How today's builders are redefining cloud for the scale-up era

Difference that scales

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Behind every fast-growing business is a team of "builders" working behind the scenes, and often without much recognition: DevOps, SecOps, Cloud engineers, system admins and platform leads. They are the ones turning growth into something tangible; scaling workloads, improving reliability, and ensuring every new customer or feature is supported by a solid, evolving foundation.

The scale-ups excelling right now are the ones embracing non-traditional approaches to cloud. At OVHcloud, we back the hidden heroes who build differently. Those optimising for flexibility, rather than lock-in. Those choosing open standards over walled gardens. The ones prioritising sovereignty and data privacy. And above all, those demanding transparency and open source where other cloud providers keep adding complexity and proprietary tech.

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We recognise that builders don't want to be treated like just another account ID. They want a partner who sees what they're building and supports them behind the scenes, with transparent pricing, flexible architecture, trusted data handling and infrastructure that scales on their terms.

To help uncover the top opportunities shaping cloud infrastructure today, we turned to three of our own experts who live and breathe scale-up engineering:

- ▶ Filip Dorosz, Senior Software Engineer
- ▶ Davide Letizia, Presales Engineer (and former OVHcloud customer)
- ▶ Antonin Anchisi, Product Manager Public Cloud

They share their perspectives on the most significant trends shaping how mid-sized businesses are using cloud to grow differently, and how they've helped fast-growth organisations design for resilience, efficiency, and autonomy.

AI with boundaries

AI is no longer a futuristic idea, it's a daily tool for developers, operations teams, and support functions. Automating workflows, improving response times, accelerating code delivery, AI now touches every layer of modern business.

But for many companies, enthusiasm is mitigated by caution. They want to experiment with AI without exposing sensitive data or losing control over how it's used. The challenge isn't whether AI can deliver value but how to adopt it responsibly.

> *"Most companies aren't using their internal data for AI... They either don't trust the provider, or they just don't want to share their sensitive data." – Filip*

Builders increasingly want assurance that their data stays within their control, securely stored, transparently managed, and used on their own terms.

Cloud environments that make this possible are unlocking the real opportunity of AI; to innovate freely while remaining compliant and confident. Renting flexible GPU infrastructure for short-term training or fine-tuning projects is far more efficient than investing in costly in-house hardware.

> *"The emphasis is shifting from "own everything" to "control everything". Using dedicated resources or, at the very least, dedicated Information Architecture (IA) environments can help organisations retain higher control over their data."– Antonin*

The future of AI in the cloud won't just be about performance. It will be about trust, and builders who design with that mindset will move faster and safer.

> *"At OVHcloud, we are proud to position ourselves so that customers can trust us with their data. Our services have a very high level of certification, particularly for public cloud" – Filip*

However, while AI is creating new possibilities, predictable costs remain a foundational concern for growing teams. Without clarity, even the most innovative projects can be slowed down.

Cost clarity over complexity

Few things stall growth faster than an unexpected cloud bill. Early-stage businesses can absorb the cost of experimentation, but as they grow, predictability becomes essential. Scaling successfully is more than increasing capacity. Again, it means maintaining control.

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"It's about being frugal from day one. When you're in the start-up phase, you have investment you need to spend. But when you move away from being a start-up and have paying customers and it's time to pay the bills – that's when customers start to ask 'what are we paying for exactly? How can we save?' - and that's where billing simplicity and transparency comes in." – Davide

Transparent billing, while sometimes viewed as a nice-to-have, is a foundation of sustainable cloud strategy. When teams understand exactly what they're paying for, they can make faster, better decisions. Builders shouldn't have to decide the fine print or navigate hidden fees to plan their infrastructure roadmap.

"When I've talked to people at conferences or meet-ups and I'm asked about costs for servers or infrastructure or bandwidth, I'll always direct people to our website. It's all there on a single page, and people are amazed by that, where with other providers they would pay huge amounts of money for things like bandwidth." – Filip

Some providers are leaning into that simplicity by publishing clear pricing, including bandwidth by default, and removing egress fees entirely.

"One of the OVHcloud core values is to provide simple and predictable billing models, with as few billing units as possible. We believe that what you see is what you get when it comes to pricing."

But the bigger idea here is cultural – clarity builds trust.

"When I meet customers, I have to spend a lot of time convincing them that at OVHcloud there aren't hidden costs; for example, you're not going to pay extra for API calls on object storage. I think they are used to bad experiences with other providers." – Davide

With costs under control, builders can start thinking about resilience and the structure of their systems. After all, predictability is only valuable if the underlying infrastructure is robust enough to support growth.

As more companies shift from "growth at all costs" to profitability and efficiency, the builders driving those transitions are looking for tools and platforms that respect their need for transparency. In the next phase of cloud maturity, clear beats clever every time.

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Building for resilience

When one of the major cloud regions goes down, the ripple effects can be enormous. Builders are increasingly aware that resilience is not a checkbox feature, it's a design choice.

Centralising all services in a single region might look efficient on paper, but when it fails, it fails big. The smarter move is a distributed mindset. Spreading workloads, diversifying providers, and ensuring that no single point of failure can take down an entire business.

Dependency is a risk. If you operate in one region or one cloud, a single disruption can take everything down.

> *"In order to cut costs, some companies deploy their underlying infrastructure in a single region and assume 'it probably won't fail' – until it fails. As more organisations are starting to think about sovereignty, I have a feeling a lot of organisations will avoid centralism." – Filip*

European builders in particular are leading this shift. They are prioritising ownership, ensuring that even when they use third-party infrastructure, they remain the ultimate stewards of their systems.

> *"Companies should be thinking about a multi-cloud or hybrid approach. It doesn't matter if it's critical infrastructure, but a business should be the owner of its solutions and services. If not, the risks are significant. This is where we see customers coming to OVHcloud, because of the freedom of our network" – Davide*
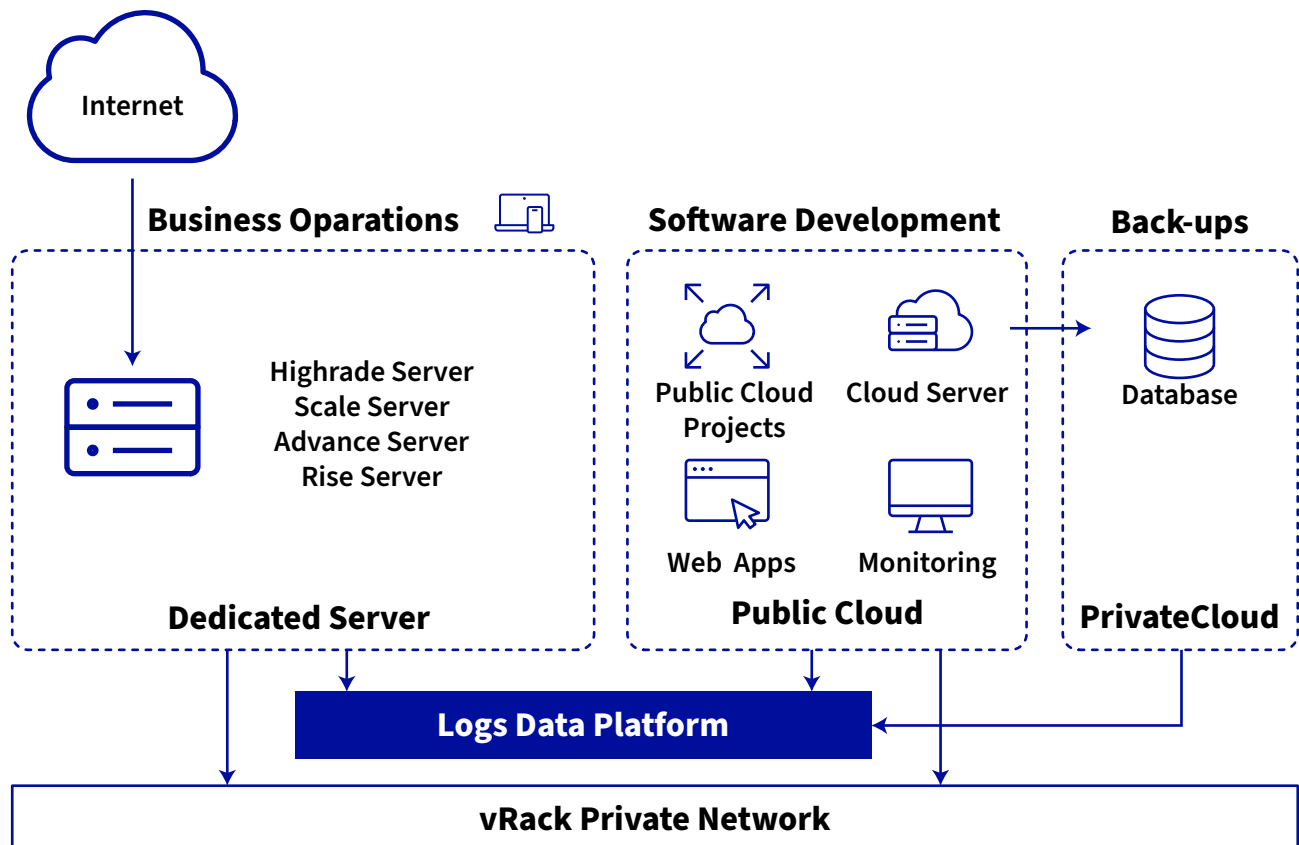
Technologies like private networking, for example, OVHcloud's vRack, which is provided at no extra cost, make it easier to connect resources securely across regions, maintaining privacy and performance.

Case study - AnyDesk

AnyDesk - one of the world's leading providers of remote desktop software – uses a hybrid infrastructure to deliver high performance, low latency services, at scale. A very important feature for AnyDesk's business model is OVHcloud vRack.

> *"A global network is essential for our business, and we've found a very cost-efficient and stable solution with OVHcloud vRack to connect users worldwide." – Fabian Girsch, Head of Backend Operations, AnyDesk*

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Cloud Architecture Anydesk

Good practice for resilient deployment is to span across multiple Availability Zones (AZs) or three AZ regions (3-AZ), relying on managed services distributed among them for higher availability.

> *"This resilience can be further reinforced through cross-region disaster recovery strategies, using replication and inter-region networking capabilities like vRack (inter regions network)." – Antonin*

But the principle goes beyond tools. It's about responsibility. Builders are embracing the idea that resilience comes not from redundancy alone, but from autonomy.

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Cloud native by design

Scaling a business is as much about what you remove as what you add. Too often, systems grow through patches and workarounds until they become unmanageable. Builders who think cloud-native from the start are avoiding that trap entirely.

> *"My advice would be to keep it simple. Always think about alternative delivery solutions." – Davide*

Instead of managing sprawling monoliths, they're orchestrating lightweight, flexible environments by building modular architecture.

> *"The idea is to separate applications into microservices that can be easily composed and connected through API, making systems simpler to repair, faster to scale and easier to deploy continuously." – Antonin*

The benefits are tangible. One scale-up in the audio sector recently moved from a complex orchestration system to a containerised, serverless approach, saving countless hours in administration and dramatically improving performance. The lesson? Simplicity is a strategy.

Cloud native design gives builders control over how they scale. Open-source tools and open standards reinforce that freedom. No lock-in, no friction, just the ability to adapt quickly as business needs evolve.

Take a look at OVHcloud's cloud native guide for more on this approach.

Sustainable growth starts in the stack

For builders, efficiency and sustainability often go hand in hand. Reducing environmental impact usually means using resources more intelligently, be that by spinning down idle instances, right-sizing workloads, or designing infrastructure that does more with less.

Sustainability isn't just about green data centres, although that matters too. It's about engineering decisions that prioritise efficiency at every level. That might mean choosing providers with low-PUE data centres or adopting automation that optimises compute usage around the clock.

At OVHcloud, for example, water-cooling technology has been part of our design since day one, reducing power consumption across facilities. But what's really exciting is how builders themselves are embedding sustainability into their own design philosophies.

Every watt saved, every process streamlined, and every workload optimised brings businesses closer to the ideal balance: scaling responsibly without slowing innovation.

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Preparing for the quantum era

While quantum computing still feels futuristic, its implications are already shaping cloud conversations. Builders are beginning to think about quantum readiness, what encryption will look like in a world where today's security standards could be obsolete overnight.

> *"Quantum doesn't just double computing power, it exponentially increases the amount of information that can be processed at a given time." – Davide*

Forward-looking teams are exploring quantum simulators, algorithms, and early hardware to understand how these systems will fit into their workflows. It's not about adoption today, but preparation for tomorrow.

Providers investing in quantum experimentation, including quantum-resistant encryption, are laying the groundwork for builders to innovate confidently in the years ahead. Because when that next leap arrives, the organisations that have planned for it will already be ready to run.

This progressive thinking is already taking shape at OVHcloud. We've been releasing quantum innovations such as SSL certificates for web hosting services, offered at no additional cost to customers, developed in partnership with Let's Encrypt and enhanced with quantum random number generation. These certificates strengthen security today while paving the way for a quantum-safe future.

The hidden heroes of scale

Technology doesn't scale itself. Behind every smooth product launch or overnight growth story are the people who quietly make it work. These are the builders who fix, automate, rearchitect, and optimise.

Their work is often invisible. But they are the ones translating vision into reality, and their impact shapes the trajectory of entire companies.

For these teams, cloud should feel like an enabler, not an obstacle. Simplicity, sovereignty, and transparency aren't just ideals, they're practical tools for keeping focus where it belongs. Creating and delivering value.

OVHcloud is proud to support this community of builders. But more importantly, we're inspired by the way they approach challenges with creativity, pragmatism, and care.

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"A simple concept I always keep in mind is 'Sharing is caring'. Because being a human and having that human relationship even in this digital and remote world really pays off. We often get feedback from businesses, particularly in scale-up phase thanking us because we offer our time and listen to their needs." – Davide

Because building differently isn't about rejecting convention, it's about shaping the future on your own terms.

The next chapter of cloud

The cloud opportunity has always been about more than technology. It's about autonomy, control, and trust. Giving builders the freedom to scale their ideas without compromise.

Over the next few years, success won't belong to the loudest or largest providers, but to the most transparent, flexible, and human. Builders who embrace openness, design for resilience, and keep their systems simple will not only scale faster, they will scale better.

And as the challenges evolve, one thing will remain constant: the builders behind the scenes, quietly shaping the future of digital business.

Start your scaling journey today

Find out more about how scalable cloud solutions can build ongoing success. Visit our online hub for articles, use-cases and product information.

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