

# Making the Cloud Work for You

## The Challenge:

### Is Your Data Center Ready?

Demands on your data center are growing at an exponential pace. To meet that demand, data centers must evolve to scale more efficiently.

## By 2015...

THE NUMBER OF  
CONNECTED USERS  
WILL GROW

**55%\***

Total: 3 billion users

THE NUMBER OF  
CONNECTED DEVICES  
WILL GROW

**150%\***

Total: 15 billion devices

STORAGE CAPACITY  
NEEDS WILL GROW

**380%\***

GLOBAL CLOUD IP  
TRAFFIC WILL GROW

**530%\***



## The Answer: Cloud Computing

- Increase agility and responsiveness
- Drive cost savings and efficiency
- Enhance strategic value of IT through new services

Cloud computing redefines the data center as a unified, flexible set of IT resources that are designed to adapt and scale on demand to the ever-changing needs of your business.

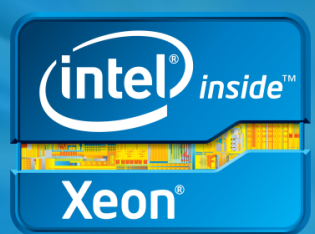
## The Path: Intel Can Help



As the technical advisor to over 300 global IT leaders in the Open Data Center Alliance (ODCA), Intel is helping define IT requirements to address key challenges and speed delivery of cloud computing benefits.

### Intel can help you address cloud challenges

- Security and compliance
- Cloud interoperability
- Cloud infrastructure automation
- Cloud services transparency



## Intel® technologies are built to scale

Platforms based on the new Intel® Xeon® processor E5 family deliver performance, energy efficiency, breakthrough I/O innovation and built-in security features to optimize your cloud infrastructure.

Up to  
**80%** ↑  
GREATER  
PERFORMANCE\*

Up to  
**70%** ↓  
MORE  
ENERGY EFFICIENT\*

Up to  
**30%** ↓  
LOWER  
LATENCY\*

  
BUILT-IN  
SECURITY\*

## Intel can help you get there faster

- Ease deployments with cloud reference solutions from Intel Cloud Builders [www.intel.com/cloudbuilders](http://www.intel.com/cloudbuilders)
- Gain insights from Intel IT, a top CIO 100 winner for cloud innovation
- Find answers you need and connect with your peers and industry experts at Intel IT Center



### Intel IT Center

Need help, guidance and resources to assist your move to cloud computing? Visit us on the web for a wealth of resources, online community forums, and first-hand expert advice.

<http://www.intel.com/datacenter>

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