable expertise, speaking with the authority of those who have been there first.



Inspiring, without losing sight of responsibility. We make progress possible by creating the conditions for them to happen. But we never forget that the world's most critical AI systems depend on what we build. We inspire action while maintaining the trust that comes from absolute reliability.

How do you write as the DDN Creator?
These four traits shape our voice and make it distinctively ours:



Visionary
We see and articulate what’s possible before others do. We anticipate tomorrow’s progress and show how to get there.



Elevating
We make our readers feel more capable, smarter, more ambitious. Every interaction should lift others up and help them see new possibilities.



Precise
We’re builders who know every detail matters when creating something new, so we speak with technical accuracy and zero fluff.

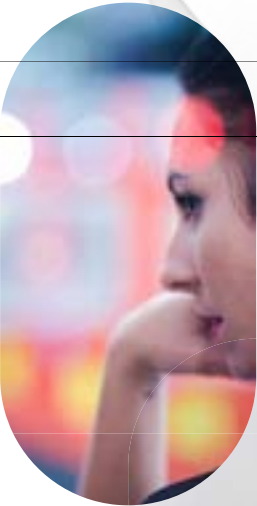


Confident
We have quiet authority earned through decades of proven expertise. We state facts and let our track record speak for itself.



DDN Voice Traits at a Glance

TRAIT	IT MEANS	IT FEELS	BUT NOT
Visionary	Seeing what’s coming before the industry knows it needs it. Building foundations for what doesn’t exist yet.	Forward-thinking, pioneering, category-defining	Hype-driven, making empty promises, chasing trends
Elevating	Focus on what customers can achieve, not what DDN has built. Transform technical capabilities into business possibilities.	Empowering, inspiring, possibility-focused	Self-congratulatory, feature-obsessed, talking down
Precise	Choose exactly the right words. Speak with technical accuracy and zero fluff.	Clear, direct, trustworthy	Marketing-speak, over engineered explanations, hiding behind jargon
Confident	We’ve built the infrastructure that powers today’s AI. Let our track record speak for itself.	Assured, matter-of-fact, quiet pride	Arrogant, defensive, overselling



Using AI to Write in the DDN Voice

AI tools like ChatGPT can help you turn first drafts into Creator-focused copy. They’re especially useful for shifting perspective from features to outcomes, or finding clearer ways to express technical concepts. But AI tends toward generic language and marketing clichés, which is exactly what we’re avoiding.



Remember: Always edit the output to sound human and specific.

Sample prompts for Creator voice:

- For headlines:** “Rewrite this headline to focus on business outcomes, not what DDN offers: [your headline]”
- For SEO/GEO-optimized headlines:** “Rewrite this headline to focus on business outcomes while keeping these keywords intact: [your headline + list key terms to preserve]”
- For technical copy:** “Keep the technical detail but make it more accessible. For business audiences, simplify and focus on outcomes. For technical audiences, maintain precision while clarifying the value: [your text + audience]”
- For perspective shifts:** “Rewrite this from the customer’s point of view. Start with their challenge, not our solution: [your text]”
- For email subject lines:** “Make this subject line more direct and value-focused, under 50 characters: [your subject]”
- Help AI speak your audience’s language.** When prompting AI, specify the actual terms your audience uses. Rather than asking for “executive-friendly copy” or “technical documentation,” feed AI the specific language each audience uses when discussing infrastructure and AI. Here are sample prompts to try:

- **For technical audiences (engineers, architects, data scientists):** “Rewrite this to include language engineers may use, like ‘GPU utilization,’ ‘checkpoint bottlenecks,’ ‘IOPS requirements,’ and ‘parallel file systems.’ Avoid marketing language: [your text]”
- **For executive/business audiences (CTOs, CIOs, VPs):** “Rewrite this for a CIO, including terms they may use: ‘operational resilience,’ ‘SLA guarantees,’ ‘TCO reduction,’ ‘time-to-value,’ and ‘risk mitigation.’ Keep it business-focused, not technical: [your text]”
- **For partners (cloud providers, integrators):** “Rewrite this for technology partners using terms like ‘margin opportunity,’ ‘deployment velocity,’ ‘service attach rates,’ and ‘reference architectures.’ Focus on mutual business value: [your text]”

This approach helps AI generate copy that sounds authentic to each audience, like it comes from someone who truly understands their world.

Remember: AI output often sounds like AI, full of buzzwords and empty phrases. Your final edit matters most. Read it aloud. Would a human say this? Does it sound like DDN or like every other tech company? The goal is writing that connects and differentiates, not copy that sounds like everyone else.

Brand Voice in Action

	INSTEAD OF:	TRY:	WHY:
Headline	Future-Proof Your AI Infrastructure	Built for the AI workloads you haven't imagined yet	Shifts from defensive ("proof") to creative ("built for"). Positions DDN as architect, not insurance policy.
	DDN Simplifies Complex AI Workflows	Focus on what you're building. We'll handle the complexity.	Makes it about their breakthrough, not our capabilities. Elevates the customer.
	The Gold Standard for Accelerating AI Workloads	We accelerate the workloads that matter most	Removes self-proclaimed superiority claim. Focuses on enabling important work.
	DDN Provides an Unfair Advantage to Our AI Customers	DDN customers ship AI faster. Here's why.	State the outcome simply. Confident brands don't need dramatic claims.
	Supercharging the Future of AI Data Infrastructure	Building the infrastructure AI needs next	"Supercharging" is marketing speak. Visionary brands build, they don't hype.
	Solve Complex Problems Faster with DDN	When your problem is complex, your infrastructure shouldn't be	Empathizes with their reality instead of making promises
	Unleash the Power of Data with DDN EXAScaler®	DDN EXAScaler®: Built for workloads that break other systems	Removes marketing cliché "unleash the power"
About Page Intro	Supercharging the Future of AI Data Infrastructure Ranked #1 for High-Performance Storage for many years, our advanced data intelligence platforms ensure maximum GPU utilization for the best performance and return on investment possible. If you need a fast, secure, scalable data environment, there is no comparison to DDN.	The Engine Behind the World's Most Ambitious AI For 25 years, we've built the infrastructure that makes AI work at scale. Today DDN's data intelligence platform powers over 11,000 organizations, from enterprises to hyperscalers like NVIDIA and xAI, delivering the performance, security, and efficiency that ambitious AI demands. We handle the complexity. You handle the breakthroughs.	Lead with proven history, then show current scale with specifics. Address practical needs while maintaining Creator positioning. End by clarifying roles: DDN handles technical complexity so customers can innovate.

Brand Voice in Action (continued)

	INSTEAD OF:	TRY:	WHY:
Customer Email (Customer Spotlight)	Accelerating Scientific Discovery with High-Performance Data Intelligence. Discover how Scripps Research is accelerating scientific breakthroughs with high-performance data infrastructure. In this video, Charles Bowman from the Ward Lab at Scripps Research shares how advanced data solutions are transforming the pace and precision of biomedical research. From real-time cryo-EM imaging and AI-driven protein modeling to rapid vaccine development, see how a scalable data intelligence platform empowers scientists to focus on discovery, not infrastructure. Learn how Scripps is tackling global health challenges with the power of data, AI, and next-gen computing.	When Science Can’t Wait: How Scripps Research Accelerates Discovery See how Scripps Research is solving problems that haven’t been solved before, from real-time cryo-EM imaging to AI-driven vaccine development. In this video, Charles Bowman from the Ward Lab shares how DDN’s data intelligence platform transforms months of analysis into days of discovery. Watch scientists tackle global health challenges when infrastructure gets out of their way. Learn how Scripps is solving global health challenges with breakthrough speed.	Lead with what matters to the reader, solving their problem or showing peer success. Remove redundant descriptions and marketing language. Let the customer story do the selling.
Blog Posts	AI and HPC Workloads Demand Highest Performance Data – DDN is the Undisputed Leader on IO500 IO500 isn’t just another benchmark – it’s the gold standard for assessing real-world storage performance for AI and HPC. It is vital to assess which technologies you should deploy and which vendors you should rely on. Unlike synthetic benchmarks that only test hypothetical and isolated conditions which rarely exist in the real world, IO500 evaluates real data center GPU and Compute infrastructure under realistic, demanding conditions.	When AI and HPC Performance Actually Matters: DDN’s IO500 Results IO500 has become the benchmark that matters for AI and HPC storage decisions. Why? Because it tests what you face daily: mixed workloads, competing I/O patterns, and metadata operations all fighting for resources. Synthetic benchmarks show perfect scenarios. IO500 shows what happens when complexity hits. Here’s why DDN systems consistently rank #1 and what that means for your workloads.	Lead with customer challenges, not vendor claims. Demonstrate leadership through concrete results rather than abstract claims. Simplify complex sentences and let proof points demonstrate expertise.

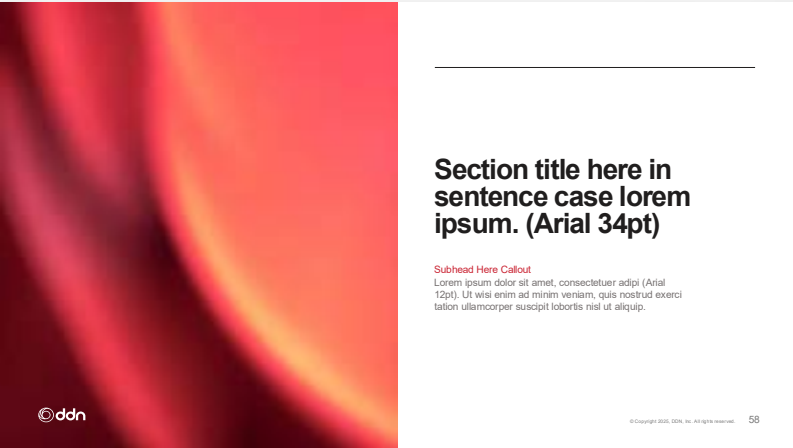
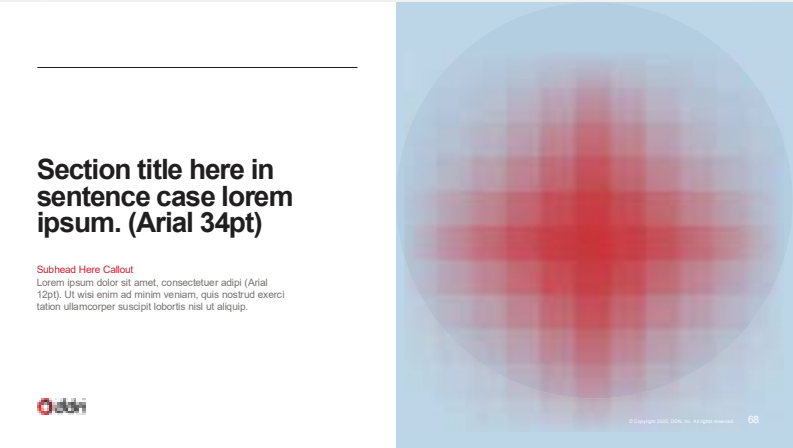
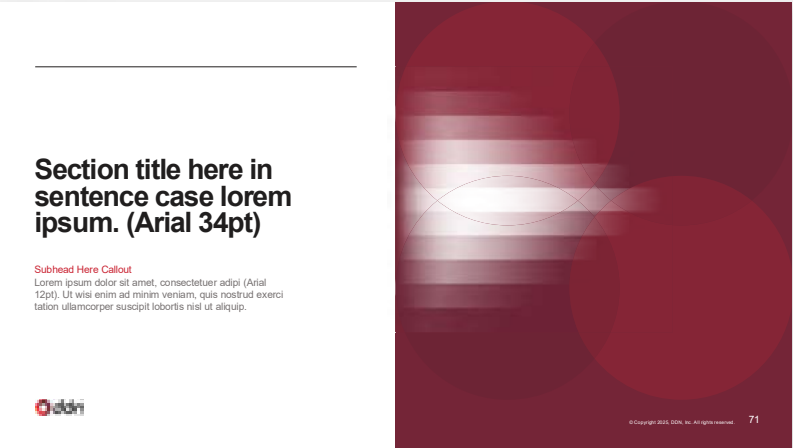
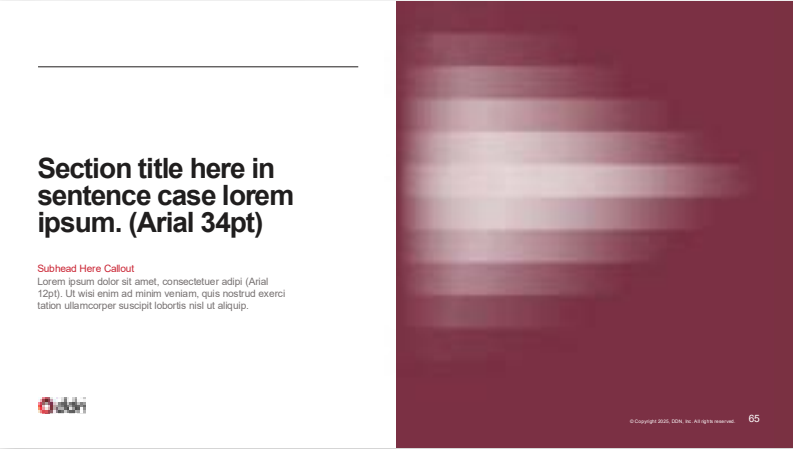
Brand Voice in Action (continued)

	INSTEAD OF:	TRY:	WHY:
Social Posts	The problem nobody talks about: AI is transforming healthcare—but most systems aren’t ready.	The gap between AI’s promise and healthcare’s reality? Infrastructure.	Name the real challenge clearly. Position as enabler, not alarmist.
	Now Available: Google Cloud Managed Lustre, powered by DDN EXAScaler®. The world’s most powerful parallel file system is now a fully managed, cloud-native service...	Google Cloud just removed your biggest AI bottleneck. Managed Lustre powered by DDN means terabyte-speed performance without the complexity. Build what matters.	Lead with customer benefit. Skip the superlatives.
	Agentic AI is the next frontier—but there’s a critical infrastructure gap.	Agentic AI needs infrastructure that thinks ahead too.	Connect innovation to enablement. We’re solving, not just observing.
	AI isn’t just changing medicine — it’s redefining how we collaborate to save lives.	When researchers can share imaging data in seconds instead of hours, collaboration actually works.	Specific over philosophical. Show the how, not just the what.

Presentations

Templates have been created for all presentations. They include a variety of slides to accommodate presentations large and small. Thank you in advance for using them whenever possible.

POWERPOINT



Collateral

Templates have been created for the following collateral pieces. Thank you in advance for using them whenever possible.

WHITEPAPER



Whitepaper - November 2025

www.ddn.com

Building AI Factories with Sustainability and Efficiency

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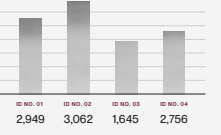
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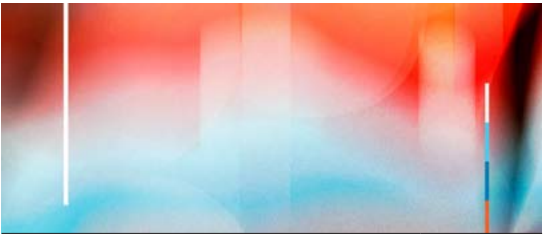


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EBOOK



eBook - November 2025

www.ddn.com

Building AI Factories with Sustainability and Efficiency

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DESIGN TEMPLATES + SAMPLES

Collateral

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CASE STUDY



Accelerating AI Innovation for Datacenter Enterprises and HPC Workloads at Any Scale

NVIDIA pioneered accelerated computing to tackle challenges no one else can solve. Their work in AI and digital twins is transforming the world's largest industries and profoundly impacting society.

By consolidating the power of an entire data center into a single platform, NVIDIA has revolutionized how complex machine learning workflows and AI models are developed and deployed in an enterprise. This computing marvel also led to the creation of Solano, one of the world's fastest computers in total performance, and commercially available system – the first of its kind. NVIDIA's new "eXtreme" Solution "Viper" series to reduce the complexity of increasingly diverse AI models, including conversational AI, recommender systems, computer vision workflows and autonomous vehicles.

Challenges

To reduce the time-to-solution challenge, NVIDIA needs to be able to distribute large computational problems across hundreds of systems operating in parallel using an integrated set of compute, network and storage building blocks. This approach requires extremely fast storage performance to support intensive processing demands. High degrees of parallelism and access to small and large files and critical, along with seamless, horizontal scaling to ensure incremental expansion.



"The real differentiator is DDN. I never hesitate to recommend DDN. It is the de facto name for AI Storage in high performance environments."

MARC HAMILTON
VP Software Architecture & Engineering NVIDIA



INDUSTRY
Semiconductors | Technology (GPUs, AI)
Software | Software, data center computing

LOCATION
Santa Clara, California, USA

EMPLOYEES
36,000+

SOLUTION

- More than 300 all-flash and hybrid storage appliances
- Seamless deployment and optimization for on-premises and in the cloud
- Simple appliance model with powerful ZUO building block

BENEFITS

- Simple linear scaling of performance, optimized for AI/ML workloads
- Easy access to DDN technical team for experted collaboration
- A globally connected team moves faster for development times

Accelerating AI Innovation for Datacenters Enterprises and Workloads at NVIDIA

Case Study 2

“Having a partner who stands shoulder-to-shoulder with our engineers to solve the big challenges is where the true value comes from,” said Houston. “We’re definitely pushing the boundaries of what’s possible today while exploring new frontiers for the future.”

Founder and CEO, NVIDIA

Our DDN solution

Since 2018, NVIDIA and NVIDIA have run extensive validation testing programs with our customers to create an optimal infrastructure architecture for AI workloads and applications. This has resulted in DDN being selected as the preferred storage solution for NVIDIA Isxles, Cambridge 1 and Gen AI Supercomputers, as well as the creation of native and repeatable reference architectures that scale with ease for enterprise AI customers.

Historically, most supercomputers were custom built one-off designs, but the new breed of enterprise AI customers does not have the experience, expertise or time to build one new. With the new on-premise building Isxles and Gen AI appliances, accelerated in 2020 over just three weeks, NVIDIA was able to create the blueprint for AI Factories that can be known as NVIDIA DDX SuperPOD™. The DDX SuperPOD delivers reduced time-to-outcomes while minimizing the complexity of increasingly diverse AI models, including conversational AI, recommender systems, computer vision workloads, autonomous vehicles and more. NVIDIA was certified as the first storage solution for this world-class, turnkey AI Factory.

Over time, the increase in the size and complexity of AI models has driven NVIDIA and DDN to collaborate on additional systems to achieve unprecedented performance and predictable, simple, dramatically boosted storage capacity and productivity, and increase the ROI of NVIDIA’s internal and external AI customer initiatives alike. Most recently, NVIDIA unveiled its Exa system, which is comprised of 270 NVIDIA DDX-H100 systems and NVIDIA Quantum 2 InfiniBand networking, where NVIDIA uses DDX-A40X2 appliances for its storage & data layer.

By utilizing DDN, NVIDIA received a data platform well matched to its DDX systems, with high-performance networking, ample I/O capabilities, and a design that scaled well with its growing data and customers’ growing demands.

Looking Ahead

NVIDIA is looking forward to an evolution of data center into a global platform. NVIDIA DDX is reimagining how complex machine learning workloads and AI models are deployed and managed in an enterprise. With the addition of DDX storage to the advanced AI Factory provided by NVIDIA, they are providing world-class AI solutions for enterprise customers.

“I would say to anybody who is thinking about using AI, that they would be getting an engineering partner and a team that knows how to support customers that have such a large scale like we do,” said Keshrithur. “They have the ability to continue to make and provide new solutions for accelerating the future of AI applications.”

NVIDIA is also moving access to accelerated computing to easy, fast and flexible, as possible. Whether they are deploying in their own data center, on-premise, in a cloud solution, or in a public cloud, customers can be confident that providers following the standardized reference architecture will deliver an efficient and well-proven solution. With DDX as a key component of these AI Factories, customers can expect higher utilization, lower TCO, and faster time-to-results.

LEARN MORE

+1.800.421.2266 | sales@nvidia.com

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DATA SHEET



DATA DRIVEN

DATA DRIVEN

DDN EXAScaler

Product Family



Artificial Intelligence (AI), Analytics and High-Performance Computing (HPC) enable organizations everywhere to gain insights from their data with unprecedented velocity and accuracy. Data-intensive workflows put storage infrastructure capabilities in the critical path – driving requirements for efficient, dependable performance that scales easily to meet evolving workloads on premises and in the cloud.

EXA®: The world's most advanced parallel filesystem

Developed and optimized using the latest advances in filesystem software technology, EXAScaler delivers extreme performance, scalability, capacity, reliability and simplicity.

Augmented with feature-rich enhancements, EXAScaler delivers a truly global data platform capable of enabling and accelerating a wide range of data-intensive workflows, at any scale. Fully integrated DDN EXAScaler appliances combine the world's fastest hyperconverged data storage platform with a truly parallel filesystem software in a package that's easy to deploy and managed and backed by the DDN team's 24x7x365 support.

EXAScaler is fully-optimized to deliver data at high throughput, low-latency and massive concurrency using a shared parallel architecture that can scale flexibly bringing dramatic performance and economic benefits.

Building on over a decade of experience deploying parallel filesystem solutions in the most demanding environments around the world, DDN EXAScaler delivers unparalleled performance, capacity and flexibility for users looking to manage and gain insights from massive amounts of data.

Data management: Automated, optimized, and secure

EXAScaler includes new data management and integrity filesystem features developed by DDN and only available on EXAScaler. The automatically created Strategist is a powerful data management engine that gives users comprehensive data residency controls using policy based placement. Hot Nodecheck accelerates data management tasks by automating capacity application to data on local NVMe or GPU systems, reducing latency and traffic by avoiding network round trips, and freeing up infrastructure to serve additional workloads.

Hot Pools intelligently moves data between high-performance flash and large capacity disk and ensures efficient use of storage. A native "100K performance" ensures that data is handled with full throughput from application to data. EXAScaler enables organizations everywhere to create, analyze and manage more data than ever before, accelerating time to insight and unparalleled performance for the most demanding workloads on premises and in the cloud.

The next generation parallel filesystem solution

- Global Data Platform
- Scales Effortlessly
- Fastest
- Densest
- Flexible Architecture
- Deep GPU Integration
- Most Experienced




EXAScaler®

EXAScaler®

[POSS1](#) /
 [MFS](#) /
 [SMB](#) /
 [S3](#)

Multitool deployment Options

EXAS:

- Comprehensive Security
- Complete Data Management
- Full Spectrum Performance
- Strong Data Protection

↓

NVME + SSD + HDD + TAPE + S3

EXCELSCALE Product Family		Data Stream	
Delivering features and functionality you can't get anywhere else			
REDUCED CONVERGENCE: Realizes the lowest TCO with simple and efficient EAScaler appliances. SIMPLE DEPLOY TOOLS: Simplify EAScaler adoption with data migration and configuration tools. EASCALEE MANAGER FRAMEWORK: Vastly simplify deployment and management of large scale clusters and benefit from online upgrades with CDN's orchestration platform. ENCRYPTION: Ensure data security with encryption-in-flight and at rest. DATA INTEGRITY: Transparency allows accurate and consistency of data with end-to-end verification. AUDITING: Meet legal and regulatory requirements with a complete picture of who made changes, and when. COMPLIANCE: Maintain control of the filesystem with user, project, and directory quotas.		VIRTUALIZED ANALYTICS: Gain deep understanding of filesystem and hardware utilization; monitor performance at node and job levels. HYPERCONVERGENT: Automatically check data across local NVMe of CPU, spinning disk, SSD memory and traffic, reducing up-drifts in costs to serve additional workloads, such as ingesting, labeling, and archiving. HOT SPOTS: Optimize flash utilization and long-term data retention with automated policy- and API-based data movement. CONTAINER SUPPORT: Get high-performance parallel access for containerized applications. MULTI-CLOUD READY: Deploy one data-management architecture on-premises and in commercial clouds with cloud native deployment. NATIVE ITIGATION: Monitor secure, isolated access to data for multiple users or organizations.	
AI-OPTIMIZED: Quickly spin up new AI and deep learning applications through full interoperability with standards for GPUs and GPU integration. FLEXIBLE PROTOCOLS: Supply data ingest and access facilities with standard file and object protocols.		APPLICATION ACCELERATION: Deliver the highest throughput and IOPS performance with the lowest latency via the EAScaler client. DEEP GPU INTEROPERATION: Produce better application run times with the most efficient data path via support for NVIDIA GxRTX technology.	
			
ION EXASCALERS	ES200K2	ES400K2 A400K2	ES400K2T A400K2T
Customer choice per application	As H-EtherNet® or 100GbE	As H-EtherNet® or 100GbE	As H-EtherNet® or 100GbE
Storage configuration	Supports Full Range of Dell EMC Object Applications and PureCloud.		
Host connectivity	H-EtherNet® embedded in 100GbE		

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EBOOK



©Book - November 2025

www.ddb.com

Building AI Factories with Sustainability and Efficiency

Document subtitle that should give introduction to what the reader we learn from this document etc.



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Teams Backgrounds

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VIRTUAL BACKGROUNDS



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VIRTUAL BACKGROUNDS



Business Cards

Cards have been designed to accommodate varying amounts of information. Four options are provided for the reverse side.

89MM X 54MM CARDS

Sample First Name
Surname Here

Title/Job Description Here
EMEA

emailaddresshere@ddn.com
+00 000 000 000



Sample First Name
Surname Here

Title/Job Description Here
EMEA

emailaddresshere@ddn.com
Mobile: +00 000 000 000
Label: +00 000 000 000
Office: +00 000 000 000



Behind Every
AI Breakthrough



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AI Breakthrough



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Behind Every
AI Breakthrough
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Business Cards

Cards have been designed to accommodate varying amounts of information. Four options are provided for the reverse side.

3.5 X 2 INCH CARDS (US)

Sample First Name
Surname Here

Title/Job Description Here
USA

emailaddresshere@ddn.com
+00 000 000 000



Sample First Name
Surname Here

Title/Job Description Here
USA

emailaddresshere@ddn.com
Mobile: +00 000 000 000
Label: +00 000 000 000
Office: +00 000 000 000



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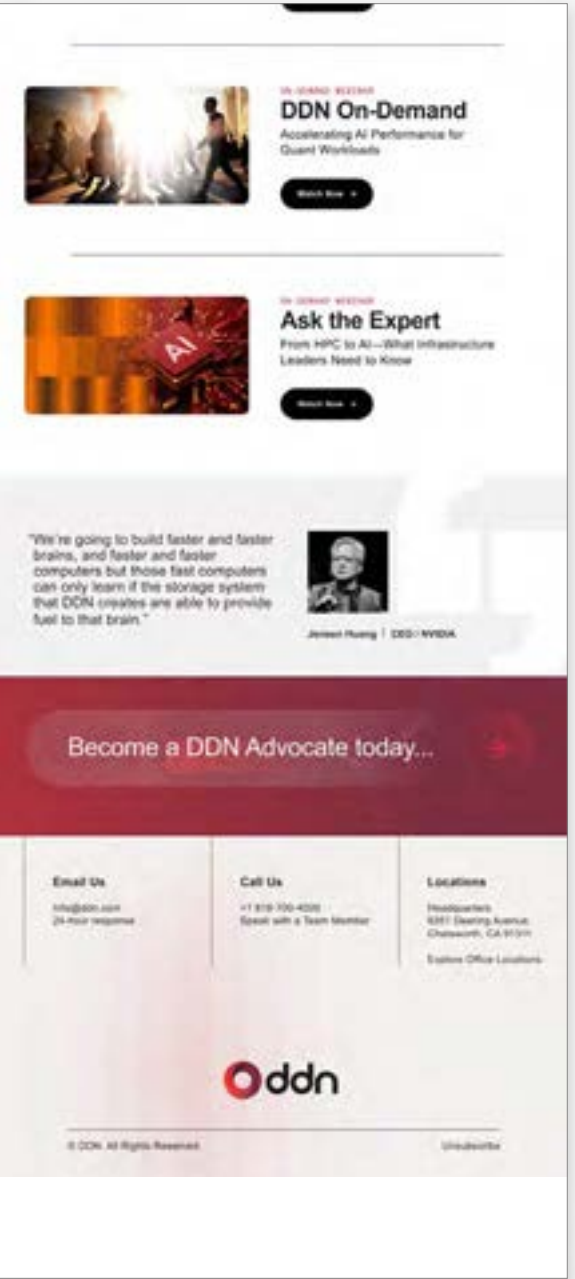
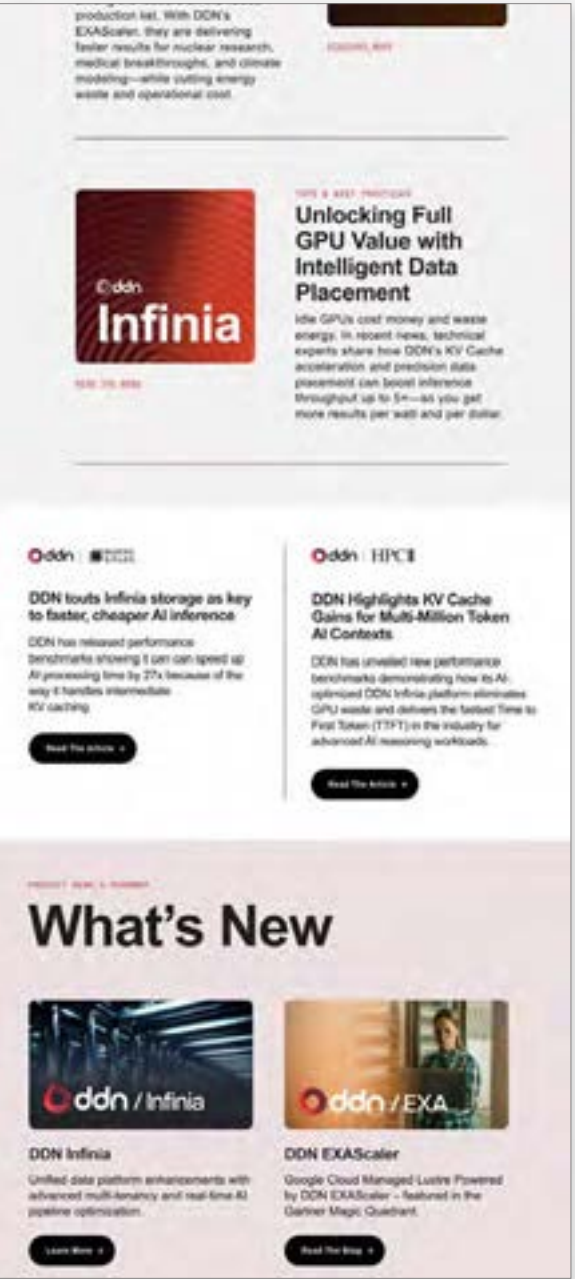
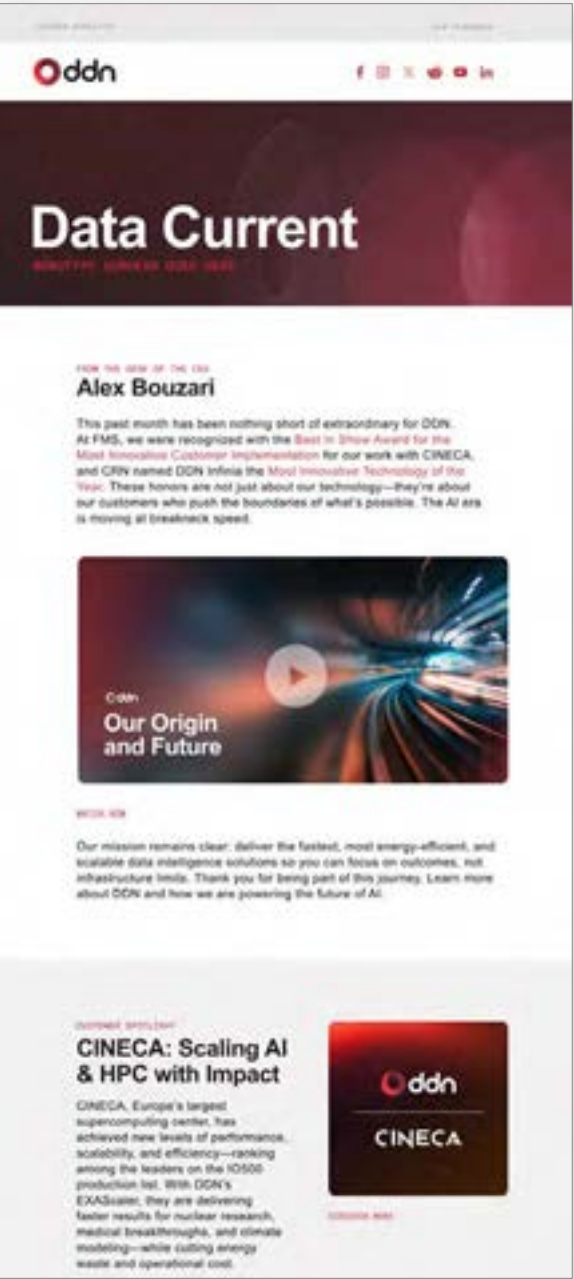
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AI Breakthrough
ddn . com



Emails

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DATA CURRENT NEWSLETTER



Emails

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INSIDER NEWSLETTER



Insider

exclusive industry data now

FROM THE DESK OF THE CEO

Alex Bouzari

At ODD, the pace of AI innovation is accelerating, and our customers and partners are leading the charge.

Oddn | ASUS

We're thrilled to announce our new collaboration with ASUS, bringing the DDN Infini™ platform to ASUS servers across the entire East and Europe. Together, we're delivering scalable, energy-efficient AI infrastructure that powers faster insights, strengthens data security, and drives measurable ROI for enterprises, research institutions, and HPC centers.

Our leadership in AI and industrial data was recently highlighted by Gartner's Market Guide for HPC and Cloud Storage Platforms, underscoring DDN's ability to unify file and object storage at scale while enabling high-performance AI-ready pipelines.

Oddn | CERN

The spotlight on CERN also showcased how DDN, in partnership with NVIDIA, is powering sovereign AI factories, helping governments and enterprises control data while accelerating nation-scale AI performance.

Moreover, our Enterprise AI HyperPOD launch at SDC DC is generating remarkable momentum. High turnkey deployment to meet cutting-edge and GPU utilization, customers are realizing immediate business impact with our AI data platform.

Let us continue the conversation at SDCS. Stop by our booth to explore how DDN can help your organization deploy scalable, secure, and high-performance AI infrastructure that drives measurable results. See you at SDCS.

FROM DESK (NEW)

Customer Spotlight



FPT AI Factory: Powering Sovereign



FPT AI Factory: Powering Sovereign AI with DDN and NVIDIA

Sovereign's leading technology corporation, FPT is redefining what it means to build sovereign AI. Through its AI Factory and FPT Smart Cloud platform, the company is creating nation-scale AI infrastructure that empowers organizations to "Build Your Own AI," delivering speed, efficiency, and accessibility for innovation.

In partnership with NVIDIA and DDN, FPT has developed two sovereign AI factories in Vietnam and Japan. These facilities deliver high-performance computing and end-to-end AI lifecycle services, giving enterprises, startups, and research institutions access to powerful and cost-effective AI infrastructure.

"Our mission is to promote sovereign AI and enhance national competitiveness," said Nguyen Quang Duc, Director of FPT AI Factory Product. "We aim to make AI accessible to everyone, from large enterprises and startups to research organizations."

When selecting a partner, FPT needed a data platform that matched its vision for performance, scalability, and security. DDN's AI data platform stood out for its:

- High throughput and performance, at extreme scale with quality-of-service and policy support
- Exceptional efficiency and security, optimized for demanding AI workloads
- Deep integration with NVIDIA, ensuring seamless acceleration across GPU-accelerated environments

"The majority of NVIDIA systems are integrated with DDN, and NVIDIA technologies are validated on DDN solutions," Duc noted. "This strong alignment was a decisive factor in selecting DDN as our trusted partner."

The results speak for themselves.

Home Credit Vietnam improved varied order performance by over 50 percent and reduced operational costs by 30 percent using FPT's AI platform.

Customers are accelerating model training, feature deployment, and model optimization, accelerating AI projects that once took months into days.

Through the FPT AI Factory, powered by DDN and NVIDIA, businesses across Vietnam are seeing AI from experimentation to impactful, accelerating innovation, driving productivity, and realizing national technological independence.

FROM DESK (NEW) | 100% AI CONTENT

In Focus

RESEARCH REPORT: SOVEREIGN AI IN THE EAST ASIAN



Supercharge AI Services and Factories with the DDN + NVIDIA Reference Architecture

FROM DESK (NEW) | 100% AI CONTENT

In Focus

RESEARCH REPORT: SOVEREIGN AI IN THE EAST ASIAN



Supercharge AI Services and Factories with the DDN + NVIDIA Reference Architecture



Empowering the AI Cloud: DDN + NVIDIA Blackwell Reference Designs



Powering the New Economics of AI: DDN + NVIDIA Blackwell

FROM DESK (NEW) | 100% AI CONTENT

What's New

RESEARCH REPORT: SOVEREIGN AI IN THE EAST ASIAN

Product Spotlight: DDN Enterprise AI HyperPOD



Powered at SDC DC, DDN Enterprise AI HyperPOD, built on Supercharge and accelerated by NVIDIA, simplifies enterprise and sovereign AI.

Product Spotlight: DDN Enterprise AI HyperPOD



Powered at SDC DC, DDN Enterprise AI HyperPOD, built on Supercharge and accelerated by NVIDIA, simplifies enterprise and sovereign AI deployment with a turnkey platform designed for performance at scale. By combining DDN Infini, Supercharge AI-optimized systems, and the full NVIDIA AI Enterprise stack, HyperPOD delivers high performance, efficiency, and availability from edge to massive.

With up to 20+ nodes data ingestion, 10+ nodes inference, and 10+ power savings, HyperPOD maximizes GPU utilization and enables day-one AI readiness. Available in configurations from edge to sovereign scale, it helps organizations drive confidently from proof of concept to production.

FROM DESK (NEW)

Events & Opportunities

AI | 100% AI CONTENT | 100% AI CONTENT | 100% AI CONTENT



Software Defined Storage Solutions

REGISTER NOW



Ask the Experts: Truth in Numbers – Benchmarks That Actually Matter for AI & HPC

REGISTER NOW



DDN On-Demand

Accelerating AI Performance for Quant Workloads

REGISTER NOW



Ask the Expert

From HPC to AI – What Infrastructure Leaders Need to Know

REGISTER NOW



DDN On-Demand

Accelerating AI Performance for Quant Workloads

REGISTER NOW



Ask the Expert

From HPC to AI – What Infrastructure Leaders Need to Know

REGISTER NOW

Get Involved

AI | 100% AI CONTENT | 100% AI CONTENT | 100% AI CONTENT



Ride Us

Write a Review, Post Insights, Review

VIEW NOW



Service Launch Deep Dive

See featured in a customer video story

REGISTER NOW



Coming Soon

Join our Customer Advisory Program to unlock exclusive benefits and insights. If you are interested in shaping the program, please email us.

REGISTER

Become a DDN Advocate today...

Email Us

inquiries@ddn.com

Call Us

+1 914.770.4000

Speak with a Sales Partner

Locations

Headquarters
1000 Westchester Avenue
Yonkers, NY 10461

Customer Office Locations



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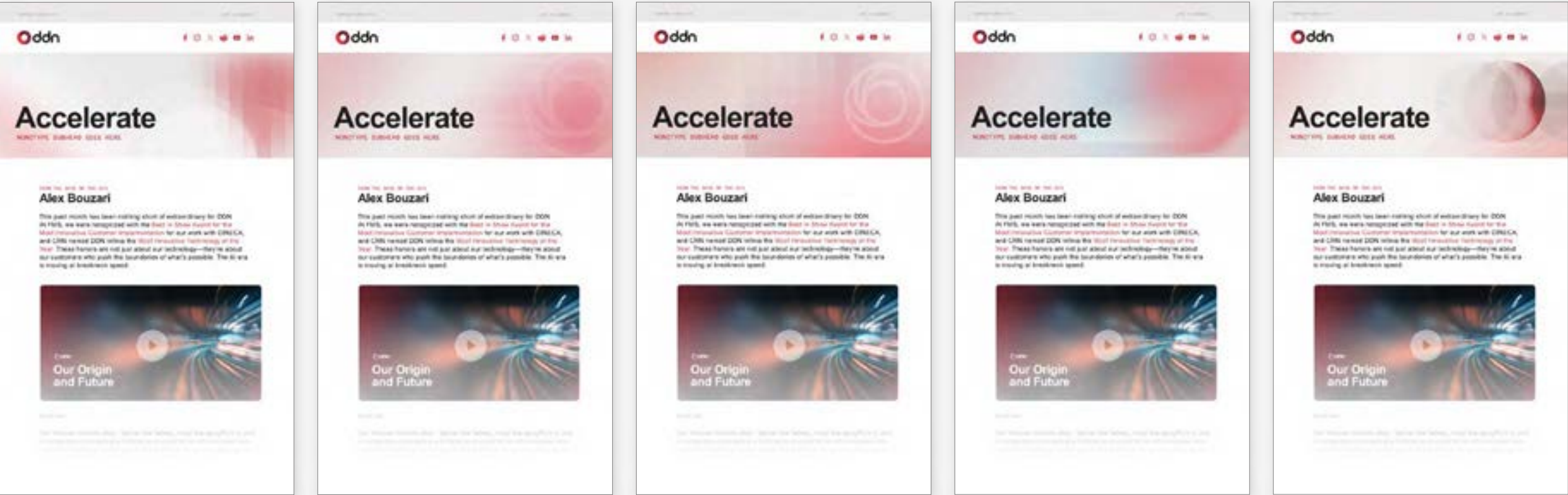
DDN Brand Guide • February 2026 Edition

58

Emails

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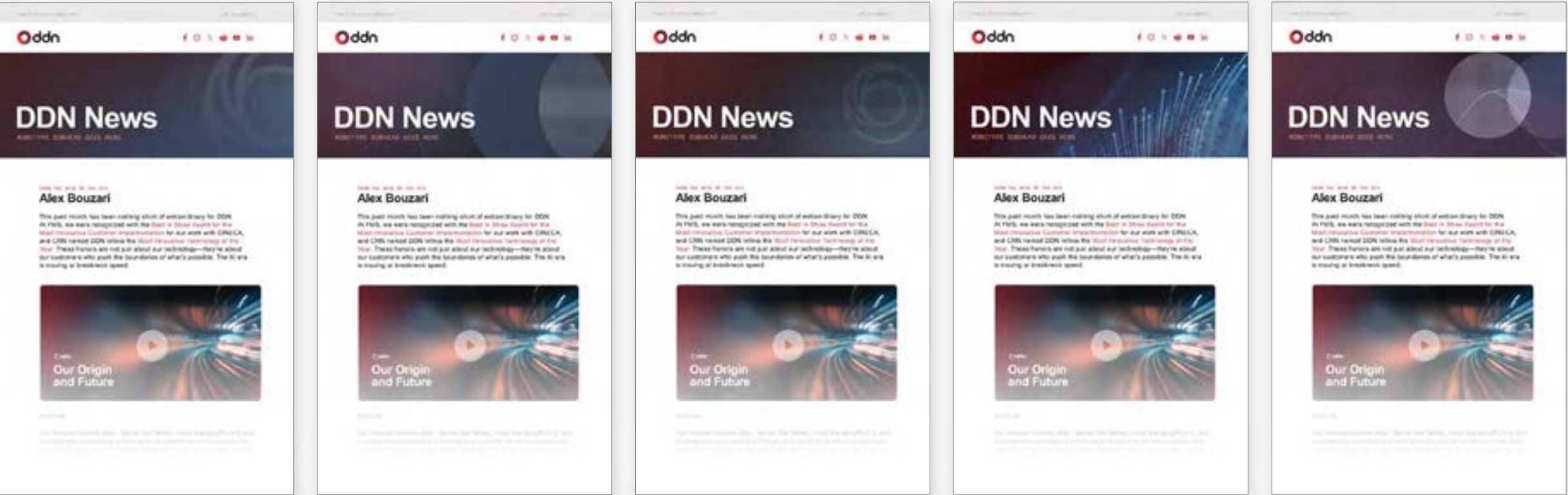
ACCELERATE NEWSLETTER



Emails

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DDN NEWS NEWSLETTER



Social Media

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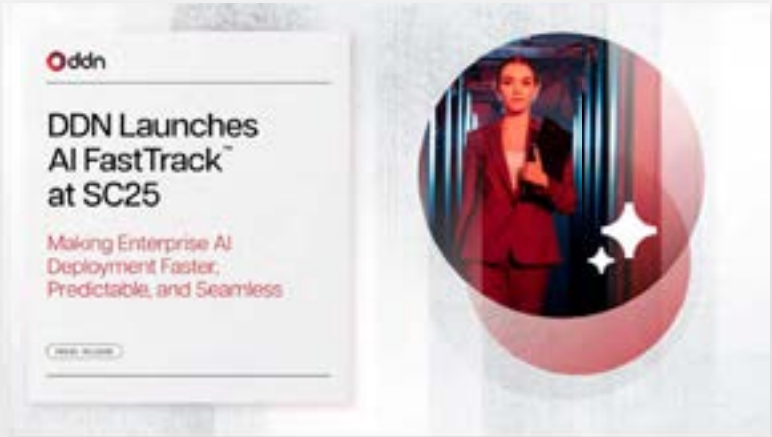
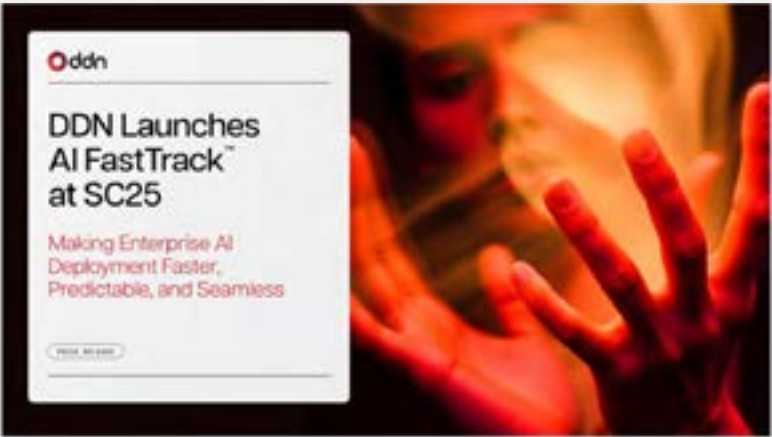
STATS



Social Media

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BLOG



Social Media

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CAROUSEL



Social Media

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EVENTS

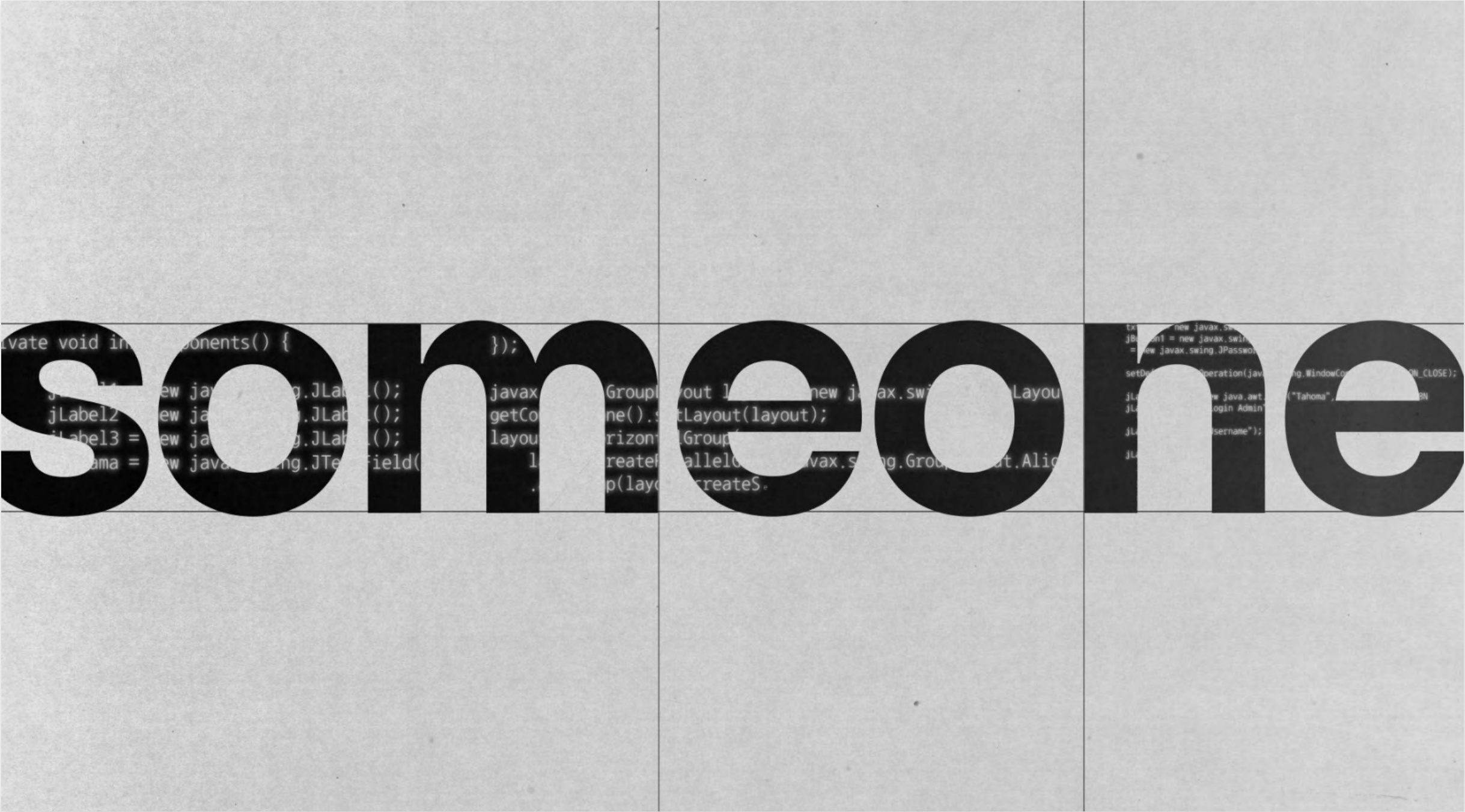
Event Carousel



Manifesto Video

Let's GO! It's time to celebrate who DDN is and where we are headed.

[Watch video.](#)



DESIGN TEMPLATES + SAMPLES

Events

Templates have been created for our most commonly used booth properties. Thank you in advance for using them whenever possible.

10 X 10 BOOTH



10 X 20 BOOTH



DESIGN TEMPLATES + SAMPLES

Swag

It's a new era for DDN. Let's rep it well. Contact our friends at Human Resources for your starter kit.



Swag

It's a new era for DDN. Let's rep it well. Contact our friends at Human Resources for your starter kit.





Questions, ideas, or just want a second set of eyes? Reach out to the DDN Brand Team.

DDN is the infrastructure that enables AI breakthroughs to become reality.

Chris Taylor_ ctaylor@ddn.com
<https://www.ddn.com/>