Transformative Technology for Enterprise

Intel® Optane™ Memory Creates Crucial Productivity Advantages for the Modern Workforce

The Market Demands

- 64% of consumers and 80% of business buyers expect real-time interaction with companies.[2]

Intel® Optane™ Memory Delivers

- Up to 2.2x faster responsiveness[3]

Business today moves in real-time, and customers demand instantaneous responsiveness. Outdated technology is not only more expensive to maintain,[1] it can impede the ability of an organization to compete efficiently in the long run. When employees are asked to perform their everyday work with technology not equipped to keep up with market demands, they spend more time navigating administrative tasks than they do actually engaging with customers and each other in ways that create sustained value for the organization. IT managers face the considerable challenge of finding a solution to drive bottom lines all while accelerating workflows and managing costs.

Move at the Speed of Business

To enable an organization to stay truly competitive, the enterprise workforce needs to meet today's fast-moving business demands. Intel® Optane™ memory, part of the Intel® vPro™ platform, provides an unparalleled combination of high throughput, low latency, high quality of service, and high endurance, enabling the workforce to gain personalized, accelerated productivity.

Empower the Modern Workforce

In the age of data-driven productivity, rising analytics workloads demand more horsepower. IT professionals who upgrade to the latest Intel® vPro™ platform-based PCs with Intel® Optane™ memory can deliver top performance through a range of devices for all types of work. Since Intel® Optane™ memory is technology built to drive innovation and experiences across industries, retailers, for example, can find that they're enabled to more quickly identify fraud detection patterns. Financial institutions may speed trading. Healthcare researchers could work with even larger data sets in real-time. Finance and marketing teams could analyze and visualize data faster, while data scientists could more quickly identify data patterns.

Make Crucial Productivity Gains

Intel® Optane™ memory breaks real-time data access bottlenecks, delivering responsiveness, productivity, and better overall system performance. Organizations are enabled to turn routine tasks into crucial productivity gains by taking advantage of this technology which learns, adapts to, and accelerates individual work patterns, habits, and preferences, ultimately speeding up precisely the tasks that matter most to the business. Moreover, since not all

workers need the same tasks accelerated, it's the personalization of individual workflows that truly differentiates Intel® Optane™ memory.

Give Customers What They Want

With Intel® Optane™ memory, IT professionals can bring a new level of productivity to their workforce by giving employees the tools to get more done, while giving their customers the type of instantaneous interaction they are increasingly accustomed to receiving.

For More Information

You may find the following resources helpful:
- Intel® Optane™ Memory at intel.com/optanememory
- Intel® vPro™ Platform at intel.com/vpro

[1] https://www.salesforce.com/blog/2017/07/customers-expectations-in-age-of-the-customer.html.

[2] https://www.salesforce.com/blog/2017/07/customers-expectations-in-age-of-the-customer.html.

[3] As measured by SYSmark* 2014 SE comparing 8th Gen Intel® Core™ i5+ vPro™ 8500 (1TB HDD + 16GB Optane) vs. 3rd Gen Intel® Core™ i5-3570 (1TB HDD). As a smart system accelerator, having Intel® Optane™ memory in desktops powered by the new Intel® Core™ i5+ vPro™ platform also delivers up to 2.27 times faster responsiveness and maximizes productivity by adapting to workstyles (compared to 5-year-old PC).