



Intel On Demand

Intel On Demand activation for 5th Gen Intel Xeon Scalable processors (code-named Emerald Rapids)

What?

What is Intel On Demand activation model?

Intel® On Demand activation model is a service offering introduced with 4th Gen Intel® Xeon® Scalable processors. Activation model can be used to add and/or upgrade accelerators and hardware-enhanced features available on most 4th Gen Xeon and 5th Gen Intel® Xeon® Scalable processor SKUs. Features supported include Intel® Dynamic Load Balancer, Intel® Data Streaming Accelerator, Intel® In-Memory Analytics Accelerator, Intel® Quick Assist Technology, Intel® Software Guard Extensions and Intel® Virtual RAID on CPU (5th Gen Xeon only).

How?

How does Intel On Demand activation model work?

Intel On Demand activation model is a service primarily managed by Intel and hardware providers. The infrastructure consists of an API for license ordering and a software agent for license provisioning and activation of the CPU features. Depending on the hardware provider, an end customer will have the option of opting in to buy On Demand features at time of purchase (i.e., licensing is activated during manufacturing) or post purchase as an upgrade (i.e., licensing is requested and activated remotely). Intel has referred to this adoption model as “activation.” Alternatively, we’re working with a few partners to implement a metering adoption model where On Demand features and capabilities can be turned on and off when needed and payment is made based on usage versus one-time licensing. Intel has referred to this adoption model as “consumption.”

Why?

What are the customer benefits of Intel On Demand?

Intel has heard from end customers that they want to shift from CapEx to OpEx and better align compute delivery with demand and budget constraints. End customers want access to new features and capabilities when they need it. With the introduction of the activation model with 4th Gen Xeon processors and added features on 5th Gen Xeon processors, Intel On Demand will give end customers the flexibility to choose fully featured SKUs or the opportunity to later add features at any time throughout the lifecycle of the Xeon processor. Intel believes the flexible nature of Intel On Demand will become more valuable to customers as the number of workloads and third-party enterprise software using accelerators grows and more pervasive as solution providers begin enabling these capabilities in their system and service offerings.



Who?

What should end customers do next?

Customers can buy 4th and 5th Gen Xeon processors with default accelerators or hardware-key enabled Intel VROC from their providers. Customers looking to upgrade or learn more about how Intel On Demand will be offered should work with their provider or Intel representative. Initial providers of Intel On Demand included H3C, IEIT, Lenovo, Supermicro and Variscale. Intel has added Montage Technology and Nettrix as providers and continues to work with additional providers on their enablement plans for Intel On Demand.

About Intel

Intel (Nasdaq: INTC) is an industry leader, creating world-changing technology that enables global progress and enriches lives. Inspired by Moore's Law, we continuously work to advance the design and manufacturing of semiconductors to help address our customers' greatest challenges. By embedding intelligence in the cloud, network, edge and every kind of computing device, we unleash the potential of data to transform business and society for the better. To learn more about Intel's innovations, go to newsroom.intel.com and intel.com.

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