The New Wave Of Refresh: Providing A Better Way To Work

June 2015
Businesses Are Powered by Ideas

Ideas are powered by people

How do we transform the workplace

...to help people create and collaborate?
Transform Your Customer’s Workplace. Transform Their Business.

What can the transformed workplace do?

- Maximize creativity
- Foster collaboration
- Improve efficiency
- Enhance productivity
- Attract and retain top talent
a Better Way to Work
Step 1 of Change: People
4 Attributes of Successful Change

Innovation  Velocity  Openness  Accountability
Intel Sees a Better Way to Work
Step 2 of Change: Technology

The SMAC Stack

Social
From content sharing and instant messaging to mobility

Mobile
90K employees at 143 sites in 62 countries

Analytics
Capabilities: unstructured data, machine learning, etc.

Cloud
Shared, dematerialized, and easy to access/manage
Innovation Drives Transformation
Intel® technology powers a better way to work

Advanced platforms
- 2.5X faster
- 3X battery life

Streamlined form factors
- 50% thinner and lighter
- Right device for the way you work

Enhanced experiences
- Wireless display
- Wireless docking

---

1 Figures represent a comparison of a 5th generation Intel® Core™ vPro™ processor-based platform and a four-year-old notebook. Intel® Core™ i5-5300U processor normalized to a 2010 PC with Intel® Core™ i5-520UM. See Appendix A for system details.
Transform the Workplace
Powering Change with Intel® Technology

Intel® Atom™ processors
Optimized mobility for companion and vertical devices.

5th Gen Intel® Core™ vPro™ processors
Performance designed for business.

Intel® Core™ M vPro™ processors
Powerful security. Optimal mobility.

Intel® Pro Wireless Display
Make every conference room a cable-free zone.

Intel® Wireless Gigabit Docking
Connect the moment you walk up to your desk.
What is the best business/technology/environmental need or reason for system refresh?

- Older Systems
- Windows 10
- Business Applications/Software
- Government Regulations
- Business Growth
- Business Profitability/Operating Expenses
The Time to Refresh is Now

Compared to desktops you bought just 5 years ago, today’s systems offer:

- **Performance & Productivity**: 145% Performance Improvement for today’s AIO vs a 5 year old desktop

- **Energy Efficiency**: 60% Less Energy for today’s Mini DT vs a 5 year old desktop (watts at idle). 42% less watts under load

- **Enhanced Security**: 3 Hardware Enhanced Security features vs 4yr old desktops
  - One-time password
  - Stop malware
  - Protect the BIOS

- **Lower IT Costs**: 98% Lower Cost for a single software repair vs a 5 year old desktop using KVM

- **New & Innovative Form Factors**: 2 new FORM FACTORS
  - All-in-Ones & MINI DTs can deliver:
    - space savings,
    - reduce clutter and
    - new deployment opportunities
Performance is a reason to refresh now

Increased performance leads to improvement in employee productivity

145% Performance Improvement
for today’s AIO vs a 5 year old desktop¹

Run key business applications up to 2X FASTER

with today’s Intel® Core™ processor-based desktops, vs an older PC ( >4 yrs old)²,³


¹ - Based on the results of five benchmark tests (HDXPRT 2012, PCMark 8 Work Score, SYSmark 2014, 3DMark Ice Storm, 3DMark Ice Storm Extreme).

² - Increased performance leads to improvement in employee productivity

³ - Based on the results of five benchmark tests (HDXPRT 2012, PCMark 8 Work Score, SYSmark 2014, 3DMark Ice Storm, 3DMark Ice Storm Extreme).

Performance tests, such as SYSmark and MobileMark, are measured using specific computer systems, components, software, operations and functions. Any change to any of these factors may cause the results to vary. You should consult other information and performance tests to assist you in fully evaluating your contemplated purchases, including the performance of that product when combined with other products.


Intel Confidential
Productivity is a reason to refresh now
Increased performance leads to improvement in employee productivity

5 vs 8
Older PCs run 5 apps simultaneously, new PCs run 8 apps simultaneously without performance degradation

Get time back
6min per day | 23hrs per year
With a new PC, when an employee spends 10 mins/day waiting on a slow PC

Energy Efficiency is a reason to refresh now
New PCs reduce your energy consumption which can add up to real savings

60% Less Energy for today's Mini DT vs a 5 year old desktop (watts at idle).
42% less watts under load\(^1\)

NEW PC
At Load
Fewer Watts
For a new PC at load vs a legacy desktop at idle\(^1\)

OLD PC
At Idle

Security is a reason to refresh now

Intel® Hardware-enhanced security helps protect your sensitive business data, user identities and network access.

5,848,584 Exposed Records

In data breaches in the first half of 2013.¹

Average cost of $277 per² Exposed Record

Lower Cost is a reason to refresh now

Today’s desktop PCs can lower your IT costs with new manageability features plus lower repair and maintenance costs

$427/yr

Repair Costs

Is the average that small businesses are spending per PC that is 4+ years (1.3x the cost of repairing a PC that is less than 4 years old)¹

60% Will Replace

An aging PC when the cost to repair it is equal to the price of a new PC¹

Form factors are a reason to refresh now

New and innovative form factors represent a great opportunity for you to engage your accounts

2 new FORM FACTORS

All-in-Ones & Mini desktops can deliver:
• space savings,
• reduce clutter and
• new deployment opportunities

New usage models mini desktops

Digital advertising
High resolution graphics
Multi-media
Low or zero footprint


Other names and brands may be claimed as the property of others
2015: Great Reasons To Refresh for You & Your Customers
experience what's inside™