

# Transform Application Performance with Granulate™ from Intel

**Improve compute performance and reduce costs by an average of 45% -- with no code changes or additional R&D efforts.**

## Key Highlights

UP TO  
**45%<sup>1</sup>**  
AVERAGE  
COST  
REDUCTION

UP TO  
**38%<sup>2</sup>**  
FASTER  
RESPONSE  
TIME

UP TO  
**41%<sup>2</sup>**  
INCREASE IN  
THROUGHPUT

**ZERO**  
CODE  
CHANGES

gCenter data taken, 22 February 2022. For more information see Granulate disclaimer. Your costs and results may vary.

Introducing Granulate™ by Intel - a paradigm shift in real-time continuous optimization. With Granulate, your customers can drastically reduce their server consumption and simultaneously boost performance, without the hassle of modifying code or engaging in extended R&D.

Once installed, the Granulate software analyzes resource usage patterns and dataflow to adapt resource management automatically and continuously. This results in ongoing resource allocation and utilization improvement, boosting performance and reducing costs in the data center and in the cloud.

This process involves adapting resource allocation at the operating system and runtime level to continuously and autonomously optimize memory allocation, process swapping, thread scheduling, storage access, and network communications.

Users experience ongoing performance increases as Granulate software continues to recognize usage patterns and optimize each workload.

## Why Recommend Granulate to Customers?

Granulate equips customers with fine-tuned application and workload performance and uniquely positions your business as a leading vendor of transformative solutions.

## CUSTOMER QUALIFICATION

### The Sales Approach

As you begin discussions with prospective customers in major markets on whether Intel Granulate is the right solution for their business infrastructure environment, use the following three steps to deliver your sales pitch for maximum impact.

**The three steps for promoting Intel Granulate from introduction to sealed deal include:**

| STEP ONE<br>Cloud Maturity   | STEP TWO<br>Key Use Cases  | STEP THREE<br>Value Prop   |
|--|--|--|
| <ul style="list-style-type: none"> <li>• Do they have a FinOps Team?</li> <li>• Which 3rd party FinOps tools are they using?</li> <li>• Does the customer utilize Reserved Instances, Spot Instances, Savings Plans etc.?</li> </ul> | <ul style="list-style-type: none"> <li>• Big Data, Data Analytics (Spark, Hadoop, Databricks, Cloudera, EMR)</li> <li>• Managed Kubernetes Services (EKS/AKS/GKE/OpenShift) running Java, Python, Go</li> <li>• Stream Processing (Kafka/Confluent)</li> </ul> | <ul style="list-style-type: none"> <li>• Big Data [Spark, Hadoop, Databricks, Cloudera, EMR ]: 20-40% improved job completion time &amp; costs</li> <li>• k8s [ EKS/AKS/GKE/OpenShift ]: 20-60% reduction in costs, increase in latency/throughput</li> <li>• Stream Processing [Kafka/Confluent ]: 15-40% improvement in latency and throughput on consumers and producers, 10-15% improvement on brokers, 25-35% cost reduction</li> </ul> |

## NEXT STEPS

### Engage the TD SYNEX Intel Team

In the evolving landscape of cloud and data management, Granulate emerges as a cornerstone solution that not only addresses but anticipates future business needs. By aligning the unparalleled capabilities of Granulate with your customers' specific needs, you're not just offering a product but a vision for a more efficient, cost-effective, and high-performing future.

Need additional Granulate training or sales strategies? Reach out to the TD SYNEX Intel team at [IntelSoftwareUS@tdsynnex.com](mailto:IntelSoftwareUS@tdsynnex.com) for all of your Granulate needs and opportunities.