Intel® Network Builders Insights Series

Intel Investing in a Strong Networking Industry Ecosystem

- Xiaojun (Shawn) Li, Sales Director, Next Wave OEM & eODM
- Keate Despain, Intel® Network Builders Ecosystem, Director of Marketing
- Eric Levander, General Manager Global Solutions and Scale, Network and Communications Sales
Intel® Network Builders Insights Series
Successful in 2021, Continue in 2022

13 Webinars
- Strategy
- Roadmap
- Security Appliance
- Network Edge
- 5G
- Private Network
- oneAPI, DPDK
- Cloudification
- Fabric
- Visual Cloud
- Intel® IPU
- Dev Tools

1428 Views Worldwide
- OEM
- Comm SP
- Enterprise
- Government
- OEM
- Cloud SP
- ISV
- University
- TEM

2022: Partnership, Strategy, New Products, Technology, Solutions
Network Transformation Foundation

5G Infrastructure

Cloudification brings:

- Intelligence where you need it
- Flexibility and agility
- Single scalable architecture
- New services

Legacy
- Custom Proprietary Hardware Defined
- NFV + SDN Orchestration

Modern, Cloud-ready
- Software Defined Open Platforms Virtualized Containers
- Analytics Cloud Native

Next generation Networks
- Network Slicing Analytics Core to Edge Visual Cloud
- 5G

5G Infrastructure
Building the Foundation for Network Transformation

Workload Optimized Products
- Intel® Ethernet
- Intel® Silicon Photonics
- Intel® Tofino

Software & Standards
- DPDK
- CLOUD NATIVE COMPUTING FOUNDATION
- ETSI
- kubernetes
- SMART EDGE
- Open Visual Cloud
- OpenVINO

Vast Ecosystem
- Intel® Select Solutions
- ISVs
- End Users
- Network Core
- Visual Cloud
- Open Source
- OEMs/TEMs
- Network Edge
- SIs

Intel® Network Builders

Intel® Xeon
Intel® Optane
Intel® Atom
Intel® Stratix
Intel® eASIC
Intel® Network Builders
Accelerating Network Innovation & Transformation

Enabling the Industry

Solution Development
Global Engagement
Technical Innovation
Network and Co-Marketing

BROAD INDUSTRY ENGAGEMENT
Communication Service Providers
Cloud Service Providers
Enterprises
TEMs, OEMs, NEMs & ODMs
Application Developers
ISVs & SIs

to Transform the Network
Intel® Network Builders Value Exchange

**DEFINE** the success models for business transformation

**GAIN** insight on adoption-ready solutions

**CONNECT** and network with a vast community of partners

**BENEFIT** from support on latest technologies

**ACCELERATE** roadmap of adoption through technical training

500+ partners | 300+ PoC and trials | 52k trained | 125+ edge partners | 50+ end users
Intel® Network Builders Partners

SI Partners

ISV Partners

TEM Partners

Hardware Partners

OS Partners

Partners

Partners

Partners

Partners

Partners

Partners
Multi-Vendor Solution Centric Ecosystem

Ecosystem Solutions

Far Edge Apps
Near Edge VNFs/Apps
Core VNFs
OSVs

Partner Solutions
Aggregated Stack

ISV Led
SI Led
TEM Led

E.g., Private Networks
Commercial multi-vendor solution

GTM business model

End Users
CommSPs
Managed Services
Enterprises

FlexRAN™
Technical Enablement Benefits & Evolution

- End user momentum can accelerate via software solutions tested on IA.
- Partners can take advantage of remote lab resources specifically designed to meet their technical enablement needs to achieve business goals faster.
- Partners can leverage Intel technical resources to learn about testing best practices or unlock access to various funding benefits and co-selling opportunities to help grow their business.
- The evolution of the partnership may result in the Partner joining IPA (Intel® Partner Alliance)
Ecosystem Co-Marketing Benefits
Tools for Strategic Alignment, Enablement, Marketing & Match-Making

Intel® Network Builders Marketing

- Member Directory
- Solutions Catalog
- Intel Podcasts
- Social media
- Technical Webinars
- Newsletters
- Microsites
- Training
- Networking & Discussion Forums
- Videos / Blogs
- Member Portal
- Members Only Events
- Co-Marketing at Industry Events

Member Directory
Solutions Catalog
Intel Podcasts
Social media
Technical Webinars
Newsletters
Microsites
Training
Networking & Discussion Forums
Videos / Blogs
Member Portal
Members Only Events
Co-Marketing at Industry Events
Intel® Network Builders University Program
Creating Real Value for Communications Service Providers Through Training
Ecosystem Technical Enablement
Partner solution, our technology. Better together.

Access
- Virtual Lab - remote access*
- Testing on System Loaner*
- Testing on commercial platforms*

* limited availability

Explore
- Deep dive on Open-Source Technologies

Benefit
- Intel® Network Builders University
- Technical publications
- Intel Product Roadmaps
Winners’ Circle 2021

Value to Our Partners

Recognizing industry leadership in:

- Staying on the edge of technical innovation
- Working to meet industry’s transformational needs
- Delivering open and flexible solutions fully optimized for Intel® architecture

Benefits

- Blog
- Webinar
- Microsite Update
- Podcast
- Speakership
- Newsletter
- Collateral
- Account Management Support
- Dedicated University Pathways

Three levels of awards

- Titanium
- Gold
- Member
Intel® Partner Alliance Networking Specialty Program

1. **IPA ROLES**
   - OEM
   - CSP
   - DISTI
   - MFG
   - SI
   - ISV
   - SP
   - FPGA

2. **FULL VALUE EXCHANGE JOURNEY**
   Content planning & mapping to include ALL program benefits & actions
   - Solutions Marketplace
   - Partner University
   - Partner Marketing Studio
   - Points
   - Community

3. **ADDING SOLUTIONS**
   Intel Products
   - Partner Solutions w/ Intel Technology

4. **OUTSIDE IN, SALES ENABLEMENT**
   FOCUSED CONTENT STRATEGY

Campaign = Sales Enablement = IPA Portal Resources Content
Continued Membership Growth Driven by Vertical Use Cases

Technology Enablement & Focused Training

Continued Industry-wide Marketing Actions

Unification of the Program with Intel® Partner Alliance
Questions?

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