ESSENTIAL PERFORMANCE FOR ENTRY SERVERS

The latest **Intel® Xeon® E processors** have been refreshed to deliver the essential performance, reliability, security, and management capabilities to process and protect critical data—at a price that works for small business. While a desktop PC may offer basic services, it isn't built to withstand business operations—and servers purchased just 4 years ago lack the modern technologies and OS compatibility required to support today's workloads. New Intel Xeon E processors are purpose-built to help businesses protect data and meet modern-day demands.

Conversation starters: *SMB, entry server, business-class workloads, storage scalability, remote management, availability, serviceability, security, web hosting, Windows Server* OS*

WHEN TO RECOMMEND

A server is a foundational and essential part of small business infrastructure that must be regularly updated to meet rapidly evolving data and security demands. Check in with your customers frequently to see if these **cost-effective, versatile, entry-level servers** would suit their needs.

IDEAL FOR CUSTOMERS WHO

• Could experience rapid growth given the opportunity to deploy business-class tools and applications

• Would benefit from dramatic performance improvements upon refreshing their four-year-old server infrastructure

• Choose to store data on-premises due to regulatory, budgetary, or security reasons—or because legacy applications can't be migrated to the cloud

• Are operating their business on a desktop PC, leaving them at risk of business or data loss

WHY UPGRADE

MEET MODERN WORKLOAD DEMANDS

• Get **up to 2x better processing performance** compared to a four-year-old system.[1]

• Have the **flexibility to expand storage** and **connectivity to scale with business**.

• Improve **file sharing, storage & backup, virtualization**, and **employee productivity**.

• Support **leading-edge OS features** with up-to-date server hardware.

ENHANCE RELIABILITY, SECURITY & MANAGEMENT

• **Augment security** with Intel Trusted Execution Technology, Intel Boot Guard, Intel BIOS Guard, and Intel Memory Protection Extensions.

• **Preserve business data** and **host critical software solutions** with Intel Rapid Storage Technology.

• Control and monitor **power, thermal, and resource utilization** with Intel Server Platform Services.

• Maximize uptime with **24/7 on-premises availability**.

SAY THIS TO YOUR CUSTOMER

"Is your infrastructure remotely managed, or are you looking to support that capability in the future so someone can remotely diagnose and help you keep your business up and running?"

"**Support is ending for Microsoft Windows Server 2008 and Exchange Server* 2008 in January 2020**, with Windows Server 2012 not far behind. Transitioning to a new server now will help teams avoid downtime and security risks."

"What are your plans for expanding storage for the office when your desktop PC exceeds capacity?"

"Have you considered how a new or upgraded server might help your business run more efficiently and reliably?"

POSITIONING BUSINESS FOR GROWTH

Desktop PCs and server designs can differ vastly based on their intended usage. That's why it's crucial for businesses to protect their interests with an entry server solution based on the Intel Xeon E processor.

(intel)

VALIDATED FOR SERVER USE
- Since desktop PCs are not typically designed to function as servers, they often cannot support server use cases.
- Servers are designed and tested to support server operating systems and virtualized environments.

SPEND LESS TIME MANAGING SERVERS & MORE TIME ON BUSINESS
- Desktop PCs may not have the management and reporting features businesses need.
- Servers can reduce downtime through proactive reporting and comprehensive remote management features.
- Timely security patches enable business owners to stay focused on customers.

PAIR WITH CLOUD SERVICES
- Finite storage, memory, processing power, and cloud integration capabilities in desktop PCs could leave business struggling to grow.
- Servers can combine with cloud services and host some data locally, then easily scale with workload demands.

INCREASED PRODUCTIVITY
- Using a PC as a server increases the risk of system failure and data loss, which can come with devastating repercussions.
- Implementing the right hardware can improve server application response to promote increased productivity.

DATA OWNERSHIP
- Desktop PCs may lack the capability to scale capacity in line with local storage requirements
- With expansive PCIe* SSD storage support, businesses can store data locally, enabling tighter control for security or regulatory purposes.

NEW INTEL XEON E PROCESSORS

In addition to two new 8-core offerings, all ten of the existing 4-core and 6-core Intel Xeon E processors were refreshed for performance gains at roughly the same prices.

INTRODUCING THE INTEL XEON E-2200 PROCESSOR FOR SERVERS

ALL NEW
8- CORE SKUS
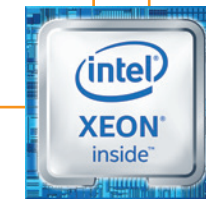*vs. 4 cores in the 4-year-old Intel Xeon processor E3-1280 v5*

UP TO
2X PERFORMANCE INCREASE
compared to a 4-year-old server (estimated)[1]

UP TO
40 PCIE* LANES PER SERVER

UP TO
5.0 GHZ
with Intel Turbo Boost Technology 2.0

2X THE ECC MEMORY CAPACITY VS. 4-YEAR-OLD SYSTEM
28GB DDR4-2666 vs. 64GB DDR4-2133

Offer affordable server-grade features with Intel Xeon E processors. Contact your Intel Authorized Distributor or visit **intel.com/xeone**