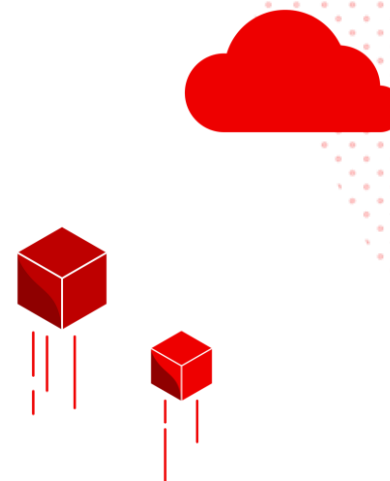




Tiago Terrivel

Portugal Country Manager

Intel

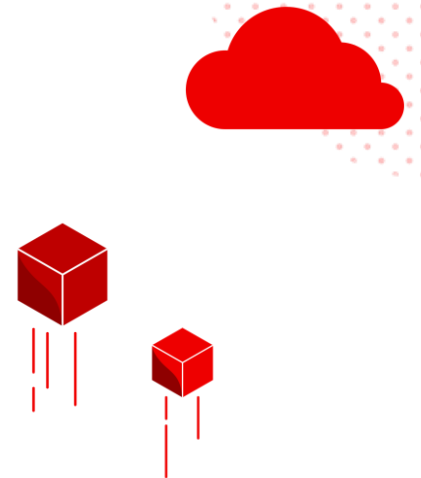




AI Everywhere

Revolutionizing AI in the Hybrid Cloud

Tiago Terrível
Intel Portugal Country Manager





Over **25** Years of Relationship

Fun fact:

Intel is #1

Linux Kernel

Corporate Contributor

since 2007¹

The Hype Around AI Is Disorienting

Harvard Business Review | AI And Machine Learning | The AI Hype Cycle Is Dis...

AI And Machine Learning

The AI Hype Cycle Is Distracting Companies

by Eric Siegel

June 02, 2023

CEO NETWORK

Generative AI: Hype or reality?

Dr. Lance Mortlock | CEO Network | June 18, 2023

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In tech, everything is labeled "AI" now

Scott Rosenberg

CDO TRENDS | Digital & Data Insights for Business Leaders

CDO UNIVERSITY | THOUGHT LEADERS

GenAI FOMO? Careful, You May Get Burnt

By Winston Thomas on July 24, 2023

1. Harvard Business Review, Eric Siegel, "The AI Hype Cycle Is Distracting Companies," published June 2, 2023. Accessed August 9, 2023. <https://hbr.org/2023/06/the-ai-hype-cycle-is-distracting-companies>; 2. CEO World Magazine, Lance Mortlock, "Generative AI: hype or reality?," published June 18, 2023. Accessed August 14, 2023. <https://ceoworld.biz/2023/06/18/generative-ai-hype-or-reality/>; 3. Axios, "Scott Rosenberg, "In tech, everything is labeled 'AI' now," published June 20, 2023. <https://www.axios.com/2023/06/20/ai-everything-definition-label-hype>; 4. CDO Trends, Winston Thomas, "GenAI FOMO? Careful, you may get burnt," published July 24, 2023. Accessed August 14, 2023. <https://www.cdotrends.com/story/18296/genai-fomo-careful-you-may-get-burnt>

AI is evolving rapidly

Underlying data technologies....



Graph Databases



Data Lakehouse



Data Fabrics



Synthetic Data

80%

of PCs to be AI PCs by 2028⁶ of enterprises will use Gen AI by 2026⁷

58%

of CEOs from leading public companies actively investing in AI²

More than

90%

Enterprise Apps will be Infused with AI by 2025³

\$300B

worldwide GenAI spending set to exceed \$300B by 2026¹

50%

of edge deployments will involve AI by 2026⁵

AI as disruptive as the Internet

Generative AI predicted to add up to \$4.4T of value to global economy by 2040⁴

100M+ Xeon Installed base. AI inferencing driving up compute costs

Growth of **large model sizes** (1T+ parameter models)

Growth of **smaller, nimbler models** (~10B parameters)

1. <https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/the-economic-potential-of-generative-ai-the-next-productivity-frontier#key-insights>

2. <https://chiefexecutive.net/the-rise-of-the-ai-ceo/>

3. Gartner®, Hyperscalers Stretching to the Digital Edge, July 2023. GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All right reserved.

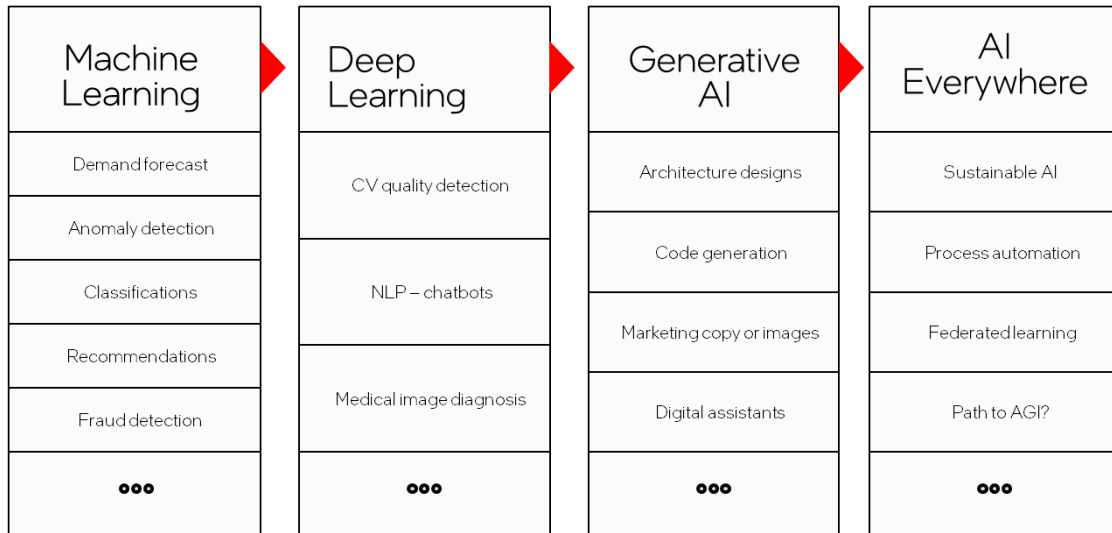
4. [Worldwide Artificial Intelligence Spending Guide \(IDC\)](#)

5. Gartner®, Building an Edge Computing Strategy, Thomas Bittman, 12 April 2023. GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All right reserved

6. Source: Boston Consulting Group

7. Gartner news release – Oct. 10, 2023.

AI evolution and challenge



Complexity

Rapidly growing number of methods, capabilities, data types and sizes, and infrastructure requirements to run AI

Costs

Increasing costs due to increased compute demand as AI becomes more widely adopted and consumed

Operationalizing

Many steps and skill sets required to get AI from proof of concepts through to production in a scalable, sustainable process

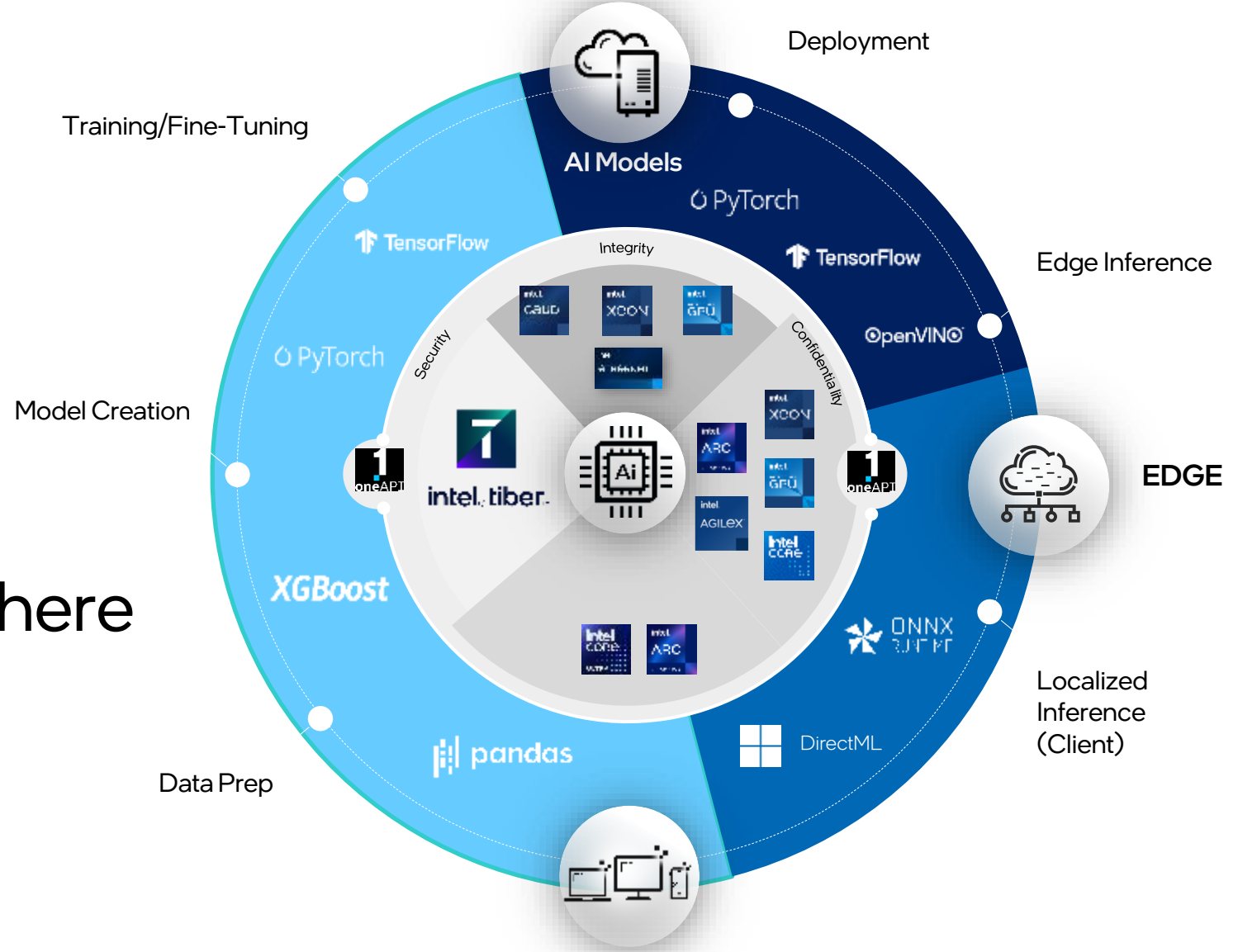
Data security and privacy

Activating sensitive or regulated data globally while remaining secure and compliant

Human impact

Ensuring AI technology advances responsibly, ethically and equitably with a comprehensive approach that lowers risks, improves lives and optimizes benefits

CLOUD & ENTERPRISE

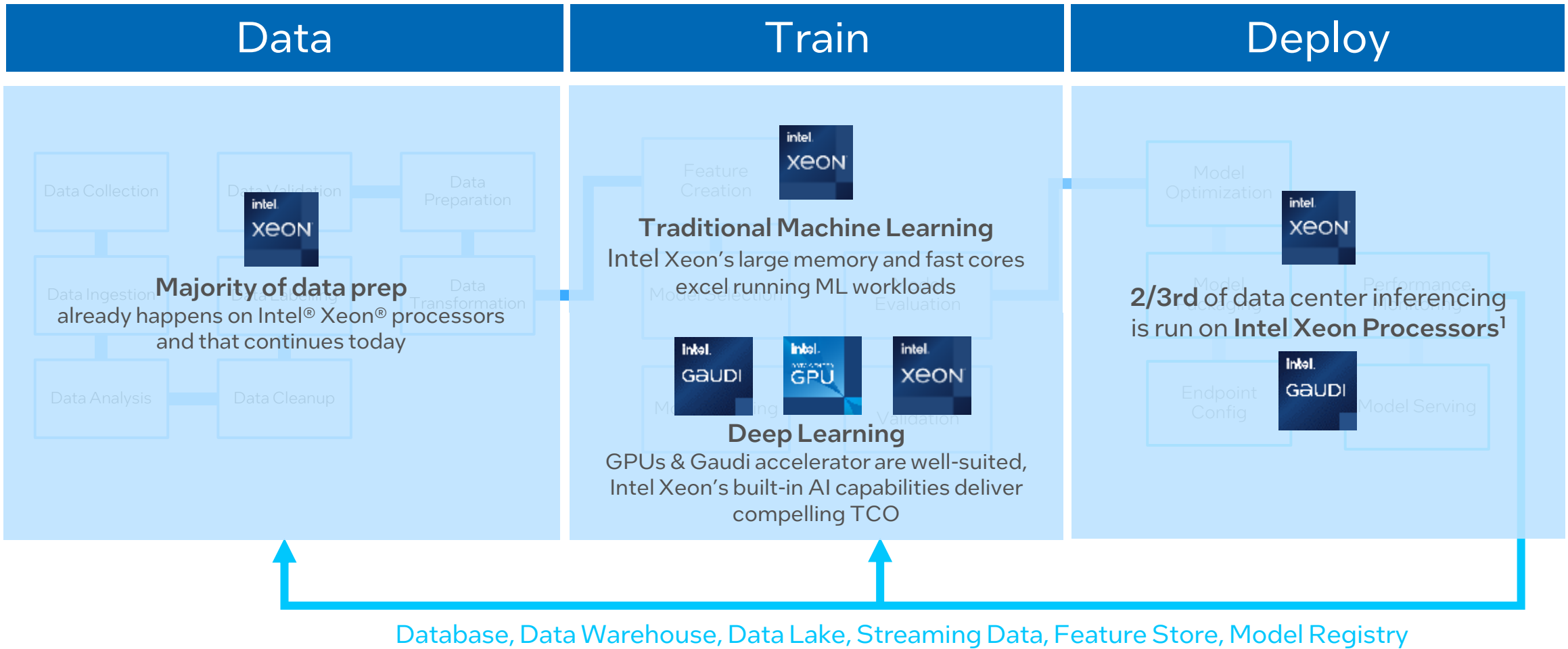


Bringing AI Everywhere

AI Continuum

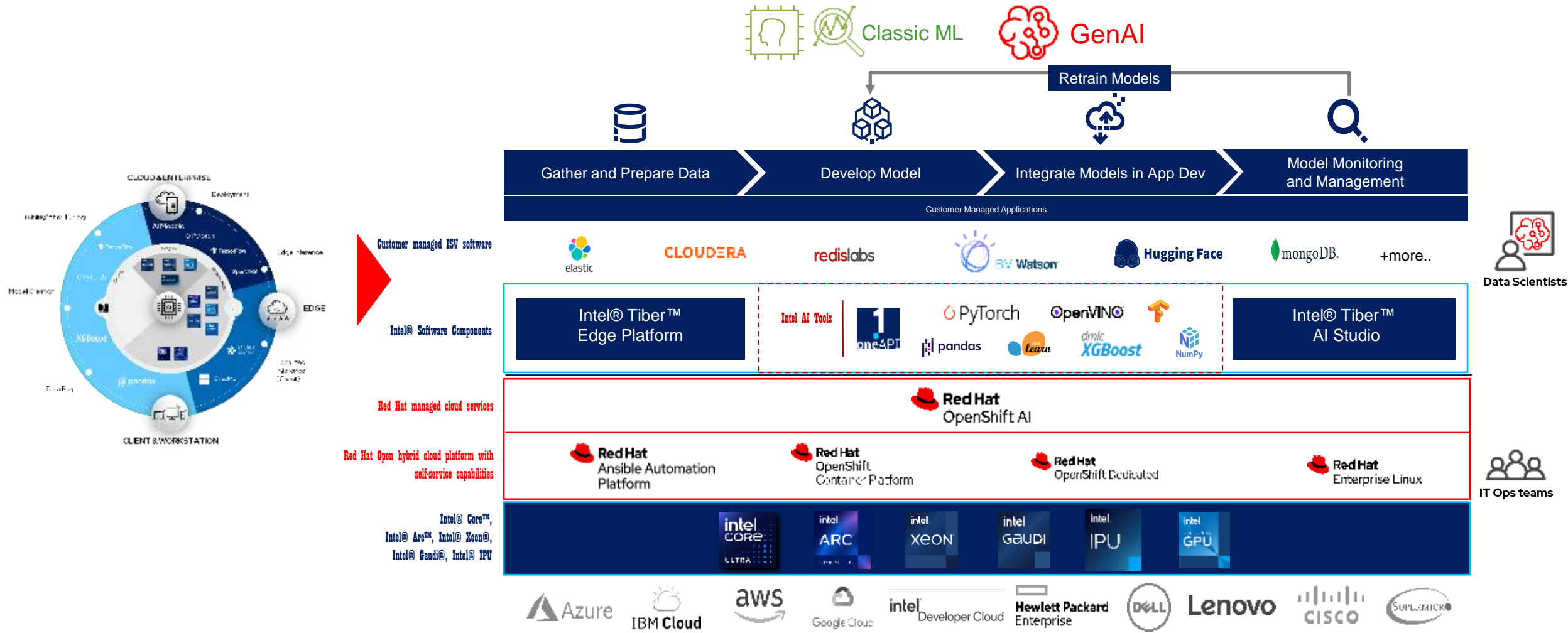
Note: Intel® Core™ Ultra processors integrate NPU low power inference engine from 15th Gen processors onwards.

The AI Pipeline runs on Intel



¹ Based on Intel market modeling of the worldwide installed base of data center servers running AI Inference workloads as of December 2022.

Building your AI stack



Summary

AI is evolving rapidly but Intel has you covered!



- ▶ Intel has a rich portfolio of AI-optimized hardware for your entire AI pipeline
- ▶ Well integrated in OpenShift and OpenShift AI, delivering application performance and developer productivity
- ▶ To learn more, join the Intel and Red Hat AI developer program – <https://www.intel.com/content/www/us/en/developer/ecosystem/red-hat.html>
- ▶ You can immediately action on AI with
 - Dell APEX Cloud Platform for Red Hat OpenShift
 - Dell validated design for Red Hat OpenShift AI



Muito Obrigado