



High performance workstations for modern workflows

Align AI capability, cost and governance with a user-focused device strategy.

A woman in a white shirt is sitting at a desk, looking at a computer monitor. The monitor displays a 3D simulation of a mechanical part. In the background, other people are visible, and the office has large windows. The image is partially obscured by a blue circular graphic on the right side.

Today's workflows demand modern workstation procurement

Across every sector, work is being reshaped by AI and progressively more complex digital workflows. Specialist high end tasks, from AI model development and testing to advanced simulation, rendering and visualisation, are becoming part of the everyday workplace.

Designers, engineers, data analysts and developers increasingly need immense compute power and capacity to complete complex tasks and innovate at pace.

AI is also being embedded in mainstream applications, making GPU acceleration, large memory pools and workstation class performance essential to enable many non-technical users to smoothly run modern workflows.

A multi-segment workstation landscape

All of which has led to a proliferation in workstation choice. No longer is 'workstation' a single category. Vendors offer a diverse range of devices optimised for different roles, workloads and deployment models. While teams building and training AI inferencing models for mass consumption need developer-grade multi-GPU and AI-optimised workstations, users running off-the-shelf power-hungry apps can be more cost-effectively served by entry-level and mid-range systems.

Today's highly capable workstations also offer organisations an opportunity to rethink their cloud strategies. Running more workloads locally improves security and maintains data sovereignty by ensuring information stays in-country on secure, local infrastructure. Substantial cost savings are also possible because local workstations can handle high-end AI workloads without incurring cloud GPU and data transfer fees. A single workstation can replace hundreds of hours of costly cloud compute.

Procurement needs a new approach

It's a new environment that demands a fresh approach to procuring and managing workstations. Success means equipping users with the performance they expect, while enabling organisations to maintain the security and cost control essential to their operations.

The right workstation strategy isn't just needed to support modern workflows, it enables personnel to substantially boost their productivity and helps teams deliver more innovation, more quickly.



Where high-performance workstations deliver value



AI and Machine Learning

Model development,
training and inference

Data preparation
and experimentation

Local validation
before scaling



Engineering and Design (CAD, 3D, Simulation)

Product design
and modelling

Digital twins
and simulation

Real-time rendering
and visualisation



Media and Creative (Video, VFX, Animation)

Video editing
and post-production

Rendering
and compositing

High-resolution
content creation



Data Science and Analytics

Large dataset
processing

Advanced
analytics workflows

AI-driven insights
and modelling



Balancing performance, cost and control

In many organisations, workstation purchasing has been reactive and user driven. Devices are user-specified with little oversight and purchased outside normal IT procurement channels.

This can lead to over specification and wasted spend, while creating a fragmented workstation environment that is difficult to scale, govern or support. It's a cycle that drains budgets, slows teams and creates long term complexity.

With expert support from Computacenter, organisations can take a better approach by basing workstation procurement on real workload needs, balance local and cloud compute to control costs and coordinate with IT and the organisation to ensure alignment with business objectives. In most cases, running workloads locally on workstations and scaling to cloud resources only when needed accelerates development cycles, ensures infrastructure costs are predictable and improves security and governance.



As AI driven workloads grow, organisations need a workstation and cloud strategy that delivers reliable, high performance compute while maintaining control, security and cost efficiency.

- 1 **High performance users need fast, consistent local compute.** Shared or external infrastructure may not always keep up with AI driven workloads.
- 2 **Local GPU acceleration enables rapid iteration, real time validation and uninterrupted productivity.**
- 3 **Keeping development local strengthens security, protects IP, supports sovereignty and reduces reliance on third party environments.**
- 4 **Running AI workloads on workstations is more cost effective than renting cloud GPUs.** A single workstation can replace hundreds of hours of cloud GPU time.
- 5 **Upgradeable workstations (RAM, GPU, storage) let teams scale to larger models and datasets instantly,** without latency or cloud capacity constraints.





As long-standing partners, Computacenter and NVIDIA help organisations take full advantage of GPU accelerated workstations and high end compute.

Computacenter aligns technology with business needs

Computacenter helps organisations move from fragmented, ad hoc workstation purchasing to a structured, scalable strategy that aligns with business outcomes and is supported by the right services.

We help to create a strategy that meets the needs of two key groups: data scientists, engineers and developers who require powerful GPU enabled environments; and IT, CIO and procurement leaders who need governance, cost control and standardisation.

By combining NVIDIA's industry leading GPU technology with Computacenter's advisory and lifecycle expertise, we help organisations design, deploy and optimise workstation environments that accelerate innovation while maintaining governance, cost control and long term scalability.

The result is faster time to market, higher productivity and consistently better performance of high value teams.



Discovering what users really need

Computacenter offers extensive hardware and software expertise to help organisations acquire the right technology to support their users' workflows.

Our Workstyle Analysis Service experts interview users to understand what their job role entails and what they do day to day. This analysis reveals the true needs of individuals which may differ from other users with even the same job title. The insight gathered allows us to identify performance and compute needs to specify workstations certified to work flawlessly with the software being used.

We also help organisations to move from experimentation to scalable AI deployment. Our evaluation programme provides access to dedicated workstation compute to rapidly prototype and test targeted AI workloads, validate performance under realistic conditions and build evidence to support scaling decisions.



Lifecycle management that cuts costs and complexity

Computacenter's lifecycle services help organisations design, deploy and run modern digital infrastructure. Having established user workstation needs, we can source and procure the right workstations at competitive cost and configure them for deployment, with delivery as required.

We also support organisations with ongoing support and maintenance services, covering workplace operations, service desk, infrastructure management, monitoring and lifecycle activities such as maintenance, repair and upgrades.

Our approach ensures organisations get workstation technology matched to users' needs, avoiding costly over-specification and ensuring technology that can scale with demand.



The benefits for organisations and their employees of NVIDIA GPU-accelerated workstations matched to user needs and implemented by Computacenter with full security and governance:

Five benefits for organisations

- 1 Lower overall costs by reducing cloud GPU spend and data transfer fees
- 2 Faster delivery of products and projects through accelerated workflows
- 3 Higher team productivity for engineering, design and data science
- 4 Less strain on central compute by offloading heavy workloads locally
- 5 Stronger data security by keeping sensitive processing on device

Five benefits for users

- 1 Faster performance for rendering, simulation and complex tasks
- 2 Better visuals for CAD, 3D and creative work
- 3 Local AI/ML capability for quicker experimentation
- 4 Ready for next gen tools like AR/VR and real time ray tracing
- 5 Smoother remote collaboration on graphics heavy workloads



Performance for users, control for the organisation

Computacenter and NVIDIA help organisations build AI ready workstation environments that deliver maximum performance while keeping tight control over cost, governance and digital sovereignty. Users get the power they need for demanding workloads without compromising security.

Through advisory workshops, workstyle analysis, technology roadshows and performance benchmarking, we guide organisations as they shift from reactive workstation buying to a strategic, data driven roadmap.



NVIDIA and Computacenter accelerate AI adoption

As an NVIDIA Elite Partner, Computacenter has the experience and expertise to help organisations reap the full benefits of NVIDIA's cutting-edge technologies in AI, HPC, deep learning and virtualisation.

We enable enterprises and public-sector organisations to source, transform and manage their cloud and data centre environments, ensuring they are ready for current and future digital demands.

Working in partnership with NVIDIA for more than seven years has given Computacenter's teams of accredited consultants and engineers the skills and experience to support organisations through every phase of their AI transformation journey. Our end-to-end services empower organisations to source, transform and manage complex technology, accelerating their AI journey.

Computacenter's NVIDIA credentials

Elite Partner

for NVIDIA AI

7+

years partnership

Top 5

GPU reseller in the US

9

NVIDIA Competencies

220

NVIDIA Sales Certifications

198

NVIDIA Tech Certifications



Discover more

To find out more about how Computacenter can help you make the most of your workstation investments, please contact your Computacenter Account Manager, call **01707 631000** or email **enquiries@computacenter.com**



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