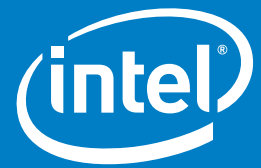


Intel IT Business Review

A portrait of Kim Stevenson, Intel CIO, with long, wavy brown hair, smiling at the camera. She is wearing a light blue blazer. The background is a blurred office environment with cubicles and other people working.

Kim Stevenson
Intel CIO

Welcome to the Intel IT Business Review "Annual Edition"

Welcome to the Intel IT Business Review Annual edition, where Intel IT leaders showcase proof points of our journey, as we deliver business value and insights to help drive Intel's transformation.

As the technology landscape continues to evolve, Intel is in a race to introduce new products across multiple market segments; products that range from ultra-mobile devices to those targeted for the data center and the Internet-of-Things. These emerging technologies and new lines of businesses challenge the traditional role that IT has played and demand a radically different approach.

Intel IT has emerged as much more than a service organization and is now an integral part of the business, delivering value by offering solutions that provide insights and innovation, operational efficiencies, and Time to Market (TTM) improvements.

In 2013, we established a multi-year IT Strategy and Plan which outlines our path to the future in alignment with Intel's priorities. Our investment framework is aligned to the SMAC (Social, Mobile, Analytics, Cloud) stack for driving transformation. For Mobility, we created a new application development paradigm called "5 Star" which provides the framework for platform agnostic application delivery across multiple device form factors.

"These emerging technologies and new lines of businesses challenge the traditional role that IT has played and demand a radically different approach."

Kim Stevenson
Intel CIO

Intel IT Business Review Annual Edition

The first “5 Star” app we released was the Intel IT Business Review, a mobile application released quarterly via iTunes, Google Play, Amazon and Intel.com. In the Cloud, we have built a robust private cloud that has greatly improved our ability to develop, deploy and manage our applications and services. Our environment is now roughly 85% virtualized, creating more flexibility, reducing costs and optimizing resource utilization. We also implemented the first instance of a software defined network. In Analytics, we developed machine learning solutions that help drive unit sales by focusing our Sales & Marketing people on key customers at the right time with the right set of products. We also introduced a new Social platform for our Sales team to collaborate with each other and directly with our customers.

For 2014, we have aligned our IT priorities to Intel’s key focus areas. Building on 2013, we will extend our investments in SMAC to accelerate Intel products TTM, grow revenue and improve operational efficiency.

I invite you to read through the Intel IT Business Review “Annual Performance Report” edition and listen to my radio show about Intel IT’s 2014 plans. I also encourage you to connect with me and other Intel IT leaders on Twitter and participate in a lively dialog for accelerating Intel’s quest to connect and enrich the lives of every person on earth.

Follow me on Twitter:

@Kimsstevenson

INTEL IT BUSINESS REVIEW APP

Check out the Intel IT Business Review, a new mobile app (for smart phones) and digital magazine (for tablets). Download this app and you’ll receive a regular cadence of articles from Intel IT thought leaders sharing their insights on IT strategy, best practices and examples of the ways IT is committed to deliver business value to Intel. The app delivers rich multimedia content from an extensive portfolio of IT@Intel white papers, videos, radio shows, podcasts, as well as the Intel IT Annual Report. Join in the conversations and connect with other IT professionals via social sharing and help Intel IT keep the conversation going throughout the year.

Download the app:



THE INFORMATION PROVIDED IN THIS PAPER IS INTENDED TO BE GENERAL IN NATURE AND IS NOT SPECIFIC GUIDANCE. RECOMMENDATIONS (INCLUDING POTENTIAL COST SAVINGS) ARE BASED UPON INTEL'S EXPERIENCE AND ARE ESTIMATES ONLY. INTEL DOES NOT GUARANTEE OR WARRANT OTHERS WILL OBTAIN SIMILAR RESULTS.

Intel, and the Intel logo are trademarks of Intel Corporation in the U.S. and other countries. *Other names and brands may be claimed as the property of others.
Copyright © 2014 Intel Corporation. All rights reserved.