salesforce

intel.

UP TO **53%** performance gain on raw input, compared to the previous generation of processors.[1]

Collaborating to Optimize Hardware for Real-World Workloads

Salesforce, a global customer relationship management leader, empowers companies of every size and industry to digitally transform and create a 360° view of their customers. Salesforce infrastructure teams worked with Intel to build a proxy workload with characteristics that match its production workload behavior. This proxy workload helped Salesforce to choose next-generation hardware such as 3rd Generation Intel Xeon Scalable processors for the company's production environment. By developing a proxy workload, Salesforce was able to explore SKU selection and validation and perform accurate performance analysis without any dependency on early hardware availability or sensitive customer data. Salesforce found that the proxy workload aligns almost exactly to the production workload performance (within ~5 percent), providing a far more accurate prediction for workload behavior than provided by the industry-standard benchmarks.

Products and Solutions
3rd Generation Intel® Xeon® Scalable Processors
Intel® oneAPI toolkits
Intel® VTune™ Profiler

Industry
CRM, Internet

Organization Size
10,000+

Country
United States

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