Intel® Server System S9200WK Product Family

The S9200WK product family (formerly known as code-name: Walker Pass) uses the Intel® Xeon Platinum 9200 family of processors and is designed to be Intel's highest performing HPC server, setting a standard for performance.

- Built on a new hardware platform to provide the highest performance, flexible configurations, and advanced air-cooling and liquid-cooling options.
- Architected for both current and future technologies that can be actualized for future generations of product.

The DSG Story

Intel® Server Systems are a comprehensive portfolio designed to meet the next generation of data-centric demands. Combine the latest data center innovations with Intel-backed pre-validation and a full stack of offerings.

Select a purpose-built system for any workload—from entry level, to enterprise workloads, to performance sensitive mainstream applications and HPC.

Reduce time-to-value and support lift through pre-validation, making it easier to build innovative solutions with pre-integrated Intel® Data Center Blocks, and ensuring customer satisfaction with standard warranties and robust global technical Intel support.

Draw upon Intel's unique processor-based performance and security features like high-performance and low latency networking, hardened Intel x86 architecture, support for technologies like advanced analytics.

Scale across data center technologies with Intel x86 architecture software compatibility. Seamlessly support network solutions, breakthrough Intel® Optane™ Persistent Memory, Intel® Optane™ SSDs, and other adjacencies.

Sales Cycle

A Longer Sales Cycle

Intel® Xeon® Platinum 9200 Server Systems is replacing server systems with lifecycles of ~5 years or greater. Customers require a more proof points and more customization to make the switch to a new system, and sales cycles may run from 6+ months to a year.

Asking the Right Questions

Each HPC use case is unique, necessitating more sales design work than competitive positioning alone. An Intel® Xeon® Platinum 9200 Server System sale requires study of each customer's applications, workloads customer I/O requirements, and more.

Qualification

- **Company characteristics:** Manufacturing firms, universities, financial institutions
- **Product EOL (refresh/replacement opportunity)**
  - Use low/medium-power compute (Core-based IPCs, and more) but want to employ next-generation applications, which would benefit from advanced processing power
- **Business challenges**
  - Existing solutions do not meet form factor, use condition, compliance requirements
  - Liquid Cooling versus Air Cooling: Many customer decisions come down to power restrictions (for example, ConocoPhillips had significant power source limitations for their data center, which influenced their Intel® Xeon® Platinum 9200WK journey

- **Roles & their care-abouts:**
  - **Solution architects designing for customers, technical administrators**
    - Fit within a specific performance envelope for specific clusters
    - EU—Meet energy reduction targets through heat recovery
  - **Technical decision makers** (engineering managers, solution architects)
    - Building server clusters that meet their specific RFP budget/performance thresholds to increase ROI
  - **Sourcing officers**
    - Overcome risks and costs associated with building, integrating, and validating HPC infrastructure
    - Take advantage of the latest HPC and AI workloads to uncover new competitive insights and services

---

Intel® Data Solutions Group

About this document: This Intel Sales Card provides Intel Field and Channel Sellers with quick reference information for each stage of the sales cycle. Use in customer conversations and as a hub for resources to learn more.

Intel Confidential – NDA Required

1

Qualitative Differentiators

- **Deliver unprecedented performance** with Intel's highest power, world-class standard HPC system
- **Accelerate time-to-HPC and AI deployment** with pre-validated, unbranded server systems featuring workload-optimized components
- **Offer flexible options** for cores, form factors, and memory, storage, and I/O options to **suit a wide of HPC use cases and workloads**
- **Optimize performance and memory** for maximized compute density: "2-chip-in-one" design doubles memory capacity
- Case study: <u>Lawrence Livermore National Library Ready Deployment of 5.4 petaFLOPS Cluster</u>

- **Deploy with confidence** through advanced warranty replacement via Intel and third-party warranty and l**ower TCO** through simplified procurement and inventory management
- **Decrease time to value** with access to Intel's world-wide professional services network. This network includes access to remote and live testing for liquid cooling configurations and other developer support.
- **Greatly accelerate inference performance and support the latest advanced intelligent use cases** with the new Intel® DL Boost (Deep Learning) instructions for data analytics
- **Maximize common resources** developing computer vision, analytics, and business intelligence through Intel architecture

Intel® Xeon® Platinum 9200 Server Systems Comparative Highlights

	Intel® Xeon® Platinum 9200WK Server Systems	Intel® Xeon® Platinum 8180 Processor-Based Systems
Server Manufacturing Level	L9	L3, L6, and/or L9
Memory channels	12 DDR4	6
Wattage	250-400w	165w
Cores	32-56	24 maximum
Benchmarks (CPU Performance, inferencing, performance density, compute density)	For performance benchmarks, see the Intel® Xeon® Platinum 9200WK Server Systems Performance Brief: https://servermarketinglibrary.intel.com/asset-library/intel-server-system-s9200wk-product-family-featuring-intel-xeon-platinum-9200-processors-performance-brief/	

Objection Handling

Objection	Response
Air-cooled systems run too hot/ TDP too high	The 2U/2N option uses ~2200W, and the 2U/4N system uses ~3300W depending on configuration. While slightly higher power usage in the 2U/4N system than Purley-based server, performance can be as much as double the performance of Purely.
Intel® Xeon® Platinum 9200 Server Systems takes up too much space	WP Is a standard 2U height. While the depth is longer than normal the increase depth is more than offset versus increased performance compared to earlier systems
End users are not equipped for WP LC due to low confidence, budget, and infrastructure limits	Intel® Xeon® Platinum 9200 Server Systems is available in air-cooled and liquid-cooled configurations; Intel offers a rack-level reference guide to help resellers provide LC solutions to end customers
WP (Air or LC) is priced a lot higher that other L9's with AMD Rome	For HPC customers wanting the best performance, Intel® Xeon® Platinum 9200 Server Systems is the best solution. For customers not requiring maximum performance, Intel and its partners offer a range of other systems for their needs

Selection Guidance for Popular Intel® Xeon® Platinum 9200 Server Systems Workloads

Workload	High-demand geos	Target customer	Customer care-abouts	Configuration	Cooling	Cores
High-density cluster compute	EU	Government labs, large universities	Heat recovery, highest performance/ price, highest compute density possible	2U/4N	Liquid	48
High-performance AI	NA, PRC	Channel and end customers developing solutions for AI, machine learning	Highest performance possible for AI applications	2U/2N	Air	48
General channel market	NA/ Global	Traditional channel resellers and distributors	Improve flexibility and performance for standard 2U/4U line	2U/4N	Air	32

Sales Resources

Find a Partner: Intel® Xeon® Platinum 9200 Server Systems Partner Locator

Leave-Behind Collateral
- Performance Brief (short form)
- Product Brief (long form)

Landing Pages
- Intel S9200WK Server Family HPC Landing Page
- Configuration Guide
- Liquid-Cooled Rack Reference Guide
- Setup and Service Guide

Partner Programs
- Intel® Authorized Distributor
- Intel® Technology Provider for HPC
- Intel® Solutions Marketplace

To coordinate sales opportunities: Dennis Fallis, For product information: Brian Caslis

Legal Disclaimers

1. "Global Data Center Power Market 2019-2023," Businesswire, 11/26/2019
2. "By the Numbers: For the HPC Industry, These Are the Good Old Days," HPC Wire, 6/18/2019
3. "Five Trends in High Performance Computing," Rackspace, 10/8/2018
4. " Gartner Identifies the Top 10 Trends Impacting Infrastructure and Operations for 2019, Gartner Newsroom, 12/4/2018,

About this document: This Intel Sales Card provides Intel Field and Channel Sellers with quick reference information for each stage of the sales cycle. Use in customer conversations and as a hub for resources to learn more.