



# Memory Solutions for the Modern Workplace

The right memory can speed the way you work.

Insight<sup>®</sup>



# Introduction

Managing your business should be as simple as possible. When too much time goes into fixing issues, you run the risk of falling behind.

Having the right storage in place is crucial to getting work done — and frees you to innovate your business. Many business users may not appreciate a speedy experience ... until their computer lags at basic tasks, such as rebooting and loading important applications.

Often, IT professionals simply layer on more memory for a quick-fix solution. However, this tactic can get pricey, leading them to evaluate other avenues for improving their hard drive performance.

One option is Intel® Optane™ memory, which delivers similar effects as a Solid-State Drive (SSD) but is a completely different, revolutionary technology. Available from Insight, Optane is ideal for users with large-capacity storage who require faster operating speed and want to manage it all — at a reasonable cost.



## What is Intel Optane memory?

Optane memory is built to adapt to the way you work. It automatically learns and adjusts to your unique computing behaviors, accelerating the tasks you do most frequently. For example, if you start your day by opening your favorite web browser and viewing a specific file, or you're consistently working to edit a presentation, Optane can learn these repeated behaviors.

With Optane, you'll soon notice that loading these go-to files and running regular applications happens at a lightning-fast pace. Say goodbye to waiting, lost time and frustration.



## How Optane works

To understand Optane, consider the moving parts behind the scenes when you need a file, starting with data. Your processor relies on your hard drive to supply data, so it can get you the information you need. However, gathering that data isn't always convenient; sometimes your processor must go "far" to fetch it. This can translate to a slower processing speed — and waiting.

The traditional solution: Pile on more Dynamic RAM, or DRAM. But this can be expensive. It's just one more element to manage, and it doesn't eliminate your processor's need to fetch data.

Optane memory sits between your hard drive and processor, immediately allowing for greater system efficiencies. In other words, your data is right where you need it, when you need it.

## Introducing 3D XPoint memory technology

Optane is based on 3D XPoint™ (“cross-point”) memory, a breakthrough in memory innovation. It’s non-volatile memory media, a form of solid-state storage, designed exclusively to tap into the power of your data. It’s significantly more affordable than DRAM and can work alongside conventional memory types to offer a system performance boost.

Its high-density design allows for:

- **Stacking:** Stack these thin layers of memory to scale as you see fit.
- **Safe data storage:** Your data remains safe, even if you lose power.
- **Enhanced durability:** 3D XPoint is not as vulnerable to the amount of write cycles, making it a more durable and resilient form of memory.
- **True cross-point structure:** The 3D XPoint name is a nod to its cross-point structural design, where perpendicular wires connect to microscopic columns.



## Fast access to data

Users of Optane experience:

- **Fast task completion.** Spend less time waiting for tasks to complete and more time doing what you need to do. Tasks such as starting and rebooting your computer, searching for files, saving large files and launching applications will be faster and smoother.
- **High speed and high capacity.** Access and store large files without limiting your ability to store in the first place. Combining Optane with a large-capacity storage device, such as a Hard Disk Drive (HDD), can deliver impressive results on both fronts.
- **Superior reliability.** Optane is not the same as a caching solution. Unlike caching, Optane performs reliably even in low capacities and can withstand multiple reads and writes. Plus, it's easy to install and configure.

## Frequently asked questions about Optane

Q: What capacities is it offered in?

A: Optane is offered in 16GB and 32GB capacities. For average usage, 16GB should be adequate, but if you require access to a variety of large files or data-intensive applications, you may want to consider 32GB.

Q: How soon after installing Optane will I notice a difference in performance?

A: You should notice a difference within just three boot cycles. Your computer performance will feel faster. Improvement in application runtime will vary, based on how often you use an application.

Q: Can I use Optane with any processor?

A: Optane works with 7th Gen Intel® Core™ processors or later.

Q: Is Optane right for me?

A: Optane is ideal for anyone who seeks high-capacity memory and wants to bolster their system responsiveness. It's used by mainstream PC users, gamers, creative professionals and others. If you're frustrated by a slow system and slow-launching applications, Optane may be a good solution for you.



## Why Insight for Intel

Insight and Intel are long-standing partners, collaborating to deliver smart technology solutions to clients of all sizes, worldwide. Insight's team of experienced engineers and sales specialists offer deep expertise in helping you use Intel-powered mobile devices, data center solutions and powerful networking technology to transform the way your business operates.

Insight's partnership and expertise earned us the 2017 Intel Training Excellence Partner of the Year Award, as well as the 2016 Intel Workplace Transformation Partner of the Year Award.

## About Insight

Insight empowers companies of all sizes, government organizations, and healthcare and educational institutions with Insight Intelligent Technology Solutions™ to realize their goals. As a Fortune 500-ranked global provider of hardware, software, cloud and service solutions, we give clients the guidance and expertise needed to define, architect, implement and manage technology today while transforming for tomorrow.



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