REMOVE THIS SLIDE BEFORE PRESENTING TO CUSTOMERS

Presentation Overview for Resellers

Intel® Technology Providers (ITPs) can customize this presentation for use with small and medium business owners to facilitate educating them about the benefits of owning an Intel® Xeon® E3-1200 v5 processor-based server.

Pages to customize: **Slide 2 – Partner name, Partner logo** **Slide 16 – Partner Logo**

This content helps answer common questions customers have before purchasing a server, including:

- Why and when should they upgrade their old server?
- How can servers affect business productivity, security or reliability?
- Why should they can use both onsite servers and cloud services for their business?

Please include all relevant footnotes and disclaimers with the final slides you present, and refer to the helpful speaker notes on each slide for details on customer discussion points. You can also find complementary marketing content such as guides, infographics, and more on Partner Marketing Studio (ITP login required).

Partner Insert Your Logo Here

INTEL INSIDE®. BETTER BUSINESS OUTSIDE. GROW YOUR BUSINESS WITH CONFIDENCE

Partner Insert Your Name Here

Your Data Connects You to Your Business

YOUR BUSINESS DEPENDS ON YOUR IT SYSTEMS

Why is it important to business?

Small businesses that invest in IT are **18%** more likely to see revenue growth than their peers[1]

COMPANY GROWTH is a primary reason for a server purchase or refresh[2]

73% of SMBs worry their data will fall prey to a technology/security disaster[3]

When is the right time to refresh your servers?

Enable more productivity/cost efficiency

Keep data accessible and prevent data loss

Modernize and grow their business

Offer a smart investment

How can new servers benefit your business?

Introducing the
Intel® Xeon® Processor E3-1200 v5

MORE POWERFUL
MORE RELIABLE
MORE SECURE

A Server is POWERFUL.

So employees can get more done and respond to customers faster.

UP TO 1.43X MORE

performance to run business-critical applications faster[4,5]

- up to 2.26x more performance across a range of graphics-intensive applications used by designers, engineers, and animators.[4,5]
- More computing power when you need it with performance that adapts to spikes in your workload.[6]
- Up to 2x increase in data throughput[4,5]

GET THE PERFORMANCE TO DO MORE

Server based on the Intel® Xeon® Processor E3-1200 v5[Xvs] Prior generation Intel® Xeon® processor E3-1200 based server gives you[x:]
For more complete information about performance and benchmark results, visit www.intel.com/benchmarks.

A Server is RELIABLE.

With reliability features not available in a desktop PC, a server offers:

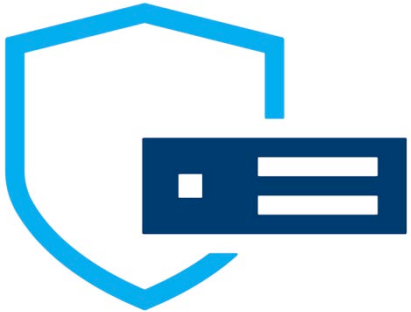
access to your critical data and files

- Error correcting memory to help protect your important business data[6]
- Centralized data backup and redundant storage for quick data recovery in case of hard-drive failure[6]
- Upgrade from traditional hard drives to Intel® Solid-State Drives with no moving parts for greater reliability[7]

DESIGNED AND BUILT TO RUN ALL DAY AND NIGHT

A Server is SECURE.

- Accelerate encryption/decryption of sensitive data and files[6]
- Enhance the security and performance of a wide range of security applications[6]
- Better protect your system from unauthorized updates or changes[6]
- Additional solutions from McAfee deliver even more proactive security measures on access, on demand, or on a schedule.



KEEP YOUR COMPANY'S DATA BETTER PROTECTED

Better Together

Intel® Xeon® E3-1200 v5 based server running Windows Server* 2016

Windows Server

Improved productivity/performance with power to spare

- Intel® Turbo Boost Technology 2.0 when workloads spike[6]
- Increase data throughput up to two times because your server supports the PCI Express* 3.0 interface.[4,8,9]

Safeguard your business with multi-layered protection

- Windows Server* 2016 takes advantage of silicon-level technologies such as Intel® AES-NI cryptographic accelerators, Intel® Virtualization Technology portfolio and much more.

Extend to the cloud when you need to

- Easy to "stretch" to the cloud with Windows Server* 2016 that can help you prioritize on-premise computing performance.

GROW YOUR BUSINESS WITH CONFIDENCE

+For more information on, refer to Intel® Hardware Assisted Security Overview: Link

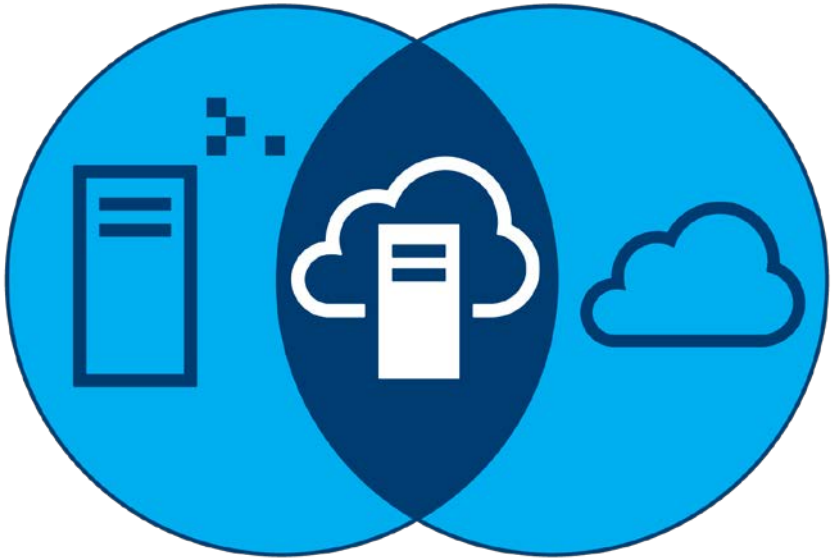
WHY USE A SERVER AND THE CLOUD?

On-site Server & Cloud-based Services

TODAY

70%

of small businesses have at least one server on site**[10]



BY 2020

78%

of small businesses in the U.S. will have adopted cloud technology[11]

MOST SMBS USE CLOUD RESOURCES AND HAVE A SERVER ON SITE TO MEET THEIR IT NEEDS[12]

**Small businesses with formal IT

What are the differences between in-office servers and cloud-based services?

	Cloud-based Services	On-Site Server
TOTAL COST	A cloud solution to store 4TB of data costs **$120 per month** using Amazon.com's cloud storage service[13]	With decreasing price trends on memory and HDD storage, a server in the office with 4 TB of capacity can now be purchased for ~$1400, delivering **ROI in about a year**[13]
CONTROL	A cloud solution may offer a **"one size fits all" approach** that has limited options for customization	A server in the office can be **custom-configured and managed**, giving greater control over data and settings
PERFORMANCE	Passing large amounts of data over a slow or unreliable Internet connection to the cloud can create **unexpected business interruptions**	Local data stores on-site take advantage of **faster, more reliable** connections

How can you utilize the advantages of both?

An On-Site Server Provides:

- **High application performance,** supporting data-intensive workloads
- **Rich control over your environment,** including hardware and software
- **Independence from Internet connectivity** to avoid speed issues or outages when accessing your data

Cloud-based Services Provide:

- **Ease of management,** even with limited internal IT resources
- **Access to enterprise-class capabilities and services,** no matter the size of your business
- **Resource elasticity,** scaling up and down with requirements on demand

IT'S NOT A CHOICE OF ONE VS. THE OTHER

On which platforms do common applications run?

An On-Site Server Provides:

- Databases
- File and print services
- Collaboration applications
- Enterprise Resource Planning (ERP)
- Data analytics
- Engineering and design tools

Cloud-based Services Provide:

- Email services
- Backup and recovery
- Customer Relationship Management (CRM)
- Human Resources
- Video streaming

Make sure your cloud provider runs workloads on genuine Intel® processors.[6]

Powered by intel Cloud Technology

We are Here to Help

As an Intel® Technology Provider, we can match server and cloud technologies to fit your particular business needs.

Lets get started!

Partner Insert Your Logo Here

Legal Disclaimers

1. SMB Group, 2016 Top 10 SMB Technology Trends, December 2015. http://www.smb-gr.com/wp-content/uploads/2015/12/12-4-15-FINAL-2016-top-10-12-8-15.pdf

2. Spiceworks, The State of IT, “Purchase Drivers” 2016. https://www.spiceworks.com/marketing/state-of-it/report/

3. Spiceworks, The State of IT, “Trending Topics” 2016. https://www.spiceworks.com/marketing/state-of-it/report/

4. Software and workloads used in performance tests may have been optimized for performance only on Intel® microprocessors. Performance tests such as SYSmark* and MobileMark* are measured using specific computer systems, components, software, operations, and functions. Any change to any of those factors may cause the results to vary. You should consult other information and performance tests to assist you in fully evaluating your contemplated purchases, including the performance of that product when combined with other products.

5. Baseline system: Intel® Xeon® Processor E3-1275 v2, Intel HD graphics P400, 16GB (4x4GB DDR3-1600MHz ECC UDIMM), Western Digital WD2000FYYZ HDD, RHEL v6.3-2.6.32-278, ACRVMBY1.86C, IC13. Previous generation: Intel Xeon Processor E3-1276 v3 Supermicro 813M-3, X10SLM+-LN4f, Intel HD graphics P4600, 16 GB (4 x 4GB DDR3-1600MHz ECC UDIMM), Western Digital WD500GB HDD, RHEL6.5-2.6.32-431, 1.1a, IC14. New Configuration: Intel Xeon Processor E3-1275 v5, RVP8 Skylake Reference Board, Intel HD Graphics P530, 16GB (2 x 8GB DDR4-2133MHz ECC UDIMM), Intel SSD 530 Series 120GB model SSDSC2BW120A4, CentOS 7 - 3.10.0-123.el7.x86_64, SKLSE2R1.R00.X092.B00.1507130736, IC14.

6. Intel technologies’ features and benefits depend on system configuration and may require enabled hardware, software, or service activation. Performance varies depending on system configuration. No computer system can be absolutely secure. Check with your system manufacturer or retailer, or learn more at intel.com.

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7. Based on the Intel® SSD Data Center Family for SATA product brief http://www.intel.com/content/www/us/en/solid-state-drives/ssd-dc-s3x10-series-brief.html

8. Results have been estimated or simulated using internal Intel analysis or architecture simulation or modeling, and provided to you for informational purposes. Any differences in your system hardware, software, or configuration may affect your actual performance.

9. (PCIe* 3.0 Performance) 8 GT/s and 128b/130b encoding in PCIe* 3.0 specification enables double the interconnect bandwidth over the PCIe 2.0 specification. Source: pcisig.com/news_room/November_18_2010_Press_Release/.

10. IMR: Small Business Server Purchase Intent Study, March 2014

11. Small Business Trends, 2014: http://smallbiztrends.com/2014/08/by-2020-78-percent-of-small-businesses-will-use-cloud.html

12. IDC Worldwide SMB 2014 Top 10 Predictions

13. Based on Amazon* cloud storage pricing of $.03/GB and NewEgg* system prices, April 2015.

*Other names and brands may be claimed as the property of others.


intel®
experience
what's inside™