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intel.

ADDING MULTIMEDIA Intel Creates AppUp Small Business Service on Hybrid Cloud

Innovative Hybrid Cloud Design Enables Partners to Offer Small Businesses Catalog of Pay-As-You-Use Software with Onsite Server that's Managed Remotely

NEWS HIGHLIGHTS

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   -- Intel AppUpSM Small Business Service lets small businesses use "hybrid
      cloud," offering benefits of cloud computing with server and data
      onsite.
   -- Intel's unique reference design includes server, on-line application
      catalog and an Intel-developed service to securely manage software
      usage. Small-business customers pay monthly for what they use.
   -- Intel(R) Xeon(R) processor capabilities, Intel software and usage
      tracking service provide foundation for industry to offer small
      businesses a compelling new IT option.
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SANTA CLARA, Calif.--(BUSINESS WIRE)-- Intel$^{(R)}$ Corporation today launched the Intel AppUp^{SM} Small Business Service, an innovative service running on the [Intel$^{(R)}$ Hybrid Cloud platform](#) that enables server manufacturers, software vendors, and service providers to offer small businesses key advantages of cloud computing with applications and data running on their own premises.

Intel's AppUp Small Business Service, enabled by the Intel Hybrid Cloud platform, represents a new business model for Intel. The solution consists of a server, a catalog of prepackaged small business applications from a broad range of software providers, and Intel-developed software to securely manage and track use of the application software. Small business customers access the solution through service providers, paying on a monthly basis for the software they use, just like in the cloud, but getting the responsiveness and control of running their applications and data onsite.

"We developed the Intel AppUp Small Business Service to build a foundation on which the industry can innovate and provide small business customers with a more convenient, secure, and high-performance experience," said Bridget Karlin, general manager, Intel Hybrid Cloud. "Small businesses are the ultimate beneficiaries because this service gives them a compelling new option for improving their business results through IT. This Intel-based solution comes ready to use, and doesn't require their own IT staff or the capital cost of a server."

The Intel AppUp Small Business Service's innovations include use of a subscription-based delivery model for software applications. Intel-developed software activates, deactivates, and then tracks the customer's usage of those applications on a platform that is secured using [Intel$^{(R)}$ Trusted Execution Technology (Intel$^{(R)}$ TXT](#)) in Intel$^{(R)}$ Xeon$^{(R)}$ processors.

Each month, that server tracks software usage and sends a secure encrypted report to an Intel data center. Intel invoices the small business's service provider, which bills the small business customer.

In addition, service providers can remotely manage their customers' servers that employ this Intel Hybrid Cloud reference design by using a Web portal hosted by Intel and secured by a Web application firewall and HTTPS encrypted communication. Using Intel$^{(R)}$ Active Management Technology (Intel$^{(R)}$ AMT), service providers can remotely troubleshoot, diagnose, and support the servers, saving the time and cost of sending a technician onsite in most cases.

Intel$^{(R)}$ Virtualization Technology (Intel$^{(R)}$ VT) and virtualization software enable delivery of "virtual appliances" to the small business user, providing pre-integrated operating systems and small business software that can be turned on or off as needed, and easily maintained by the service provider.

The Intel AppUp Small Business Service provides an innovative delivery mechanism and a catalog of a wide variety of software for small businesses from software providers including, Astaro, GFI Software, gloStream, Intuit, Level Platforms, Microsoft, SIOS, Tally, and Vembu. A growing number of applications will be soon available in the catalog from additional software providers including Allscripts, Apani, Asigra, ClearCenter, Coversant, Critical Links, Elina Networks, Ensim, eTurns, Fonality, KineticD, Lumension, McAfee, Novell, Pragma Systems, StorageCraft, Symantec, and WorkSpace Communications.

Service providers work with their small business customers to choose what they need from the catalog. The service provider orders the solution and the Intel AppUp Small Business Service delivers the software to the Intel Hybrid Cloud server deployed at the customer's premises.

Initial server platforms include the Lenovo ThinkServer TS200v and a white box server. A range of additional server models from Acer, NEC and others will soon be available.

The Intel AppUp Small Business Service is available now to qualified IT service providers and MSPs in North America and India. Intel expects to expand the program to other countries.

About Intel

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