



DATA-CENTRIC INNOVATION SUMMIT

AUGUST 8, 2018 | SANTA CLARA, CA



DATA-CENTRIC INNOVATION SUMMIT

CLOUD: DRIVING TRANSFORMATION & GROWTH

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& GENERAL MANAGER
CLOUD SERVICE PROVIDER PLATFORM GROUP



CLOUD IS EVERYWHERE

TAM EXPANSIVE PUBLIC CLOUD GROWTH CONTINUES

REVENUE

2014 – 2017 CAGR

↑ 30%

23% of DCG Revenue¹

1H 18 (VS 1H 17)

↑ 43%

43% of DCG Revenue²



Digital Retail
\$4.9T³



Digital Advertising
\$400B⁴

BY 2021



Digital Video & Media
\$120B⁵



Cloud Services
\$300B⁶

1. Percentage of DCG Revenue in 2014.
2. Percentage of DCG Revenue 1H'18
3. Digital Retail – eMarketer Jan/March 2018
4. Digital Ads – eMarketer May 2018
5. Digital video/media – Juniper Research, Subscription Video on Demand, Dec 2017
6. XaaS (cloud services) – IDC Public Cloud Services Tracker Forecast 2017H2, May 2018

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OUR APPROACH: DEEP COLLABORATIONS



» **TRANSFORMATIVE
PLATFORM TECHNOLOGIES**



» **SOLUTIONS OPTIMIZATION
& DIFFERENTIATION**



» **MARKET ACCELERATION**

PLATFORM CUSTOMIZATION

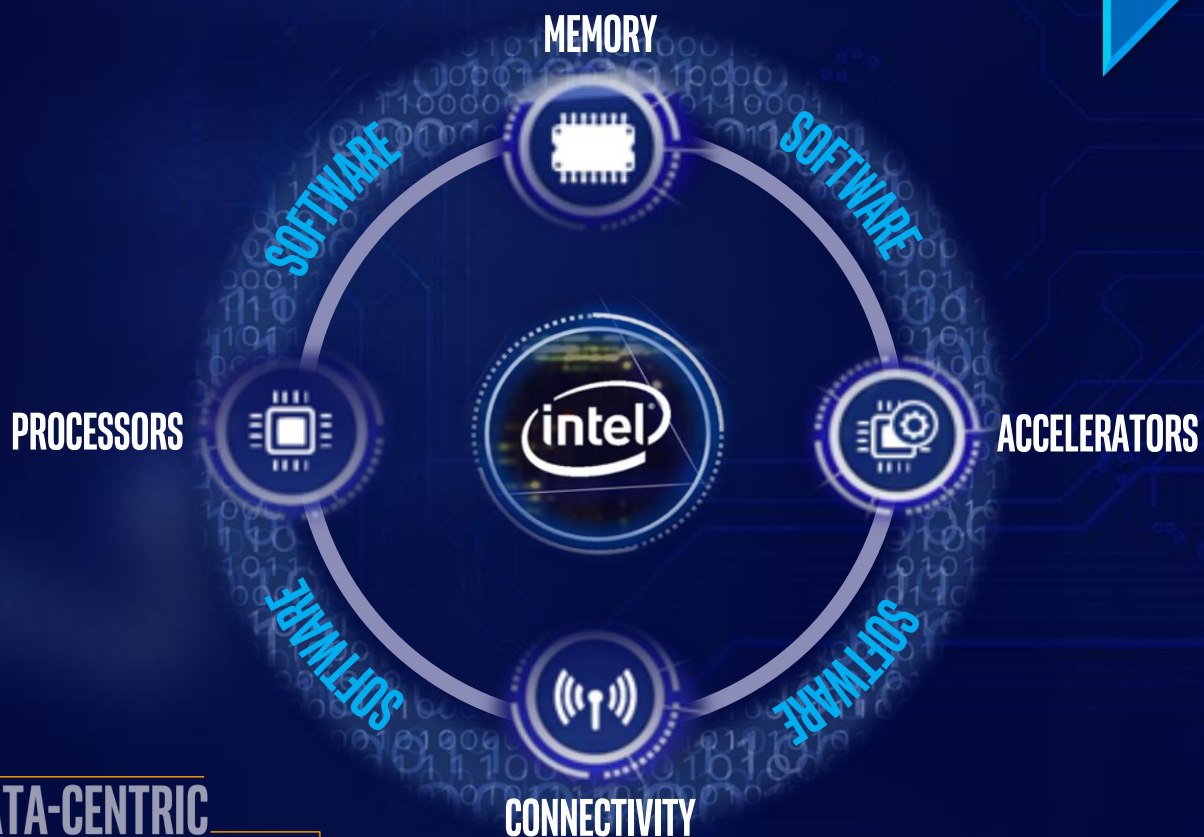
STANDARD
ROADMAP

OPTIMIZED

SEMI-
CUSTOM

CUSTOM

TODAY > 50% OF SKUS ARE OPTIMIZED,
MOVING TOWARD CUSTOM



DATA CENTER WIDE PORTFOLIO

COMBINED WITH SOFTWARE
ENGINEERING TO UNLOCK VALUE OF IA

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INNOVATION SUMMIT

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DELIVERING PLATFORM CUSTOMIZATION



“ We have been working with **Intel for over a decade** on highly **custom silicon** that enables us to deliver a choice of high performance compute options for our customers. AWS continues to innovate by offering new **Intel® Xeon® Scalable processor-based EC2 instances** like M5, R5, C5, and most recently the z1d instance that offers sustained all-core turbo speeds of **up to 4.0 GHz**, the fastest of any cloud instance. ”

—AWS

PLATFORM CUSTOMIZATION

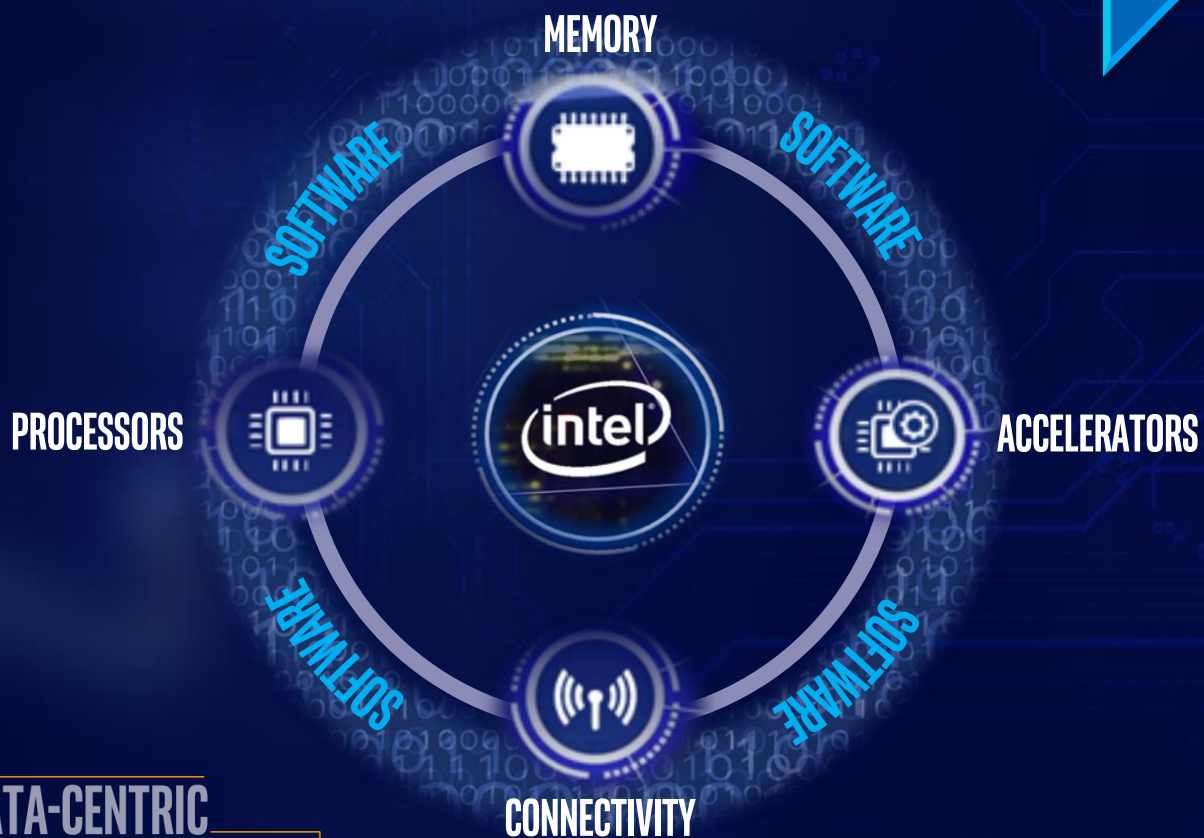
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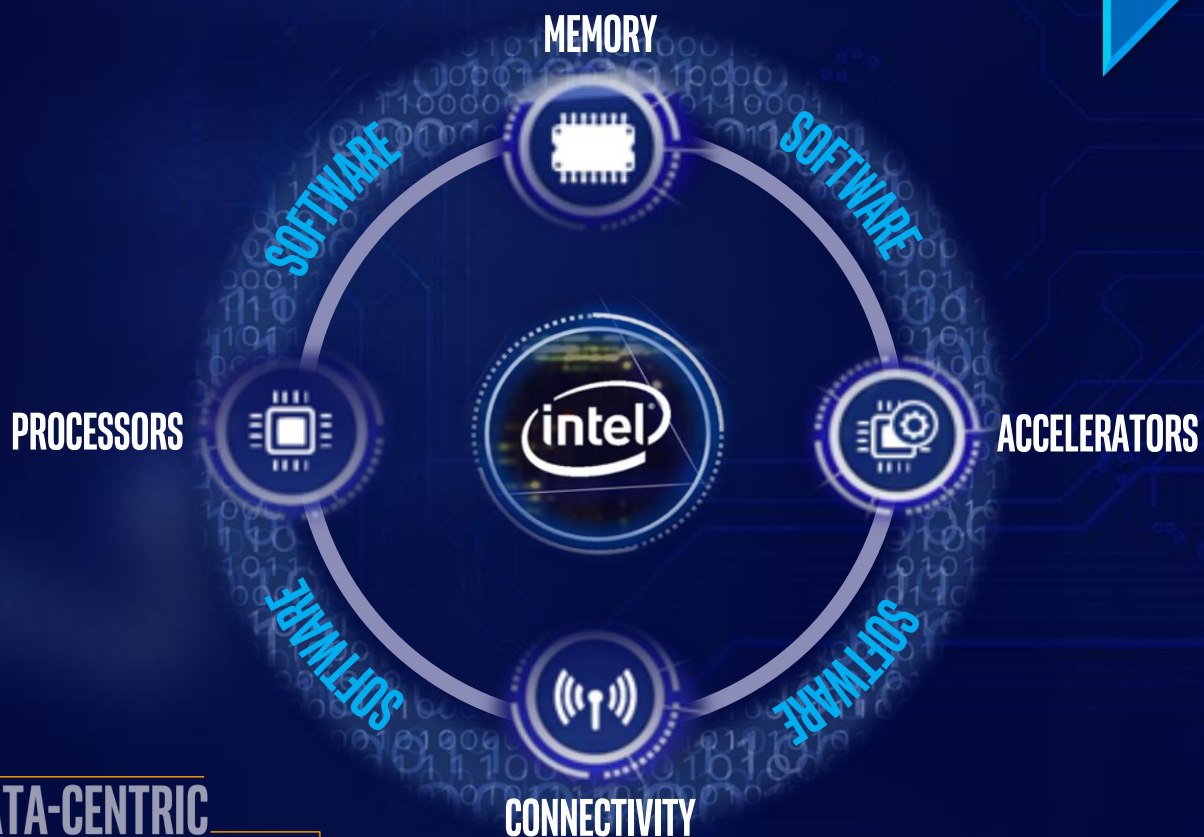
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WORKLOAD OPTIMIZATION



Tencent
WeChat



AWS Deep
Learning AMI 

16X
AI INFERENCE
PERFORMANCE IMPROVEMENT

UP TO 7.4X
FASTER AI TRAINING
FOR TENSORFLOW

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Source:
Performance results are based on testing by Tencent* <https://itpeernetwork.intel.com/intel-tencent-ai-cloud-edge/> and AWS* <https://aws.amazon.com/blogs/machine-learning/faster-training-with-optimized-tensorflow-1-6-on-amazon-ec2-c5-and-p3-instances/> and may not reflect all publicly available security updates. For more complete information about performance and benchmark results, visit www.intel.com/benchmarks.

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WORKLOAD OPTIMIZATION



“ Modernizing ‘Cranky’
Rendering Code for
HPC-based Animation ”



ENABLING SERVICE DIFFERENTIATION



“ **Azure confidential computing** is an industry leading innovation that came from the **joint partnership** between Microsoft and Intel. Microsoft Azure is the **first cloud to offer new data security capabilities that protect customer data while in use**. Azure confidential computing utilizes hardware-based protections offered by **Intel® Software Guard Extensions (Intel® SGX)** to ensure that data is in a secure enclave while being processed, extending protections that encrypt data at rest and in transit. ”

—Arpan Shah, General Manager, Azure Product Marketing

ENABLING SERVICE DIFFERENTIATION



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Microsoft Azure is the first cloud to offer new data security capabilities that protect customer data while in use. Azure confidential computing utilizes hardware-based protections offered by Intel® Software Guard Extensions (Intel® SGX) to ensure that data is in a secure enclave while being processed, extending protections that encrypt data at rest and in transit.

2018: ~50 NEW SERVICES CREATED WORLDWIDE

—Arpan Shah, General Manager, Azure Product Marketing”

MARKET ACCELERATION

650+ members



Intel® Cloud
Insider Program

intel.com/cloudinsider



Marketing Support &
Customizable Sales Tools
**>\$100M per year in joint
marketing investment**



Industry Insights,
Community Blog



Advanced Technology
Sandbox testing
25 workloads to date



Education & Training,
Events, Transition Guidance,
Sales Enablement



Dedicated Intel
Customer Support



Cloud Solution
Briefs, Reference
Guides, Case Studies

INVESTMENTS DRIVE 30% INCREASE IN NEXT WAVE REVENUE

MARKET ACCELERATION

650+ members



Intel® Cloud
Insider Program

intel.com/cloudinsider



Marketing Support &
Customizable Sales Tools
**>\$100M per year in joint
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Industry Insights,
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Education & Training,
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Dedicated Intel
Customer Support



Cloud Solution
Briefs, Reference
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INTEL WINS INNOVATIVE SOLUTION IN INFRASTRUCTURE AWARD

Google Cloud
Partner Awards



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*Other names and brands may be claimed as property of others.

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SUMMARY

TAM EXPANSIVE GROWTH CONTINUES

DEEP COLLABORATION & CUSTOMIZATION DRIVES INNOVATIVE DIFFERENTIATION

OUR CAPABILITIES ARE UNMATCHED



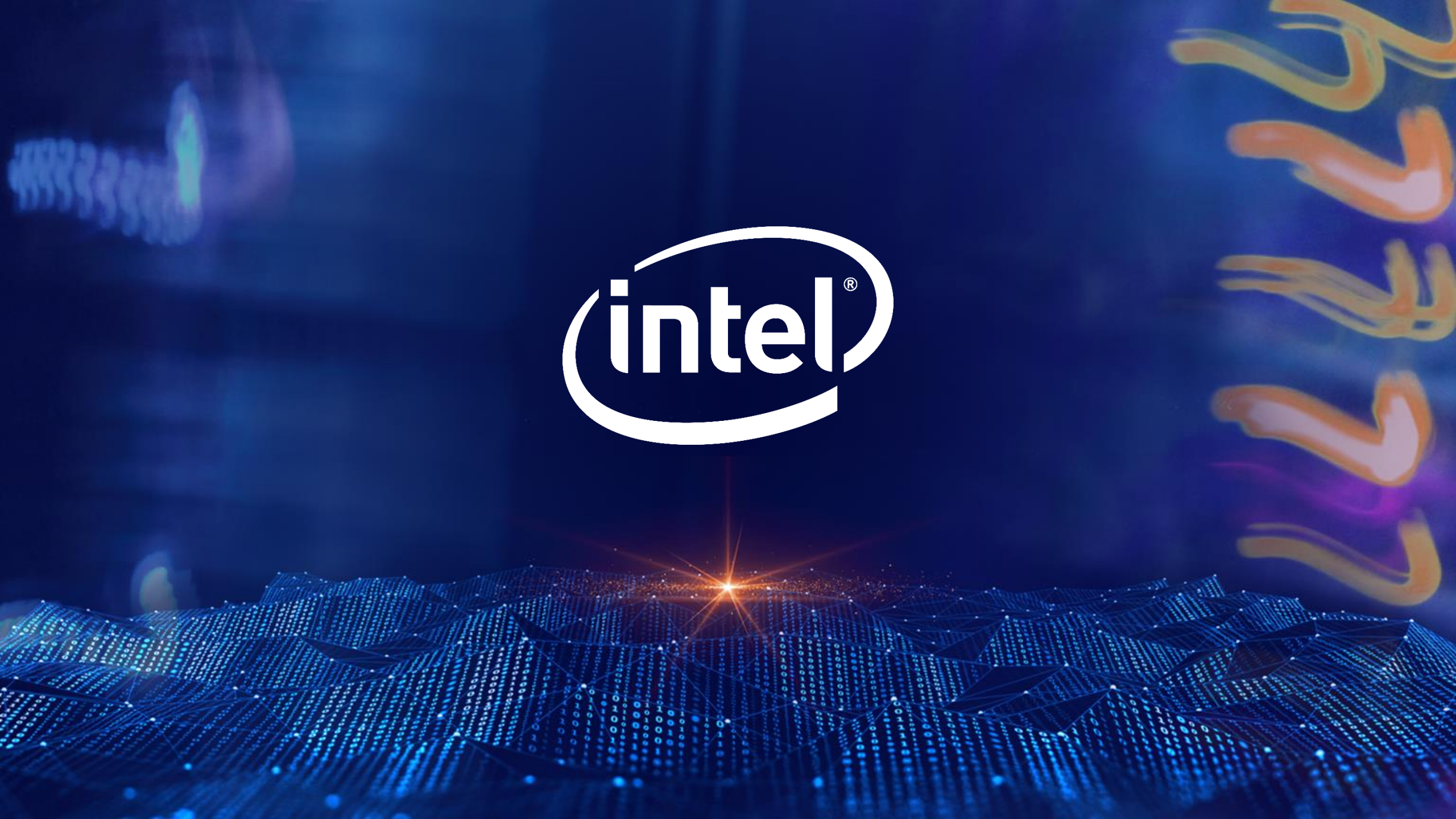
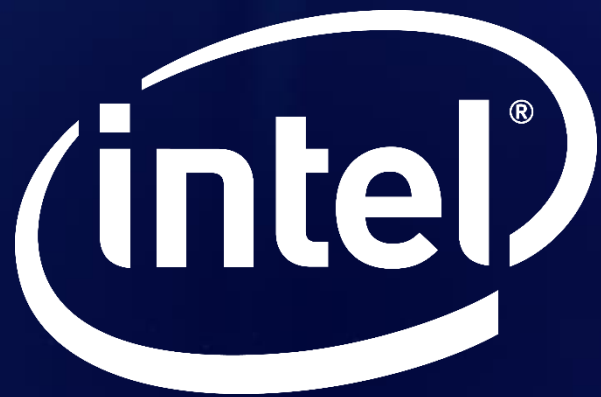
**TRANSFORMATIVE
PLATFORM TECHNOLOGIES**



**SOFTWARE AND SOLUTIONS
CO-ENGINEERING**



**LARGE SCALE MARKET
ACCELERATION PROGRAMS**



DISCLOSURES

Statements in this presentation that refer to business outlook, future plans and expectations are forward-looking statements that involve a number of risks and uncertainties. Words such as "anticipates," "expects," "intends," "goals," "plans," "believes," "seeks," "estimates," "continues," "may," "will," "would," "should," "could," and variations of such words and similar expressions are intended to identify such forward-looking statements. Statements that refer to or are based on projections, uncertain events or assumptions also identify forward-looking statements. Such statements are based on management's current expectations, unless an earlier date is indicated, and involve many risks and uncertainties that could cause actual results to differ materially from those expressed or implied in these forward-looking statements. Important factors that could cause actual results to differ materially from the company's expectations are set forth in Intel's earnings release dated July 26, 2018, which is included as an exhibit to Intel's Form 8-K furnished to the SEC on such date. Additional information regarding these and other factors that could affect Intel's results is included in Intel's SEC filings, including the company's most recent reports on Forms 10-K and 10-Q. Copies of Intel's Form 10-K, 10-Q and 8-K reports may be obtained by visiting our Investor Relations website at www.intc.com or the SEC's website at www.sec.gov.

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