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*Intel Investing in a Strong Networking Industry Ecosystem*

## CORPORATE PARTICIPANTS

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## PRESENTATION

### **Shawn Li**

Welcome, everyone, to the Intel Network Builders Insights Series. I'm Shawn Li, Sales Director, Next Wave OEM & eODM at Network and Communication Sales Organization at Intel Corp. And I am your host for today's webinar. Thank you for taking the time to join us today for our webinar titled "Intel Investing in a Strong Networking Industry Ecosystem".

Before we get started, I want to point out some of the features of the BrightTALK tool that may improve your experience.

There is a Questions tab below your viewer. I encourage our live audience to please ask questions at any time. Our presenters will hold answering them until the end of the presentation.

Below your viewer screen, you will also find the Attachments tab with additional documentation and reference materials which pertain to this presentation.

Finally, at the end of the presentation, please take the time to provide feedback using the Rating tab. We value your thoughts and we will use the information to improve our future webinars.

Intel Network Builders Insights Series takes place live every month, so please check the channel to see what is coming and access our growing library of recorded content. In addition to the resources you see here, we also offer a comprehensive NFV and 5G training program through Intel Network Builders University.

You can find the link to this program in the Attachments tab, as well as the link to the Intel Network Builders Newsletter.

Today, we are pleased to welcome Keate Despain and Eric Levander. Keate Despain is the Head of the Intel Network Builders programs within the Network Platform Group at Intel. He has been leading this team for two years. Keate has been working in the communications industry ecosystem out of Intel for over 20 years. His experience includes IoT clients, telecom servers, middleware, and real-time operating systems product management. He has worked in the communications ecosystem partners across the globe, including assignments in China, for over seven years. Keate has an MBA from Arizona State University and resides in Oregon, United States.

Eric Levander leads the newly-formed Global Solutions and Scale organization in Network and Edge Sales organization. The organization works together with some of Intel's most trusted hardware, software, and system integration partners to ramp and scale commercial solutions in the network and the communication markets. The organization is global and consists of programs, sales development, solution architecture, and market functions. After joining Intel in 1998, Eric's held various roles such as general manager of strategy and business development for network and the communications, director of telecom in Europe, general manager for Intel Sweden, and global sales director for European telecom equipment.

Welcome, Keate and Eric, and thank you for taking the time to join us today. I will hand it over to Eric to start off.

### **Eric Levander**

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Thank you, Shawn. It's great to get this year started and this is the year when we finally get to beat this pandemic and get back to normal. I'm really looking forward to meeting you all face-to-face again in the near future.

First though, I'd like to thank all of you for following the Insights webinar series that we've pulled together. We started it about 18 months ago to ensure we bring out the news in a timely and efficient fashion, despite all of the troubles in the world. Last year, we ran about 13 webinars with great attendance, as you can see. It was fantastic to capture and see that we had OEM partners and telecom equipment vendor partners like HP, Quanta, Lenovo, Qualcomm, Raytheon, Nokia, Cisco, and others; ODM partners like Advantech, Supermicro, Foxconn, Lanner, NEXCOM, CASwell, Silicom; and service provider partners and customers like Verizon, T-Mobile, Bell Canada, Deutsche Telekom, Telefonica, Orange, and others. We had system integrators and software vendors like Mavenir, Accenture, WWT, AltioStar, Microsoft, and ADVA, and then a whole raft of enterprise, government, and university partners. So, a great breadth of partners and ecosystem friends gathering around this Insights Series.

In the seminars during the year, we covered areas like the market trends and overall strategy to address them. Obviously, there was a lot of roadmapping that was talked about. When are products coming out? How are we getting ready for that? Security has been an important topic throughout the year, both the traditional appliance business, which we continue to stay focused on, but also the emerging cloud-based security that has been addressed by many new ISVs. Network Edge, 5G, and private wireless, are all very interconnected, and something that is close to our hearts. Overall, it's a tremendous business opportunity. Actually, so much that we at Intel have created a new top line business group called NEX, Network and Edge business group that consists of NPG, the Network Products Group, IoTG, Internet of Things Group, and CG, Connectivity Group. All of those groups are being pulled together into one organization focused on the tremendous opportunity that the edge represents for all of us.

Software and visual cloud are key trends that were discussed last year and to capture that oneAPI, DPDK, and development tools are critical assets for anyone to take advantage of the enormous opportunity in cloud and edge. And finally, we worked through our IPU strategy and offerings. It's something that you will hear more about over the coming quarters and years. It's very important to us.

So, as we move forward into 2022, we have a great lineup of topics, but nothing is perfect, and nothing is set in stone, so we would like to hear from you. What do you want us to cover? What is top of mind for you? What are your pain points, and where are the opportunities that you're seeing in the market, and in the technology? Just email me or Keate or Shawn, and we will look at opportunities to address the content accordingly.

Before I hand over to my dear friend, Keate, I just wanted to say a big thank you to all of you. Thank you for your partnership. Thank you for trusting us with your business. And thank you for staying with us through these very difficult times. I truly hope that we can meet face-to-face soon again, and until then, we will continue to use the Insights Series as a key vehicle to communicate with all of you.

Thank you, and with that, over to today's main event, Keate Despain and the Network Builders update.

### **Keate Despain**

Thank you, Eric, I appreciate that, and I'll add my thank you to that as well, to our many partners who tune in and help us to bring the best products and solutions to the marketplace. We appreciate that. We appreciate the efforts and the time through these difficult challenges over the last couple of years, and moving forward, we hope to put those behind us and get back to meeting with you in person.

What I'd like to talk about today is just where are we taking our ecosystem programs, as well as what can be expected in 2022? So, to start, I'd take a little bit of a look back, because we've been on a journey and many of you have been with us for quite some time. The Network Builders program has been in existence for over nine years now. We have continued to expand our membership. We have continued to expand the technologies and the capabilities, and the offerings that come through the Network Builders ecosystem program here at Intel, and all of that is made possible through your collaboration with us, and we appreciate that.

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We started this journey with how do we transform the network? That transformation is a long journey and has been continual over the last nine, 10, 20 years. It's been going on for quite some time. But we are entering another new and exciting phase in this transformation of the network, and that is what we would call the cloudification of all things. 5G has helped us to continue to drive and to move forward with highly flexible software-defined networks that bring new capabilities to all parts of the world, and this is such an exciting journey for us to be on. To be able to know that we're connected throughout the world, even if we have to isolate for short time periods, we are still connected through this great technology found within the telecommunications industry, through the networking capabilities that are offered through the products and solutions, that are built with flexibility and openness in mind on Intel technology. We will continue to drive forward in an ecosystem program to bring about the continual cloudification of applications and capabilities that deliver these new services.

The strategy continues to move forward with bringing high performance, secure, and high throughput capabilities to acceleration and connectivity that we find all across the ecosystem that is delivering wonderful solutions into this marketplace, and Intel's Network Builders program will continue to invest and bring together the partnerships that have been flourishing for many years, including bringing upon new partners. We continue to grow. We are now over 500 members, all bringing and driving the cloudification of the network as we move forward.

Eric has been on this journey with us for quite some time as well. So, Eric, anything that you'd like to add about this journey and this transformation that's been going on for the last few years?

### **Eric Levander**

Yes, well, maybe on the cloudification, which is the big deal, and which is where we've been going, one of the big trends that we're seeing, as what I alluded to as I started, is house security is moving over from... there is a market that is relatively flattish for the appliance security... the business in appliances, what we're seeing is tremendous growth in the cloud-based security. Stuff like SASE and security as a service is growing tremendously, and we are investing heavily in that space, and that means that we will be picking up and working closely with a lot of ISVs, independent software vendors, in this area, as well as our cloud partners, the big hyperscalers, and next wave cloud guys. I think that's the big thing for this year, as I see it.

### **Keate Despain**

Thank you, Eric. I appreciate that. I do think that security, with all its aspects and very complex technology, continues to move very quickly and forward with its cloudification, and bringing with it many other applications as well that are found throughout the network.

So, with that, I'm going to jump into a little bit about the program. The Network Builders program seeks to bring partners, technologies, open standards, and optimized products from Intel into the networking industry. We have many partners and many roles that each one plays that go all the way from complementary silicon, accelerators, conductivity, all the way through market-leading processors, platforms from our OEMs and ODM partners, high-valued software and the capabilities that those software can deliver to the marketplace, and eventually, through those that are tasked with the challenge of putting these very complex solutions together, our system integrator partners. And we also include in our ecosystem, many of our customers in the comms service providers, and continue to see an expansion even into larger enterprises that continue to look out and see where can private wireless help me.

So, with that, our transformation continues. Our main communication vehicle continues to be through our website, and I would encourage you to go to [networkbuilders.intel.com](https://networkbuilders.intel.com) where you can find many of the solutions that are being brought together. So, let's talk a little bit more about what is Network Builders and what is it going to be offering.

There are four main foundations, which the Network Builders program in Intel delivers to the ecosystem. These are global engagement. How do we work across an industry that covers the entire world to bring communication to everybody in the world? That takes a lot of communication and takes a lot of coordination. How do you drive this? How do you move that forward?

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Second, we work closely with solutions development. When we talk about solutions, I'll drive in a little bit more, this is the aspect of bringing all parties together that have bits and pieces and capabilities of the solution that is needed to deliver these communication services to the end user, bringing them together in a market that has been in existence for well over hundreds of years, with different and disparate technologies installed. It takes a lot of coordination, a lot of work, and I commend those within our system integrator partners who are making much of this happen, including our ISVs and telecom equipment manufacturers.

Next is technical innovation. We will continue to bring and open up opportunities through the training that we do, that drives some of the technical innovation, to bring the labs that are open to our partners to take part of, to optimize, and work with other partners to do validation and certification efforts. And finally, to bring new technology from Intel into the industry as quickly as we can to bring better total cost of ownership, better security, better management, better service level agreements that need to be delivered through technology that is found within the platform.

And finally, networking and co-marketing. Our networking and co-marketing, as we watch what's happening with the pandemic, has been all virtual for the last two and a half years. We look forward to this year, probably in the second half of 2022, and I have to use the word "probably" because this is a very difficult challenge, this pandemic, but we hope to get back together face-to-face, and until then, we will continue to use the capabilities and technologies of these great networks that are in place through the virtual arrangements that are delivering and executing on our roadmaps and capabilities.

The benefits that we offer to our partners, they have the opportunity to help us define and drive what are those business models? How are they successful? To gain insights into new solutions, see the latest technologies, connect with our partners. This is a village. We know that in the networking world, it takes many partners to make the solutions available to our marketplace. And finally, accelerate, accelerate the adoption of this technology. Moving from fixed function appliances, moving into NFV and SDN, has been a journey, and now as we move towards cloud technologies, we are driving to accelerate that adoption even faster and quicker than each one of those steps has taken in the past. 500 partners today, over 300 trials and proof of concepts, 52,000 trained, with over 500,000 videos viewed from Network Builders University. A special focus on edge and where's the network edge, and the actions that are happening now as that expands into the industry, with over 125 partners and growing very quickly. And finally, we look towards our 50+ end users who are guiding us and telling us what they need and what they think of the program. How do we reach out and touch? How do we be involved in their business to help them make these transitions, as the network continues to evolve?

I just wanted to share a very quick picture of some of the partners. It's very difficult to have 500 partners on a single slide, so I appreciate the patience, but please do go to the website where you can see who is part of the Network Builders program, and you can see how to contact them, how to reach out to them. Each one of them has a microsite available to them to be able to populate it with their information of their services and what they offer. The roles that each of these play makes this community grow, makes it the strength that it is in the industry. As you can see, much of this as part of our independent software vendors. They make up the bulk of what we and the ecosystem are working through, and we are seeing many people change and partners change their own business models to fit and expand, and to bring the software capabilities out into the industry. And we appreciate the system integrator partners as well that are doing a lot of the implementation, a lot of the deployments. We understand the difficulty of that. And those great technologies that are rolled out through our TEM partners, and our hardware partners, including the virtualization, and capabilities of our OS partners.

This is all one large community and it continues to grow. We look forward to reaching over 600 members, probably almost 700, by the end of 2022, and we'll continue to support and grow that membership, as it's strengthened with the growth areas, as we see on network edge, what's happening in the edge, as well as growth within, as Eric talked about, our security and what's happening to the cloudification of the security services that come through the network providers.

Let's talk a little bit about how do we bring it all together? How do we work together as a community and deliver the solutions that our end users are asking us for? Here's just an example of what we would call a multi-vendor solution-centric ecosystem. We strive to start with the end in mind, thinking about what is happening in the industry, thinking about what our communication service providers and

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our enterprise partners are looking for in their networks. The example shown here is one of private networks, private wireless if you want to call it, private 5G. These are exploding opportunities in 2022. The industry has gone through the last few years of working through how do you license the spectrum? How do you share the spectrum? What do you do with the spectrum? And all of those are now being used, and with many deployments. We see many of our partners that are releasing offerings in the private network space, and are happy to be working with them, and we are glad that they are using Intel technology as well.

These solutions are put together by many system integrators. Some of them regional, some of them global, some of them are all-in-one, from our telecom equipment manufacturers who are leading and driving much of this. We have many ISVs, and if you go to the website, the Network Builders website, you'll be able to see a list of applications. We call it our application catalog, talking about ISVs who are porting their solutions to run well on things like Intel Smart Edge. We're also watching what's happening with the vRAN space, and FlexRAN from Intel. How is that helping and growing in the private networks? Bringing that all together requires constant communication, constant promotion, co-marketing. Enterprises, this is new to them, how do they use it? How do we educate them? It's just part of how we bring that whole solution together. We're excited to continue to move this forward, and we see, when we talk about how do we help the ecosystem not only bring awareness about, but how is it helping co-selling?

So, I'd like to ask Eric if he has some thoughts around multi-vendor solutions, and how those multi-vendor solutions can help in the aspects of co-selling into the comm service providers. Eric, is this useful to you and your team?

### **Eric Levander**

Yes, no, very much so, Keate, and this really looks at... if you think about how we at Intel have our salesforce organized, we have people that call on OEMs and telecom equipment vendors. We have people that call on independent software vendors and NSIs. And we have a large end user salesforce as well. And really the trick that we have to go through here is enabling and working tightly with each of the individual partners to ensure that the platforms, and whether it's hardware or software, is in place, that there are folks that can understand how those go together and can put it together into complete solutions. And on the end user side, it needs to be put into operational practice. So, our end user teams have to work with each and every one of these partners in order to put together the stacks. And that's a big part of the work, making sure that the Legos work together in a good way. So, having this structure helps us a lot, and I hope it helps our partners as well.

### **Keate Despain**

Thank you, Eric. I believe it is helping our partners and it is helping with-- as we see many solutions briefs that come out, that are part of a community developed solution brief that include lots of different offerings, from the hardware platform, all the way up to the software capabilities, and eventually into the system integrators, and we will continue to put those solution briefs and marketing collaterals out into the industry so that the end users can see what is available and the technologies that they should be looking for.

I'm going to jump a little bit now into some of the offerings that the Network Builders continues to have and to push into our ecosystem, and the programs and those partners who have joined our ecosystem. This is an invitation-only ecosystem. You as a member of this is one that allows us to work very closely with you, and to work very much under NDA at times, but also in an open way to make sure that the open standards of the industry are being pushed into the various solutions that we previously talked about. This technical enablement is not easy, and for us in Network Builders, we offer two means to be able to do that. Not only access to our engineers, who are well trained in Intel technology, but also the hardware and the capabilities of our partners to come into our labs, whether it's in a cloud-like environment, or dialing in and being able to get direct access onto what I would call bare metal services, and be able to see some of the latest Intel technologies and how their software, their services, their offerings, run on those capabilities.

I'm happy to say in 2022, we are increasing the size of our lab, the Intel Network Builders lab, by well over 50%. That lab continues to grow. I'm sorry to say we are currently running at about 100% utilization, so expansion is important as we look forward to the next-generation technologies, of those technologies that we'll be launching closely at Mobile World Congress, so I can't say too much about that, but also in the second half of the year, as we look at the next-generation Xeon scalable processors from Intel.

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Partners can leverage this lab in a very structured way, but at the same time, very flexible. We offer lots of different accelerator cards, conductivity options, as well as software offerings. This is all possible through the coordination of the program management team, and those program managers are constantly working with the partners to make sure that their services are being benchmarked, optimized, and driven into the market as quickly as possible once they've completed the testing that they want to perform in those labs.

Our second option is that we do send and have an opportunity to deliver servers out to our partners who would rather have hardware in their facilities. It is a much slower process, and I must say that it takes a lot more coordination to be able to make that happen, but that is an available option. It is also 100% utilized right now, and so we are adding and continue to invest in the number of servers that we have available to our partners. All of this can be found on the website on how to access or reach out to your INB partner who can help facilitate and move this forward. We have found some great advances every time we bring out a new platform and have it tested, remarked, and benchmarked, upwards of 2x, 3x in performance at times, as the optimizations take place, and this is a great opportunity for us to be working closely with our partners on how to continue to expand and scale the marketplace with new technology.

Our next benefit, and something that we continue to invest in, is around the co-marketing. This is just a small list of some of the things that our partners can participate with us. Of course, we have to make some priorities and we have limited numbers of webinars available seats to us, and so at times, you will not be able to have access to it, but at others, it's readily available, and we ask that you would certainly raise your hand and let us know if you're interested. Lots of topics get discussed regularly through our processes in the webinars, podcasts, our training, as well as the microsites. In addition, the solutions catalog and the capabilities that we have to put out good professional content with you continues to be some of the most viewed and downloaded content from the Network Builders website. And all of these are available to our members who want to and continue to invest jointly with us in this area.

Next is our training program. We call it Network Builders University. Network Builders University has a large amount of content on everything from NFV, all the way through now to cloudification, and what's happening with the services that are being built in a cloud environment. How can the telecom community continue to look at how they grow and expand their own capabilities built on cloud networks? We continue to see that as a very important topic and lots of training being developed in that area. Virtual RAN, and all things that are happening with Intel's FlexRAN, and continue to have lots of content there. We offer hands-on Virtual Lab training. We also have in-person lab training. Those have been put on hold for the moment, and everything is virtual. As we have capacity, we will open up seats available to our partners. We do deep dive training, not only to our partners, but also to our comm service providers. We have many communication service providers who've developed something called Custom Pathways with us. These Custom Pathways, through an API, are offered inside the comm service providers' learning networks. These learning networks help their own employee base to continue to be aware of the latest technology and offerings in the marketplace, and they're able to work closely with Intel and bring the Intel platforms and Network Builders content into their learning networks. This is done and enabled through not only APIs, but also single sign-on capability. And finally, we have our Innovation Summits and the capability to offer closed captioning, to make sure that the content is mostly recorded in English, we also do have Spanish, we also do have other languages, but it's important that we make these available to all those who have needs such as closed captioning. This program continues to be a core of Network Builders, and continues to be invested on in 2022.

We've talked about the technical enablement and what happens with that. This access and how to explore and determine how this technology is used, we typically start with a reference architecture. That reference architecture comes about through the communications that we have with our customers and our partners, and puts in place into the Virtual Labs. These experience kits, and there is a whole website inside Network Builders dedicated to what are these experiences and these platforms, access to those can be found in the Virtual Lab, as well as through communications with your sales teams, to bring those into your environments as needed. We encourage you to explore, and then the benefits that come out of that exploration, as you do your benchmarking and your testing, and bringing in new open standards that are found in the industry, are things like technical publications, seeing Intel's product roadmaps and where we're going, and how to do optimizations on those roadmaps.

Now, I'd like to turn a little bit to something called our Winners' Circle Program.

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The benefits that come into the Winners' Circle Program, which is an application process open to all of our Network Builders partners, this helps us to recognize who those industry leaders are that are helping to drive the ecosystem forward within the telecom and networking industry. This is a program that is usually kicked off in the third quarter and then released in the fourth quarter. We continue to use this as an opportunity to see what are the award levels and how do we open up the benefits to those award members. I'd like to say thank you to our Titanium, Gold, and Member partners who are part of the Winners' Circle. This usually comes about from releasing collateral, joint collateral with us, being participant in our webinar programs, participating in our newsletters and sharing new offerings and services that you have built on Intel technology. This opens up speakerships as well, and we understand this is an opportunity for your business to showcase the things that you are doing. And participation in all these programs is what helps drive the level of awards and classification that we use with our partners through this program. Titanium, Gold, and Member, it is not always easy to achieve, and we appreciate those who put in forth the effort.

I would like to also say that with this, we continue to see the opportunity to work closely with Intel's one program called the Intel Partner Alliance. As we continue to look at how these two programs, which have very similar benefits and capabilities that are offered to the ecosystem, you can see up in the left hand corner various roles that are assigned, everything from OEMs, to distributors, to manufacturing partners, communications and cloud service providers, system integrators, ISVs, and service providers. And finally, those with technical specialties like FPGA. These roles are very similar to the same that I showed earlier in terms of Network Builders, and this is the reason that we continue to look at ways to coordinate very closely with our Intel Partner Alliance within the sales and marketing group at Intel, and making sure that as we push these two programs to get closer and closer together, that the value exchange is understood, that it's easy to be a part of both programs for now and, eventually, a single unified program when the time is right. That will happen in the future, but at the moment, we continue to run them as two separate programs that are unified in the direction of building a common ecosystem.

In 2021, we announced the launch of the Network Specialty. The Network Specialty under the Intel Partner Alliance was made available to our Winners' Circle partners. Our Winners' Circle partners were able to come in and be a part of the Networking Specialty inside the Intel Partner Alliance.

Now, of course, many of Intel's partners can join the Intel Partner Alliance and we welcome that and we encourage that even from the Network Builders program. As you do so, we encourage you to look at the Network Specialty, we encourage you to look at the capabilities of the Solutions Catalog that is there. All of these things are continuing to expand and to grow as they do in the Network Builders program and the Intel Partner Alliance

Unfortunately, at this time, you must join both programs to take and participate in them. We are working closely on how do we unify membership and how do we unify the sign on and the sign up in a single manner. That takes some time to a program that services an IPA well over 20,000 partners, but also in the Network Builders where it's 500 members. So, I appreciate your patience as we work through this process, and we continue to grow and understand the importance of having a specialty and having a focus on networking inside a partner alliance that is across all of Intel's technologies. And this is the focus of the Intel Partner Alliance, to make sure that all of Intel's technologies, whether it's focused on enterprise, focused on computing, whether it's focused on laptops, all the way up to AI, machine learning, and the capabilities of acceleration and advancements in our core platforms, as well as our Xeon platforms are made available to all partners, as this industry continues to grow and strengthen as we bring computing to all parts of the network, as well as to the world.

So, what's happening in 2022? I've touched a little bit on this as well. But you will also see on the website, much of our growth will be driven by vertical use cases. We already have a network edge focused vertical. We have a visual cloud-focused vertical. We have recently launched an enterprise, as well as a cloud-focused vertical. Many of these are being driven by use cases that we want to emphasize and make available to our partners to be able to see, and understand where they participate in the various workloads that are found across these use cases.

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Next, our technology and enablement continues to expand. We have current labs in the US, but we will also continue to expand globally with the focus on China as well as India for new lab locations. These, of course, will be built on cloud technology, so anywhere in the globe. This will help us offer more solutions as well as more space to our partners moving forward.

We will also continue to have industry-wide marketing actions available to our partners. This includes events. This includes the opportunity to get together and meet face-to-face, to discuss openly some of the challenges of this industry, how do we work together to overcome those challenges? And at the same time, as we deal with the pandemic, watch for the forthcoming virtual events. We have done virtual summits, I believe, in the count of over four with thousands of video views, and your participation is greatly appreciated as we continue to use those as a way to reach out through this pandemic that we face as a global community.

And finally, as I previously spoke, we will be looking at how do we unify the programs of Network Builders with the Intel Partner Alliance. There is no set timeline at this moment, but we continue to look at it as we want to open up and make sure that you are interfacing and seeing the best of all Intel, not just within the networking community that we have, but how do you see the technologies that will be coming and growing across the industries, as well as focused on what's in the network.

With that, I would like to open it up to any questions that may be available and bring Shawn and Eric back in to help us facilitate with some of those questions. Shawn, Eric.

### **Shawn Li**

Hey, thank you.

### **Keate Despain**

I hope you're still with me, it's good to see you.

### **Shawn Li**

Yes, thank you. Thank you, Keate and Eric. This was great. OK, we have some questions for you. The first question, "As Intel Network Builder will be unified with Intel Partner Alliance, is a member of IPA automatically a member of INB, Network Builders reverse-wise? Is a member of Network Builders automatically a member of the IPA?"

### **Keate Despain**

Hi, Shawn, thank you for that. So, a good question and one that I touched on briefly. But unfortunately, you still need to sign up for both programs at the moment. And we are looking at how do we bring that together in a single unified way, but for now, it's still join both programs. We encourage that. Network Builders is a very quick sign up. If your company is already a Network Builders member and you want to sign up as an individual to get access to the training and the newsletters and other notifications, you will be signed up very quickly with a single click-through license and access to that.

IPA is working on the same process. And so, as we look to unify over time, we hope to get that down to one single sign on to make that possible.

### **Shawn Li**

Great, thank you. A question, "How does Intel Network Builders support software developers who want to optimize their solutions on Intel platforms?"

### **Keate Despain**

So, this is one where we actually invest quite a bit to be able to support our software developers. This is mostly driven through the lab that I have spoken about and the technology enablement that we do there. Currently, we have well over 50 seats, which are typically



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made up of well over three servers a piece, and that lab is hosting and supporting anywhere between 20 to 40 software vendors at any given moment. We have some very high-end capabilities, such as traffic generation, that can keep up and showcase some of the highest throughput and performance possible. As well as we have engineers on-hand who can walk you through optimization techniques and optimization capabilities of the various platforms that are there. These platforms range in everything from our Xeon product lines, all the way through to our Xeon D product lines, and we are looking at expanding as we think about private wireless and where that grows with the capabilities of having a private wireless network setup so testing can happen within that lab.

So, all the software vendors can do, they can come in, they can specify what operating system environment they want to be working on, what configuration they want to be working on, there's lots of different choices across the Intel Xeon product line. We also work with a very high performance switch, so they can help us understand what is going on as they're moving packets in a secure environment that is there.

All of this is done, as I said, in a very secure environment. There is no potential, as we see it today, to be able to have any leakage. And so, we have an opportunity to really get close with our software vendors, share their code with us, and discuss with us, how do we optimize and help their performance boosted through some simple, sometimes simple, usually hard but simple techniques to allow us to really showcase together what the performance of a solution can look like when it's optimized on Intel.

### **Shawn Li**

Great, thanks, Keate. More questions, "How do partners participate in the Winners' Circle Program of the Intel Network Builders?"

### **Keate Despain**

Sure, as we look at that, we typically make an announcement, as I said, in Q3. Usually, the July, August type timeframe of the applications process and how that works, what is open. And it's a template that you can work on online, fill that out with your Intel sales team at times, or your Intel ecosystem manager to work with you. So, that's the beginning.

And then once we go through that process, we typically announce the winners in the Q4 timeframe of October, sometimes in November, it depends on the number of applicants. This last year, we had over 200 applicants in the program.

Once that program is moved forward and Titanium, Gold, or Member, it's working closely with your assigned industry ecosystem manager to help showcase some of those benefits that we talked about, not a lot of technical enablement, but marketing co-benefits. How do we bring together those solutions? And maybe I can ask Eric, as you look at working with some of our Premier Titanium partners, what else can they do from possibly co-selling and some of the regional teams that support the co-selling actions that you drive?

### **Eric Levander**

Yes, well, we've obviously set a lot of targets on our sales team, so there is strong motivation to work together with the partners to bring together these solutions. And there are, on the end user side, targets for driving solution end user deal wins.

So, there should be fertile soil to meet here and figure out how we get those co-sales, those matchmaking first, validation, certifications in place and actually land it at end user opportunities.

It's going to require us to reach out, work with myself, with the Network Builders contacts, with Shawn and others that can help broker the contacts in this. So, it's going to be a village, a team sport to make this happen. And we're here to help, and everyone are truly motivated to go and drive this.

### **Shawn Li**

Thank you. Thank you, Keate. And thank you, Eric. And the fourth question, "How do partners get training on Intel's latest technologies offerings?"

*Intel Investing in a Strong Networking Industry Ecosystem***Keate Despain**

So, that's a really good question. Of course, there's the intel.com website. As soon as those are available, we launch those, but also inside of Network Builders. I talked about Network Builders University. That is the main training vehicle that we have to help scale and to bring the latest technology from Intel out to the industry and to showcase many use cases and workloads that are running across an open, cloud capable platform.

And so, I would encourage you to sign up for Network Builders University to be able to have access to those classes. And if your company has a non-disclosure agreement with Intel, you can drive even deeper into some of the technology that is openly available in the market, but currently covered under NDA. There's content that is available and open as well, and so you can start-- I'll go back to my old college days of a 101 level course, all the way up to a 401 level course. We even have some of what I would consider type electrical engineering master's courses or software optimization tools that allow us to really showcase and shine, not only our software partners' offerings, but also running well on an Intel platform that is market leading in the industry.

**Shawn Li**

Great, it sounds great. And that's all for today, the questions. And thank you, Keate and Eric for sharing such great information with us today. Thank you all for joining us today and please do not forget to give our team a rating for the live recording, so that we may continuously improve the quality of our webinars.

This concludes our webcast. Thank you.

**Eric Levander**

Thank you.

**Keate Despain**

Thank you. Thank you everyone.