Intel® Core™ vPro™ Processor Platform-based Systems

Bridging the Gap between needs of CIOs & End-users to *Compute with Confidence*

Jason Kennedy
Director, Intel Architecture Group and Intel Business Client Platforms Division
Bridging the GAP Between CIO and Users

Security without compromising user experience

Delivering time to productivity via automation

The flexibility to take advantage of ongoing innovations in computing
NO COMPROMISE
Computing
IT and User PRIORITIES
Building **SECURITY** into Every Layer
Protected **FOUR WAYS**

- Threat Management
- Identity and Access
- Data and Asset Protection
- Monitoring and Remediation
McAfee ePO Deep Command
Management Beyond the OS
More Threats Demand Greater SECURITY
Intel Responds with IPT with PKI

Intel® Identity Protection Technology
AUTOMATING IT

...Maximizing Efficiency
Easily Automate IT Business Processes

“Simplicity is the ultimate sophistication.”
— Leonardo da Vinci
Making Device Management a WIN-WIN
Taking IT Support to the NEXT LEVEL

VIDEO: ARROW Help Desk Solution
Accenture Remote Resolution Online Workforce solution

Roy Vera
accenture
The Era of
SELF HELP
Is Here
INNOVATION
Takes Many Forms
Business Intelligence for EVERYONE through the Democratization of Data
BIG DATA
On the Desktop
ALL IN ONE & uSFF Desktop Designs
vPro Form Factor Innovation Extends to Desktop…

*e.g. PC-Based Unified Communications*

- **Secure HD Video Conferencing**
  - Optimized for Intel AES-NI (Corei5/i7)
  - HD upscaling requires 4+ threads

- **Better** than Phone Audio

- **Cost Savings** Opportunities

**Forrester TEI of Lync** ([http://go.microsoft.com/?linkid=9751775](http://go.microsoft.com/?linkid=9751775))

3-Year Risk-Adjusted ROI Generated a NPV of ~$10M

**Amplify IT Control, Reduce Costs, & Streamline Collaboration**
MOBILE
Form Factors
Ultra-Secure. Ultra-Sleek. ULTRABOOK™

The 3rd generation Intel® Core™ vPro™ processor-based Ultrabook™ is built for business and engineered for security.
Bridging the GAP Between CIO and Users
COMPUTING
with Confidence
**Intel® Identity Protection Technology**

**Intel® IPT with OTP**
- One-Time Password token built into chipset.
- Enables transparent 2-factor user authentication.
- Determines trusted platform

**Intel® IPT with PKI**
- PKI certificates authenticate User and Server to one another. Digitally sign documents and emails and encrypt files and messages

**Intel® IPT with Protected Transaction Display**
- Protects PC display from malware scraping.
- Proves human presence at PC. Great for transaction verification and ACH fraud prevention

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**Use Model**

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<thead>
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<th>Use Model</th>
<th>Intel® IPT Technology</th>
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<td>OTP</td>
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