

August 25, 2015



Intel and BlueData Collaborate to Simplify Big Data Infrastructure; Intel Capital Makes Additional Equity Investment in BlueData

SANTA CLARA, Calif. & MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- [Intel Corporation](#) and [BlueData](#) today announced a broad strategic technology and business collaboration, as well as an additional equity investment in BlueData from Intel Capital.

This relationship will bring together BlueData's infrastructure software for big data with the leading data center architecture based on Intel® Xeon® processor technology. The goal is to accelerate the adoption of big data solutions by simplifying deployment. This builds upon Intel's existing investments and initiatives in the big data market, including Intel's [strategic collaboration with Cloudera](#)* for Apache Hadoop* as well as [recent projects focused on Apache Spark](#)*.

"Intel architecture provides a high-performance, secure, robust foundation for big data analytics," said Brian Krzanich, Intel CEO. "BlueData's innovative software delivers the simplicity, agility and efficiency of big data-as-a-service in an on-premises model. Together, we are focused on bringing big data into the mainstream and unlocking the value for our enterprise customers."

BlueData will develop and optimize its big data infrastructure software for Intel architecture. In turn, Intel will focus its engineering and marketing resources on the joint engineering roadmap and joint customer acquisition. Additionally, the companies will execute joint go-to-market strategies that include coordinated product, channel and sales programs.

"This strategic collaboration with Intel will help advance BlueData's mission of making it easy to deploy big data infrastructure. Our software platform simplifies the complexity, reduces the cost and delivers faster time to value for big data initiatives," said Kumar Sreekanti, co-founder and CEO of BlueData. "Our go-to-market relationship and joint product development with Intel will allow enterprises to accelerate their deployment of Hadoop and Spark, and deliver on the promise of big data analytics."

BlueData has developed patent-pending innovations to run Hadoop and Spark in a virtualized environment with compute and storage decoupled, providing a cloud-like experience for on-premises big data deployments. With [BlueData EPIC™ software](#), enterprises can spin up virtual Hadoop or Spark clusters within minutes, providing data scientists and analysts with on-demand access to the applications, data and infrastructure they need to deliver faster business insights.

Intel Capital's investment, its third in BlueData since 2012, is part of a \$20 million funding round led by the chip maker's strategic investment arm and [announced](#) today. Doug Fisher, senior vice president of Intel and general manager of its Software and Services Group, will

also join BlueData's board of directors.

Supporting Resources

Intel blog: <http://blogs.intel.com/evangelists/2015/08/25/simplify-big-data-deployment/>

BlueData blog: <http://bluedata.com/blog/2015/08/new-funding-and-strategic-collaboration-with-intel>

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. As a leader in corporate responsibility and sustainability, Intel also manufactures the world's first commercially available "conflict-free" microprocessors. Additional information about Intel is available at newsroom.intel.com and blogs.intel.com, and about Intel's conflict-free efforts at conflictfree.intel.com.

About Intel Capital

Intel Capital, Intel's global investment organization, makes equity investments in innovative technology start-ups and companies worldwide. Intel Capital invests in a broad range of companies offering hardware, software, and services targeting enterprise, mobility, consumer Internet, digital media and semiconductor manufacturing. Since 1991, Intel Capital has invested nearly US\$11.6 billion in over 1,440 companies in 57 countries. In that timeframe, 213 portfolio companies have gone public on various exchanges around the world and 373 were acquired or participated in a merger. In the first half of 2015, Intel Capital invested \$134 million in 63 deals, including 29 new portfolio companies, and saw 10 exits. For more information on what makes Intel Capital one of the world's most powerful venture capital firms, visit www.intelcapital.com or follow [@intelcapital](https://twitter.com/intelcapital).

About BlueData Software, Inc.

BlueData is transforming how enterprises deploy their Big Data applications and infrastructure. The [BlueData EPIC™ software platform](#) uses virtualization technology to make it easier, faster, and more cost-effective for enterprises of all sizes to leverage Big Data – enabling Hadoop-as-a-Service in an on-premises deployment model. With BlueData, they can spin up virtual Hadoop or Spark clusters within minutes, providing data scientists with on-demand access to the applications, data and infrastructure they need. Based in Mountain View, California, BlueData was founded by VMware veterans and its investors including Amplify Partners, Atlantic Bridge, Ignition Partners, and Intel Capital. To learn more about BlueData, visit www.bluedata.com or follow [@bluedatainc](https://twitter.com/bluedatainc).

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10Fold

Kristina Richmann, 925-271-8216

bluedata@10fold.com

or

Intel Capital

Peter Delevett, 408-653-8715

peter.delevett@intel.com

Source: Intel Corporation