



THE NEW CENTER OF POSSIBILITY

How the Data Center Helps Your Organization
Excel in the Digital Services Economy

POSSIBILITY

The word "POSSIBILITY" is written vertically on the right side of the page in a large, bold, blue, sans-serif font. The letters are semi-transparent, allowing a background image of a city skyline to be visible through them. The skyline includes several tall buildings, with the Gherkin (30 St Mary Axe) being a prominent feature in the center.

POWERING THE WORLD'S BEST IDEAS

Dramatic improvements in compute, storage, and network technology are converging with modern software and growth in connected devices. This is enabling new capabilities and connections among people, organizations, and machines.

A new paradigm is emerging—the digital services economy—in which technology becomes the primary means of meeting the needs of consumers, businesses, and public service organizations. In this new model, IT evolves from supporting the business to being the business by delivering everything as a service via the cloud.

Powering this new digital services economy is the data center, a vital growth engine with the potential to bring the world's best ideas to life.

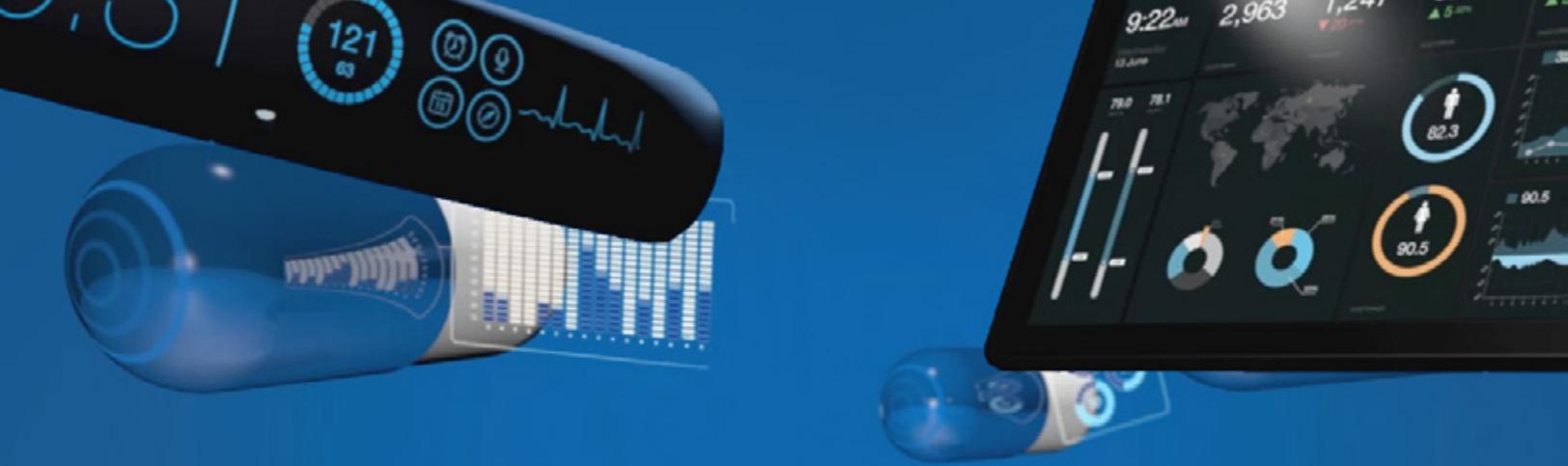
Fueled by Moore's Law and more than 30 years of innovation, data centers have steadily advanced what is possible for everyone, from the dreamers to the ambitious organizations. Based on that deep history, Intel has a unique perspective on where technology is going, starting from the hardware foundation and extending to a broad, collaborative ecosystem and strong software partnerships.

**TODAY MORE THAN
100 MILLION**

**22 NM TRI-GATE TRANSISTORS
FIT ONTO THE HEAD OF A PIN.**

In 1965 Gordon Moore, founder of Intel, predicted that computing would dramatically increase in power and decrease in relative cost at an exponential pace. The consistent miniaturization and scaling of the semiconductor has been a key factor in mainstream computing advancements and innovations.





Now You Can Enable Amazing Possibilities

Intel is committed to providing you with the vision and the technology to move smoothly along the path to software-defined infrastructure (SDI). Forward-thinking IT departments can begin the journey to a more intelligent, SDI-enabled data center and delivery of greater agility and responsiveness to the business.

SOFTWARE-DEFINED INFRASTRUCTURE

The data center operating model that makes this possible is software-defined infrastructure (SDI). SDI optimizes data center operations, enabling IT departments to deploy technologies such as big data analytics, high-performance computing, and cloud with greater efficiency than ever before. IT can better create innovative digital services, manage costs, and open the door to new business opportunities.

SDI is about optimizing the efficiency of your data center by using software for smart workload orchestration and resource management. Whereas some data centers only utilize around 50 percent of their capacity, an SDI data center uses intelligent telemetry to automate infrastructure provisioning and optimize resources dynamically across the data center, scale them as

needed, and recover from failures. Essentially, the data center becomes a self-analyzing brain, built on an open infrastructure platform that delivers the services that can grow your business with greater efficiency and lower costs.

[Get the basics on SDI >](#)

[Learn more about Intel's vision for SDI >](#)

THE FUTURE STARTS IN THE DATA CENTER

Intel is investing in three areas of focus that can help you prepare for and get ahead of the digital services wave and move closer to a software-defined future.



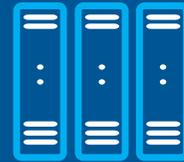
Accelerating Time to Insight

Now you can accelerate time to insight by using tools that make sophisticated analytics and simulation solutions easier to deploy and easier to use. Intel sees the democratization of data—the empowerment of better decision making by people at the point of action and the automation of intelligent responses by machines—as a defining characteristic of your business success. We're focused on simplifying the deployment and use of actionable insights from the abundant raw data in your enterprise and new sources of data at the edge of your network.



Simplifying the Path to Hybrid Cloud

Now you can use cloud computing to deliver new applications and services in previously unimagined ways. Intel is investing in ways to simplify the path to a more secure, higher-performing, and easily managed hybrid cloud that delivers greater flexibility and choice. We are working closely with leading cloud service providers to ensure a common Intel® architecture that will make it easier to move between private and public clouds.



Providing the Foundation for SDI

Now you can meet the incredible demands on your data center driven by the digital services economy with greater efficiency. We're enabling the foundation for a software-defined future that facilitates the smart, efficient delivery of services and fast ROI from your data center investments. Intel is building intelligence into its data center products and technologies, including transforming the network, to help current data center architectures transition from relatively inflexible, proprietary infrastructure systems to SDI. Intel is focused on making SDI deployment simple, scalable, and extensible.

EXPERIENCE THE POWER OF POSSIBILITY



Forward-thinking organizations embrace the data center as the new center of possibility, a powerhouse for bringing their best ideas to life and for moving business into its next decade of profitability.

Organizations from leading-edge hospitals to smarter cities and modernized farms have leaped ahead of their competition by thinking differently about how to utilize all the business-enabling power of their data centers.

What big problems will you solve? What big ideas will you make real when your organization taps into the latent potential of a data center built on the latest generation of Intel building blocks?

Explore how the new center of possibility can impact your business and learn more about how your peers are realizing business breakthroughs at intel.com/centerofpossibility.

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