

Intel's Cloud-Based Future

Written by Marco Attard
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Intel has good reason to look forward for the cloud-based future-- the rise in demand for data centres thanks to growth in cloud-based services are the 2 factors the company mentions contributing to its record 2010 results.

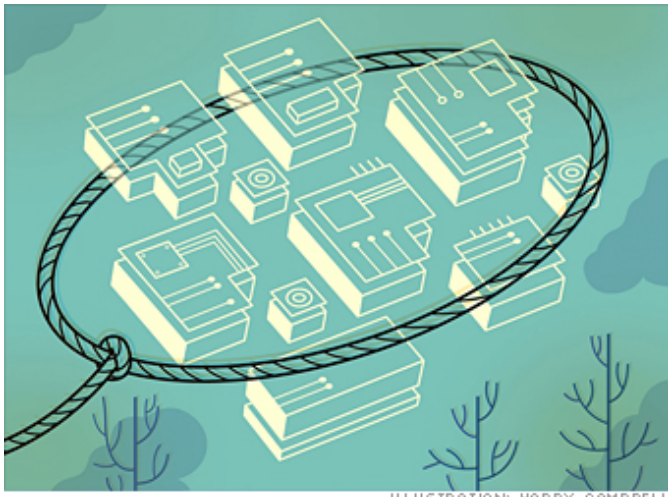


ILLUSTRATION: HARRY CAMPBELL

The year's revenues are at \$43.6bn, a 24% Y-o-Y increase. Intel's Data Center revenue is up by 35%, the highest amongst the company's divisions.

Intel pushes for cloud penetration through both its Cloud Builders program (providing guidance to companies wanting to move data and services to the cloud) and the Open Data Center Alliance.

The Alliance consists of 70 companies developing cloud-computing software and hardware standards brought together by the processor giant.

Of course there's competition from the likes of Amazon, Google and Salesforce, who all appear to do just fine without Intel's pushing for standardisation.

Either way, the cloud will continue growing-- IDC predicts corporate spending on cloud services will grow by 30% in 2011.

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