

Software and Services Group

Accelerating Computing Innovation *Through Software & Services*

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Software and Services Group

Customer Response Lead

on behalf of

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Software and Services Group

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Intel Vision:

This decade we will
create and extend
computing technology to
connect and enrich the
lives of every person on
earth

Do you know?

They Are All SOFTWARE Companies!

“In short, software is eating the world.”

– *Marc Andreessen*



A Russian Foundation for SW Innovation...



And, of course, software developer community

Sustained Appetite for goods and services



Personal Consumption

New Horizons, New Challenges



>1 Zetabyte Internet Traffic³



>15 Bn Connected Devices²



>1 Bn More Netizens¹

...by 2015



Energy



Retail



Smart Cities



Healthcare



Finance

New Business + Usage Models



Transport

Big Challenges



Energy Efficiency



Trust & security



User Experience



Data



Management & Automation



Connectivity

A Time of Change and Challenge for Business...



OPPORTUNITY

The Changing Innovation Paradigm



New Model of Computing Innovation

Compelling User Experiences

More,
Capable
Devices

More,
Demanding
Software

More Demanding Usages



Intel Confidential

It's what WE make possible that brings the user experience to life!

A long, straight road with yellow lane markings stretches into the distance under a bright blue sky with scattered white clouds. The road is flanked by dry, golden-brown fields. A semi-transparent grey box is overlaid on the road, containing white text.

**How do we
achieve success
on this journey to
enhancing user
experience?**

Embracing the dawn of a new computing continuum



The magic of great user experience happens only through great collaboration of Hardware and Software!



Intel Software and Services is here to Partner with you...and transform the computing experience



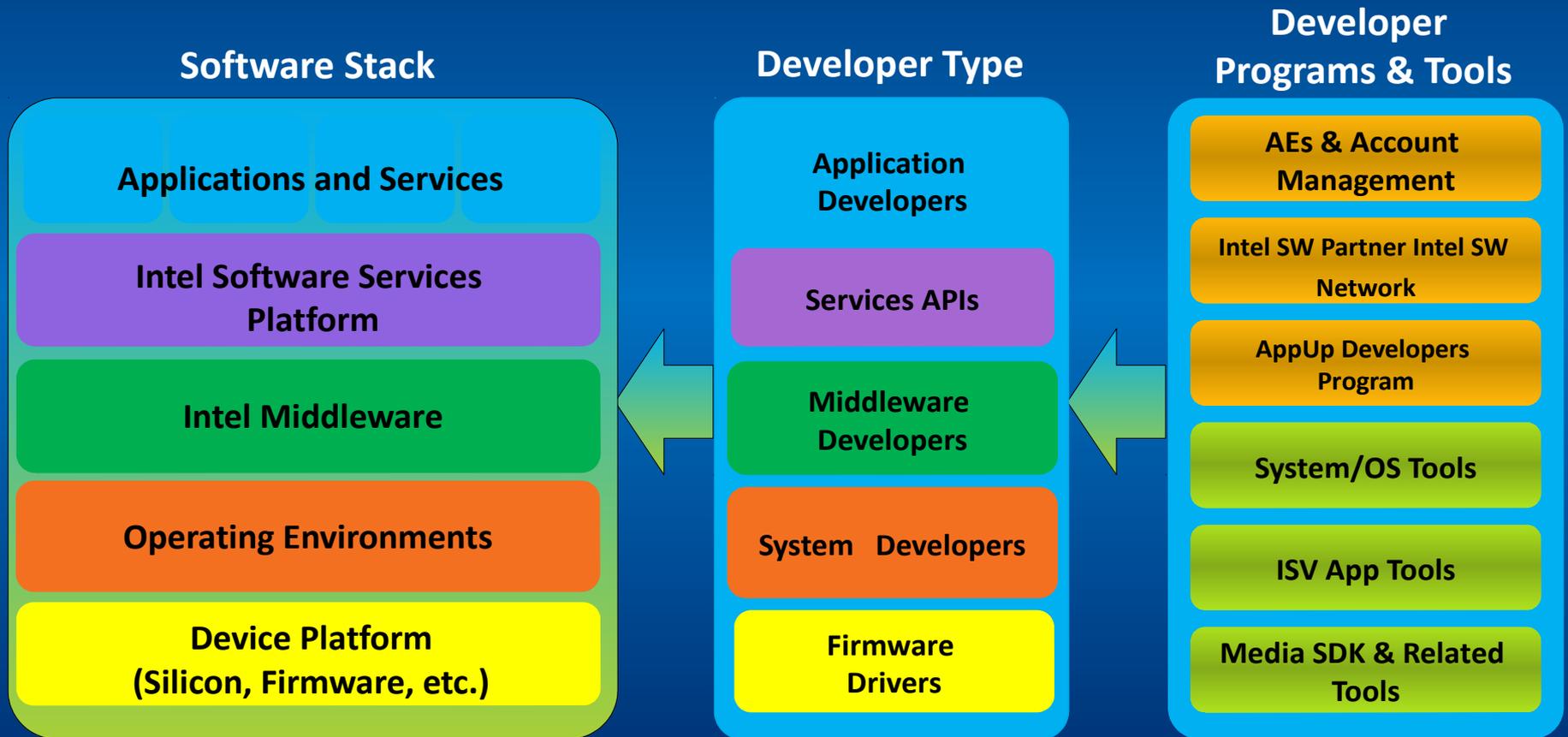
to deliver secure, optimized, and compelling applications and services

to unleash unprecedented capability in Intel technology



to enhance people's lives and enable them to connect any device, anytime and anywhere

Empowering Developers to Deliver Amazing End-User Experiences



Enabling a Vibrant Ecosystem



Engaging 22,000+ ISVs via Software Partner Program



**Intel Software Network:
Providing resources
to > 8.3M developers**

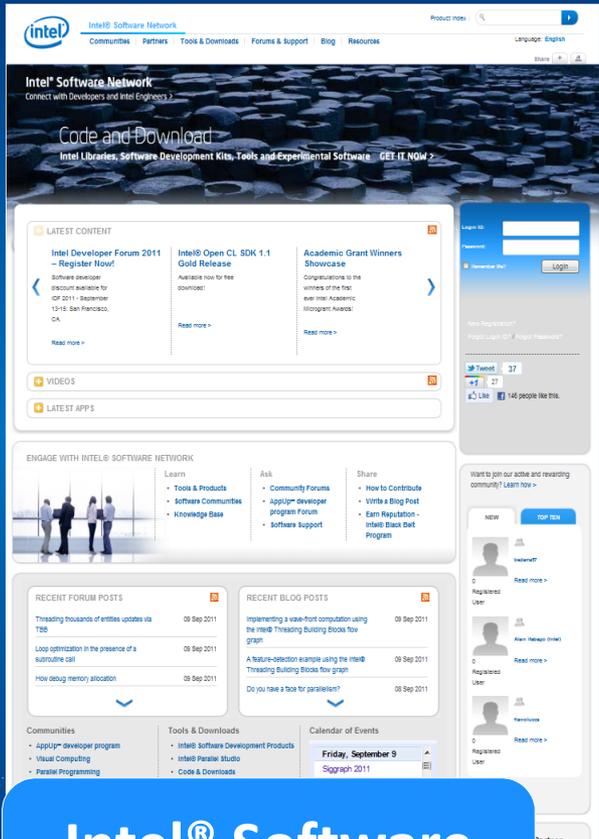


Provisioning >2800 academic institutions with curricula, tools, training and research

Localization is essential
(Portuguese, Chinese, Russian, others...)



Helping Developers & ISVs unlock the power of the platform



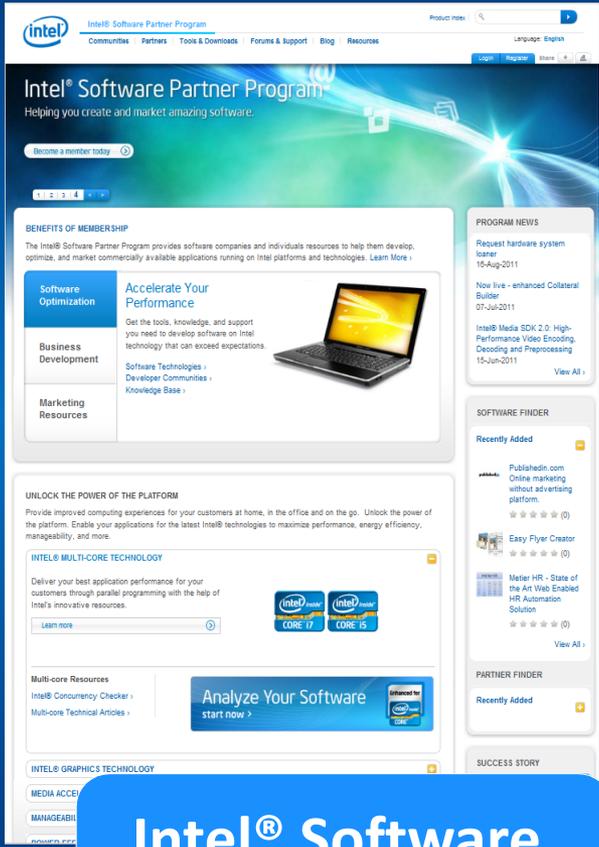
Global Communities for Software Development and Business

Technical Documentation, Guides, Support Forums

Development Tools, Code Samples, SDKs

Trends and Insights

Sales and Marketing Resources

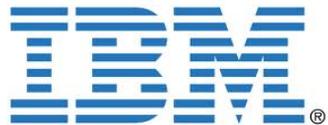


Intel® Software Partner Program

Intel® Software Network

Connecting developers. Building community. Enabling Intel Technologies

Collaborating with Major Software Companies



THOMSON REUTERS



Driving Standards That Propel Industry Innovation



INCITS including C

INCITS US Fortran Standards Committee

Institute of Electrical and Electronics Engineers (IEEE)

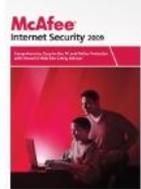
International Standards Organization Fortran Working Group WG5

Internet Engineering Task Force (IETF)

.JCP (.Java Community Process)



Investing to Acquire the Latest Software Technologies



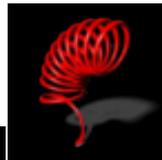
WIND RIVER
Applications and Services



Embedded and Mobile



Parallel Computing



Visual Computing



Security

Intel Capital Mission

Enhance Intel's Strategic Objectives By Making and Managing Financially Attractive Investments

**STRATEGIC
IC**



**FINANCIAL
AL**

A Stage Agnostic and Long-term Investor



Intel Capital's Unique Advantages

- One of the largest technology venture capital organizations worldwide
- Invests at all stages in the private and public companies
- Leads investment rounds, takes larger stakes, actively participates on boards
- Speed and agility to make quick decisions
- Global brand recognition
- Committed to portfolio company success

Intel Capital Investments and Advantages

2011

89 New Deals
(\$526M)

51%
Outside N.
America

51 New
Int'l Deals

Historical

1,218
Deals
(\$10.4B)

36%
Outside N.
America

196 IPOs
291
Acquisition
s



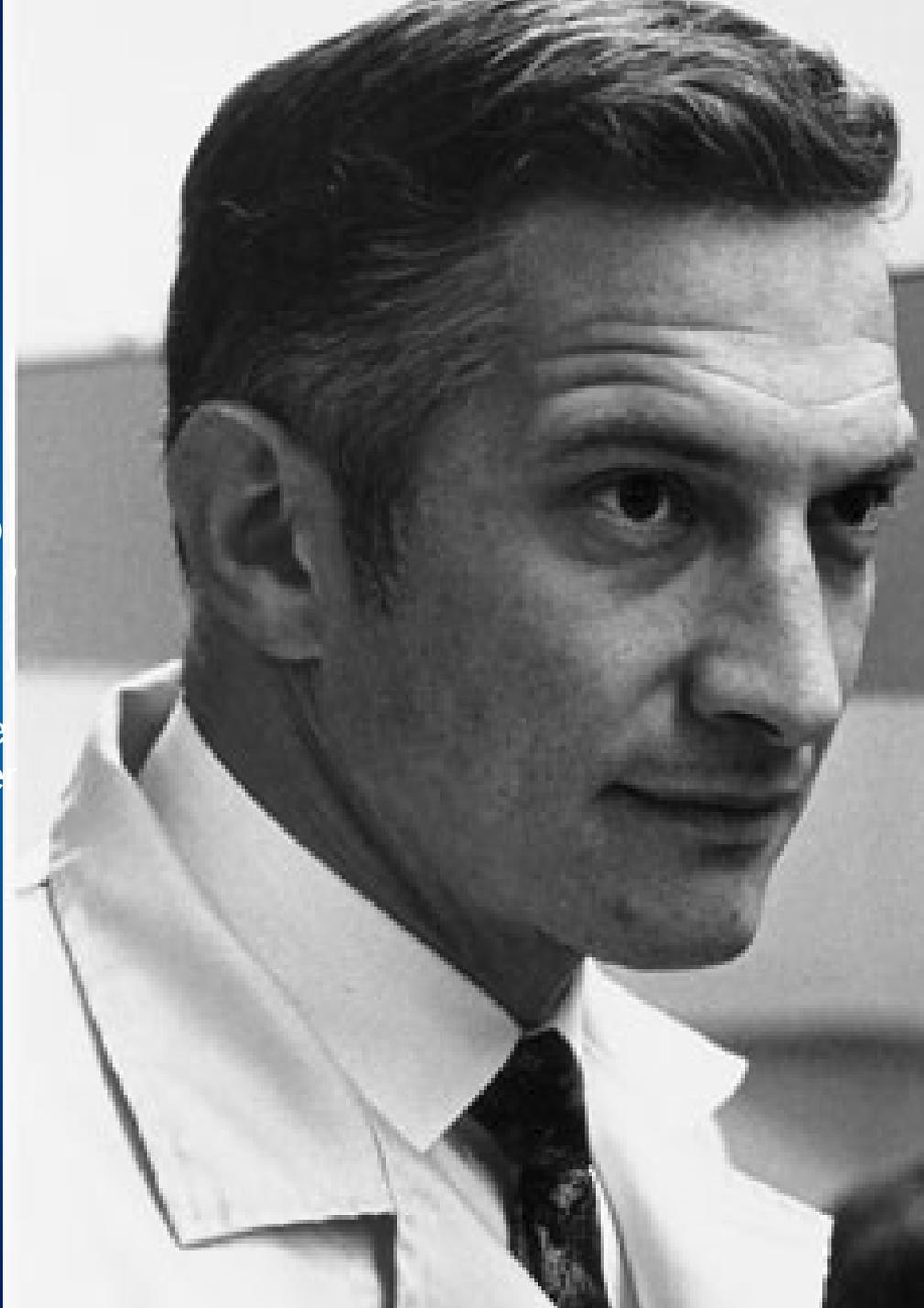
Our future IS a connected one!



Driving mutual success in the ecosystem...

“Don’t be encumbered by history ... go
off and do something wonderful.”

Robert Noyce
Intel Co-Founder



Legal information

www.intel.com/benchmarks