Intel® Server Systems:
Unparalleled Service, Support and Expertise

9 compelling reasons to sell and deploy Intel Server Systems

In today's hyper-competitive world, where continuous digital disruption is the new normal, your customers need data center infrastructure that enables them to innovate faster, deliver differentiating digital experiences to their customers, scale to handle changes in service demands, and do all of this with greater agility and cost efficiency.

That's why Intel® Server Systems are packed with industry-leading innovation. But choosing the right server is about more than just what's inside that server. The level of service and support that your customers receive along with their infrastructure can make all the difference.

Intel's world-class, comprehensive services and support package[1] can provide you with a leg up on your competition—enabling you to deliver differentiating expertise and value to customers throughout every stage of the server lifecycle, from pre-purchase and deployment to daily operations and management.

Here are nine reasons Intel services and support enable you to deliver differentiating value and expertise.

1. Intel validated, purpose-built innovation to drive digital transformation

Intel Server Systems are competitively priced and designed with innovation across the platform. A variety of server configurations are validated by Intel engineers, reducing risk and effort when deploying new infrastructure.

Intel Server Systems include the latest Intel innovations and technologies, such as:

3rd Gen Intel® Xeon® Scalable processors: Outstanding per-core performance combined with AI and analytics acceleration and silicon-enhanced security features to strengthen protection for your customers' data, applications and infrastructure.[2]

Intel® Optane™ persistent memory: Greatly expand system memory capacity to increase virtual machine and container density and enable larger in-memory datasets.

Intel Optane SSDs: Breakthrough storage performance combined with ultra-low latency to accelerate data-centric applications.
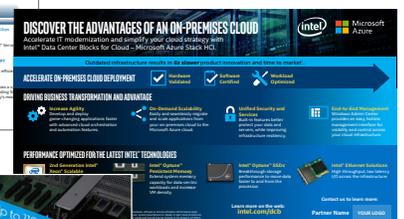
High-performance network adapters: Deliver ultra-low latency and advanced features that can offload network tasks from your processors. Now your processors can focus on running the workloads that matter most to your customers and their business.

2. Rich, ready-to-use Intel sales and marketing campaign kits simplify customer marketing

Intel provides you with a ready-to-use, customizable set of sales and marketing assets and content, so you can guide customers along the buyer's journey—from awareness to consideration and purchase.

There are campaign asset kits for every newly launched server in the lineup, as well as portfolio assets to help you better understand the purpose each server plays in that lineup. Other content is available to help your customers understand the differentiating value of purchasing and deploying Intel Server Systems.

These professional campaign assets will capture your customers' attention and provide unparalleled clarity as to why Intel Server Systems are the right choice for your customers and their workloads.

Intel® Server Product Marketing Library can be found at: https://servermarketinglibrary.intel.com

3. Simplifying server selection for your customers' workload and infrastructure needs
Intel provides training, expertise and materials to empower your team to assist your customers in identifying and purchasing the right server to meet their specific requirements—from mainstream business needs to modern enterprise and cloud workloads, to advanced AI, analytics and data-centric application demands.

4. Simple Configure-to-Order flexibility
All Intel Server Systems can be customized by you, using Intel's powerful Configure-to-Order (CTO) tool—enabling you to optimize each server based on your customers' target use and budget requirements. The CTO tool simplifies your ability to provide quotes and help customers with infrastructure planning and budgeting, while also ensuring they receive a server with the compute, memory, storage, networking and other components that fit their needs—completely validated and backed by Intel.

The Configure-to-Order tool can be found at: https://orderconfigurator.intel.com

5. Accelerated, predictable shipment and delivery
The Stock Visibility Options for the Intel® Data Center Blocks Program enables you to see what servers and components are in stock, so you can expedite shipments for customers. The *Express Ship* option, available for pre-assembled systems, will usually ship in 3 days or less. With *Quick Builds*, you can order popular, predefined systems that usually ship within 14 days. In addition, you can choose the *In-Stock* option to customize configurations with in-stock components, which usually ship within 3 weeks or less.

To learn more about the Stock Visibility Options for Intel Data Center Blocks, visit:
https://servermarketinglibrary.intel.com/asset-library/stock-visibility-options-for-intel-data-center-blocks-intel-dcb_overview/

6. Worldwide distribution provides rapid parts replacement and competitive lead times
Intel's global network of distribution facilities provides you and your customers accelerated parts and product replacement and shipping, regardless of location.

7. Reduce risk of counterfeit components
Counterfeit electronic parts are a growing security concern across all organizations. These concerns have grown as supply chains have become increasingly complex, multi-layered and global.

The Intel® Transparent Supply Chain is a unique value provided for every Intel Server System. It consists of a set of tools, policies, and procedures implemented from the time of manufacturing on the factory floor until delivery of the server to its final destination. Your customers can be confident they're receiving non-counterfeit components and can verify the authenticity and firmware versions of each server and its components.

To learn more about Intel Transparent Supply Chain, visit:
https://www.intel.com/content/www/us/en/products/docs/servers/transparent-supply-chain.html

8. Outstanding warranty and support increase customer purchase confidence
Intel's manufacturing leadership helps ensure you're getting high-quality, highly reliable infrastructure to maximize business continuity and competitive advantage. In addition, every Intel Server System comes with an outstanding 3-year warranty (5-year warranty optional) and Intel global technical support.

To learn more about Intel® Server Component Extended Warranty, visit:
https://www.intel.com/content/www/us/en/products/docs/servers/server-boards/server-component-extended-warranty.html

9. Significantly extend your customers' IT expertise during operations and troubleshooting
Intel's extensive knowledge base speeds and simplifies in-house troubleshooting for your customers. Intel also provides you with training and expertise to help your customers identify and resolve issues faster. With Intel's global technical support network, available to provide further help for complex problems, you can gain access to actual Intel engineers, extending your organization's and your customers' IT troubleshooting and resolution expertise in ways no other vendor can match.