



## Objections Guide

# 2ND GENERATION INTEL® XEON® SCALABLE PROCESSOR

### Overcome Objections Standing in the Way of IT Modernisation

Businesses cannot compete on old infrastructure. Modernising legacy data centre infrastructure delivers the agile, flexible foundation required to meet the growing demands of digital business in the data era.

Modern infrastructure starts with solutions based on 2nd Gen Intel® Xeon® Scalable processors, Intel® Optane™ technology, and Intel® Ethernet. Utilise market opportunities, solutions, sales resources, promotions, and marketing campaign assets to help customers unlock the power of data. [www.intel.co.uk/content/www/uk/en/technology-provider/products-and-solutions/xeon-scalable-family/overview.html](http://www.intel.co.uk/content/www/uk/en/technology-provider/products-and-solutions/xeon-scalable-family/overview.html)

### Addressing Frequently Asked Questions

**Question:** My customer did not see enough performance improvement, for the price, to upgrade to the 1st Gen Intel Xeon Scalable processor. What additional value does the 2nd Gen Intel Xeon Scalable processor offer?

**Answer:** The 2nd Gen Intel Xeon Scalable processor delivers compelling performance gains and TCO benefit for systems based on the Intel Xeon Silver and Intel Xeon Gold processors, creating a significant refresh opportunity. The original Intel Xeon Scalable platform delivered the biggest performance and TCO benefit for systems based on the Intel Xeon Platinum processor and continues to offer performance gains in the 2nd Generation as well.

Biggest Opportunity	Performance Gains <sup>1</sup>	Performance/Cost and Performance/Cost	Performance Gains <sup>1</sup>		
			2933	VNNI	AEP
<b>Intel® Xeon® Platinum 82xx Processor:</b> Performance leadership and unique features	5%	Performance/Cost	X	X	X
<b>Intel® Xeon® Gold 62xx Processor:</b> Performance leadership on demanding workloads	5% 22%	Performance/Cost	X	X	X
<b>Intel® Xeon® Gold 52xx Processor:</b> Leadership performance and system performance/\$ Compelling gen-to-gen performance	35%	Cost and Performance/Cost		X	X
<b>Intel® Xeon® Silver 42xx Processor:</b> Leadership performance and system performance/\$ Compelling gen-to-gen performance	25%	Performance/Cost		X	1 SKU
<b>Intel® Xeon® Bronze 32xx Processor:</b> Attractive Intel Xeon Scalable processor entry price point	10%	Performance/Cost		X	

**Question:** Will the 2nd Gen Intel Xeon Scalable processors be easy to deploy for my customers?

**Answer:** Yes. 2nd Gen Intel Xeon Scalable processors are socket compatible with prior versions of the Intel Xeon Scalable processor motherboards and systems. In most cases, you simply need to update to the latest version of the BIOS to support the 2nd Gen Intel Xeon Scalable processors. For customers who already have qualified existing motherboards and systems, it is a seamless upgrade offering significant price/performance gains vs. previous gen processors.



**Question:** My customer is concerned about security. Does the 2nd Gen Intel Xeon Scalable processor address some of the security issues that required software updates?

**Answer:** Yes. Several of the 'side-channel' security variants that were previously addressed with software updates now have hardware mitigations included in the 2nd Gen Intel Xeon Scalable processor.

**Question:** Stability and uptime are top priorities for my customer. No interruption of service is the main concern for the C-Suite when it comes to IT modernisation. How do I show the value of server refresh based on the 2nd Gen Intel Xeon Scalable platform?

**Answer:** According to research done by Enterprise Strategy Group (ESG), companies with outdated infrastructures experience a 6X slower rate for product innovation and time to market<sup>2</sup>. At 4 years, server performance lags 33%<sup>2</sup> and maintenance costs climb 148%<sup>2</sup>. The datacentric opportunity to innovate workloads, services, and scale is massive. When your customer also considers the risk to business stability from growing security exploits impacting older infrastructures, they cannot afford a "business as usual" mentality.



# 71%

of IT organisations cite legacy infrastructure as the biggest barrier to business transformation<sup>3</sup>



**Question:** *The complexity and expertise required to evaluate IT infrastructure solutions is holding my customer back from transformative IT modernisation.*

**Answer:** Intel® Select Solution based on the 2nd Gen Intel Xeon Scalable platform make workload-optimised data centre infrastructure deployment fast and easy. Rigorously benchmarked and verified solutions on Intel® architecture eliminate guesswork for today's critical workloads in advanced analytics, hybrid cloud, storage, and networking.

**Question:** *Why is it important to refresh both hardware and software when modernising data centre infrastructure?*

**Answer:** To shed the burdens of legacy infrastructure, boost operational efficiency, and maintain the security of the enterprise, businesses need to take a holistic approach; innovating and modernising to optimise hardware and software investments together. The end of extended support for Windows Server\* and SQL Server\* 2008/R2 is imminent, making security a growing concern for the vast number of businesses with ageing servers. Intel's deep relationships and collaborative engagements across the technology ecosystem help to drive new market capabilities in support of your customers most critical workloads.



**Question:** *My customer is focused on core competencies and does not have the bandwidth or competency to deal with cloud computing migration for traditional data centre infrastructure and management.*

**Answer:** From an IT-driven perspective it is all about continuing to be more effective and efficient. That includes understanding how to utilise cloud computing from a data centre perspective and understanding the best architectures to enable critical workloads and lower total cost of ownership. The 2nd Gen Intel Xeon Scalable processor offers centralised management and orchestration to enable agility, with control, for faster deployment of services.

**Question:** *How can I show my customer the impact of outdated storage that keeps data silo'd?*

**Answer:** Data compounded growth is at over 30 percent every year, but that data is often stored in disconnected silos, impeding the ability to utilise data for better decision making. The 2nd Gen Intel Xeon Scalable processor combined with Intel Optane technology transforms memory and storage by bridging gaps, reducing bottlenecks, and crushing data latency to deliver greater agility and value.



Server Instances of 2008/R2 Globally<sup>4</sup>

<sup>1</sup> Software and workloads used in performance tests may have been optimised 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 a product when combined with other products. For more complete information visit [www.intel.com/performance](http://www.intel.com/performance).

Performance results are estimates as of 1 October 2018, and may not reflect all publicly available security updates. No product can be absolutely secure.

Results have been estimated based on internal Intel analysis and are provided for informational purposes only.

<sup>2</sup> The Enterprise Strategy Group, 2017

<sup>3</sup> IDC 2015 ([www.emc.com/collateral/analyst-reports/idc-why-upgrade-server-infrastructure.pdf](http://www.emc.com/collateral/analyst-reports/idc-why-upgrade-server-infrastructure.pdf))

<sup>4</sup> Microsoft source (server age source is CMR: Server Market Insights, 02/2018)

Copyright © 2019 Intel Corporation. All rights reserved. Intel, the Intel logo, the Intel Inside logo, Intel Optane, and Xeon are trademarks of Intel Corporation or its subsidiaries in the U.S. and/or other countries.

\*Other names and brands may be claimed as the property of others.

