

Partnership empowers Hot Aisle to grow faster, dream bigger

Teaming with Dell Technologies enables a startup to democratize high-performance computing, making it accessible to SMBs that otherwise might get left behind during the AI revolution.

Business needs

Hot Aisle aims to provide open access to high-performance computing that previously was only available to those universities, research labs and government agencies with abundant resources. Doing so calls for a strategic partnership that can help it get up to speed quickly, run efficiently, grow fast, and establish a presence in an ultra-competitive industry.

Business results



Democratizes availability of high-performance, enterprise-level compute.



Accelerates results due to PowerSwitch Z9864F-ON with Broadcom's Tomahawk 5 chip, which enables 128 GPUs to plug into a single switch and communicate at 400G per second.



Reduces costs through faster compute and greater efficiency.



Delivers more memory to facilitate customers to train their own large language AI models.

Solutions at a glance

- [Dell PowerSwitch Z9864F-ON](#)
- [Dell PowerEdge XE9680 server](#)
- [Enterprise SONiC Distribution by Dell Technologies](#)
- [AMD Instinct MI300X accelerators](#)



PowerSwitch Z9864F-ON enables 128 GPUs to plug into a single switch at a speed of 400Gb per second.

Hot Aisle is on a mission. The cloud service provider, still in its infancy, began operation in 2024 and currently provides GPU service rentals by the hour. Its intentions, however, are focused much higher. Hot Aisle wants to make high-performance, enterprise-level compute accessible to every business and organization no matter their size, not just the fortunate few government agencies, universities and large research laboratories that can afford their own supercomputers.

The company aims to democratize compute and make it available to as wide of an audience as possible, not just those with immense resources. And as the business world jostles to stake claims in the intensifying AI revolution, Hot Aisle seeks to offer an alternative to any one multinational corporation being the dominant supplier of artificial intelligence hardware and software.

To even consider this undertaking, however, Hot Aisle needed an established technology partner that could provide more than products or tech solutions. It needed an ally that could also serve as adviser, counselor, facilitator, liaison, and more. It needed Dell Technologies.

Finding the perfect partner

By aligning with Dell, Hot Aisle receives what founder and CEO Jon Stevens calls “white glove service.” It includes everything from support for Hot Aisle’s sales team, system design, deployment logistics and pricing. It also involves opening doors that otherwise would most likely remain closed to startups and making vital industry introductions.

These connections have helped establish relationships with industry heavy hitters such as Broadcom, whose Tomahawk 5 chip is an integral component of Hot Aisle’s best-in-class compute offerings. And when a supply chain issue threatened to disrupt an essential deployment, Dell stepped in to help resolve the shipping challenge, helping the startup avoid a potential setback that could have had damaging consequences for the new business’s early growth.

The most advanced components available

The relationship with Dell doesn’t just open doors. The partnership also involves a series of indispensable tech solutions, including Dell PowerSwitch Z9864F-ON, the Dell PowerEdge XE9680 server, and Enterprise SONiC Distribution by Dell Technologies, the open-source operating system that allows developers to customize the platform to their exact needs. Hot Aisle’s supercomputer also utilizes AMD Instinct MI300X accelerators, helping it tackle the most demanding AI, data and high-performance computing tasks.

Switch it up

The key is Dell PowerSwitch Z9864F-ON, which is one of the most advanced, flexible, efficient and highest-capacity switches ever designed for data centers and AI fabrics. Featuring Broadcom’s high-performance Tomahawk 5 chip, it allows Hot Aisle to plug in 128 GPUs per cluster on a single switch at the breakneck speed of 400Gb per second (if needed, the chip is capable of 800gb/s). The fastest and most efficient communication available for training hungry AI models also delivers cost effectiveness for Hot Aisle’s customers, who are able to accomplish their work quicker.

Super SONiC solutions

The Dell PowerEdge XE9680 server, AMD MI300X accelerators and the SONiC operating system are also vital for Hot Aisle’s quest to bring hyperscaler-level compute to the masses. SONiC’s open-source design makes it easy to use and program, allowing the company’s small team to automate deployments to get customers up and running as quickly as possible. It also gives developers more choices and options to innovate with emerging technologies like AI. The Dell AI Factory further enables Hot Aisle and its customers to get the best experience out of AI and the hardware they deploy.



In the past, we’ve seen technologies come and go. I think AI is going to last a lifetime. The cat is out of the bag.”

Jon Stevens,
Founder & CEO, Hot Aisle

“ Dell PowerSwitch is very unique, cutting-edge technology. We’re one of the first on the planet to get access to it. That’s thanks to our partnership with Dell Technologies.”

Jon Stevens,
Founder & CEO, Hot Aisle



You'll never walk alone

The most frightening part of any startup journey can be the feeling of isolation and going it alone. Hot Aisle operates – and grows – with the peace of mind provided by Dell ProSupport. They know that they have 24/7 access to Dell experts, who are ready to help offer guidance, answer questions or even be on premises within a matter of minutes should an issue arise (Dell has technicians based a 15-minute drive away from the Hot Aisle data centre). When it was ready to deploy its compute, Dell sent a team of eight to handle the heavy lifting, saving the company several days of deployment time. It's that level of support that allows Hot Aisle to focus on its mission of democratizing compute making AI accessible to everyone.

“ Our partnership with Hot Aisle is special. We’re building technologies that deliver the performance and capabilities that are needed to deliver high-performance computing for AI training, model development, and deployment.”

Saurabh Kapoor,
Director, Product Management & Strategy, Dell
Networking Solutions

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