Introducing Intel® Small Business Advantage

2nd Gen Intel® Core™ processors with Intel® Small Business Advantage deliver enhanced productivity and security 24/7 for small businesses[1]

The Small Business Opportunity

Small business is the largest and fastest growing commercial segment

90% of small business do not have an IT department or IT managed service provider (MSP)[2]

These un-managed business are looking for a PC that can help increase employee productivity and data security[3]

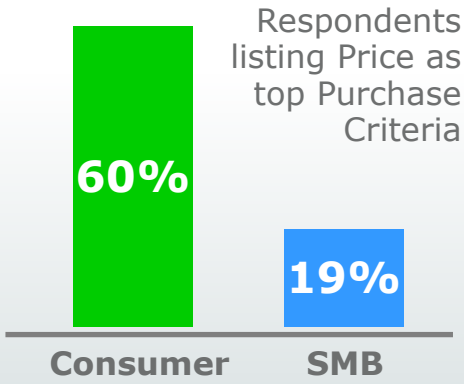
1. IDC Q2'11
2. Tech Aisle Research, Q1'10
3. Intel Insights and Market Research, SMB willingness to pay and SMB PC feature preference, US, India, China 2010

The Small Business PC Environment

Small businesses want a PC that can[1]…

- "Make my more data secure"
- "Increase employee productivity"
- "Make backup easy and reliable"

…and they prioritize these features[2]



>70% of SBs rate Intel® SBA top features as extremely/very appealing[1]

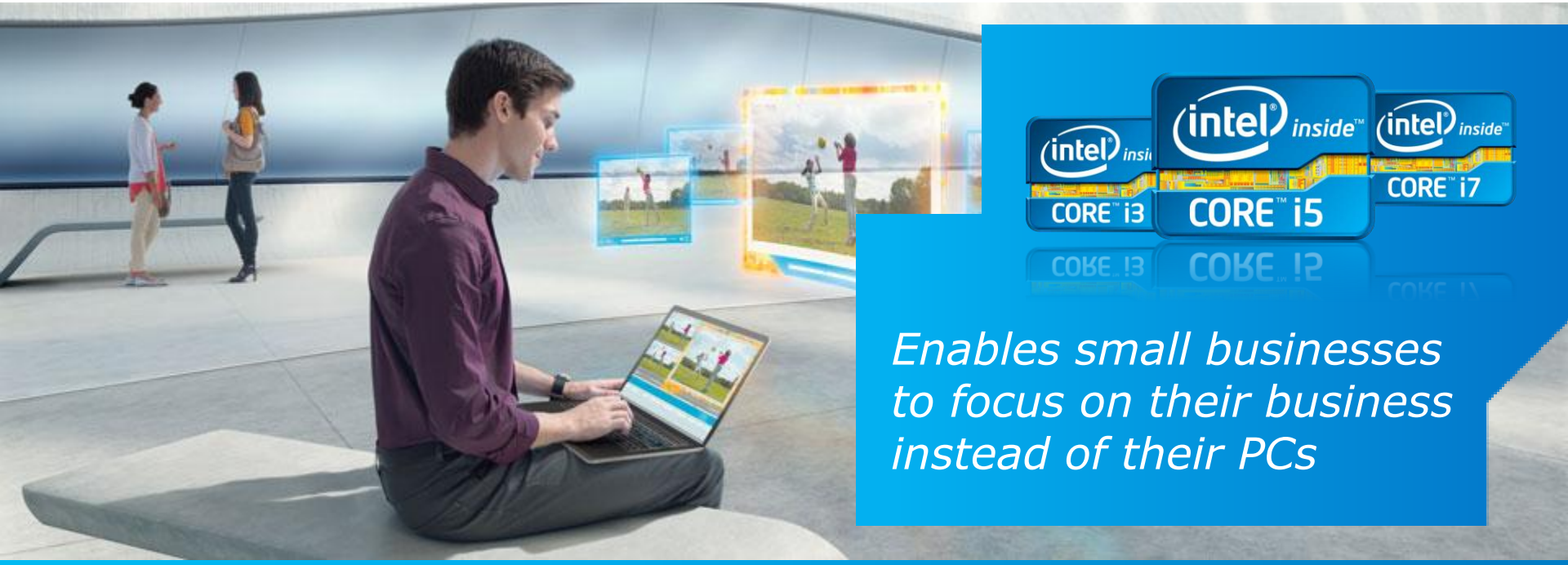
- "How fast can you get me this solution"
- "I would buy this today"

Intel® SBA delivers the enhanced security & productivity for PCs that small businesses demand

1. Intel Insights and Market Research, SMB willingness to pay and SMB PC feature preference, US, India, China 2010
2. Intel Insights and Market Research, 2008

Introducing Intel® Small Business Advantage
with 2nd Gen Intel® Core™ Processors

- Our first PC solution designed for unmanaged small business
- Delivering unique out-of-box usages valued by small business
- Creating differentiation for small business resellers



Enables small businesses to focus on their business instead of their PCs

Hardware and Software combination enabling unique security and productivity value out of the box

Built-In Security & Productivity Solutions

Security

Software Monitor
Monitor critical software below the OS

Data Backup and Restore
Run after hours—even if PC is off[1]

USB Blocker
Block unwanted USB device classes

Productivity

PC Health Center
Run after hours— even if PC is off[1]

Energy Saver
Automatically power on each morning[1]

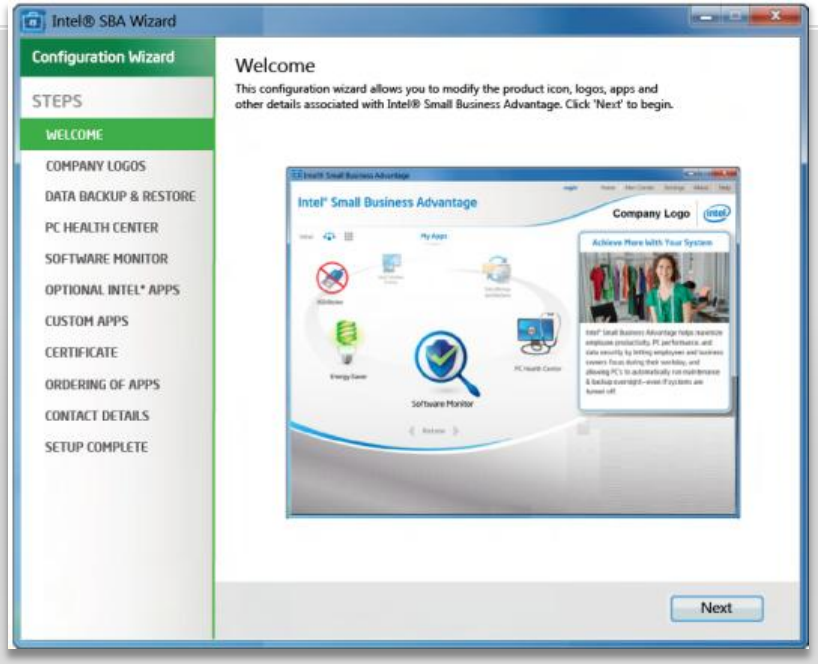
Intel® Wireless Display
Share and collaborate wirelessly

1. There is only one 5MB image; Intel® Small Business Technology features are included in it. Intel® AMT host software kit also needs to be installed on the PC. 3) In order to power on, PC must have AC power. Certain maintenance tasks require internet access.

Intel® SBA Wizard for OEMs & Resellers

Makes it Easy to Customize to Better Fit Your Customer Needs

1. **Customizable User Interface**
   (Add Logo & Contact Details)
2. **Add PC Maintenance Tasks to PC Health Center**
3. **Add Critical Software to be Monitored by Software Monitor**
4. **Add Custom Applications**
   (e.g. Anti-Virus or Off-Site Backup)

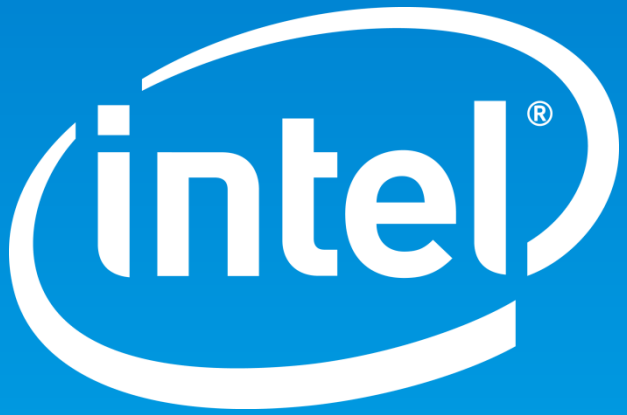


Customizable User Interface

2nd Gen Intel® Core™ Processors with Intel® Small Business Advantage

- The first solution from Intel designed specifically for small businesses.
- Provides hardware-based protection and productivity capabilities[1].

Help small business focus on their business instead of their PCs


intel

Footnotes and Disclaimers

1. Requires an Intel® Small Business Advantage enabled system and proper configuration. Availability of features will depend upon the setup and configuration by your PC manufacturer. Consult your system manufacturer.
2. Symantec, 2010 SMB Information Protection Survey, http://www.symantec.com/content/en/us/about/media/pdfs/SMB_ProtectionSurvey_2010.pdf?om_ext_cid=biz_socmed_twitter_2010Jun_worldwide_SMB
3. Source: Rubicon Consulting, 2009, U.S.-based survey
4. SMB Disaster Preparedness Survey, Symantec, Q3 2009, www.symantec.com
5. Requires an Intel® Small Business Advantage enabled system and a third-party security application pre-configured by your PC manufacturer. Certain maintenance tasks require internet access. For after hours feature to work, the PC must be connected to AC power.
6. Requires an Intel® Small Business Advantage enabled system and proper configuration. Data Backup & Restore may be replaced by your PC manufacturer. Consult your system manufacturer.
7. Requires an Intel® Small Business Advantage enabled system with USB Blocker and Microsoft Windows 7* or later. USB Blocker is a software-based USB device blocking solution that depends upon the device properly identifying itself. Consult your system manufacturer.
8. Requires an Intel® Wireless Display enabled PC, compatible adapter and TV. 1080p and Blu-ray* or other protected content playback only available on 2nd or 3rd gen Intel® Core™ processor-based PCs with built-in visuals enabled, a compatible adapter and media player, and supporting Intel WiDi software and graphics driver installed. Consult your PC manufacturer. For more information, see www.intel.com/go/widi.
9. Intel® AES-NI requires a computer system with an AES-NI-enabled processor, as well as non-Intel software to execute the instructions in the correct sequence. AES-NI is available on select Intel® Core™ processors. For availability, consult your system manufacturer. For more information, see http://software.intel.com/en-us/articles/intel-advanced-encryption-standard-instructions-aes-ni.
10. No system can provide absolute security under all conditions. Requires an enabled chipset, BIOS, firmware and software, and a subscription with a capable service provider. Consult your system manufacturer and service provider for availability and functionality. Intel assumes no liability for lost or stolen data and/or systems or any other damages resulting thereof. For more information, visit www.intel.com/go/anti-theft.
11. Built-in visual features are not enabled on all PCs and optimized software may be required. Check with your system manufacturer. Learn more at http://www.intel.com/go/biv.
12. Requires a system with Intel® Turbo Boost Technology. Intel® Turbo Boost Technology and Intel® Turbo Boost Technology 2.0 are only available on select Intel® processors. Consult your PC manufacturer. Performance varies depending on hardware, software and system configuration. For more information, visit http://www.intel.com/go/turbo.

Footnotes and Disclaimers

- 13. (Cross Client) Cross-client claim based on lowest performance data number when comparing desktop and mobile benchmarks. Configurations and performance test as follows: (Mobile) Comparing 2nd generation Intel® Core™ i5-2520M Processor (3M cache, 2.50 GHz), Lenovo* TP T420, BIOS Lenovo* 83ET46WW (1.16), Memory 4 GB (2x2 GB) Micron* PC3-10600, Hitachi* Travelstar 320 GB hard-disk drive, Intel® HD Graphics 3000, Driver: 8.15.10.2321, Chipset INF 9.2.1.1015. Intel® Core™2 Duo Processor T7250 (2M cache, 2.00 GHz, 800 MHz FSB), Lenovo* TP T61, BIOS Lenovo* 7LETA4WW (2.04), Memory 4 GB (2x2 GB) Micron* PC2-6400, Hitachi* 320 GB hard-disk drive, Mobile Intel® 965 Express Chipset Family w/ integrated graphics Driver: 8.15.10.167, Chipset INF 9.1.1.1025, Microsoft Windows* 7 Ultimate 64-bit RTM (Desktop) 2nd generation Intel® Core™ i5-2400 Processor (6 MB cache, 3.1GHz), Intel® Desktop Board DG945GCL, Memory 4 GB (2x2 GB) Micron* PC3-10700, Seagate* 1 TB, Intel® HD Graphics 2000, Driver: 2185 (BIOS:v.35, Chipset INF 9.2.0.1009, Intel® Core™ 2 Duo E6550 (2C2T, 2.33 GHz, 4 MB cache), Memory 2 GB (2x1 GB) Micron* DDR2 667 MHz, Seagate 320 GB hard-disk drive, Intel® GMA 950, Driver: 7.14.10.1329, (BIOS:CL94510J.86A.0034, INF: 9.0.0.1011), Microsoft Windows* 7 Ultimate 64-bit RTM Business Productivity claims based on SYSmark* 2007, which is the mainstream office productivity and Internet content creation benchmark tool used to characterize the performance of the business client. SYSmark 2007 preview features user-driven workloads and usage models developed by application experts. Multitasking claims based on PCMark Vantage*, a hardware performance benchmark for PCs running Microsoft Windows* 7 or Windows Vista*, includes a collection of various single- and multi-threaded CPU, graphics, and HDD test sets with a focus on Windows* application tests. Security workload consists of SiSoftware Sandra* 2010—AES256 CPU Cryptographic subtest measures CPU performance while executing AES (Advanced Encryption Standard) encryption and decryption algorithm. For more information go to http://www.intel.com/performance.
- 14. Intel® Core™ i5-2400s processor with Intel® Small Business Advantage, Intel® DB75EN motherboard, 8GB memory, 40GB Intel® SSD, Microsoft® Windows™ 7 Ultimate versus Intel® Core™2 Duo E8400 processor with Intel® DQ45CB motherboard, 4GB memory, 1TB 7200RPM hard drive, Microsoft® Windows™ XP Pro. This usage tests the time required to transfer 206 files totaling approximately 40GB in size to network storage for backup. The time required for a system based on an Intel® Core™ processor with Small Business Advantage is assumed to be zero as that backup uses the processors automated scheduling capabilities to complete the task after hours.
- 15. Intel® Core™ i5-2400s processor with Intel® Small Business Advantage, Intel® DB75EN motherboard, 8GB memory, 40GB Intel® SSD, Microsoft® Windows™ 7 Ultimate versus Intel® Core™2 Duo E8400 processor with Intel® DQ45CB motherboard, 4GB memory, 1TB 7200RPM hard drive, Microsoft® Windows™ XP Pro. This usage measures the total platform power being consumed in idle and off system states. The Intel® Core™2 Duo E8400 system is left on after hours in order to complete common PC maintenance tasks. The Intel® Core™ i5-2400s with Small Business Advantage system is turned off after hours and is automatically awoken to complete maintenance tasks and subsequently turned off to conserve power.
- Software and workloads used in performance tests may have been optimized for performance only on Intel® microprocessors. Performance tests, such as SYSmark* and MobileMark*, are measured using specific computer systems, components, software, operations, and functions. Any change to any of those factors may cause the results to vary. You should consult other information and performance tests to assist you in fully evaluating your contemplated purchases, including the performance of that product when combined with other products.

FOOTNOTES AND DISCLAIMERS

Foil: Comparison to Consumer Platform

Notebook performance comparisons – Intel® Core™ i7-2720QM Processor (4C8T, 2.20GHz, 6MB cache), Intel Reference Platform, BIOS: ANBCPT1.86C.0053.P00, Intel INF: 9.2.0.1015, Memory: Micron* 4GB (2x2GB) DDR3-1333, HardDrive: Hitachi* 320GB 7200rpm SATA2, Graphics: Intel® HD Graphics 3000, Driver: 8.15.10.2246, OS: Microsoft* Windows* 7 Ultimate 64-bit. Intel® Core™ i5-2520M Processor (2C4T, 2.66GHz, 3MB cache), Intel Reference Platform, BIOS:86C.0053.P00, Intel INF: 9.2.0.1015, Memory: Micron* 4GB (2x2GB) DDR3-1333, HardDrive: Hitachi* 320GB 7200rpm SATA2, Graphics: Intel® HD Graphics 3000, Driver: 8.15.10.2246, OS: Microsoft* Windows* 7 Ultimate 64-bit. Intel® Core™ i3-2310M Processor (2C4T, 2.10GHz, 3MB cache), Intel Reference Platform, BIOS:ANBCPT1.86C.0053.P00, Intel INF: 9.2.0.1015, Memory: Micron* 4GB (2x2GB) DDR3-1333, HardDrive: Hitachi* 320GB 7200rpm SATA2, Graphics: Intel® HD Graphics 3000, Driver: 8.15.10.2246, OS: Microsoft* Windows* 7 Ultimate 64-bit. Intel® Core™2 Duo Processor T7250 (2C2T, 2.00 GHz, 2MB cache) , OEM System, BIOS: v.7LETC7WW (2.27), Intel® INF: 9.1.1.1025, Memory: Kingston* 4GB (2x2GB) DDR2-800, HardDrive: Hitachi* 320GB 7200rpm SATA2, Graphics: Intel® Graphics X3100, Driver: 8.15.10.1867, OS: Microsoft* Windows* 7 Ultimate 64-bit.

Desktop comparisons - Intel® Core™ i7-2600 Processor: (4C8T, 3.4GHz, 8MB cache), Intel® Desktop Board DH67BL, BIOS: BLH6710H.86A.0079, Intel INF: 9.2.0.1009, Memory: Micron* 4GB (2x2GB) DDR3-1333, HardDrive: Seagate* 1 TB 7200 rpm SATA2, Graphics: Intel® HD2000 Graphics, Driver: 8.15.10.1.2246, OS: Microsoft* Windows* 7 Ultimate 64-bit. Intel® Core™ i5-2400 Processor: (4C4T, 3.1GHz, 6MB cache), Intel® Desktop Board DH67BL, BIOS: BLH6710H.86A.0079, Intel INF: 9.2.0.1009, Memory: Micron* 4GB (2x2GB) DDR3-1333, HardDrive: Seagate* 1 TB 7200 rpm SATA2, Graphics: Intel® HD2000 Graphics, Driver: 8.15.10.1.2246, OS: Microsoft* Windows* 7 Ultimate 64-bit. Intel® Core™ i3-2100 Processor: (2C4T, 3.1GHz, 3MB cache), Intel® Desktop Board DH67BL, BIOS: BLH6710H.86A.0079, Intel INF: 9.2.0.1009, Memory: Micron* 4GB (2x2GB) DDR3-1333, HardDrive: Seagate* 1 TB 7200 rpm SATA2, Graphics: Intel® HD2000 Graphics, Driver: 8.15.10.1.2246, OS: Microsoft* Windows* 7 Ultimate 64-bit. Intel® Core™2 Duo Processor E6550 : (2C2T, 2.33GHz, 4MB cache), Intel® Desktop Board DG41TY, BIOS: CL94510J.86A.0034, Intel® INF 9.0.0.1011, Memory: Micron* 2GB (2x1GB) DDR2-667, HardDrive: Seagate* 1TB 7200rpm SATA2, Graphics: Intel® GMA 950, Driver: 7.14.10.1329, OS: Microsoft* Windows* XP*

Performance disclaimer - Performance tests and ratings are measured using specific computer systems and / or components and reflect the approximate performance of Intel products as measured by those tests. Any difference in system hardware or software design or configuration may affect actual performance. Buyers should consult other sources of information to evaluate the performance of systems or components they are considering purchasing. For more information on performance tests and on the performance of Intel products, visit http://www.intel.com/performance/

1. Intel® Anti-Theft Technology requires the computer system to have an Intel® AT-enabled chipset, BIOS, firmware release, software, and an Intel® AT-capable Service Provider/ISV application and service subscription. No system can provide absolute security under all conditions. Requires an enabled chipset, BIOS, firmware and software and a subscription with a capable Service Provider. Consult your system manufacturer and Service Provider for availability and functionality. Intel assumes no liability for lost or stolen data and/or systems or any other damages resulting thereof. For more information, visit http://www.intel.com/go/anti-theft
2. Requires an Intel® Small Business Advantage enabled system and proper configuration. Availability of features will depend upon the setup and configuration by your PC manufacturer. Software monitor requires third-party security applications pre-configured by your PC manufacturer. Certain maintenance tasks require internet access. For after hours feature to work, the PC must be connected to AC power. Data Backup & Restore may be replaced by your PC manufacturer. Consult your system manufacturer.
3. USB Blocker is a software-based USB device blocking solution.
4. Intel - Comparing Intel® Core™ i5-2520M processor based laptops to theoretical installed base of Intel® Core™2 Duo Processor T7250 . Business productivity claims based on SYSmark* 2007, which is the latest version of the mainstream office productivity and Internet content creation benchmark tool used to characterize the performance of the business client. SYSmark 2007 preview features user-driven workloads and usage models developed by application experts. Multitasking claims based on PCMark Vantage, a hardware performance benchmark for PCs running Windows 7 or Windows Vista, includes a collection of various single and multi-threaded CPU, Graphics, and HDD test sets with a focus on Windows* application tests. Security workload consists of SiSoftware Sandra* 2010 - AES256 CPU Cryptographic subtest measures CPU performance while executing AES (Advanced Encryption Standard) encryption and decryption algorithm. Software and workloads used in performance tests may have been optimized for performance only on Intel microprocessors. Performance tests, such as SYSmark and MobileMark, are measured using specific computer systems, components, software, operations and functions. Any change to any of those factors may cause the results to vary. You should consult other information and performance tests to assist you in fully evaluating your contemplated purchases, including the performance of that product when combined with other products Intel ® AES-NI requires a computer system with an AES-NI enabled processor, as well as non-Intel software to execute the instructions in the correct sequence. AES-NI is available on Intel® Core™ i5-600 Desktop Processor Series, Intel® Core™ i7-600 Mobile Processor Series, and Intel® Core™ i5-500 Mobile Processor Series. For availability, consult your reseller or system manufacturer. For more information, see http://software.intel.com/en-us/articles/intel-advanced-encryption-standard-instructions-aes-ni/
5. MediaConverter* 7 is a all-in-one multimedia file converter. This test transcodes a 381 MB, 1280x720, H.264, 10660 kbps, .MOV video file to a smaller 1280x720, H.264, ~3Mbps, .MP4 file for uploading and publishing to YouTube. The lowest score across notebook and desktop comparisons versus typical install base is shown. All other scores versus typical install base are at or above the displayed score

FOOTNOTES AND DISCLAIMERS

Foil: Comparison to Consumer Platform

6. Finance multitasking test - . Excel* 2010 is a powerful tool that lets you create and format spreadsheets and then analyze and share information to make more informed decisions. This test does 300,000 iterations of the Black-Scholes model to calculate a theoretical call and put price . It then uses Excel lookup functions to compare the put price from the model with the historical market price for 50,000 rows to understand the convergence. The input file is a ~70 MB. Using WinZip* 14 the test also decompresses 40 ten megapixel photos totaling 207MB. The lesser of the Intel® Core™2 Duo Processor T7250 versus Intel® Core™ i3-2310M Processor and Intel® Core™ 2 Duo Processor E6550 versus Intel® Core™ i3-2100 Processor results is shown. All other scores versus typical install base are at or above the displayed score.
7. Finance multi-tasking scenario – see footnote 6. Results shown are the lower of the Intel® Core™ i5-2520M versus Intel® Core™ i3-2310M Processor and, Intel® Core™ i5-2400 Processor versus Intel® Core™ i3-2100 Processor comparisons.
8. Requires an Intel® Small Business Advantage enabled system and proper configuration. Availability of features will depend upon the setup and configuration by your PC manufacturer. Software monitor requires third-party security applications pre-configured by your PC manufacturer. Certain maintenance tasks require internet access. For after hours feature to work, the PC must be connected to AC power. Data Backup & Restore may be replaced by your PC manufacturer. Consult your system manufacturer. Intel® Core™ i5-2400s processor with Intel® Small Business Advantage, Intel® DB75EN motherboard, 8GB memory, 40GB Intel® SSD, Microsoft® Windows™ 7 Ultimate versus Intel® Core™2 Duo E8400 processor with Intel® DQ45CB motherboard, 4GB memory, 1TB 7200RPM hard drive, Microsoft® Windows™ XP Pro. This usage tests the time required to transfer 206 files totaling approximately 40GB in size to network storage for backup. The time required for a system based on an Intel® Core™ processor with Small Business Advantage is assumed to be zero as that backup uses the processors automated scheduling capabilities to complete the task after hours.
9. Intel® Core™ i5-2400s processor with Intel® Small Business Advantage, Intel® DB75EN motherboard, 8GB memory, 40GB Intel® SSD, Microsoft® Windows™ 7 Ultimate versus Intel® Core™2 Duo E8400 processor with Intel® DQ45CB motherboard, 4GB memory, 1TB 7200RPM hard drive, Microsoft® Windows™ XP Pro. This usage measures the total platform power being consumed in idle and off system states. The Intel® Core™2 Duo E8400 system is left on after hours in order to complete common PC maintenance tasks. The Intel® Core™ i5-2400s with Small Business Advantage system is turned off after hours and is automatically awoken to complete maintenance tasks and subsequently turned off to conserve power.
10. Small business marketing usage scenario - The user is responsible for marketing in a small business. The user has browsers open and is running Microsoft Outlook and Windows Live Messenger. In addition, the system has Microsoft* BitLocker* disk encryption enabled and Symantec Endpoint Protection installed. The user first uses WinZip to extract an encrypted file containing previously confidential documents and photos that are now ready for wider distribution. The user edits several photos using Adobe Photoshop Elements and copies and inserts them into a Word document and PowerPoint presentation. He saves the presentation and converts the Word document to PDF format for publishing. The user then compiles an email to send the training material to the company sales team. In addition, the user edits a training video using Adobe Premiere Elements. The PDF, PowerPoint presentation, and training video are now ready to be uploaded to the company's website. Results shown are the lower of the Intel® Core™ i5-2520M versus Intel® Core™ i3-2310M Processor and, Intel® Core™ i5-2400 Processor versus Intel® Core™ i3-2100 Processor.