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Innovating with Local Partners to Drive Green Computing
Intel Launching Intel® Data Center Manager Platform

BEIJING, April 8, 2009 – At the Intel Developer Forum in Beijing, Intel Corporation launched its innovative Intel® Data Center Manager platform, which can monitor, manage and optimize power consumption at data centers in real-time. As part of the software product kits for newly launched the Intel® Xeon® Processor 5500 series, together with Intel® Intelligent Power Node Manager, Intel® Data Center Manager platform will leverage its powerful platform performance to provide customers with the optimum data center power consumption management solution.

Attending today's ceremony were U.S.-based server maker Supermicro, Chinese server makers Inspur and PowerLeader and China's leading IT operation support software developer SiteView The companies signed an agreement with Intel to launch server products and solutions integrating Intel Data Center Manager. With joint efforts, Intel and its partners will provide customers with improved hardware and software system for data center management, which will reduce power consumption and drive the development of green computing.

 "As a responsible corporate citizen, Intel is committed to leveraging its innovative technologies and products to help IT industry improve power efficiency," said Jonathan Khazam, Vice president of Intel Software and services group. "Developed by Intel, Intel® Data Center Manager will jointly be brought to market by Intel and its partners in China and worldwide and will contribute to the green computing."

With the fast development of information technology, the modern data center is an integral part of IT management since it runs almost all applications of an enterprise. However, the huge energy cost becomes a heavy burden. According to surveys, the growth rate for power and thermal cost of IT equipment worldwide is eight times the purchasing cost of new servers. Therefore, it's imperative for data center managers to effectively reduce energy consumption. This is the reason Intel Data Center Manager platform was developed, which can dynamically adjust power policy at data center level, reduce power and thermal cost for high-efficient power management.

 "Power management has become one of the most critical tasks in data center management," said Zhang Zejun, CEO of Beijing SiteView Network Technology Ltd. "Continuous technical innovation is SiteView's long-term strategy. By integrating Intel Data Center Manager into our SiteView system, we are able to improve the competence of our IT operation support products in the market."

As the world's largest video-on-demand platform, Funshion provides users with high-quality TV/film services. "Reducing power consumption is our important goal and social responsibility, and we'd like to capitalize on Intel's new green solution to fulfill our long-term goal," said Luo Jiangchun, CEO of Beijing Funshion Online Technologies Ltd.

Supermicro, which has headquarters in California, has launched several Nehalem-based server products. It has integrated Intel Data Center Manager into its new generation Supermicro Server Management suite to provide high-end optimization solutions for data centers and other customers, according to Li Yunjie from Supermicro.

While launching Intel® Xeon® 5500 based servers, Inspur and PowerLeader also make their products and solutions more attractive through Intel Data Center Manager platform.

Bai Yong, Intel business development director, also pointed out that Intel Data Center Manager implements real-time per node power consumption monitoring and cutting-edge engine driven by intelligent dynamic group policy. It can instantly help data center to manage power within target capacity while bring least impact to business operation.

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