

iRender in the global cloud battle

iRender is the pioneer and only technology company up to now participating in SaaS playground for the field of 3D graphics based on Vietnam's cloud computing platform.

I. The general trend of cloud computing in the world

Cloud computing market in the world in recent years has boomed and become an indispensable trend for every business as well as every field.

According to IDC, nearly 50% of business investment in information technology (IT) of businesses around the world will spend on cloud-based IT services. At a general rate, very quickly SaaS (Software-as-a-Service) services based on cloud computing will account for 60% of IT investment in 2020.

Of course, the leading SaaS providers now have the names of big names such as Amazon Web Services, Google Cloud, Microsoft Azure . for the majority of basic public services or Adobe Creative Cloud, AutoDesk. , 360-Cloud . for specialized 3D graphics services.

This shows that SaaS almost occupies an overwhelming position in the software technology market. Very quickly the market will reach \$ 100 billion globally from \$ 70 billion in 2018.

What opportunities for Vietnamese technology companies to participate in the global cloud pie is growing at such a tremendous speed?

Recently, we had the opportunity to meet and talk with Mr. Le Quang Hieu - CEO of iRender Vietnam - a pioneering and unique technology company up to now, participating in SaaS playground for the field. 3D graphics based on Vietnam's cloud computing platform.



Mr. Le Quang Hieu (right), Ceo of iRender Vietnam

II. What opportunities for Vietnamese enterprises to participate in the world cloud market?

1. It is known that iRender is currently the only cloud-based rendering service provider of Vietnam pioneering the world market, he can share a Some comments on difficulties and advantages when participating?

When the Cloud Computing market becomes popular in the world with a market share of hundreds of billions of dollars each year, every business sees that there are really many opportunities.

However, clear opportunities are visible to big players in the market with the availability of financial potential and special competitive advantages, such as Amazon, Google, Microsoft, etc. Public Cloud service from basic to advanced, to really join the playing field with the big guys, you have to find a specialized field and do it at least 10 times better than them. That is the main reason we decided to develop iRender in this direction, providing a truly specialized service in the field of 3D graphics rendering based on cloud computing (Cloud Rendering).

Name	Stage	Frames	Cost	Progress	Created
100MB_007 ID 8004, 44 Files, 95.83 MB Render has done	Completed	0	0 ₺	Render has done	1 hour ago Rendered in 8 minutes
100MB_004 ID 8002, 19 Files, 115.09 MB Download result has done	Completed	0	0 ₺	Download result has done	1 hour ago Rendered in 6 minutes
100MB_005 ID 8002, 37 Files, 115.57 MB Download result has done	Completed	0	0 ₺	Download result has done	1 hour ago Rendered in 4 minutes
100MB_003 ID 8002, 32 Files, 131.96 MB Download result has done	Completed	0	0 ₺	Download result has done	1 hour ago Rendered in 4 minutes
100MB_010 ID 3992, 28 Files, 263.80 MB Download result has done	Completed	0	2.1874 ₺	Download result has done	3 hours ago Rendered in 1 hour
100MB_002 ID 5994, 26 Files, 72.26 MB Download result has done	Completed	0	0.505 ₺	Download result has done	2 hours ago Rendered in 1 minute
100MB_001 ID 1992, 32 Files, 94.67 MB Render has done	Completed	0	0.1202 ₺	Render has done	2 hours ago Rendered in 48 seconds

iRender software interface is very intuitive and easy to use

From the beginning of this project, I and my team members also identified many difficulties. As a small business, it is a small business of Vietnam that keeps big ambitions without difficulty (Laughter).

But fortunately the team members are not discouraged, brothers or encourage each other to achieve the goal that must be done in 300 years to finish the job, now I want to work in 100 years, just 3 times to work. So, during 9 months of product development, you all work on Saturday, Sunday and ensure 12-14 hours a day eating and sleeping with the product. Gradually, the focus and hard work of the team is more than a virtue, it is a form of intelligence and strategy of the team.



iRender coreteam member on the day of iRender product launch in Vietnam market

Luckily, the project has completed the first phase, we launched the Beta on February 29 and initially received good market acceptance.

2. You just mentioned the difference, so what is the special solution of iRender to compete with other big players in the world market?

Your question was also an iRender's concern many months before starting this project. Any project, in its personal opinion, also includes 4 main factors to analyze, including: Market capacity, Distinctness, Team capacity, Timing. There are also a lot of extra elements .

Of those 4 factors, each of which is analyzed, dozens of questions need to be answered, I will only say the second element as you asked, the distinctness of iRender:

The first is about technology:

Most of the work is related to technology that often costs a lot to buy copyright such as hardware virtualization, environmental management, integrated cloud computing platform, etc. , self-built and greatly reduced costs compared to competitors in the world. And this is a bit sad but actually, the cost of technology personnel in Vietnam is relatively cheaper than other countries. Therefore, iRender has a great advantage of continuous product improvement while keeping a good cost.

Energy costs

In Vietnam, I'm lucky that up to 80% of the day is sunny, so my Cloud infrastructure (Including thousands of high-performance computers) was building its own solar power system. The electricity price drops are extremely significant. Because of this, we have a more sustainable foundation to keep service prices low in the long run with competitors around the world. Currently, the price of electricity to maintain the system the same performance, competitors will pay double or triple compared to iRender.

Scale flexibility and continuity, manage network model, less decentralized

At iRender, in the future I don't know if I can expand to hundreds of employees, but my main product development team will try to stay below 30. Before I thought I was the CEO or something, first and foremost, I was a programmer. Every day, I still work directly with teams and customers. I think that if you are the chef who cooks the dish, you must listen directly to the customer who eats the dish whenever you have the opportunity, but it is difficult to assess accurately when listening to a waitress. .

Centralized development strategy, intensive competition.

Most of the competitor's services are covering a relatively wide array of 3D graphics development platforms. About 30 to 50 development platforms, they are strong but spread. In iRender, I often tell my team members that "People often plan what they do, but equally important to plan what they don't do anymore!", So everyone keeps Be focused enough to go deep enough and good enough for a service.

For example, in this year, I only aim to support a good customer base: Painters, animators, architects, and games using Blender, 3DsMax, C4D, Maya and SketchUp. The goal in 2020, iRender will be the best Cloud Rendering to support Blender in the world market.



Mr. Hung - an admin of Blender Vietnam community attended the launching ceremony of iRender product

Realistic and long-term iRender.

Be mindful, try to do ordinary things in an unusual way, not in an unusual way. That's why I don't set super huge goals at all. We only try to provide a good Cloud Rendering service in our ability, meticulously elaborate, maintain really reasonable prices for customers around the world. For me, in the immediate future is enough.

3. See if you said this is only phase 1 of iRender, so how can you share phase 2 of development orientation?

Phase 2, iRender will develop in two main directions: width and depth. The width of the scale before, my side will continue to grow to become a platform to connect and share computer performance for the market. For example, if you have a strong and free computer, you can install the App that connects your computer to iRender's computer performance sharing platform. At that time, your computer is considered as a performance node and revenue sharing when iRender uses your computer to perform. Imagine we will try to make Uber's model of computer performance easy to imagine. If successfully going to that stage, iRender will solve the problem of not having to invest a large capital to build Render Farm but still have enough efficient capacity to supply to the world market.

As for the depth, because of the advantage of rendering thousands of jobs for customers every day, I have the conditions of data (data). iRender will gradually model and apply Machine Learning to personalize the experience and identity for each customer about the environment, tools, smart models, settings, effects, jobs that are suitable for processing. by GPU or CPU . to their jobs are optimized. The most useful suggestion settings depend on the work needs of each individual customer.

Thank you for the interesting conversation and wish iRender success!

Thank you!

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