Grow with Innovative Solutions

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Subject Title

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Digital Enterprise

- **Increase Enterprise Awareness**

- **Make Your Digital Data a Real Asset**
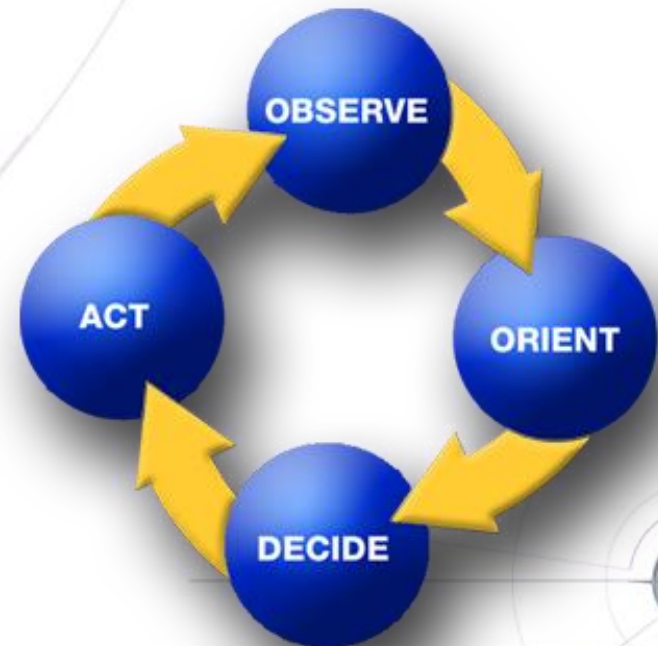
- **Transform Your Business**

Industry Challenges

- **Industry Consolidation**
- **Data Explosion**
- **Virtual Asset Teams**
- **Real-Time Enterprise**
- **Next-generation simulation**
- **Improved visualization**
- **Increased integration & automation**
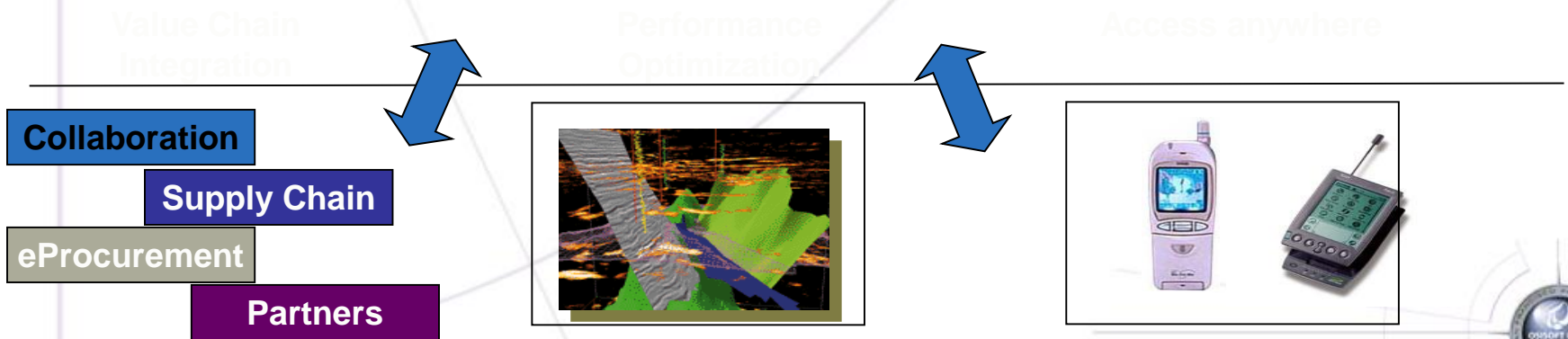
Digital Oil Opportunities

- **Surveillance**
- **Command & Control**
- **e-Worker Knowledge Management**
- **Communications**
- **Extended to Partners**

- **Simulation & On Demand Computing**
- **Visualization**
- **Remote Operation**
- **Field Automation**
- **Systems Integration - SOE**
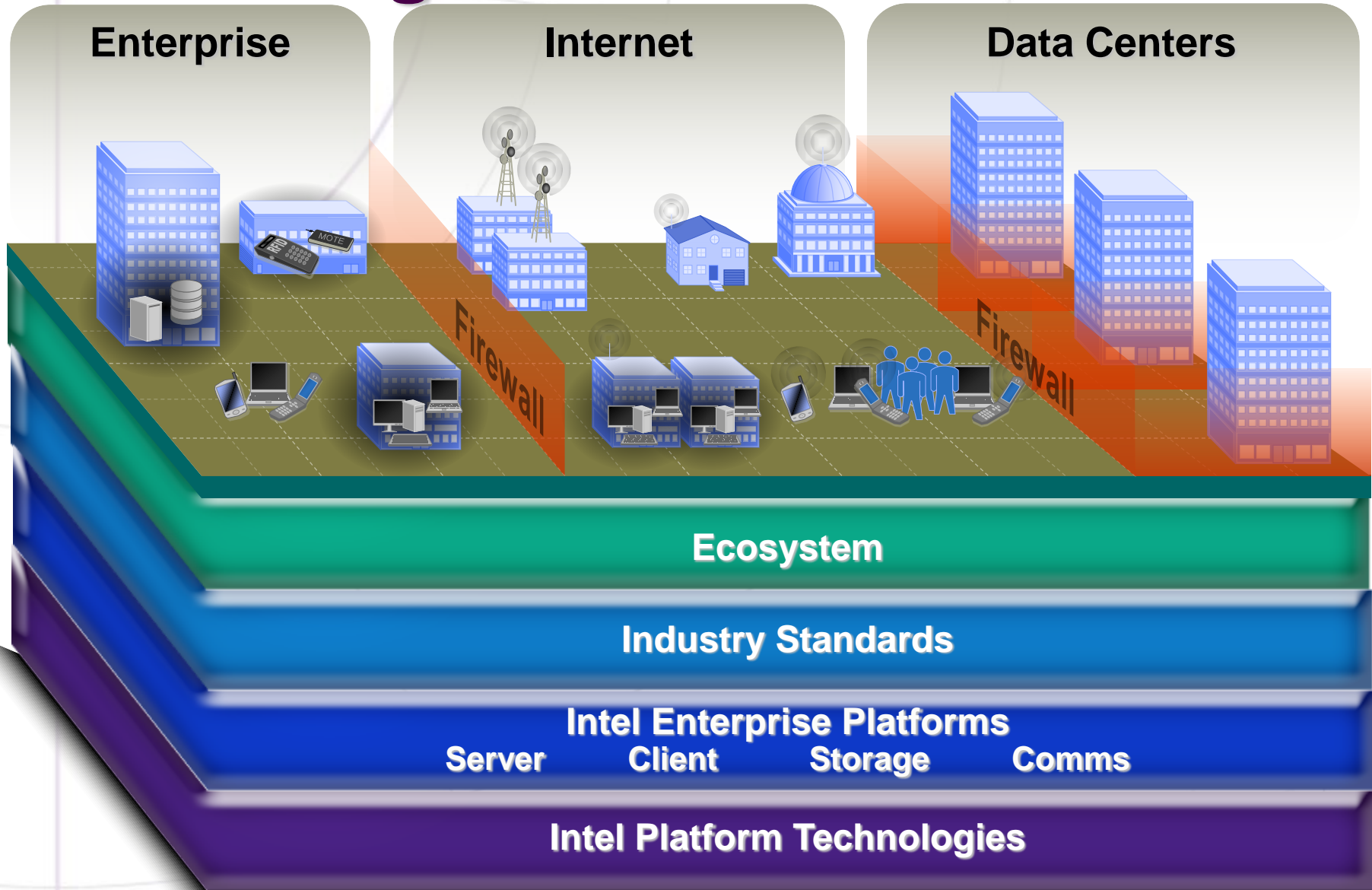
OBSERVE

ORIENT

DECIDE

ACT

Game Changing: The Digital Oilfield

Information technology will transform the upstream business into a virtual organization of partners collaborating across the globe.

Remote Management

Value Chain Integration

Performance Optimization

Access anywhere

Collaboration

Supply Chain

eProcurement

Partners

Enabling Real-Time Business

Enterprise

Internet

Data Centers

Firewall

Firewall

Ecosystem

Industry Standards

Intel Enterprise Platforms

Server   Client   Storage   Comms

Intel Platform Technologies

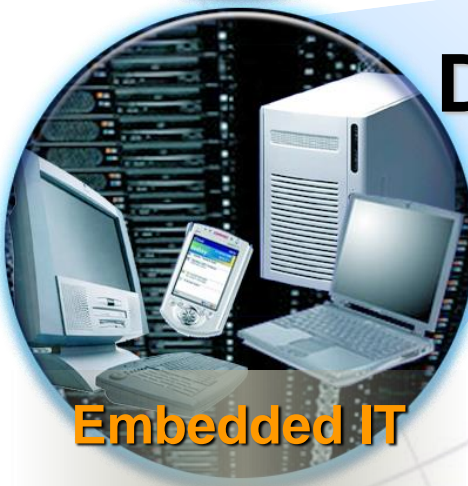# Digital Enterprise

Seamless Collaboration

Information Assistance

**Grow Business
Lower Risk
Decrease Costs**

Embedded IT

Pervasive Connectivity

Pervasive Connectivity

Seamless Roaming
Wired, Wi-Fi, WiMAX, 3G, VoIP, …

Mobile & Context Aware

Cross Platform Communications

Scalable Modular Server
& Communication Platforms

Stay Connected – Anytime, Anywhere

Information Assistance

Find & Analyze Information

Autonomic Data Sources

Instant Business Intelligence

"Scale Right" Infrastructure

Data as a Service

Deliver the Information Required to Manage & Grow

Seamless Collaboration

Secure Data, Voice & Video Communication

Integrated Experience

Synchronous & Asynchronous

Cross Locations & Company

End-to-End Converged Communications Experience

Embedded IT

Automated Provisioning

Embedded Health

Self Managing & Healing

Robust & Secure Virtualization

Lower TCO

Embedded IT Capabilities Into Every Platform

Digital Enterprise

Seamless Collaboration

Information Assistance

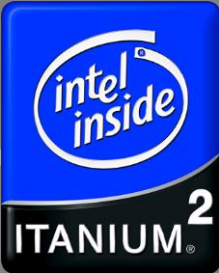**Enabling Real-Time Business Anytime, Anywhere**

Embedded IT

Pervasive Connectivity

Two Enterprise 64-bit Architectures

PREVIOUS ARCHITECTURE/SOLUTIONS	TRANSITION BENEFITS	ARCHITECTURE OF CHOICE
RISC Replacement	Exceptional performance – choice of operating system, software & hardware vendors	intel inside ITANIUM 2
IA-32 Architecture	64-bit support, great performance for 32-bit apps	intel inside XEON

Intel is driving 64-bit computing from datacenter to desktop

Announcing Next MP Server Platform

64-BIT MP COMPUTING
Manipulate large datasets

PLATFORM TECHNOLOGIES
DDR2-400 Memory · Advanced RAS features ·PCI Express I/O · Demand Based Switching

PLATFORM LONGEVITY
Architected for Dual Core Virtualization Technology Ready

Launching New 2005 MP Platform

CUSTOMER REQUIREMENTS

Platform longevity
Scaling application performance

Ability to manipulate large datasets

High levels of reliability and serviceability to increase server uptime

High bandwidth I/O subsystems

Lower utility costs and ability to use existing infrastructure
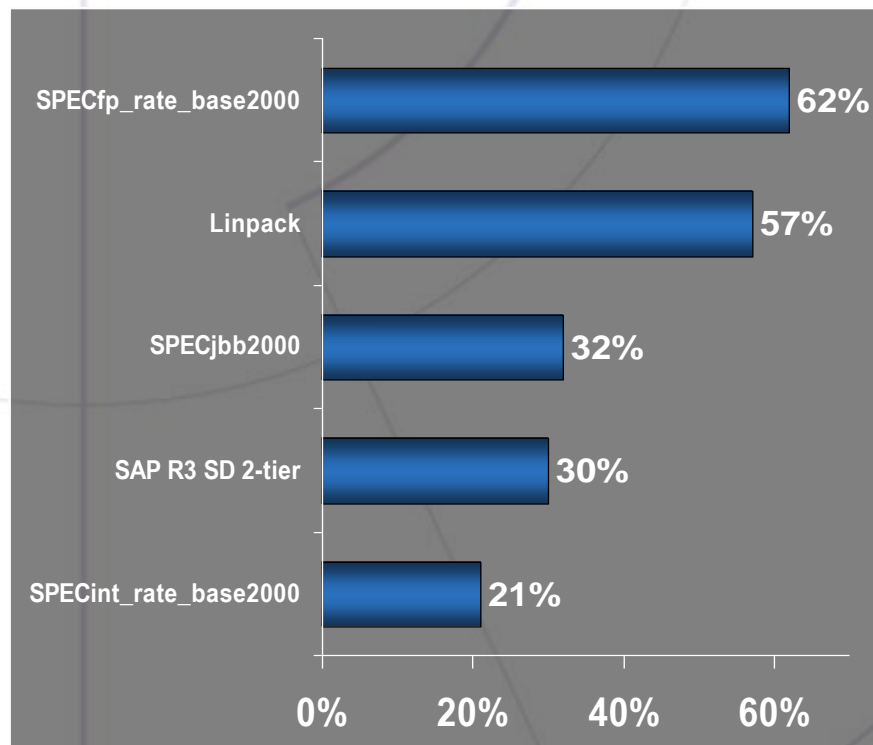
BENEFITS

ARCHITECTED for DUAL CORE
667MHz dual FSB
Ready for Virtualization Technology

64-bit computing
DDR2-400 Memory

Additional advanced RAS features vs. DP servers

PCI Express* I/O

Demand Based Switching with Enhanced Intel SpeedStep® Technology

All products and dates are preliminary and subject to change without notice.

Intel® Xeon™ Processor MP Performance

Vs. Previous Generation

Benchmark	Improvement
SPECfp_rate_base2000	62%
Linpack	57%
SPECjbb2000	32%
SAP R3 SD 2-tier	30%
SPECint_rate_base2000	21%

0%   20%   40%   60%

Scalability

1P   2P   4P

	1P	2P	4P
SPECfp_rate_base2000	1	1.98	3.70
SPECint_rate_base2000	1	1.99	3.96
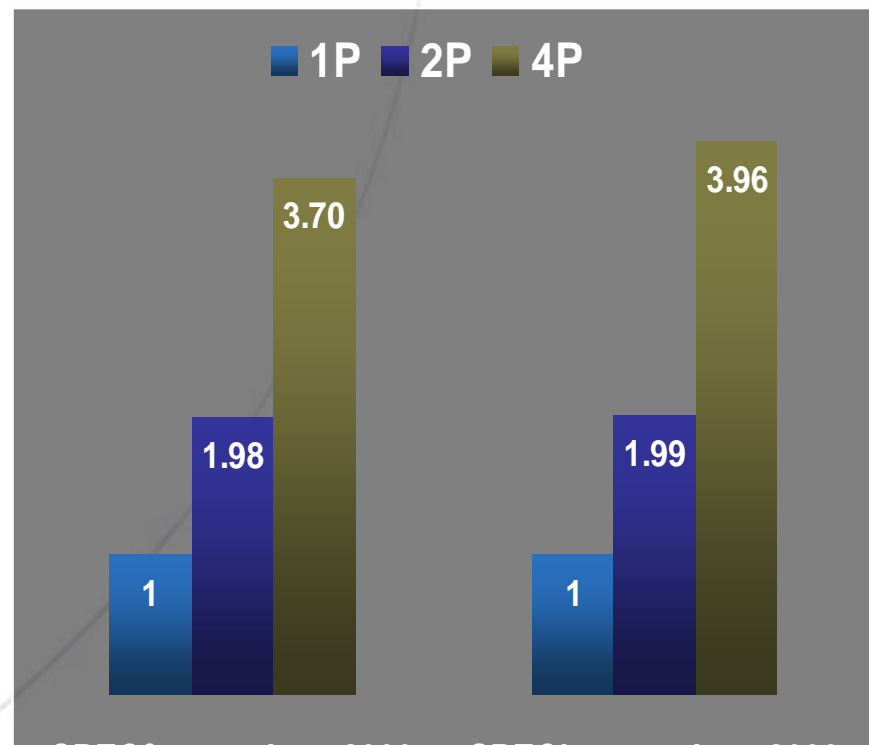
Up to 62% performance improvement

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MP Platform Reliability, Availability and Serviceability (RAS) Features

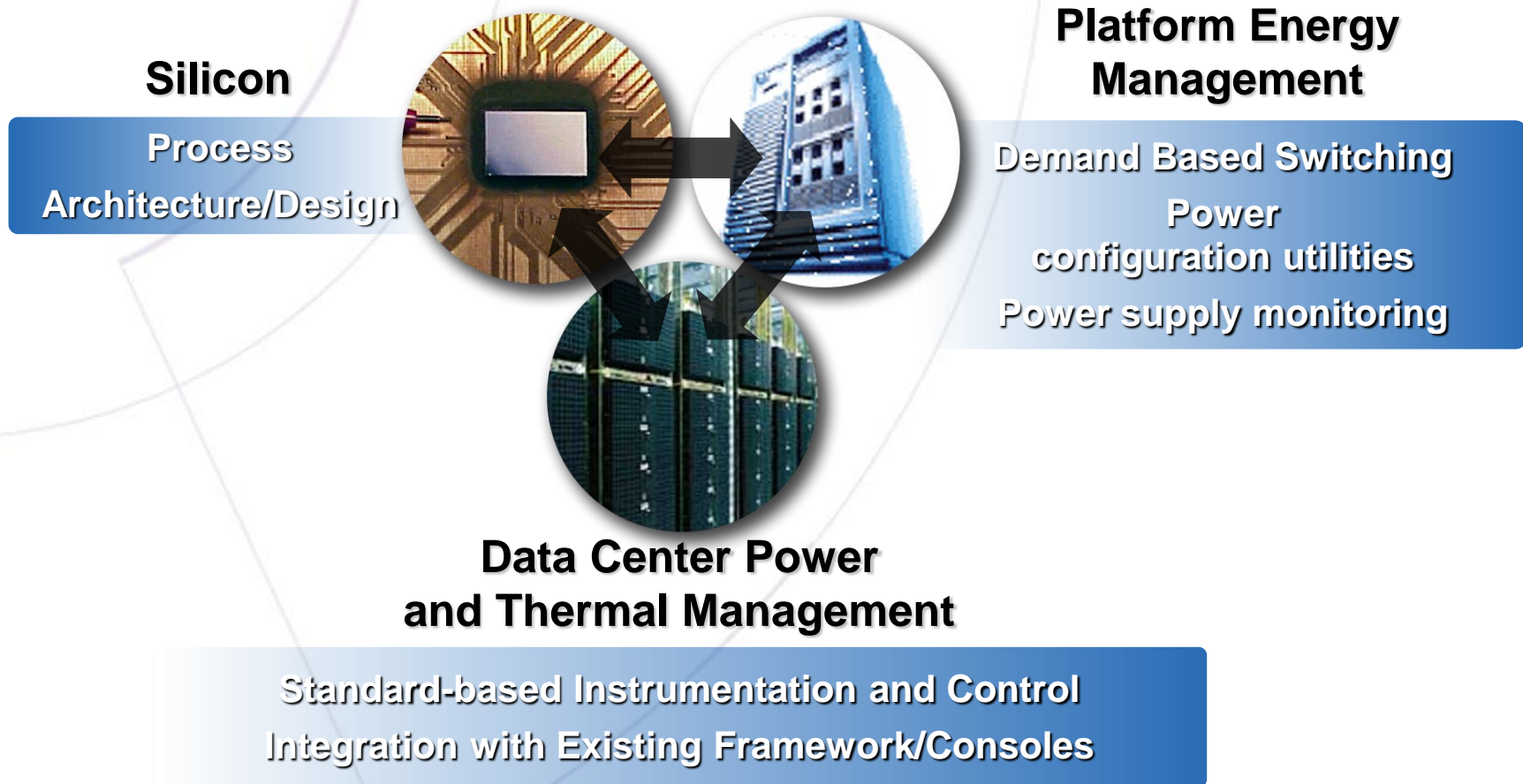**Error-correcting system bus†**

X8 single device data correction

Memory Hot-swap

Memory RAID

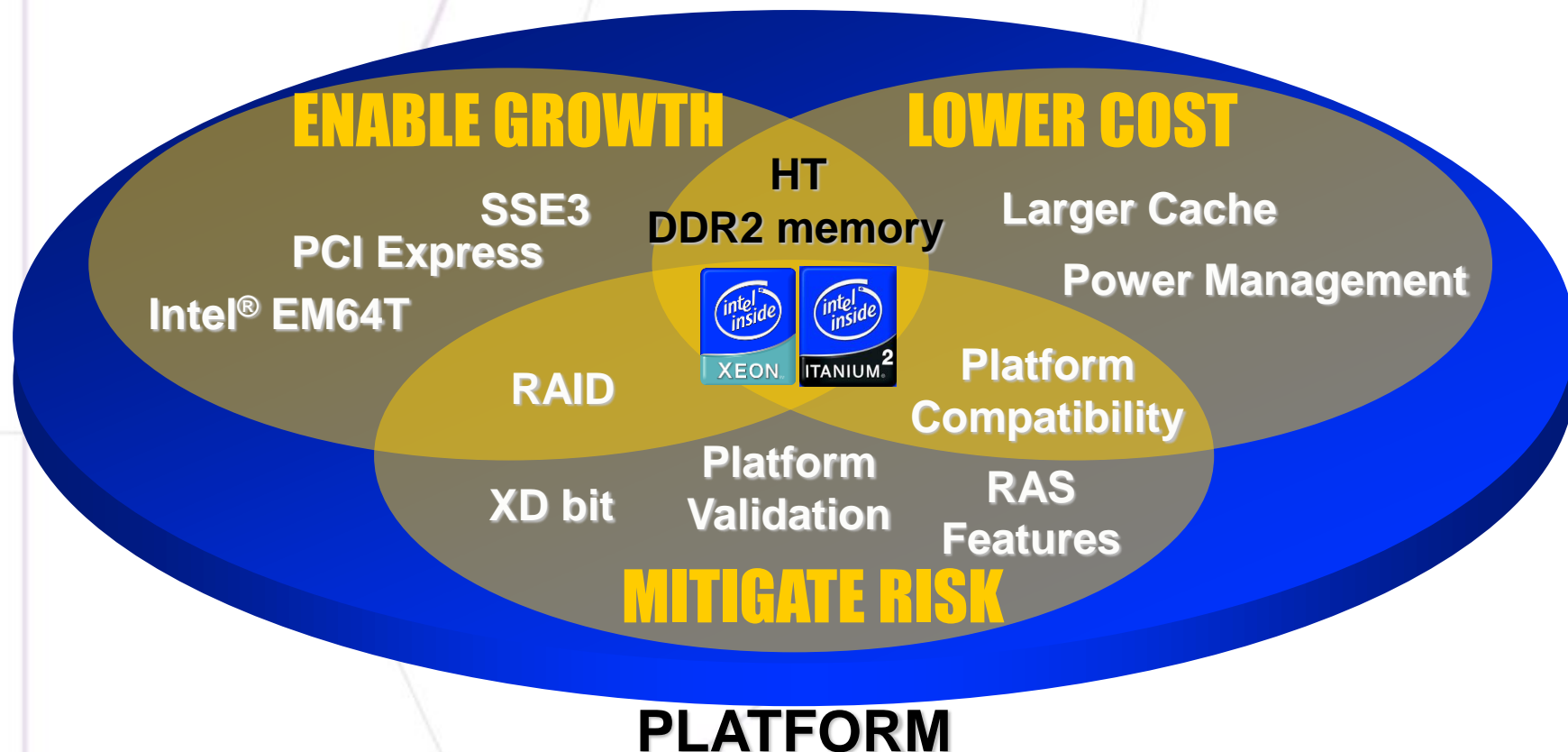Additional RAS features* keep MP platforms up and running

†64-bit Intel® Xeon™ processor MP 8MB L3 cache only, *vs. Intel DP platforms

Power Management Innovation

Silicon

Process

Architecture/Design

Platform Energy Management

Demand Based Switching

Power configuration utilities

Power supply monitoring

Data Center Power and Thermal Management

Standard-based Instrumentation and Control

Integration with Existing Framework/Consoles

Comprehensive Platform Solutions Maximize Performance per Watt

Intel Server Platforms

ENABLE GROWTH

LOWER COST

SSE3

HT
DDR2 memory

Larger Cache

PCI Express

Power Management

Intel® EM64T

RAID

Platform
Compatibility

XD bit

Platform
Validation

RAS
Features

MITIGATE RISK

PLATFORM

Products and technologies deliver greater end user benefits

Digital Enterprise

- **Innovate**

- **Increase the Value of Digital Data**

- **Transform Your Business**

Innovate with Intel

Thank you!