



Intel® Software makes the difference

Roman Poborchy, Intel Software & Solutions Group



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Agenda



- Audiences and Challenges
- Intel Software
 - Software Infrastructure
 - Platform Software
 - Developer Resources
 - Solutions and Services
- Making a Difference
- How to Get Connected



Intel® Software touches many audiences



Software Developers



OEMs and System Integrators



End-user Organizations



Consumers

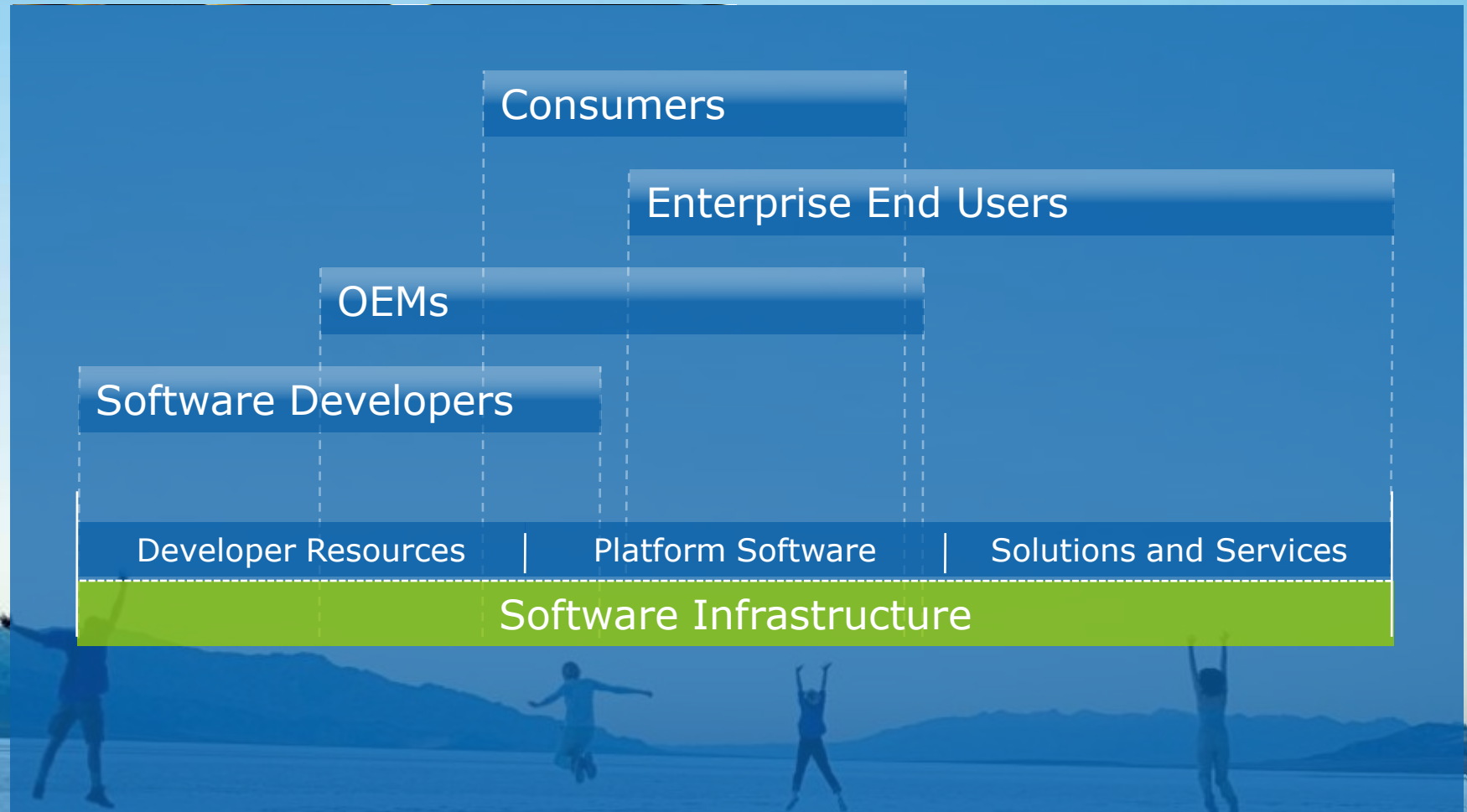


Our audiences face diverse challenges



	Software Developers	OEMs & SIs	Enterprise End Users	Consumers
Performance/Throughput/Headroom	✓	✓	✓	✓
Technology Adoption	✓	✓	✓	✓
Reliability/Availability/Serviceability	✓	✓	✓	✓
Differentiation	✓	✓		
Development Costs	✓	✓		
Time to Market	✓	✓		
New Uses & Users	✓	✓		
Total Cost of Ownership			✓	✓
Workforce Productivity	✓		✓	





The Essential Link For Breakthrough Results

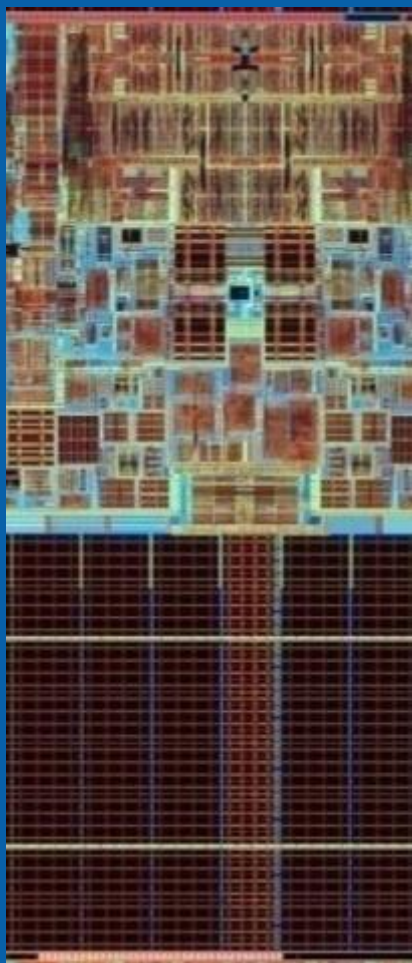




Software Infrastructure

Establishing a foundation for
industry innovation





Intel® Software is integral to robust solutions that enable industry innovation

- [Processor architecture analysis/influence](#)
- [Performance and technology enhancements for Windows*, Linux*, Solaris*, and Apple operating systems](#)
- [Standards](#)
- [Interfaces](#)
- [Core Software](#)
- [Deep Technical Collaborations](#)



Where it's Important to the future of computing, Intel is involved in standards.



- Association for Enterprise Integration
- Distributed Management Task Force
- DWARF Committee
- Eclipse including C/C++ Development Tooling
- ECMA including T39
- Gelato Community
- INCITS including C
- INCITS US Fortran Standards Committee
- Institute of Electrical and Electronics Engineers
- International Association for Cryptologic Research
- International Standards Organization Fortran Working Group WG5
- Internet Engineering Task Force
- IPv6 Forum





Platform Software

Accelerating delivery of new uses
for new users





Intel invests to enhance platform value

- [SuiteTwo Business Internet Suite](#)
- [Intel® Cluster Ready](#)
- [Intel® Platform Administration Technology](#)
- [Intel® Media Share Software](#)
- [Intel® XML Processing Libraries](#)



Developer Resources

Providing an essential link
for developers





Tools, programs and more for ISVs and developers to accelerate delivery of real-world solutions

- [Intel® Software Partner Program](#)
- [Intel® Software Development Products](#)
- [Intel® Software Network: Multi-core, Manageability, and Mobile Communities](#)
- [Intel® Software College](#)
- [Intel® Higher Education Program](#)
- [Intel® Capital investments](#)
- [Application Engineers](#)



Connect with Intel[®] Software Network (on and off the web)



Communities of Interest

- Manageability, Mobility & Multi-core featuring Gaming
- Developer-to-developer communication
- Robust knowledge base

Forums

Online discussion forums

Technologies & Topics

Leading edge content for strategists, architects

Tools

Access to all Intel[®] Software Products

Training

- Technology, platforms, tools
- Online course curriculum, tutorials, webcasts

Subscriptions

- Intel Software Dispatch / TDKs (Quarterly DVD) + NDA TDKs
- Newsletter (bi-weekly)

Events / Roadshows (limited)

ISN Zone in Second Life



Intel® Software brings out the best in Intel® Core™2 Quad processors



Before launch, we ensure applications and operating systems work optimally and efficiently

- Providing silicon architects with instruction traces, competitive roadmap analysis
- Providing analysis for manufacturing engineers once silicon was available
- Working with OSVs and ISVs to ensure their software runs best on quad core Intel platforms
- Enabling consumer and enterprise client server software applications
- Launching key software products such as new cluster and threading building blocks tools and updated threading analysis and debug tools to accelerate transition
- Providing access to technical support, content, and Software Development Platforms (SDPs)
- Training and continuing education, such as workshops, demos, on-line learning guides, podcasts, code samples and expert blogging



Intel® Software brings out the best in Intel® Core™2 Quad processors



After launch, we work with ISVs and developers to accelerate adoption

- Creating end-user demand for quad core and Intel platforms
- Creating initiatives and ROI analysis that help ISVs understand and communicate the business value of quad core
- Showcasing enabled applications, getting valuable publicity for ISVs





Solutions and Services

Giving enterprises the confidence
to innovate



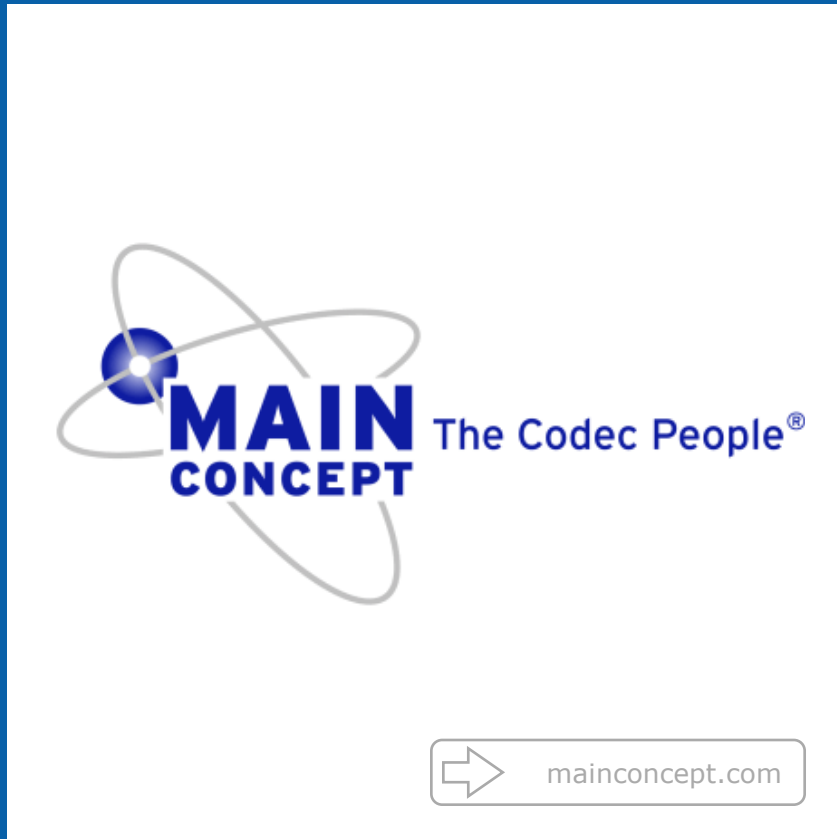


Establish business value for our customers with innovative use of Intel platforms, products and solutions



- [Enterprise Account Management](#)
- [Business Development Management](#)
- [Intel® Solution Services](#)





MainConcept AG

- Intel® Threading Tools and Intel® Core™2 Quad processors provide the best possible H.264 content experience
- MainConcept AG achieves results previously impossible with software-only encoders



Success Story **Deep Junior Triumphs in the World Computer Chess Championship**

The annual World Computer Chess Championship offers a global stage where rival technologies, software, and human expertise clash—and only one competitor steps into the winner's circle to accept the tournament trophy. The winner in the 2006 championship in Turin, Italy was a savvy, team-based team with the latest version of their program—Deep Junior.

Beating the competition takes more than a fast processor and a giant disc.

On the Road to Victory: Tuning and Optimization

Like a pit crew attending to a Formula 1 race car, an Intel application engineering team worked closely with Deep Junior developers Alex Shiro and Shai Buznitsky before the competition—as well as between matches—to optimize Deep Junior performance on a next-generation Intel Core™ 2 Duo processor. Intel's software-based System Execution Environment (SEE) helped secure the win.

In the run-up to the 2006 tournament, Shiro and Buznitsky weighed the pros and cons of alternative platforms and evaluated the platform by which the chess application could be tuned and optimized for deployment, performance benchmarking, and testing to confirm their software. Based on an engagement with the Intel application engineering team in Italy, Turin, they made the decision to switch from a platform based on an AMD processor to the powerful new Intel-based platform.

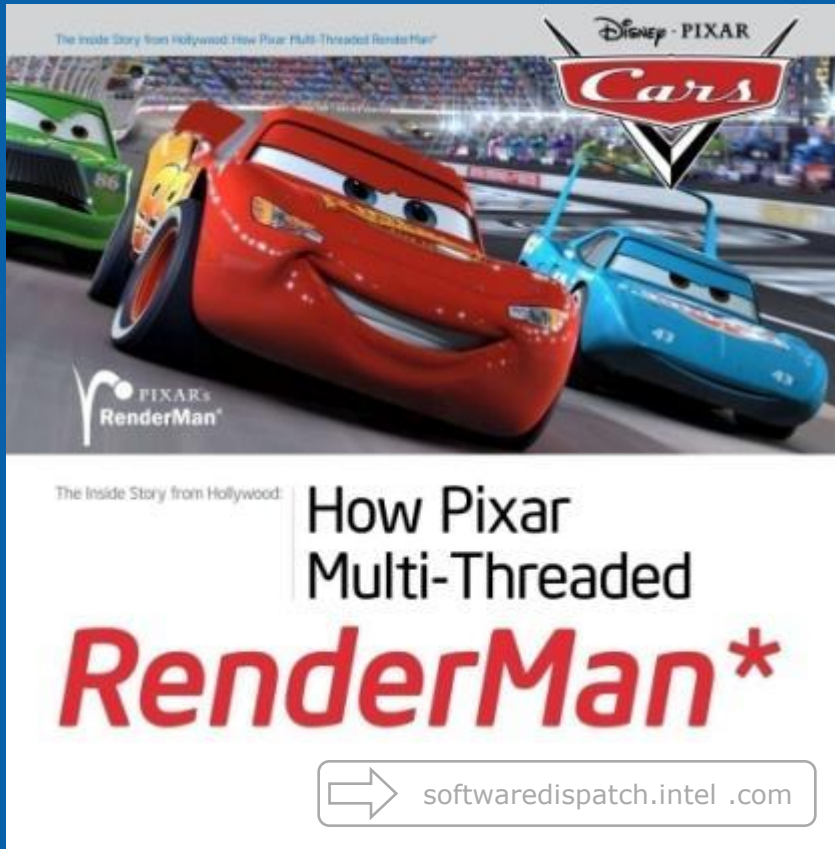


 softwaredispatch.intel.com

Deep Junior

Intel compilers, debuggers and tuning and optimization software played a significant role in improving Deep Junior's performance





Pixar

Intel tools and training helped Pixar create a stable, reliable multi-threaded version of RenderMan*



Covering the globe with software R&D labs



Global innovation. Global talent.

Western United States

Arizona
Folsom, CA
Santa Clara, CA
Southern CA
Colorado
New Mexico
Oregon
Utah
Washington

Eastern / Midwestern United States

Illinois
Massachusetts
New Hampshire
Texas
Virginia

South America

Argentina

Russia

Moscow
Nizhniy Novgorod
Novosibirsk
Sarov
St. Petersburg

Israel / Western Europe

Koln, Germany
Munich, Germany
Ulm, Germany
Haifa, Israel
Stockholm, Sweden
Swindon, UK
Winnersh, UK

China

Beijing
Hong Kong
Shanghai
Shenzhen
Xi'an
Zizhu

Asia

Sydney, Australia
Bangalore, India
Mumbai, India
Japan



Portable middleware from Intel® Software encourages multi-tiered enterprise applications – this is all represented in Russia



- Major contributor to Eclipse eco-system on a modern, extensible environment for software development
- Adapted Intel® C++ Compiler and Intel® Performance Analyzer for Eclipse technology.
- Working with major companies, under the auspices of the Apache Software Foundation, to create Harmony – an Open Source version of Java*





Intel® Software

Helping organizations internationally
to implement the latest technology
and achieve breakthrough results



Intel Software® helps our customers address their challenges and concerns



Encourages New Uses/New Users

- Interfaces (Intel Platform® Innovation Framework)
- Platform Software (Media Share, XML)
- Intel® Software Partner Program
- Intel® Capital
- Software parks

Fosters Technology Adoption

- Interfaces (Intel Platform Innovation Framework)
- Standards
- Core Software (Eclipse, Harmony)
- Intel Capital
- Intel® Solution Services

Improves Reliability / Availability / Serviceability

- Standards
- Enterprise Account Management
- Intel Solution Services

Lowers Total Cost of Ownership

- Standards
- Platform Software (Intel® PAT, XML)
- Intel Solution Services

Increases Performance / Throughput / Headroom

- Performance and technology enhancements for Windows*, Linux*, Solaris* and Apple OSs
- Processor architecture analysis / influence
- Intel Software Development Products



Intel Software® helps our customers address their challenges and concerns



Accelerates Time to Market

- Standards
- Application Engineers
- Intel® Software Partner Program
- Intel® Software Development Products

Increases Workforce Productivity

- Standards
- Intel® Software Network
- Intel Software Development Products
- Intel® Software College
- Intel® Higher Education Program

Lowers Development Costs

- Standards
- Intel Software Development Products

Provides Resources and Programs, Helping OEMs and ISV Differentiate

- Intel Software Partner Program
- Intel Software Development Products



Resources



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Sign up now for [Intel® Software Network News](#)

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Learn more about Intel® Solution Services at www.intel.com/go/intelsolutionservices

Sign up for the Intel® Software Partner Program available to software companies at www.intel.com/software/partner

Live it up in the [ISN Zone in Second Life](#)



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