Improving the efficiency & capability of end-user computing platforms…

Andy Tryba
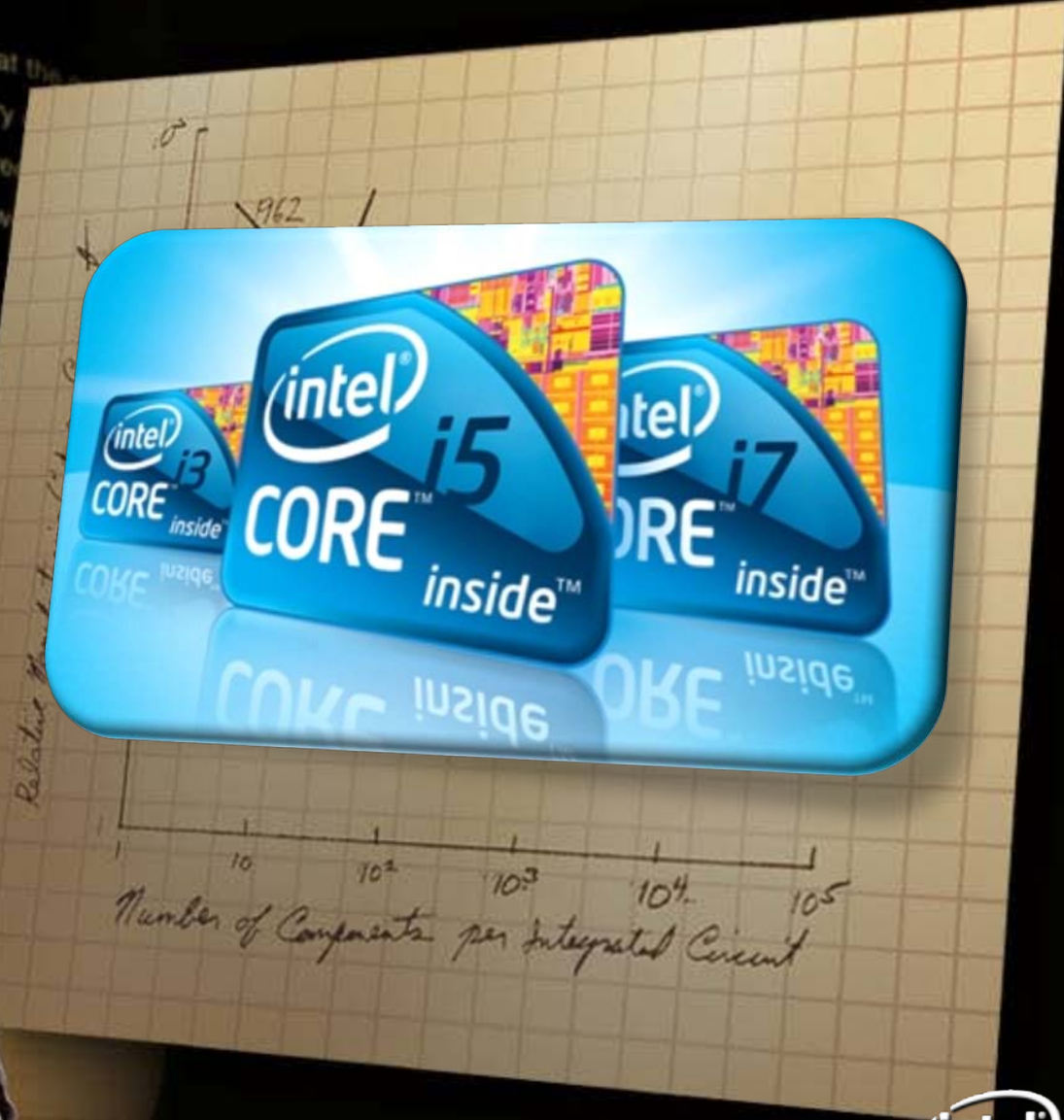Director, Business Client Strategy
Intel Corporation
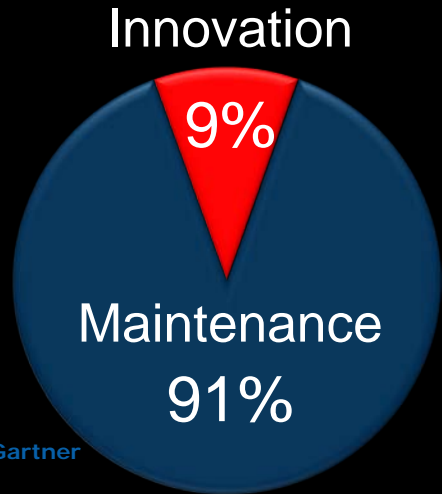
(intel)

Moore's Law

In 1965, Intel co-founder Gordon Moore predicted that the ...
of transistors on a piece of silicon would double every ...
years—an insight later dubbed "Moore's Law." His pre...
held true, as ever-shrinking transistor sizes have allow...
growth in the number of transistors on a single chip.

Moore's Law is now a b... ...ctronics indu...
applies its principles li... Whole n...
...eople to play, lear... ...e have c...
...e company has ... ...e's Law.

intel Core i3 inside™
intel Core i5 inside™
intel Core i7 inside™

1962

Number of Components per Integrated Circuit

1   10   10²   10³   10⁴   10⁵

(intel)

Integration to Solve Business Problems

Innovation

9%

Maintenance
91%

What Drives Up Maintenance Costs?

- Manual inventories
- Undiscoverable assets
- Desk-side visits
- Inability to manage systems that are powered down or OS is inoperable
- Manual security patches
- Systems not in 'off' state

Revolutionary
Embedding IT into silicon

intel CORE i5 vPro inside
intel CORE i7 vPro inside

Proactive Security
Built-in Manageability
Energy Efficient Performance

Discovery & inventory

Remote boot & repair

Agent assurance

System defense

Network admission control

Power state control

Client Virtualization

(intel)

Indiana Office of Technology

- Centralized IT organization for the State of Indiana
- Responsible for support of 20,000 desktop PCs across the state

| Statewide charter increased expensive and time consuming travel for support calls | Software patching and distribution not meeting saturation goals | Manual asset tracking process was complicated and reduced end-user productivity |

Remote remediation resolves issues faster while drastically reducing travel costs

Travel for HW/SW support calls reduced by 80%[1]

Projected CO_2 reduction: 856k lbs over 4 years[2]

Remote management with power on/off capability enables rapid patch distribution

Patching during off hours accelerated saturation meeting 48 hr goal[1]

$1.2M savings in energy costs over 4 years achieved with remote on/off[3]

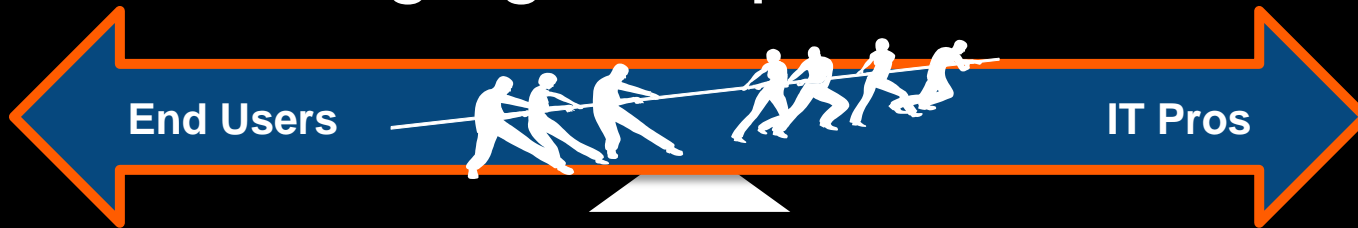**Flash based HW/SW configuration info enables automated asset tracking**

Manual inventory process virtually eliminated[1]

7 day automated asset tracking in place meets the State mandate[1]

4 Year Return on Investment: 415%
Break-Even Point: 13 Months[3,4,5]

(intel)

Emerging Compute Models
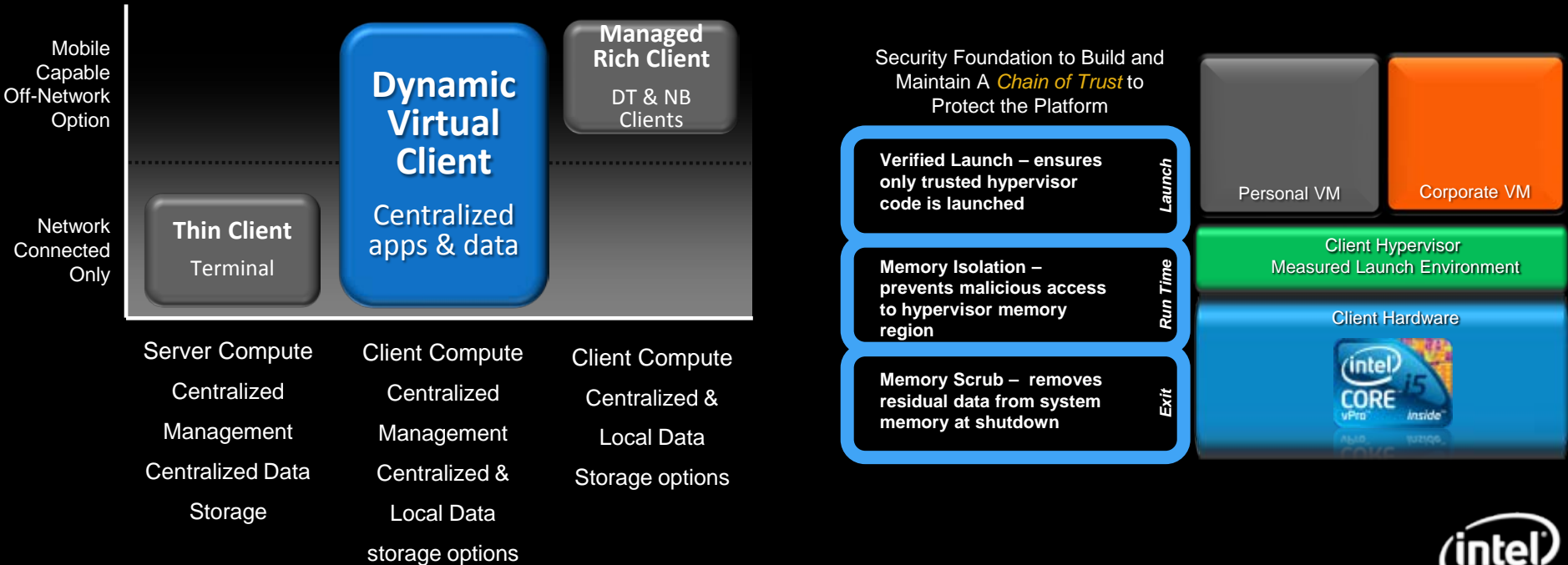
End Users ←→ **IT Pros**

Desires Freedom and Flexibility
- Anywhere/Anytime Access
- Device Independence
- Consumerization
- Productivity/Performance

Desires Security and Manageability
- Controlled Network Access
- More controlled OS
- Data Security
- Predictable Configurations

Mobile Capable Off-Network Option

Network Connected Only

Dynamic Virtual Client

Centralized apps & data

Managed Rich Client

DT & NB Clients

Thin Client

Terminal

Server Compute	Client Compute	Client Compute
Centralized	Centralized	Centralized &
Management	Management	Local Data
Centralized Data	Centralized &	Storage options
Storage	Local Data	
	storage options	

Security Foundation to Build and Maintain A *Chain of Trust* to Protect the Platform

Verified Launch – ensures only trusted hypervisor code is launched — *Launch*

Memory Isolation – prevents malicious access to hypervisor memory region — *Run Time*

Memory Scrub – removes residual data from system memory at shutdown — *Exit*

Personal VM | Corporate VM

Client Hypervisor Measured Launch Environment

Client Hardware

(intel) CORE i5 vPro inside

(intel)

Thank you