



## The Pluto Switch Mystery

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The incident happened 7 months ago, but it remains relevant. After all, it represents a peak inside the secretive world of Google data centres.

Speaking to Wired Magazine, SeaMicro founder Andrew Feldman claims he knows the engineer who built the Pluto Switch, but does not link the switch to Google. But Feldman has a link with Google-- he used to work with Force10 Networks, once networking hardware supplier to Google... until Google decided to design its own.

It pays for the giants to design their own hardware. Economies of scale dictate vast savings can be made by stripping down hardware (down to and including the ports and connectors) to the essentials. Not to mention designing your own hardware removes the middleman, the likes of Cisco and HP.

Google is not the only company going down the "DIY" route. AMD paid \$344 million for SeaMicro. Intel owns technologies from Cray, Fulcrum Microsystems and QLogic. Amazon, Facebook and even Microsoft are looking into custom-built data centres.

Welcome to the mysterious world of secret data centres.

Go [Exclusive Pictures of Google's Pluto Switch \(networking-forum.com\)](http://networking-forum.com)

Go [Mystery Google Device Appears in Small-Town Iowa](#)