

DSMA - 2015

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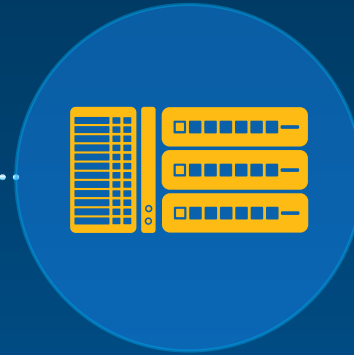
COMPUTE TRENDS



COST OF PROCESSING
PAST 10 YEARS **60X**



Goldman Sachs



COST OF SENSORS
PAST 10 YEARS **2X**



IDC



COST OF BANDWIDTH
PAST 10 YEARS **40X**



IMC/EDC: The Digital Universe of Opportunities

RETAIL TRENDS



Mobility is critical

50% of Gen Merch will deploy or evaluate mPOS in 2014, Specialty up 300% this year



Mobile Payments

Apple Pay sets bar
PayPal breaks from eBay



Security

Approaching either chaos or acceptance of a new norm



Analytics

25%¹ of Retail IT spends by 2017 will be for analytics

RETAILERS HARNESSING DIGITALIZATION

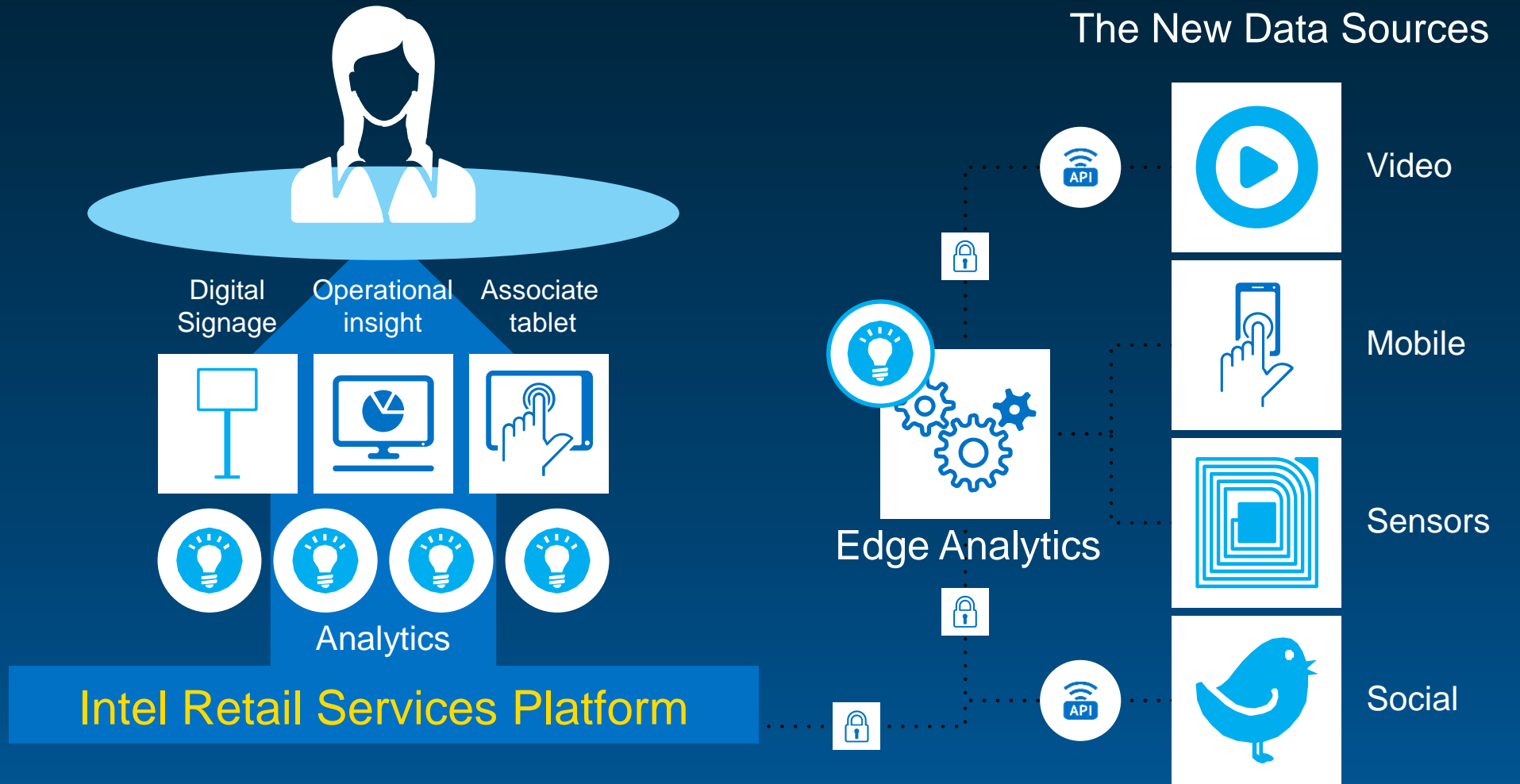


THE RESPONSIVE STORE

The Traditional Data Sources

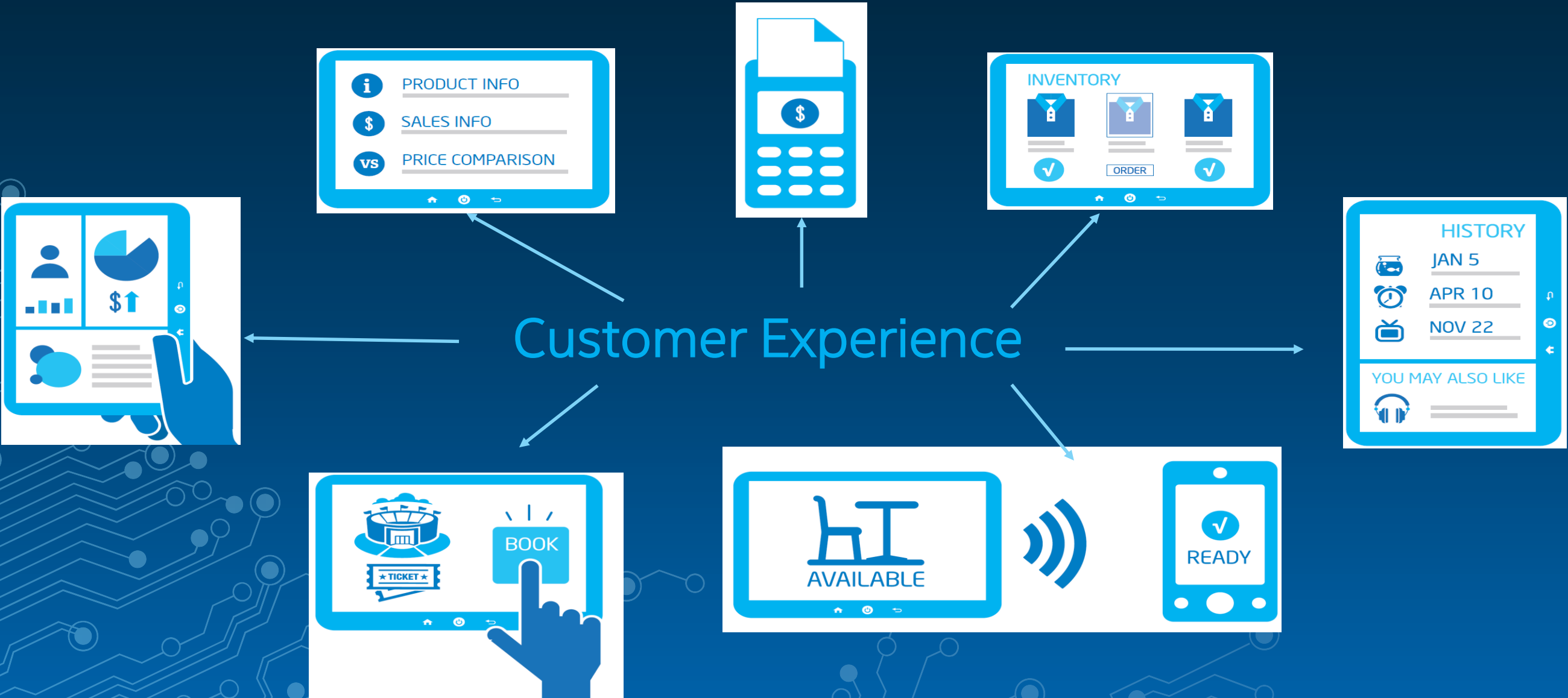


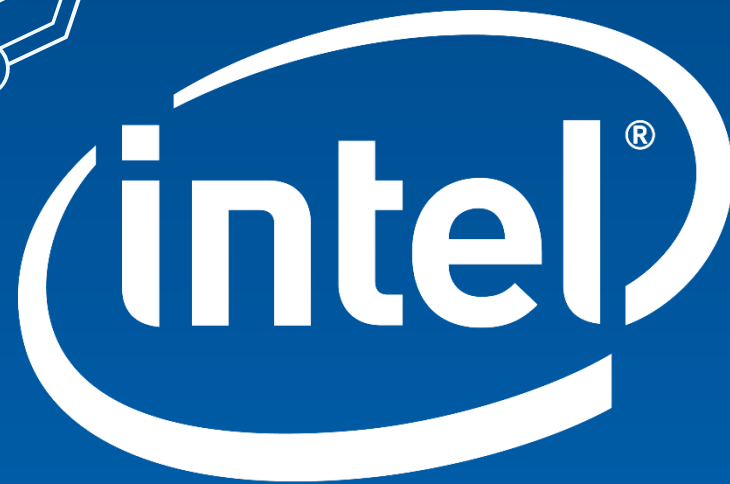
The New Data Sources



Intel has a unique opportunity for tablets, traditional embedded & the data center if we can provide the blue-print/architecture that connects the new data sources

EXPERIENCE COUNTS





experience
what's inside™

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