

How to Sell

Intel® Xeon® W-1300 Processors



Built for professionals, Intel® Xeon® W-1300 processors offer reimagined performance, immersive graphics, and enterprise-grade security and reliability.

But how do we sell these processors to our customers? It depends on their pain points and what conversations they're having with you. We've broken out some common conversation threads below, with relevant talking points and supporting evidence you can use.

Are they talking about...

Cores | Threads | Render Times

It's a **Performance** conversation.

See **page 2** for performance talking points.

CAD | Game Design |
Advanced Content Creation

It's a **Use Case** conversation.

See **slide 3** for a breakdown of where each processor excels.

Manageability | Security |
IT Downtime | Remote Workforce

It's a **Business** conversation.

See **slide 4** for talking points on where these processors excel for each customer type.

New Technology | Peripherals

It's a **Novelty** conversation.

See **slide 5** for more about the exciting new technologies that are enabled in these processors.

Compatibility | Supply

It's a **Brand Trust** conversation.

See **slide 6** for how to help people understand why Intel products and partners are trusted to just work.

If you want more details on any of the products or technologies mentioned in this deck, please visit **Intel® Partner Alliance**! There you can find more sales resources including cards, briefs, and training.

Performance

Conversations

New Core & Graphics Architecture

Intel's new core architecture means Intel® Xeon® W-1300 processors represent a new era in computer performance and efficiency.

Featuring up to 19% IPC improvements and combined with Intel® UHD graphics featuring Intel® Iris® Xe Graphics architecture, Intel® Xeon® W-1300 processors are a technological tour-de-force.^{*,1}

Enhanced Deep Learning Performance²

Intel® Deep Learning Boost (formerly known as VNNI) significantly accelerates inference performance for deep learning workloads optimized to use VNNI, with up to 3x average inference performance gains while using INT8 operations versus FP32 operations.²

Stunning Visuals and Seamless Multitasking

Unleash media-rich experiences and immersive design tools with Intel® UHD graphics featuring Intel® Iris® Xe Graphics architecture. Integrated HDMI 2.0 and HBR3 enables up to three simultaneous 4K HDR displays at 60 hertz, while AV1 Codec decode support provides true fixed-function-based decoding for fast, energy-efficient performance with video calling and screen sharing.[‡]

Up to
16%
Faster
Model Creation³

Up to
25%
Faster
Product Development⁴

Up to
87%
Better
AI Performance (ML Image Classification)⁵

^{1,2} See source and performance disclaimers in Notices & Disclaimers for details. For workloads and configurations visit www.intel.com/PerformanceIndex. Results may vary.

^{3,4,5} For workloads and configurations visit www.intel.com/PerformanceIndex. Results may vary.

^{*} IPC = Instructions Per Cycle/Clock and represents how many tasks a CPU can complete in each cycle.

[‡] Available only on Intel® Xeon® W-1300 processors featuring integrated graphics.

Use Case

Conversations

2D & Entry 3D CAD
Game Development
Media Production
Media Editing

Advanced Content
Creation
Advanced 3D & Rendering
Small AI Workloads

8K Video Editing
Large Machine Learning &
Data Science Workloads



Mobile & Entry Workstations

- Intel® Xeon® W-1300 Processors
- Intel® Xeon® W-1300M Processors



Mainstream Workstations

- Intel® Xeon® W-2200 Processors



Expert Workstations

- Intel® Xeon® W-3000 Processors
- Intel® Xeon® Scalable Processors



Reliability, Manageability, Security

Conversations

Built for Business

Intel vPro® platform is a suite of hardware and technology that forms the building blocks for business computing.† System manufacturers and IT departments use these building blocks to deliver workstations and other computing appliances that are optimized for the modern dynamic workplace.

Modern Manageability

- **Intel® Active Management Technology** Allows hardware-enhanced remote IT management.†
- **Intel® Endpoint Management Assistant** Enables cloud-based remote management for devices on either side of the firewall.†
- **Intel® Stable Image Platform Program** Ensures virtually zero changes to key platform components and drivers for at least 15 months or until the next generational release.†

Security and Protection

- **Intel® Hardware Shield** Helps provide protection against modern threats across the stack.†
- **Intel® Secure Erase** Helps securely erase SSDs (Intel and third-party SSD) for disposal, reuse, or due to loss or theft.
- **ECC Memory Support** Augments system memory to detect and correct errors and helps ensure the integrity of essential data without interruption of workflow.

† OEMs must enable Intel vPro® platform and be Intel vPro® platform certified. Not all Intel® Xeon® processor-based systems are Intel vPro® platform certified.

What's new? It's really compelling for sales leads, which is why we're listing just a few of the most exciting new and expanded technologies in Intel® Xeon® W-1300 processors, along with a short description and a link to where you can learn more about them and many others.

NEW [Core Architecture](#)

A new core architecture providing up to 19% IPC improvement.^{1, P}

NEW [Intel® Deep Learning Boost \(VNNI\)²](#)

Accelerates AI inference—vastly improving performance for deep learning workloads.²

NEW [Enhanced Intel® UHD graphics featuring Intel® Iris® Xe Graphics architecture[†]](#)

Rich media and intelligent graphics capabilities enable amplified visual complexity, enhanced 3D performance, and fast image processing.

NEW [Discrete Thunderbolt™ 4 technology support[‡]](#)

Universal cable connectivity for a simple, reliable connection that provides incredible performance.

NEW [Discrete Intel® Wi-Fi 6E support](#)

Enable the fastest wireless speeds for PCs, gaining more responsive performance with enhanced security and reliability.[‡]

Error-Correcting Code (ECC) Memory Support

Augment system memory to detect and correct errors, helping ensure the integrity of essential data without interruption of workflow.

Enhanced Display

Enhanced integrated HDMI 2.0 and HBR3 enables up to three simultaneous 4K HDR displays at 60 hertz.

Enhanced Expandability

Up to 20 CPU PCIe 4.0 lanes
USB 3.2 Gen 2x2 (20G)

^{1,2} See source and performance disclaimers in Notices & Disclaimers for details. For workloads and configurations visit www.Intel.com/PerformanceIndex. Results may vary.

^P IPC = Instructions Per Cycle/Clock and represents how many tasks a CPU can complete in each cycle.


[†] Available only on Intel® Xeon® W-1300 processors featuring integrated graphics.

[‡] Discrete Intel® Thunderbolt™ 4 (Maple Ridge) is only validated and supported from Intel® 500 Series Chipset PCIe lanes.

^Σ For more Wi-Fi information please visit intel.com/wifi6disclaimers. Select features only available certain SKUs. Check with manufacturer for details.

Brand Trust

Conversations



Intel's immense ecosystem of hardware and software partners means that **the world builds their products to work well with Intel**. Our leadership with standards, certifications, and validation programs means that hardware, software, and OS developers work with Intel to help your customers avoid compatibility issues.

intel®

1 Claim: Up to 19% IPC performance improvement (gen over gen)

Disclaimer: Source: Intel estimates as of January 2021. Based on measurements on Intel Internal reference platforms running SPEC CPU 2017 1-copy rate on Intel® Xeon® W-1390P processor versus Intel® Xeon® 1290P processor (running each at the same fixed frequency).

Configurations: Processor: Intel® Xeon® W-1390P processor (RKL-S) PL1=125W TDP, 8C16T, Motherboard: Intel® Reference Platform, Memory: 32GB (2x16GB) DDR4-2933 DDR4 SDRAM, Storage: Intel® SSD 760p, Display Resolution: 1920x1080, OS: Microsoft Windows® 10 build 20H2. Processor: Intel® Xeon® 1290P processor PL1=125W TDP, 10C20T, Motherboard: Intel® Reference Platform, Memory: 64GB (4x16GB) DDR4-2933 DDR4 SDRAM, Storage: Intel® SSD 760p, Display Resolution: 1920x1080, OS: Microsoft Windows® 10 build 20H2. Workload Description: SPEC CPU®2017 is published by the Standard Performance Evaluation Corporation (SPEC), a benchmarking consortium. SPEC CPU tests Compute Intensive Application Performance using integer and floating point subtests based on real programs. SPECspeed®2017_int_base and SPECspeed2017_fp_base measure how fast a processor completes a single integer or floating point compute task. SPECrate®2017_int_base and SPECrate2017_fp_base measure throughput, or how many integer or floating point compute tasks a processor can accomplish in a given amount of time. More information on the benchmark can be found at: <http://www.spec.org>.

2 Intel® Deep Learning Boost 'Up To 3x Average Inference Performance Gains': As measured by the geomean across multiple deep learning framework workloads (Apache MXNet, TensorFlow, PyTorch, and Caffe). Results for 11th gen Intel® Core™ desktop processors have been estimated based on measured data comparing dual-socket Intel® Xeon® Platinum 8280 processor using 8-bit integer operations with Intel® Deep Learning Boost on ResNet-50 versus dual-socket Intel® Xeon® Platinum 8180 processor using 32-bit floating point operations. Test done by Intel as of 3/1/2019.

3,4,5 For workloads and configurations visit www.Intel.com/PerformanceIndex. Results may vary. Performance varies by use, configuration, and other factors. Learn more at www.Intel.com/PerformanceIndex.

Performance results are based on testing as of dates shown in configurations and may not reflect all publicly available updates. See backup for configuration details. No product or component can be absolutely secure.

Altering clock frequency or voltage may void any product warranties and reduce stability, security, performance, and life of the processor and other components. Check with system and component manufacturers for details.

Your costs and results may vary.

Intel technologies may require enabled hardware, software or service activation.

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