Intel and SAP

Realising the Value of your Data

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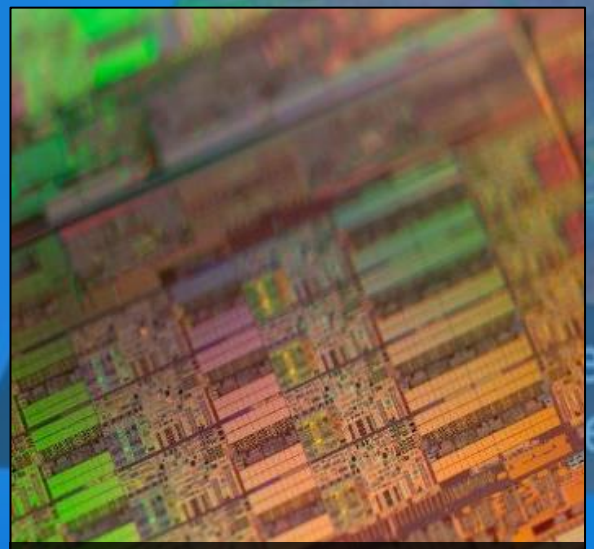
Intel EMEA, Server Product Manager

In the Future…



Systems will be workload optimized

Infrastructure will be software defined

Analytics will be pervasive

Intel® Leverages Real-Time Analytics

Chip Design Validation:

Cut Product Time to Market

Faster analysis process for validating results

Streamlined debug process through analysis of large volumes of historical test data

Reseller Channel Management:

Increased sales by $5M per qtr.
Decreased cost by $6M per qtr.

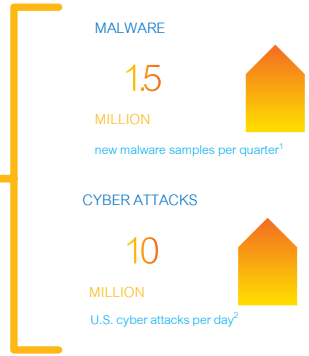
Smarter reseller engagement prioritization by leveraging advanced customer profile algorithms

Cost efficient detection of non-complaint claims

Malware Detection:

Proof of Concept (POC)

Collecting and analyzing large amounts of server security data at the system, network, and application levels lead to discovery of new malware threats before they arise.



1 "McAfee Threats Report: Second Quarter 2012," McAfee, www.mcafee.com/us/resources/reports/rp-quarterly-threat-q2-2012.pdf (PDF)
2 Koebler, Jason, "U.S. Nukes Face Up to 10 Million Cyber Attacks Daily ," U.S. News & World Report (2012), www.usnews.com/news/articles/2012/03/20/us-nukes-face-up-to-10-million-cyber-attacks-daily

Accelerating Insight with Real-Time Analytics

Develop unique insights into your business and customers

Create new business models and transform organizational processes

Drive intelligent operations and increased margins

Intel Inside. Real-time Analytics Outside.

The data centre is the growth engine of your company

Accelerate your time to insight

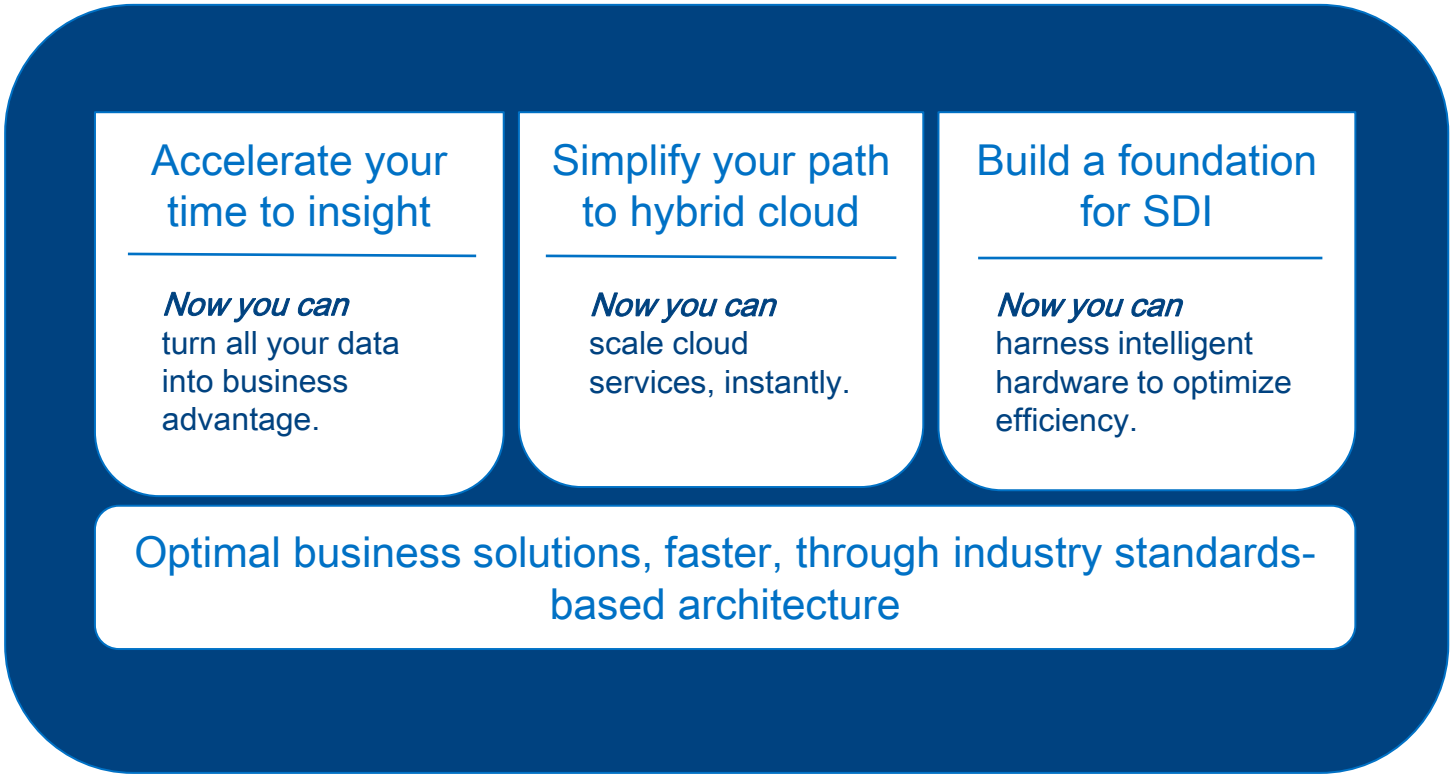
Through real-time analytics you can realise new opportunities

Fuel the next big ideas

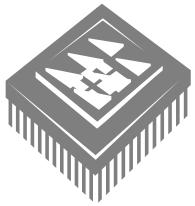
Think differently about the data centre

The new centre of possibility

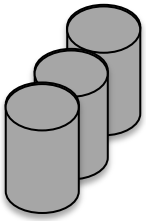
The New Centre of Possibility



Real-Time Data Hub Data Center Technologies



Operational Data Hub(s) (in-memory)



Scale Out Data Hub(s)

Structured Data

Unstructured Data

Compute

Intel® Xeon® E7 v2 Processor Family

Scale up architecture

Up to 8 sockets & 12TB memory

Optimized for in-memory computing

Intel® Xeon® E5 v3 Processor Family

Scale out architecture

Excellent Hadoop performance

Optimized for distributed computing

Storage/Network

Intelligent Storage

Scale-up/out Storage

Intel® SSD DC S3700

Intel® NVMe SSD series

Intel® Ethernet Controllers

Intel® Ethernet Adapters

Intel® Ethernet Switch Silicon

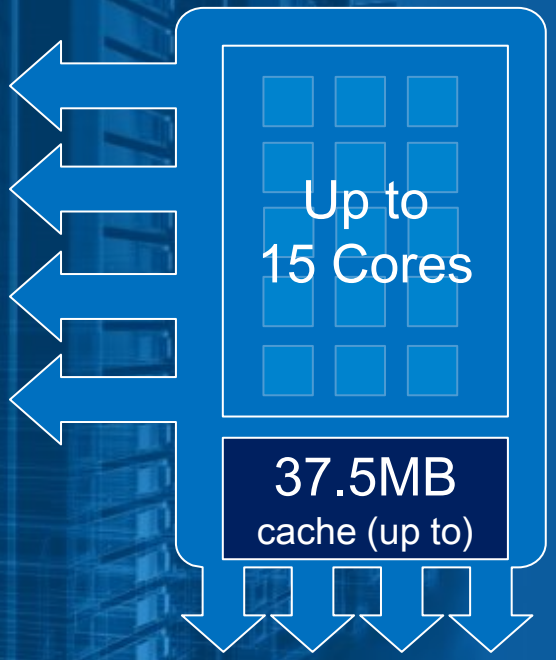
Intel® True Scale Fabric

Intel® Xeon® Processor E7 v2 Family

4 channel DDR3 memory

Up to 1.5TB per socket

Scalable to 8+ sockets



Integrated PCI Express 3.0

2X performance for faster data processing[1]

3X memory capacity for real-time analytics[2]

4X I/O performance for scalability[3]

5X 9's design with Intel Run Sure Technology[4]

intel inside XEON

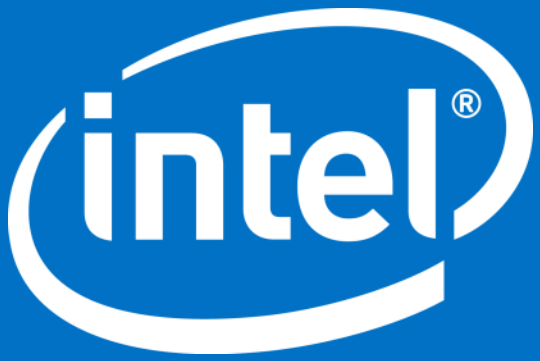
1. Up to 2x average generational performance gain based on results of six key industry-standard workloads: SPECint*_rate_base2006+ (estimated), SPECfp*_rate _base2006+ (estimated), brokerage online transaction processing (OLTP) database workload, warehouse supply chain OLTP database workload, STREAM memory bandwidth, and LINPACK GFLOPS. Configurations: 4-socket server using Intel® Xeon® processor E7-4890 v2 (new processor) vs. Intel Xeon processor E7-4870 (previous generation processor). Source: Intel internal testing as of November 2013. 2. Up to 3x claim based on 4- or 8-socket server using Intel® Xeon® processor v2 product family with 6TB or 12TB total memory installed which requires support for 64GB LR-DIMMs and 8x Intel® C104 Scalable Memory Buffer compared to 4- or 8-socket server using the prior generation with maximum memory capacities of 2TB or 4TB, respectively. Consult your system manufacturer for more information. . 3. Up to 4x I/O bandwidth claim based on Intel internal estimates of the Intel Xeon processor E7-4890 v2 performance normalized against the improvements over dual-IOH Intel Xeon processor E7-4870 based on internal bandwidth tool running the 1R1W test. 4. No computer system can provide absolute reliability, availability or serviceability. Requires an Intel® Xeon® processor E7-8800/4800/2800 v2 product families or Intel® Itanium® 9500 series-based system (or follow-on generations of either.) Built-in reliability features available on select Intel® processors may require additional software, hardware, services and/or an internet connection. Results may vary depending upon configuration. Check with your system manufacturer.

May 5th 2015

Intel® Xeon® E7 v3 processor family launch

- Increased core count
- Increased cache
- DDR4 support for better efficiency, scaling and performance
- Extended Intel Run Sure Technology

- Significant performance benefits for SAP HANA customers through Intel TSX (Transaction Synchronisation Extensions)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