

Small Business, Big Impact

High performance helps SMBs compete

Computing has changed for good

The results speak for themselves

Success with multi-threaded applications

Finding your applications

For more information

How Intel® multi-core technology and
certified software help you take on
any size competition



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Competing with giants-and winning



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Level the playing field

Companies like yours are cost-effectively closing the technology gap and competing successfully using:

- Multi-core Intel® processor technologies
- Software applications designed to run on multi-core systems

Small-to-medium businesses not only have a huge impact on the economy, they are often preferred by customers because they offer more personalized service. Customers feel confident they won't get lost in the shuffle like they might with an industry giant.

But most of those giant competitors have made major investments in technology. To compete today, it's critical for small and medium businesses to prove to their customers that they provide the same features, quality, and convenience as the gigantic businesses with outlets on every corner.

In this e-book, we'll explore how multi-core processors can give businesses like yours an edge in the marketplace, and how you can find software that makes the most of your multi-core investment.

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Consider the consequences of outdated technology. If sluggish systems slow down ordering, it can defeat the best sales and growth plan. Waiting for desktop systems to churn through everyday tasks slows down your entire business. And if your employees can't work smarter using updated technology, growing your business will require adding more staff.

With Intel® multi-core technology, you can:

- Create more capacity within your organization by helping employees work at peak efficiency
- Ensure fast, responsive customer service that gives you the presence of a much larger organization
- Consolidate multiple applications onto a single, more powerful multi-core server to reduce costs of maintenance, power, cooling, and hardware acquisition



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Multi-core can help you compete because it's a real game-changer. Technology professionals used to rely on faster processors to meet performance goals, but hit the wall of power consumption and expensive cooling issues. Multi-core processors, starting with the dual-core Intel® Xeon® processor, have

permanently altered the course of computing as we know it.

Multi-core is **faster performing** because it incorporates multiple execution cores in a single processor package. The cores can run different parts of the same application at the same time, so the job gets done faster.

Multi-core is **more energy efficient** because the multiple cores are able to divide the power normally given to a single core—and still do more work.



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The results speak for themselves



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**More compute power +
more energy efficiency =
you, more competitive**

Multi-core is no longer experimental or bleeding-edge. Businesses of all sizes are replacing older single-core servers and PCs with dual-core.

It's easy to see why. Dual-core computers can deliver twice the compute power within the same hardware footprint. Dual-core processor-based systems have also reduced energy consumption at businesses in many different industries.

You can easily get those same kinds of results. Computers are available from leading manufacturers with multi-core processors from Intel. Look for servers with Intel® Xeon® processors and PCs with Intel® Core™2 Duo processors.

The secret to success: multi-threaded applications

High performance helps SMBs compete

Computing has changed for good

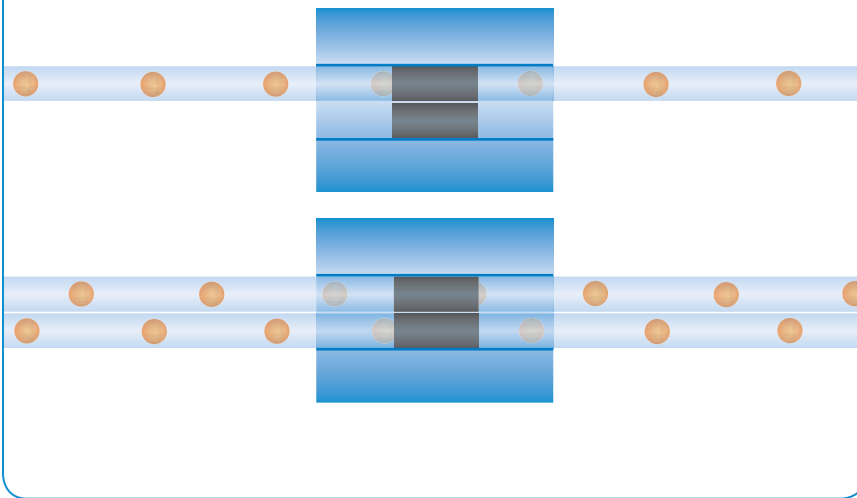
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Inside multi-core processing



An unthreaded application (top) can't fully use multi-core processors, while the multi-threaded application (bottom) can take full advantage of multi-core technology because of the way the software is written.

Moving to the latest generation of Intel processors will almost always deliver increased performance. But to take full advantage of multi-core hardware, be sure to use multi-threaded versions of your applications. Software vendors are offering those applications because they understand the secret to multi-core's success.

A multi-core processor is like a factory with two or more assembly lines next to each other, making different parts of the same product at the same time and then putting them all together at the end. To make the process work, the application must be written in multiple threads, or strings of operations, that can run simultaneously.

Finding your applications

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How can you find multi-threaded versions of the applications you need? Just look for this badge:



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It means the software is certified for Intel multi-core systems, giving you independent confirmation of high performance. These responsive applications help businesses become more productive and compete effectively in today's environment.

Multi-threading is not just for high-performance computing or flashy, media-rich software, it's for the apps you use every day. Turn the page to see some of the software vendors who have certified their applications for Intel multi-core technology.

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Vendors with applications certified for Intel multi-core technology

Adaptive
Planning

 **Liquid Scenarios® 2.0**
SEARCH2MODEL TECHNOLOGY


centerbeam™

ProcessMaker®
Workflow Simplified


concursive


eset®

 **enterconnect**
consolidate. collaborate. connect


EvComp

 **FileWorks™**
online

 **GEO-SLOPE**
INTERNATIONAL

 **INTALIO**

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Vendors with applications certified for Intel multi-core technology



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Add the power of Intel Certified applications to your business today.

To find applications that are certified for Intel multi-core technology, and to read more about the application vendors providing them, visit ibx.intel.com.

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