

December 4, 2019



# Intel Solutions Marketplace for Partners Helps Speed Growth, Innovation through Global Collaboration

SANTA CLARA, Calif.--(BUSINESS WIRE)-- **What's New:** Intel today launched [Intel® Solutions Marketplace](#), an innovative platform to help partners deploy solutions in an increasingly complex, data-centric economy. On the new platform, and all from personal dashboards, Intel partners can grow their businesses through new partner connections and matchmaking, receive and manage leads, monitor business performance, and market solutions to end customers. The new platform joins [Intel® Partner University](#) as a key offering of Intel® Partner Alliance, the company's [announced](#) channel partner program transformation designed to help partners connect, innovate and grow in a data-centric world.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20191204005102/en/>



*“The sum of the world’s data will grow from 33 zettabytes in 2018 to an incredible 175 zettabytes by 2025<sup>1</sup>. As data continues to define the future, solutions are becoming increasingly complex. Innovation requires a broader array of partners working together to build offerings that provide customers better ways to move, store and process data. We created a platform to help partners explore*

Intel Corporation in December 2019 launches the Intel Solutions Marketplace, a platform to help partners deploy solutions in a complex, data-centric economy. (Credit: Intel Corporation)

*new points of collaboration, showcase innovative offerings and help grow new business.”*

–Eric Thompson, Intel general manager of Global Partner Enablement

**Why It is Important:** The Solutions Marketplace facilitates better collaboration between partners, helping them focus on desired outcomes and delivering customization. The

platform is equipped with powerful new capabilities that enable partners to connect and collaborate with a global network of other peer partners to jointly deliver innovative data-centric solutions to business end customers. Today, solutions typically include hardware, software and services in varying combinations and are increasingly being designed to solve specific business challenges. For example, a solution to help a municipality reduce energy consumption using smart devices could be entirely led by the services side of the business, while an artificial intelligence solution to drive predictive maintenance for reduced downtime might be led by a software or hardware vendor. The Solutions Marketplace makes this kind of collaboration easier and more efficient.

**What It Offers:** Intel [Solutions Marketplace](#) encourages partners to collaborate within an expanded ecosystem, allowing Intel partners and business end customers to research and pursue thousands of partner solutions, including Intel® IOT Market Ready Solutions, artificial intelligence, autonomous technology, data center and cloud, 5G, and next-generation computing. It enables a new way for partners to innovate, go to market and grow their businesses. Among the key features:

- **Digital storefront:** Reaching a global ecosystem of partners and customers with products, solutions and services is easy with the all-new storefront. Posting is quick and simple in a streamlined interface, while custom dashboards bring unprecedented insight to the Intel solutions environment.
- **Personalized search results:** The enhanced offerings catalog allows users to easily browse thousands of products and solutions to find the ones that best suit their needs.
- **Intelligent lead generation:** Discovering the right partners and customers is easy with artificial intelligence-powered matchmaking, which adds a heightened degree of personalization, based on the type of partner and their solutions focus area.

**What's Next:** The Intel Solutions Marketplace is designed to drive collaboration across the ecosystem, making it easy for partners to connect with each other, all within the trusted Intel ecosystem. Intel will roll out enhancements throughout 2020 to help partners manage leads, monitor performance from personal dashboards and continue to grow their businesses.

**More Context:** [Intel Solutions Marketplace for Partners Helps Speed Growth, Innovation through Global Collaboration](#) (YouTube Video)

## About Intel

Intel (NASDAQ: INTC), a leader in the semiconductor industry, is shaping the data-centric future with computing and communications technology that is the foundation of the world's innovations. The company's engineering expertise is helping address the world's greatest challenges as well as helping secure, power and connect billions of devices and the infrastructure of the smart, connected world – from the cloud to the network to the edge and everything in between. Find more information about Intel at [newsroom.intel.com](https://newsroom.intel.com) and [intel.com](https://intel.com).

<sup>1</sup>Source: IDC White Paper, sponsored by Seagate, "Data Age 2025: The Digitization of the World from Edge to Core," November 2018. <https://www.seagate.com/files/www-content/our-story/trends/files/idc-seagate-dataage-whitepaper.pdf>

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Source: Intel Corporation