

## Business Overview

### Primary Verticals

Education, Healthcare, Financial Services, Government, Manufacturing, Retail, Energy and Utilities, Service Providers

### Target Buyers

Line of Business, IT Decision Makers, Virtualization Infrastructure (VI) Admin, Cloud Architect, Storage Admin

### Business Drivers

The HCI market is growing at a staggering pace.

### Intel and VMware vSAN ReadyNodes\* Advantage

Cloud computing transforms the competitiveness of organizations, offering unprecedented agility, scalability and cost efficiency. Intel® Data Center Blocks for Cloud – VMware vSAN ReadyNodes\* greatly speed and simplify your efforts to deploy your own modern, on-premises cloud storage infrastructure so you can innovate faster. Built-in orchestration and automation speed deployment times while optimizing resource utilization. And unified security and services help better protect your data and improve resiliency. These validated, optimized, pre-certified platforms deliver the power of a Software-Defined Infrastructure to your data center. And, there are Intel® Select Solutions-ready SKUs available that provide minimum software performance assurance for reference benchmarks.

## Key Messaging

### Accelerate Time to Deployment

Intel® Data Center Blocks for Cloud are validated, optimized and pre-certified for VMware vSAN\*, slashing deployment time and complexity. These vSAN ReadyNodes\* have passed VMware's rigorous certification processes and are included in the *VMware vSAN ReadyNodes\* Compatibility Guide*.

### Storage Simplified

Optimized for vSphere environments, VMware vSAN\* provides greatly simplified storage and management capabilities.

### Breakthrough Cloud Performance

Experience the performance advantage of Intel's latest technologies—such as 2nd Generation Intel® Xeon® Scalable processors, Intel® Optane™ DC persistent memory and Intel® Optane™ SSDs—that speed application responsiveness and results.

### Significantly Reduced TCO

Highly-scalable, pooled storage and automation simplifies resource provisioning and significantly improves resource utilization, reducing capital and operating expenses.

## Competitive Differentiators - Unique Selling Points

### VMware\*-Based Infrastructure

Built upon VMware's leadership, software-defined infrastructure, VMware vSAN\* brings software-defined storage and the benefits of hyperconverged infrastructure (HCI) to customers of all sizes.

### Configure to Order

Order the right system for your customers, including optimized and certified configurations for cloud workloads, with less risk.

### Designed, Validated and Certified

Intel integrates and validates key system components. These vSAN ReadyNodes\* have passed VMware's rigorous certification processes and are included in the *VMware vSAN ReadyNodes\* Compatibility Guide*.

### Built on the Latest Intel® Technologies

Intel® Data Center Blocks are validated using multiple server components, including Intel® Server Boards and Intel® Server Chassis, Intel® Ethernet Network Adapters, Intel® Optane™ SSDs, Intel® Optane™ DC persistent memory and Intel® Xeon® Scalable processors for scalable, reliable platforms that can give you a competitive edge.

## Overcoming Objections

### Do Intel® Data Center Blocks (Intel® DCBs) offer manageability for VMware\* environments?

Intel® Data Center Manager is a software solution from Intel that collects and analyzes the real-time health, power, and thermals of a variety of devices in data centers—giving you the clarity you need to improve data center reliability and efficiency. It supports VMWare ESX\* 3.5/4.0/4.1.

### Tell me about the RAS of Intel® DCBs versus alternatives?

Intel® Server Boards and Intel® Server Chassis—the foundation of Intel® DCBs—support critical Reliability, Availability and Scalability features such as ECC memory with Single Device Data Correction (SDDC), redundant power supplies, redundant fans, light-guided diagnostics, hot-swap drives and proactive server management alerts. Modular and tool-free design for many devices allows for ease of serviceability.

### How do Intel and VMWare support Intel DCBs for VMWare vSAN\*?

VMWare vSAN software support applies in full to Intel's certified vSAN integration partners. Intel® Data Center Blocks are also backed by Intel's 24x7 call center support, a dedicated Customer Experience engineering team, and Intel's Advanced Warranty Replacement.

### How do I order Intel® DCBs?

Contact your Intel Sales Representative or local Distributor.

## Revenue Opportunities

Intel® Data Center Blocks for Cloud – VMware vSAN ReadyNodes\* helps boost sales of Intel® Xeon® Scalable processors, Intel® Data Center Blocks, Intel® Select Solutions (for representative SKUs), Intel® Optane™ DC persistent memory, the Intel® SSD Data Center Family and Intel® Ethernet Network Adapters.



## Learn More

### Links

- [www.vmware.com/partners/strategic-technology-partners/intel.html](http://www.vmware.com/partners/strategic-technology-partners/intel.html)
- [www.intel.com/content/www/us/en/products/servers/data-center-blocks/dcb-cloud.html](http://www.intel.com/content/www/us/en/products/servers/data-center-blocks/dcb-cloud.html)
- Solutions Brief
- Cloud System Deployment and Configuration Guide
- Configure to Order Tool
- [www.intel.com/selectsolutions](http://www.intel.com/selectsolutions)

### Marketing Assets

- <https://Servermarketinglibrary.intel.com>

Intel technologies' features and benefits depend on system configuration and may require enabled hardware, software or service activation. Performance varies depending on system configuration. No computer system can be absolutely secure. Check with your system manufacturer or retailer or learn more at [intel.com](http://intel.com).

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