SALES ENGAGEMENT: SELL A BALANCED SYSTEM

Why now?

With critical server OS software coming to its end of support, customers are looking to refresh. This is the right time to speak with your customers about the dramatic benefits they can achieve through an infrastructure upgrade.

This is your solution sales opportunity—sell beyond the processor; sell the solution.

Qualifying question

If you had to prioritize your current IT objectives, what is most important?

- Grow your business
- Lower your costs
- Mitigate risks

Follow the talking points below to help your customers realize the benefits of a balanced system approach.

Key message

Upgrade your complete hardware and software infrastructure and realize the maximum business and financial benefits of a balanced system refresh.

GROW YOUR BUSINESS

1. Did you know the 2nd Gen Intel® Xeon® Scalable processors give you a lot of choices for growth? There are many options to meet your specific requirements—from applications that need many processor cores to larger workloads that need lower core count, higher frequency, and more L2 cache.
2. Building a balanced server system goes beyond just processor choice. Matching the right subsystem components, such as NVMe*-based Intel® SSD DC P4610 along with 10GbE or 25GbE Intel® Ethernet network adapters, helps unleash more of the overall platform.
3. In fact, deploying a balanced compute, storage, and network platform allows you to scale more servers in the same data center footprint. **What could be done with 11 servers in the past, can now be accomplished with 3** plus provide headroom for additional growth, just by making small changes in the configuration.

LOWER YOUR COSTS

1. Virtualization is a huge boon to help customers reduce costs and get better utilization out of their IT investment.
2. When you virtualize servers, you can get more out of 2nd Gen Intel Xeon Scalable processors. And, when you add 10GbE Intel Ethernet network adapters and Intel SSDs to your server, they help increase virtual machine density and database performance while also reducing solution and virtual machine costs.
3. Upgrading from 1GbE to 10GbE provides nearly a 2x improvement in virtual machine density. And when upgrading storage from SATA*-based SSDs to NVMe drives, there can be a 3x improvement in VM density. Customers can get the most out of their IT investment by virtualizing and consolidating more servers. When servers get more done, it reduces the number of servers customers need to purchase.
4. By deploying these important improved components, customers could decrease solution costs by 49% and reduce virtual machine costs by 45%.[1]
5. It's not enough to just compare server costs any longer. 2nd Gen Intel Xeon Scalable processor platforms do more—we encourage customers to take advantage of the available cost savings.

MITIGATE RISKS

1. For IT managers, when the phone rings it's often bad news. So when it comes to mitigating risk, 2nd Gen Intel Xeon Scalable processors, Intel SSDs, and Intel Ethernet products all go through extensive validation and interoperability testing. In fact, side-channel mitigations were added into the processor hardware. Intel continues to be an industry leader in developing solutions for these types of vulnerabilities.
2. 2nd Gen Intel Xeon Scalable platforms include Intel® QuickAssist Technology, which helps protect, encrypt, and compress your data.
3. Intel Ethernet products are known for quality software driver support and account for 54% of Ethernet units shipped worldwide.[2] With their dedicated hardware and customer support organization, limited lifetime warranty, widest selection of OS support, and network interoperability testing, Intel Ethernet products give customers the peace of mind that they have a trusted partner for years to come.

SALES ENGAGEMENT: SCALE UP STORAGE AND ETHERNET

Scale up storage and Ethernet and you can consolidate servers—from **11 down to 3** when deploying 125 virtual machines. Reduce servers, add virtual machines, and get more value for the same investment or lower your costs.[1]

Sample scenario supporting 125 VMs	VMs per server	Total servers needed	Total VMs	Solution cost[1]	What this means for your customers
Intel® Xeon® Platinum 8280 Processor + NVMe Intel® SSD DC P4600 + 25GbE Intel® Ethernet Network Adapter XXV710-DA2 *(upgraded to Intel Xeon Platinum 8280 Processor along with NVMe and 25GbE)*	**46**	**3**	**138**	**$155,000**	**Congratulations.** You've scaled up the number of VMs by almost 4x, reduced the number of servers by 73%, and reduced solution cost by 45%. You have helped the customer alleviate the Ethernet and SATA storage bottlenecks by upgrading the processor to the Intel Xeon Platinum 8280. And imagine the additional savings, due to reduced power and cooling requirements, when going from 11 servers down to 3!
Intel Xeon Platinum 8260 Processor + NVMe Intel® SSD DC P4600 + 25GbE Intel Ethernet Network Adapter XXV710-DA2 *(upgraded to NVMe storage and 25Gb Ethernet)*	**36**	**4**	**144**	**$157,000**	Further storage updates from SATA- to NVMe-based SSDs, along with network updates to 25Gb Ethernet, provide 3x scaling in VM density while alleviating the SATA storage bottleneck. **Sales opportunity: Upgrade the processor to the Intel Xeon Platinum 8280 to realize approximately 4x VM density.**
Intel Xeon Platinum 8260 Processor + SATA Intel® SSD DC S4500 + 10GbE Intel® Ethernet Converged Network Adapter X710-DA2 *(upgraded to 10Gb Ethernet)*	**22**	**6**	**132**	**$191,000**	Updating the network to 10GbE Intel® Ethernet 700 series provides more scaling with servers running at 70% utilization. By alleviating the Ethernet bottleneck, we begin to unleash the potential of the platform, reducing the number of servers required for the workload and significantly reducing the overall solution cost. **Sales opportunity: Upgrade storage to NVMe and network to 25Gb Ethernet.**
Intel Xeon Platinum 8260 Processor + SATA Intel SSD S4500 + 1GbE *(upgraded to 2nd Gen Intel® Xeon® Scalable Processor system)*	**14**	**9**	**126**	**$251,000**	Replacing older servers provides you with some scaling (12 to 14 VMs) and reduces the number of servers required for the workload. But there is still a lot of wasted capacity because the compute and storage are bottlenecked by 1Gb Ethernet. **Sales opportunity: The server is only operating at 30%, leaving a huge resource underutilized. Upgrade to 10Gb Ethernet.**
Intel® Xeon® Processor E5-2699 v4 + SAS HDD + 1GbE	**12**	**11**	**132**	**$280,000**	Baseline servers provide excellent results but need upgrading to provide more scaling using fewer servers. **Sales opportunity: Sell up to the 2nd Gen Intel® Xeon® Scalable processor to improve scaling.**

Confidently steer customers through upgrade progression

- Replace storage with NVMe* SSDs
- Upgrade to 10GbE—an easy transition with little to no changes in cabling
- Upgrade to Intel® Xeon® Platinum platform to maximize application responsiveness and VM density for an agile platform

Compare configurations with the Storage and Connectivity Comparison Tool for Intel® Xeon® Scalable Platforms.

Try it today at scaleitup.intel.com

Cost-reduction scenarios described are intended as examples of how a given Intel-based product, in the specified circumstances and configurations, may affect future costs and provide cost savings. Circumstances will vary. Intel does not guarantee any costs or cost reduction.

1. Costs based on recommended channel prices (RCP), includes server platform, processor, storage (NVMe* or SATA*), and networking, including networking switches.
2. Dell'Oro Q1 2019 Total Ethernet Unit Shipments Report.

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