Transforming the World with Intelligent Systems

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Intelligent Systems
SURROUND US
15 BILLION INTELLIGENT CONNECTED DEVICES
By 2015

35 TRILLION GIGABYTES OF DATA
By 2020
Accelerate the Transformation TO INTELLIGENT SYSTEMS

Transformation represents change in the market and change in our frame of reference.

Shift to how we think and talk about embedded devices and intelligent systems.

Massive opportunity.

Focused on efforts to deliver solutions and create new experiences.

Join us in creating the future of intelligent systems.
Intelligent Systems Market Dynamics

- Immersive Experiences
- Workload Consolidation
- Security & Trust
- Data Analytics
- Cloud Connectivity

Tectonic Industry Shifts
Users Expect Rich, Personal and IMMERSIVE EXPERIENCES
Cloud Computing & Connectivity

FEDERATED
Share Data Securely Across Public and Private Clouds

AUTOMATED
IT Can Focus More On Innovation and Less On Management

Client Aware
Optimizing Services Based On Device Capability to Deliver the Best User Experience

Optimized for compute, context, & capabilities...
Cloud Services

Embedded Devices

Intelligent Systems
Intelligent Systems
Market Dynamics

Workload Consolidation

Immersive Experiences

Cloud Connectivity

Security & Trust

Data Analytics

Tectonic Industry Shifts

Intelligent Systems
Market Dynamics
The Intel® Intelligent Systems Framework Simplifies the Internet of Things

15B Connected Devices: Transformational Big Data

Driving Interoperability
Common, Scalable Framework for Connectivity, Manageability and Security

Unlock Edge Data
Enabling Data Sharing Between Device and Cloud to Unlock Latent Data

Data Filtering
Framework to Filter Network and Storage with IoT Data Volumes

The Intel® Intelligent Systems Framework Simplifies the Internet of Things
Intelligent Systems
Market Dynamics

- Immersive Experiences
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Tectonic Industry Shifts
SECURE Devices, Connections And Information

Private Clouds, Public Clouds, Hybrid Clouds - delivering services to billions of connected devices

Secured Trusted
Holistic Approach to Securing the Client

Identity Protection & Fraud Deterrence
Prevention of Malware
Securing Media, Data and Assets
Recovery and Enhanced Patching
Intel & McAfee: Hardware Enhanced Security

- **McAfee** supported on all Intel® architecture platforms
- Intel® AES New Instructions (Intel® AES-NI) Acceleration
- Intel® Virtualization Technology for IA-32, Intel® 64 and Intel® Architecture
- Intel® AMT Out-of-Band Management
- McAfee Embedded Control
- McAfee Endpoint Encryption
- McAfee Deep Defender v1.0
- McAfee ePO + Deep Command

**Hardware based Security technologies**

**McAfee and Intel working to address future threats**

*Other names and brands may be claimed as the property of others.*
Intelligent Systems
Market Dynamics

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Tectonic Industry Shifts
Work Load Consolidation
ACROSS VIRTUAL MACHINES
Intel® Intelligent Systems Framework

Connected, Secured, Managed & Interoperable
Maximize Data Value and the Services Opportunities
Intelligent Systems Framework Solutions

Intelligent Systems Framework (ISF) Definition:

Set of evolving solution recipes to address changing requirements driven by the Internet of Things (IoT)

ISF Will Deliver:

A Framework to ecosystem partners and customers that will integrate products & capabilities to drive complete solutions & ease of use

- Connectivity
- Manageability
- Security & Trust
- Data Intelligence
Simplifies Solutions to Unlocking Edge Data

966 PB
Data stored in Manufacturing as of 2009

Solutions to allow devices to connect, share and drive value from latent data

ISF Unlocks Data at the Edge, Enabling Big Data Opportunities
ISF: Provides Solutions to Data and Filtering for IoT

- Scalable Framework to allow solutions to connect and share data easily from Edge to Cloud
- Performance to actively balance data processing between edge and cloud

ISF Simplifies the IoT by enabling Data Flow and Filtering
ISF Enables Key Capabilities - Manageability

**Manageability**: Hardware and Software based manageability solutions to drive higher levels of system uptime and decreased Total Cost of Ownership across Intelligent System deployments.

### Reliability
- Improved System Uptime
- Detect/Diagnose/Repair
- Device Management

### Efficiency
- Remote Power On/Off
- Off peak maintenance
- Inventory and Asset Management

### Hardening
- McAfee* Integration
- Compliance Management

Lowering Total Cost of Ownership
The Connected STORE
Enhancing the Customer Experience

Retail: Transactional and Visual

In-store

Online
AUTOMOTIVE
The Future of CONNECTED CARS

- Connected to roadway & safety systems
- Connected to other cars
- Connected to automotive cloud services
- Connected to the driver (Soft ADAS)
- Seamless device integration
- Innovations in energy efficiency
- Connected to automotive applications & services
Connected, Secured, Managed & Interoperable

Intel to provide Intelligent System Framework

Immersive, Cloud connected, Analytics

15 Billion of Intelligent Systems by 2015

Transformation of Embedded Usage Models

Intel to provide Intelligent System Framework

Connected, Secured, Managed & Interoperable

Creates New Opportunities

Automotive

Communication

Retail

Manufacturing