



The Future of the Cloud

Public Cloud

Delivered online via web applications and services by an off-site, third-party provider. The public cloud may be dynamically provisioned for specific users or the general public on a fine-grained, self-service basis.

Hybrid Cloud

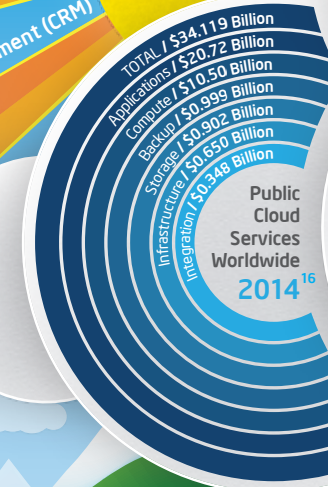
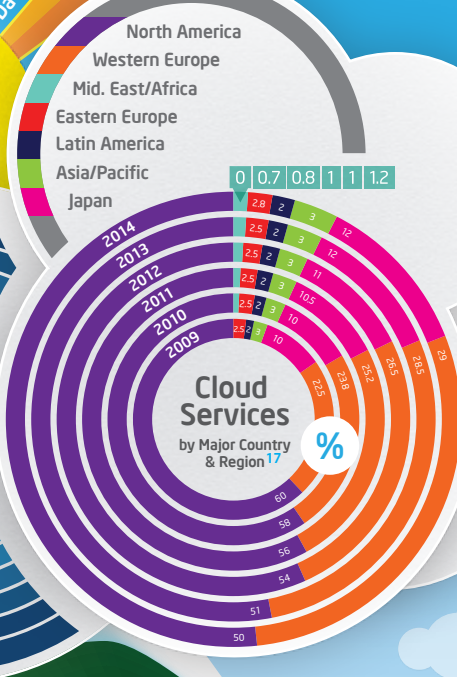
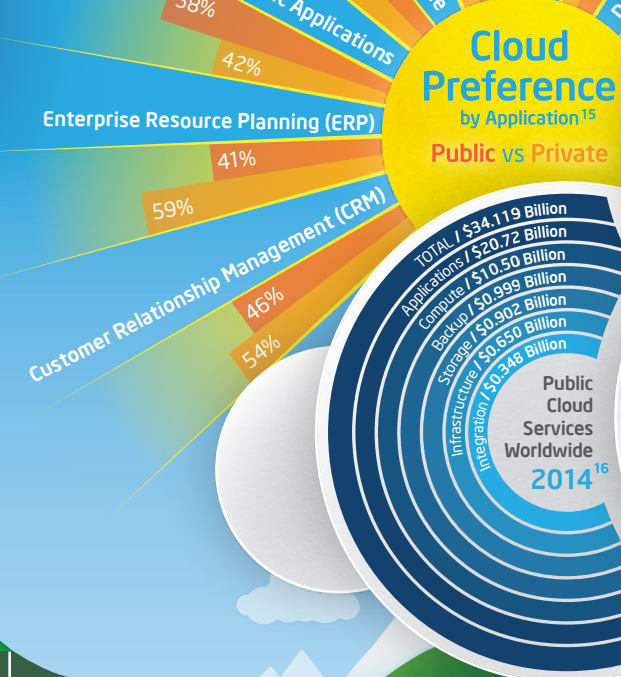
Multiple clouds (public & private on & off site) tied together with a management solution, allowing portability of IT workloads between them.

Private Cloud

Infrastructure operated solely for a single organization, whether managed internally or by a third-party and hosted internally or externally.

Inside every cloud is a server that receives requests for compute resources from end user devices and then dynamically responds without human intervention.

Intel offers an array of server-based solutions and reseller support for the rapidly growing cloud computing market, so you can meet customer needs, increase overall margin and generate ongoing services revenue.



74% of companies using cloud expect to increase cloud spend in 2012 by >20%.¹

48% of IT spend in 2014 expected to go to private and public cloud.²

Likelihood of SMBs adopting the cloud in the next 3 years.³

82% of net new commercials apps will be developed for cloud in 2012.⁴

Private 59% Public 46%

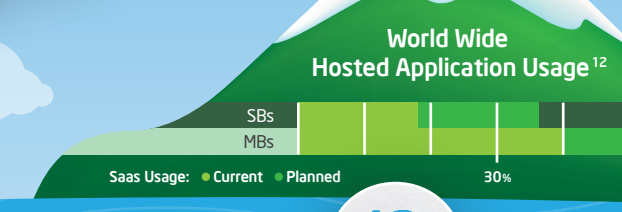
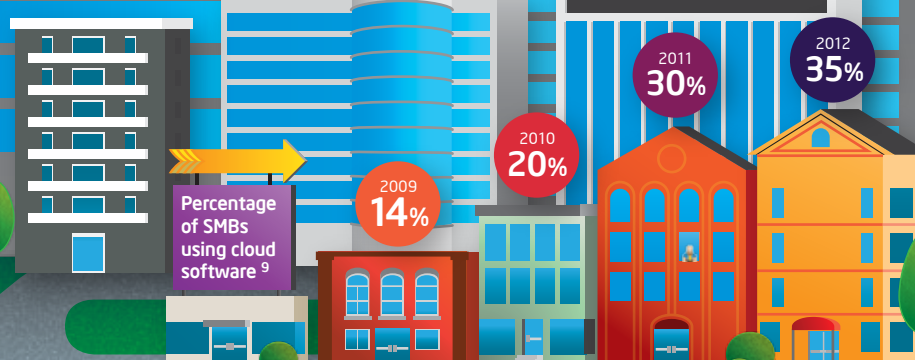
Top Reasons to Adopt⁵

Deploy IT resources faster	42%
Simplify IT access for mobile users	38%
Focus IT on solving unique business needs	38%

Top Reasons for Not Adopting⁶

Want control of applications & data	57%
Lack of cloud computing knowledge	53%
Concerned about data security	30%

Shrink Carbon Footprint
SMBs of up to 100 users can reduce energy use and carbon emissions by more than 90%.⁷



42% of SMBs have no IT department.¹³

Healthcare Organizations 30%

Using the Cloud¹⁴

Higher Education 34%

High Performance Computing

By 2020 the cloud will hold 5.25 trillion gigabytes.⁸

HPC CLOUD WORKFLOW \$1MM-1.5MM¹⁰

WHY HPC USERS ARE EVALUATING THE CLOUD¹¹

What's in it for you?

Cloud computing is a new opportunity for Intel Technology Provider partners to increase revenue and maximize offerings to current and new customers. Private cloud deployments using the Intel® Xeon® processor E5 family offer new recurring revenue streams for the channel through private hosting as well as managed and other services.

Go to www.intel.com/go/ChannelCloud to learn more.

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The Cloud lets you quickly deploy new apps and services.