

## "Intel Inside" Branding Extends to the Cloud

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Intel launches the Xeon E5-2600 v2 processor family aimed at high performance computing, cloud and enterprise applications-- and with it comes an era of cloud providers sticking "Powered by Intel Cloud Technology" on their websites.



The Intel branding exercise has Amazon Web Services, Virtustream, Rackspace, CenturyLink-Savvis, Canopy, Cloud4com and OVH, among others, marking Intel-powered instances as such.

"Use of the recognizable logo will communicate the performance, quality, and security benefits available to end customers," an Intel press release states. No doubt Chipzilla fears custom-built ARM-based alternatives taking over its traditional datacentre stomping ground...

As for the new Xeon product family, it is based 22-nm process technology to provide what Intel claims are efficiency improvements of up to 45% over the previous generation. It also features up to 12 cores and reportedly delivers up to 50% more performance over compute intensive workloads.

"Offering new cloud-based services requires an infrastructure that is versatile enough to support the diverse workloads and is flexible enough to respond to changes in resource demand across servers, storage and network," Intel says.

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