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Cloudera, Intel Commit to Accelerate and Transform How Enterprises Use Big Data; Intel Makes Significant Equity Investment in Cloudera

NOTE TO EDITORS: Video webcast available on March 27 at 10:00 a.m. PDT can be found at http://webcastevent.com/events/intel/announcement/

PALO ALTO, Calif. & SANTA CLARA, Calif.--(BUSINESS WIRE)-- Intel Corporation and Cloudera today announced a broad strategic technology and business collaboration, as well as a significant equity investment from Intel making it Cloudera's largest strategic shareholder and a member of its board of directors. This is Intel's single largest data center technology investment in its history. The deal will join Cloudera's leading enterprise analytic data management software powered by Apache Hadoop™ with the leading data center architecture based on Intel® Xeon® technology. The goal is acceleration of customer adoption of big data solutions, making it easier for companies of all sizes to obtain increased business value from data by deploying open source Apache Hadoop solutions. Both the strategic collaboration and the equity investment are subject to standard closing conditions, including customary regulatory approvals.

Cloudera will develop and optimize Cloudera's Distribution including Apache Hadoop (CDH) for Intel architecture as its preferred platform and support a range of next-generation technologies including Intel fabrics, flash memory and security. In turn, Intel will market and promote CDH and Cloudera Enterprise to its customers as its preferred Hadoop platform. Intel will focus its engineering and marketing resources on the joint roadmap. The optimizations from Intel's Distribution for Apache Hadoop/Intel Data Platform (IDH/IDP) will be integrated into CDH and IDH/IDP and will be transitioned after v3.1 release at the end of March. To ensure a seamless customer transition to CDH, Intel and Cloudera will work together on a migration path from IDH/IDP. Cloudera will also ensure that all enhancements will be contributed to their respective open source projects and CDH.

The collaboration with Cloudera promises to enhance both Intel data center and Internet of Things (IoT) technology initiatives by enabling customers to manage and analyze machine-generated data from a variety of sources, spanning sensors to gateways and a range of devices.

"By aligning the Cloudera and Intel roadmaps, we are creating the platform of choice for big data analytics," said Diane Bryant, senior vice president and general manager of Intel's Data Center Group. "We expect to accelerate industry adoption of the Hadoop data platform and enable companies to mine their data for insights that inform the business. This collaboration spans our data center technology from compute to network, security and storage, and

extends to our initiatives for the Internet of Things."

Both companies remain committed to the open source community that has been the driving force behind Hadoop. The companies will also execute joint go-to-market strategies that include coordinated product, channel and sales programs.

"Hadoop has changed the entire conversation around data," said Tom Reilly, chief executive officer, Cloudera. "Based on our ability to store, process and analyze all kinds of data, increasingly in new ways, the potential for advances in business, social and economic environments are vast. Teaming with Intel, the industry leader in data center technology innovation, presents an opportunity for us to layer Hadoop into a platform's core framework. The result is rapid performance improvements on workloads such as those extracting intelligent insight. Intel's vision for delivering open, performance optimized solutions for big data is synergistic to our vision to help companies accelerate time to achieving success."

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.

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About Cloudera

Cloudera is revolutionizing enterprise data management by offering the first unified Platform for Big Data: The Enterprise Data Hub. Cloudera offers enterprises one place to store, process and analyze all their data, empowering them to extend the value of existing investments while enabling fundamental new ways to derive value from their data. Founded in 2008, Cloudera was the first and is still today the leading provider and supporter of Hadoop for the enterprise. Cloudera also offers software for business critical data challenges including storage, access, management, analysis, security and search. With over 20,000 individuals trained, Cloudera is a leading educator of data professionals, offering the industry's broadest array of Hadoop training and certification programs. Cloudera works with over 900 hardware, software and services partners to meet customers' big data goals. Leading organizations in every industry run Cloudera in production, including finance, telecommunications, retail, internet, utilities, oil and gas, healthcare, biopharmaceuticals, networking and media, plus top public sector organizations globally. www.cloudera.com

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Cautionary Statement Regarding Forward-Looking Statements

This press release contains forward-looking statements regarding the proposed transactions between Intel and Cloudera, including but not limited to statements regarding Intel's equity investment in Cloudera and in the development of and adoption of Hadoop and Intel data center technology. Actual events or results may differ materially from those contained in these forward-looking statements. Among the important factors that could cause future events or results to vary from those addressed in the forward-looking statements are risks and uncertainties arising from, among other things, the possibility that the closing of the transactions may be delayed or may not occur; the ability of Intel and Cloudera to align their product roadmaps; demand for and market acceptance of the products offered by Intel and Cloudera; and developments in competing technologies. For other factors that could cause Intel's results to vary from expectations, please see the risks detailed from time to time in Intel's filings with the Securities and Exchange Commission, including its most recent Annual Report on Form 10-K, Quarterly Reports on Form 10-Q and Current Reports on Form 8-K. Intel undertakes no obligation to revise or update publicly any forward-looking statements.

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