September 9, 2013

Intel® Solid-State Drive Pro 1500 Series Reduces IT Costs through Performance, Manageability and Security Features

NEWS HIGHLIGHTS

- Intel Corporation launched today a family of solid-state drives for business-class PCs, including the Intel® Solid-State Drive Pro 1500 Series.
- To meet the needs of enterprise IT departments, the new Pro 1500 Series offers improved security and manageability features when paired with Intel® vPro™ technology and an Opal management suite.
- Intel® SSD Professional Family helps increase employee productivity with power-efficient performance, reduced wait times and faster data delivery. New small form factors, including M.2, ensure enterprise-grade storage capabilities designed for use in the latest Ultrabook® and 2-in-1 designs.

SANTA CLARA, Calif.--(BUSINESS WIRE)-- Intel Corporation today announced the Intel Solid-State Drive (SSD) Professional Family, including the Intel® Solid-State Drive Pro 1500 Series. The new business-class SSDs are engineered specifically for easy IT deployment and secure manageability, and offer a lower total cost of ownership (TCO) with enhanced performance.

Migrating to SSD-based PCs can improve employee productivity by as much as 13 percent, according to research by J. Gold Associates[1]. The Intel SSD Pro 1500 Series allows IT departments to increase employee uptime and reduce cost with its advanced manageability and security features. The Intel® Stable Image Platform Program ensures that key drivers are in place and makes transitioning to the Intel SSD Pro 1500 Series simple and predictable. The ability to remotely manage assets and diagnose issues at the drive level means fewer deskside visits, so PC maintenance and repairs require less time.

The Intel SSD Pro 1500 Series also protects data from unauthorized access with enterprise-grade security features, including hardware-based 256-bit AES encryption[2] and industry-standard Opal key management protocols. The Intel SSD Pro 1500 Series is designed to work with the 4th generation Intel® Core™ processors with Intel® vPro™ technology. Using the Intel Setup and Configuration Software[3], IT managers address problems before they arise by remotely managing devices and extracting drive diagnostics to proactively monitor storage health.

“The modern business employee is increasingly mobile and works in multiple environments,” said Rob Crooke, Intel corporate vice president and general manager for the Intel Non-Volatile Memory Solutions Group. “The Intel SSD Pro 1500 Series ensures employees have

the flexibility, battery life and performance they need, while IT has the assurance data is secure and the device can be managed remotely. Tight integration with Intel vPro technology means we are able to deliver a complete solution for corporate business users."

Minimizing downtime among a growing mobile workforce using thin and light mobile computers is critical to increase productivity and reduce IT costs. The Intel SSD Pro 1500 Series addresses this need with new small form factors, such as M.2, featuring advanced low-power modes that reduce idle power by more than 90 percent compared to HDDs. Smaller form factors and less power enable slimmer device profiles with long battery life, including Ultrabooks, 2-in-1 devices and traditional PCs.

"By improving security, manageability and TCO, the Professional Family of Intel SSDs will enable more mobile devices such as vPro technology-powered PCs to further penetrate the enterprise while delivering faster start-up and improved battery life," said Rick Echevarria, vice president of PC Client Group and general manager of Business Client Platform Division at Intel. "We believe the combination of these solid-state drives, vPro technology and tools such as Intel Setup and Configuration Software will trigger innovation among ISVs and improve enterprise PCs in the near future."

Intel SSDs offer industry-leading reliability with annualized failure rates (AFR) well below 1 percent. The AFRs of other SSDs and HDDs may reach 5 percent or higher[4]. Drive failures are a cost burden to IT departments. The Intel SSD Pro 1500 Series is engineered to reduce such costs and minimize employee downtime as a result of storage-related failures. Intel SSDs undergo extensive quality testing and are backed by Intel's proven warranty and customer support. Intel SSDs also provide driver validation to help enable stable solutions and compatibility with the latest software.

The new Intel Solid-State Drive Pro 1500 Series as well as other Intel solid-state drives and solutions are being showcased in the Non-Volatile Memory Solutions Group booth (#812) at the Intel Developer Forum (IDF). The event runs from September 10-12 at Moscone Center West in San Francisco.

More information on Intel SSDs can be found at www.intel.com/go/ssd or by accessing the multimedia press kit at www.intel.com/newsroom/ssd. Follow Intel SSDs on Twitter: @intelssd, or communities.intel.com.

About Intel

Intel (NASDAQ: INTC) is a world leader in computing innovation. The company designs and builds the essential technologies that serve as the foundation for the world's computing devices. Additional information about Intel is available at newsroom.intel.com and blogs.intel.com.

[1] Based on J. Gold Associates whitepaper "Investing in Solid State Drives Offers Significant Cost Advantages," October 2012

[2] On select SKUs

[3] Version 9.0

[4] Based on Intel whitepaper “Validating the Reliability of Intel® Solid-State Drives,” July 2011

For Intel Corporation
Chase Perrin, 425-405-0842
chase.perrin@nof9.com

Source: Intel Corporation