



Technology  
Provider

2016

# DATA CENTER PARTNER GUIDE

Your solutions. Our technology. **Smarter together.**





# Data Center Benefits, Starting Now

## Welcome to Intel® Technology Provider

Data centers are vital to delivering new services to users as part of the digital service economy.

Driven by the growth of increasingly connected devices, cloud computing, and the need for computing performance within high performance computing, or HPC, data centers are continuously relied upon by businesses and consumers.

Incredible opportunities within HPC and cloud computing exist for Intel® Technology Providers, and new resources are available to help partners take full advantage of this global transformation.

Intel Technology Provider is a global membership program designed for businesses that resell or recommend Intel® technology.

Whether you sell to universities and labs or to cloud service providers, Intel Technology Provider can help you grow your business with training and the latest technology information.

As partners progress through the program, moving from Registered to Gold and Platinum, they unlock the benefits most beneficial to their business.

*"As an Intel® Technology Provider, our company is able to stay up-to-date on the latest technologies to remain competitive. These new specialty designations and benefits will provide the tools we need to grow our business in HPC to the next level"*

*- Platinum member,  
Intel® Technology Provider*

# The right solutions from the right partner

The rise of the digital service economy creates new business opportunities and user experiences, and relies on the modern data center and networks. Intel is committed to helping partners stay competitive and successful by delivering a strong foundation of trusted technology support, resources, and opportunities. When you partner with Intel to deliver data center solutions, you have access to proven technologies and to one of the world's most recognized and trusted technology ecosystems.

You will have access to valuable solution guides, technical support and marketing tools that will better help you serve your customers - whether they are driving scientific research in physics and life sciences, generating faster financial risk computations on Wall Street, simulating oil and gas exploration, or manufacturing automotive parts. The ability to provide solutions with optimal performance, exceptional efficiency and rapid deployment will help build customer value.

## **Helping you succeed by growing your business, building trust and earning rewards.**



### **GROWTH**

Every business is looking for ways to maximize their revenue opportunity, and expand their reach in the market. Intel® Technology Provider will help you outpace the marketplace and lead with the latest technology and solutions.

Develop your business through preferred networking and matchmaking events, and gain a competitive advantage with proven guidance from Intel experts and advanced sales and marketing tools to stay ahead of industry trends and key market segments.



### **TRUST**

Solidify your role as the trusted expert to your customers. Leverage Intel Technology Provider to deepen your expertise and sales techniques to build and sell solutions, and strengthen your customer relationships. Promote your Intel partnership to reach new and existing customers with trusted and familiar Intel® technology solutions.



### **REWARDS**

Purchase Intel technology and solutions to earn points, and receive preferred promotions. Consider points as your currency to the most rewarding way to build your business. Simply use points towards Intel technology, marketing materials, demonstration units, events and travel. Like any good partnership, the more you put into it, the greater the reward.

- *Data center solutions tailored for end customers' needs*

- *HPC technologies to maximize the potential of highly parallel processing for breakthrough innovations and discoveries*

- *Cloud solutions to scale and maintain Service Level Agreements (SLAs) to meet customers' demands while optimizing the cost of service delivery*

- *Marketing and selling tools that help you grow revenue*

- *Access to technical resources to help you implement solutions for deals and business opportunities*

# How do I become an Intel® Technology Provider?

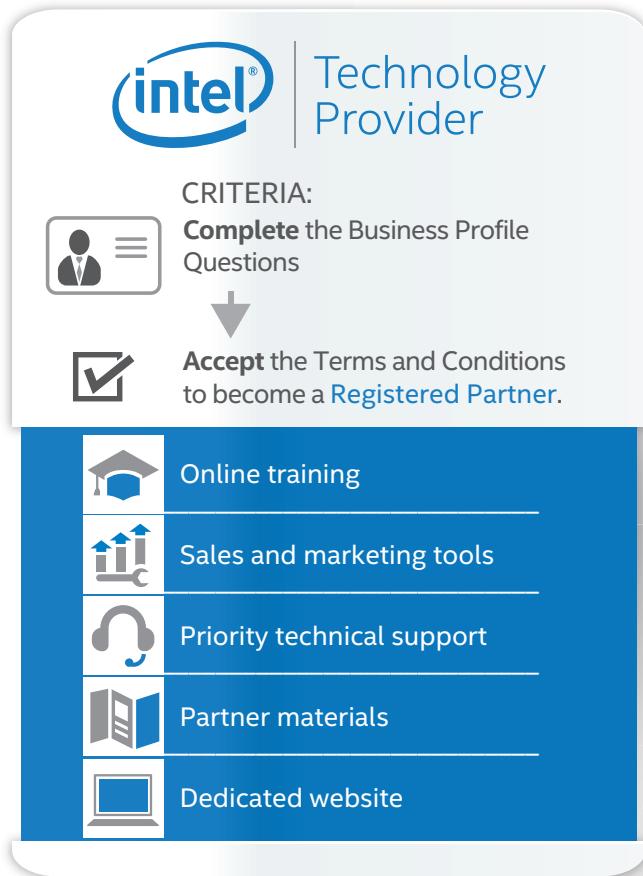
Intel® Technology Provider offers a wealth of benefits to help you get the competitive advantage. Make sure you get the most out of membership by progressing through the tiers.

Intel Technology Provider offers support, knowledge, expertise, tools, and materials to keep you ahead of the competition and your customers coming back.

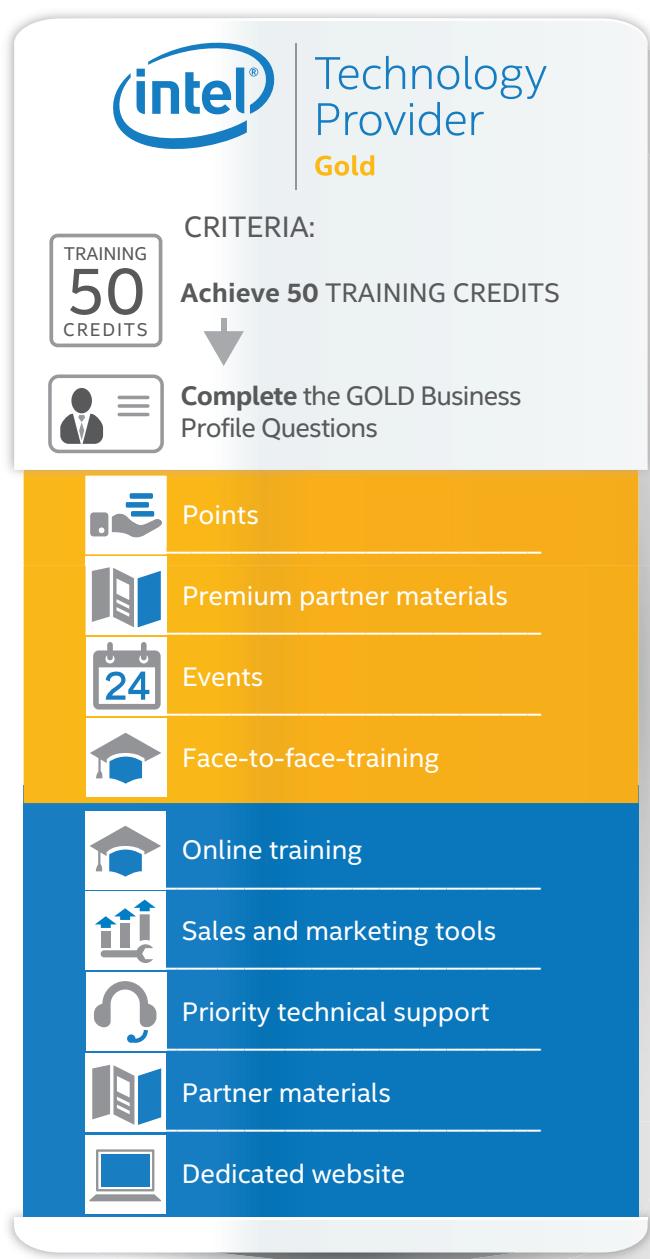
Register your business on the 'Find an Intel Technology Provider' online locator, and promote your business.

Upgrade to Gold and Platinum to access fantastic benefits such as the ability to earn and spend points, invitations to partner events and plenty of help and advice from a dedicated account manager.

**PARTNERSHIP STARTS HERE:**  
[intel.com/technologyprovider](http://intel.com/technologyprovider)



Receive a set of benefits including support, training and marketing materials.



Gain access to additional benefits including points and partner events.

# Tier benefit highlights:



Gain access to the top range of benefits including points, account management and Platinum-only events.



## Account Management

Partner with your dedicated account manager to help drive sales and solutions, stay ahead of industry trends and alert you to the latest opportunities. Your account manager can help you succeed with the highest level of personal service that meets your exact needs.



## Events

Earn invitations to annual partner-only events offering the latest product information, face-to-face training, and the opportunity to network with Intel executives.



## Points

Greater performance brings greater rewards. At the Gold and Platinum tiers, partners can earn and spend points on Intel® technology, events, travel, and marketing materials.



## Training

Access the latest online and face-to-face training courses to sharpen your knowledge and stay ahead of the competition.



## Partner Materials

Promote your partnership and grow your business with co-branded marketing materials, including banners, templates, posters, animation, and other promotional materials to help you drive demand.



## Sales and Marketing Tools

Grow your business and leverage targeted sales and marketing tools and solutions to boost your sales, enhance your brand image, and role as trusted advisor to your customers.



## Priority Technical Support

Get quick answers to technical and membership questions with priority support via chat, email, or phone, and advanced warranty service with replacement of Intel purchases before return of the defective part.



## Dedicated Website

A fully responsive website that features technical and sales information based on your own personal preferences, as well as membership information, promotions, training, industry research and events.

# Maximize Your Membership



## HPC Data Center Specialty Benefits

Intel has preferred resources available to you through HPC Data Center Specialty Benefits to help you plan, implement and deliver your data center solution. This includes access to special members-only training and events. This will open the door to another level of engagement with Intel on HPC. Cloud Data Center Specialty Benefits will be available by early 2016.

### Access to pre-sales technical support



We know that closing deals can be a complicated process that requires all the help you can get. With access to our experts, we can help you confidently offer end to end solutions to grow your business and cement your role as a trusted advisor.

### HPC Data Center specialty designation



As part of this partnership, you will receive a High Performance Computing (HPC) Data Center Specialist designation that you can use and display to show your official affiliation with Intel and your specific expertise in providing Intel® technology and solutions to end customers.

This specialty designation can be used to build trust with your customers, and to help attract new business.

<sup>1</sup> Data Center Portfolio products include: Intel® Xeon® Processor E3, E5, & E7 Families; Intel® Atom™ Processors; Intel® Xeon Phi™ Coprocessor; Intel® 10G NIC / Intel® True Scale Fabric; Server Boards & Barebones Systems; Intel® SSD & Intel® Xeon® Processor based Storage; Wind River OS, Hypervisor Tools; Intel® Caching Software; Intel® Data Center Software & Security Products; API Management; Intel® HPC Software

<sup>2</sup> Core courses are available online and may also be offered face-to-face at HPC events such as the Supercomputing Conference

<sup>3</sup> Note: Partner-only access to Intel® Server Product architects, HPC engineering resources and the Intel® Modular Test Architecture Tool



## Intel HPC resources

Stay up-to-date with HPC technologies through preferred access to case studies and white papers that help you stay ahead of the competition. Learn how various markets, such as government, energy, and industrial, use technologies to optimize performance and control costs. In addition, Intel® Technology Providers will have access to preferred marketing content you can share with customers to help expand interest in your HPC data center business.



## Intel® Solution Finder

The Intel® Solution Finder ([solutionfinder.intel.com](http://solutionfinder.intel.com)) provides an unparalleled marketplace experience where Intel Technology Providers worldwide can share products and solutions within various vertical market sectors. HPC solutions from specialty partners can be spotlighted and promoted more prominently to potential end customers than non-specialty partners.



## HPC co-marketing opportunities

Partners are given the opportunity to showcase their successes in conjunction with the Intel marketing team. Selected stories are professionally produced, co-branded, and published—increasing a partner's visibility with existing and potential customers.



## Additional points offers for HPC Specialists

Participate in offers and earn additional points available only to Specialty partners. Use points to build your business and attract more data center customers.



## Enhanced benefits for Intel® Server Products for HPC Compute Blocks

With Intel® Server Boards and Systems, Intel Technology Providers will have the confidence to deliver HPC solutions through enhanced benefits such as preferred access to Intel® Server-focused HPC architects and engineering resources to aid in solution performance and bids, remote benchmarking capability, and free license to access the Intel® Modular Test Architecture Diagnostics, a tool that can lower R&D costs, Total Cost of Ownership (TCO) and provide competitive edge.



## HPC Data Center specialty training courses

Partners can get up to speed on the latest Intel technology-based solutions that are powering the data center transformation. Includes online training modules, webinars, special invitation-only face-to-face training events, and guest blogging opportunities.



## Access to early samples

Get early access to engineering samples to allow you to test and start the validation process earlier. Showcase your solutions earlier to your customers for a competitive advantage.

Explore the latest HPC solutions from Intel: [www.intel.com/HPC](http://www.intel.com/HPC)



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