



# PRESS BACKGROUND

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## **SAP and Intel Team up to Foster European Research**

### **SAP Research Belfast and Intel Labs Europe announce plans to enter strategic research collaboration**

The formation of the SAP and Intel Collaboratory at the SAP Research Centre in Belfast will mark another important milestone in the strong collaboration between SAP, Europe's largest software organization and Intel, the world's largest processor company. The new research lab will develop a joint and industry linked R&D capability in the IT domain, focusing on the areas of Cloud Computing and sustainable IT.

The SAP and Intel Collaboratory's research activities will allow SAP and Intel to collectively build upon the research efforts currently already underway. The collaboration of the two large multinational companies, aims to develop a critical mass of European knowledge and R&D capability in Belfast, Northern Ireland.

Additionally, through the development of PhD students and building on the relationships that both companies already have with the two local universities, Queens University & University of Ulster, the collaboration aims to facilitate the sharing of knowledge between academia and industry, enabling academia to develop industrially relevant research.

The SAP and Intel Collaboratory's long term goal is to develop technologies that will support efficient implementation of Software as a Service (SaaS) using cloud technologies. Software as a Service is changing how software is delivered to customers.

Together with Cloud Computing, SaaS is expected to change the software market by enabling the customer to pay on a "per use" basis



vs. the current norm which requires high up front capital investment to purchase the software application outright. A recent analyst report indicated that the market for cloud services could reach €150.1B by 2013, three times its current value.

This is driving the growth of data centers, which are expected to be the fastest growing contributor to the ICT sectors carbon footprint (7% growth by 2020). Three core topics (Energy Efficient ICT Implementations, New Computing Architectures, and ICT Enabling Energy Efficiency) have been identified that require additional understanding and Research to support the sustainable SaaS and Cloud Computing visions.

SAP and Intel are the ideal partners to develop these technologies as both companies have a strong symbiotic relationship: SAP products drive markets for Intel products and Intel delivers the cutting edge platforms to run SAP's latest software. Extending SaaS and Cloud capabilities within the SAP and Intel Collaboratory will be a valuable and high profile demonstration of the R&D capabilities within Europe and Northern Ireland in particular.

SAP and Intel are global companies with a number of geographical and technical touch-points giving them the opportunity to locate joint projects in locations that best serve the needs of both companies (e.g. COIL in Palo Alto, LinuxLab in Walldorf, etc). The new collaboration project offers a major opportunity to drive R&D in Cloud computing and a number of associated areas. The lab is unique in that it provides an environment for executing bi-lateral research between the companies within a single office environment. It has the potential to provide a high level of return on the R&D investments from both SAP and Intel and will benefit the research teams by developing two platforms for internal dissemination of research results (i.e. SAP and Intel corporate organizations).

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