Komal: Hi, I am Komal, and in this episode, we are going to talk about changes led by "new normal". Workplace productivity and IT management of resources have taken a drastic shift to a level not seen before. Whether you've moved your workforce to a remote model overnight or you're operating your facility with as little contact as possible, recent events have generated a need to manage technology in a whole new way. Today, to take us through the evolution of computing and new lines of technologies, we have **Prakash Mallya,** who is the Managing Director of Intel India. Hi, Prakash.

Prakash: Hi, Komal.

Komal: Thank you, for joining us today. We really appreciate you taking out time to talk to us.

Prakash: It's great to be here. Thank you for having me.

Komal: So, Prakash, In May 2020, Intel launched their 10th Generation Intel Core™ vPro® processors. As always, new lines of technology present key opportunities to take advantage of fresh ideas and exciting innovations. But are these nice-to-have or need-to-have devices? And how does it support today's remote workforce?

Prakash: Yeah, it is very interesting to watch over the last several months as we have gone through pandemic times. The importance of PC has emerged way more clearly now more than ever, especially in work from home environments that all the enterprises, small or large, are encountering. So, I would look at it in two different ways – one, employee point of view and second is employer point of view.

So, when you look at employees, they are always looking for great experience, more and more data suggests. As Millennials are entering workforce, they are really pushing the boundaries on what's possible on their devices. That is one thing to keep in mind, which is productivity – how collaborative the platforms enable them to be; how real is the security impact it can create in their life. So, they are kind of secure in the devices that they interact with rest of their colleagues, and in fact, most of the world. So, those are some of the dynamics playing out from an employee point of view.

When you look at it from an employer perspective, it is slightly different. One is they are looking for a platform that is highly productive, high performance as well. But they're also looking at the same platform to be managed remotely easily. Because everybody's working from home. So, the opportunity to really come face to face to manage an environment is far more earlier. That's where Intel vPro® platform is very, very unique. I would say it's a platform built for business. It's been over a decade since we have been innovating on Intel vPro® platform.

And a couple of areas I can cite here which are very relevant for large enterprises. One is the performance of delivers on tasks that are real world, not benchmarks which do not replicate the real environment for any of the use cases. Second, it is built for mobility. So, OT engine platform as a case in point, delivers great performance when on power. But the same laptop will deliver fantastic performance on battery. And many of the employees as they walk around or are on the go. They can really harness the productivity and capabilities of it on battery as much as they can when it is on power. This is a very big and very significant differentiator of Intel vPro® platform.

And outside of that, Intel vPro® platform features modern manageability features, for example, Intel Active Management Technology, or AMT for short and Intel Endpoint Management Assistant, Intel

Emma – this, frankly, enables very efficient production Active or reactive maintenance of computing endpoints. So as we look back in a decade plus journey that we have had to build enterprise class technologies, Intel vPro® stands head and shoulders above the industry on the impact it has been able to create in large enterprises.

Komal: You mentioned that Intel vPro® platform improves PC management and security. Looking at current situation, when most of the employees are working from home and businesses today face increasing numbers and types of cyber threats, how can Intel vPro® enable modern manageability with enhanced security at edge to enable a connected and secure workplace?

Prakash: It's a great question Komal. So, let me try and articulate it in a few ways. Number one, large enterprises today are challenged to really reimagine how work will happen in the near future; you have already started seeing that happen significantly, differently versus a few months back.

And when you consider the fact that some parts of it will not go back to how it used to be pre-COVID, it provides you a very interesting vantage point on how would I reimagine my employees being the most productive, the most capable, the best experience that they can get from the infrastructure that I as a company or as an infrastructure provider provides them. So that's the real argument.

And when you think about it, in that context, there are three points that emerge as it relates to Intel vPro® and the capability impact that it can have in large organizations.

First, is manageability. We talked a bit about the Intel Active Management Technology, and Intel Endpoint Management Assistant. What does it do? It frankly, simply put, is remotely managing and repairing the PCs. And it is not only limited to PCs, it can do kiosks as long as it has vPro® technology built into it; digital Signage, and many more such form factors, which can be managed both what we call technically off or out of band. And what does that mean?

And that is a significant differentiator for Intel vPro® platforms where manageability options in the market. All mostly deal with when the system is on – operating system is running. But there is only one platform that addresses the manageability challenges when the OS is down, or when the system is not powering on all together. And support can be provided in a wired platform or in a wireless device for example, laptops. So that's a big, huge benefit that employees and employers can gather out of it will be pro management technology.

The second part is security. We talked a bit about security as well, on how important in a remote work environment, security becomes. And in Intel vPro® platforms, hardware enhanced security features, Intel Hardware Shield, as an example, is exclusive to this platform – it reduces the attack surface of the system and locking down all the critical resources associated with the platform so that the organization is protected.

And the third and the very important element. And it has also been in existence for over a decade, what we call Intel Stable Image platform. What it does is the work happens in the background, with Intel and its ecosystem, validating each and every platform that is certified for enterprise usage right down to the key components of hardware and software. And this happens over multiple cycles. That also means that any organization investing in these platforms have a very stable lifecycle for a period of 15 months. It hence avoids businesses having different images, different compatibility issues across hardware and software. So clearly a very stable infrastructure.

So, to summarize, Intel vPro® platform with its manageability, security and stability provides a best in-class category of devices that you can bring into your enterprise, and be rest assured that the system will function to the best possible extent to making your organization very productive, very secure and really collaborative.

Komal: Quite interesting. In last few months, we have seen that digitally mature industries were better positioned to adapt to uncertain times, by embracing remote working for business continuity. What workplace technologies do you think companies must invest in, to ensure that they build a future-ready and resilient workplace?

Prakash: That's a very, very interesting question. And a question that I would think the entire technology industry is grappling with. I can give you my point of view on it. The first, as I see it, is when you look back into the future, I do think work will get to where talent is, not the other way around. Up until now, we mostly have had situations where organizations are limited to large cities as an example, or hubs to hire people for their needs.

Now, you can actually hire everywhere across the world. And these times have made us realize that you can be really productive in whichever part of the world large or small city does not matter, as long as you have the infrastructure to really get to it.

So, when you look at workplace environment in that frame, there are a few things that come to my mind, which are going to be very critical in terms of technologies. Number one, your client infrastructure, as I call it, or the PC infrastructure, what you are enabling your employees or staff with matters more now than ever before. That's why performance on your PCs matters. Mobility matters, security, and manageability matters. So those are a class of technologies that we are working on and Intel vPro® is a great example of that. And we will continue to push the boundaries on what's possible in that area.

The second, I would think, and that is also part of how the work would evolve is Cloud. I do believe that every service delivery would start happening over the Cloud. And we have seen Cloud accelerate in the last several months since COVID impacted all of the entire world. And I see that path, progressing very, very fast. And that also means that large parts of enterprise category of services will be delivered on the Cloud – you can see that happen in HR, or you can see that happen in expenses, as an example, or you can see that happen in email, there are several of these instances which are all operating on the Cloud today. So that trend is going to continue.

The third piece, and very important one is as you evolve the workplace, to where talent is hired, no matter the location, you give them the best infrastructure to be the most productive and resilient. And as you deliver those services on the cloud, how you can proactively manage that infrastructure becomes very critical. And that's where artificial intelligence kind of technologies come through. And the work that the industry is doing, and Intel is doing as well will really push the boundaries on what's possible in that area. And our approach to artificial intelligence is that intelligence need to be built in every part of the entire infrastructure. And you see that, at least from a client point of view, you see that more artificial intelligence capabilities, things built into PCs, and that come alive with the software that is running on top of it.

So, I see this very, very interesting, in a few years on how the landscape will look like for the enterprise. And how some of these technologies that I talked about, can really shape the journey of employees and make them far more productive, far more effective in collaboration and really secure so that they don't need to care about what is underlying in that infrastructure aside from saying that this is the best infrastructure experience that I can get no matter whether I'm in a small town or in a big city.

Komal: HCL Technologies and Intel have developed state-of-the-art Digital Workplace technologies. How does the partnership between HCl and Intel help in resolving the workplace challenges, making end user experience seamless?

Prakash: HCL and Intel have a very strong relationship that spans multiple years in the past. And both companies have a global context, because HCL is catering to the needs of Fortune 1000 companies around the world and Intel is also a global innovation company with a portfolio of products that spans probably one of the widest range in the history of our company.

So how do we bring this to bear for our customers? Several ways, I would say, I will touch on few because I would not be able to do justice to everything we do in a few minutes. So, this is just a sneak preview.

One is from any creating an experience for enterprise is a big area of focus, whether it is investing in Centers of Excellence to test and validate best-in-class architectures, architectures like Intel vPro® architectures, like Endpoint Management Assistant, which is part of Intel vPro® platform, so that they deliver the best manageability manifests to enterprises, best security and productivity benefits to the enterprises as well. So that's one area – how do we create solutions that cater to the needs of enterprises?

Second is how do we reimagine how enterprises and the infrastructure could shape over the next several years. So, Device-as-a-Service, and HCL has a solution called FlexSpace, which is creating experiences based on persona, based on the profile of employees within an organization. So, we are collaborating very closely with them, and bringing to bear the technologies and platforms that we offer as a part of the service that they deliver to their customers.

And lastly, is Intel has been on the journey of reimagining PCs for several decades – we invented the PC industry as a company. And over the last several years, you see Centrino being a great example of what we did to PC mobility, or Ultrabook is a great example of how we reimagine laptops. And more recently, Intel Athena certification program that we announced last year to further reimagine how mobility and the platforms associated with laptops would reimagine themselves collectively as an industry. And we last week, launched Intel Evo platform in the journey of reimagining mobility.

This is also an area of long-term focus for both HCl and Intel because we believe platforms like Intel Evo bring the best-in-class collaboration, performance, productivity, to enterprises, as well as consumers alike. And bringing this together with HCl, would provide a very strong value proposition for our joint customers to rethink their workplace strategy to create a modern workplace that caters to needs of their employees, as well as helps the employees themselves become far more competitive, as they are looking ahead in shape of things to come.

Komal: Thank you very much, Prakash, for sharing your views and enlightening our listeners with the latest trends in technology. And when we come back after a short break, we will ask Prakash for his takes on some trending consumer technologies. Stay tuned.

Welcome back. In this segment, we ask our guests to summarize their opinion about some exciting technologies. So, are you ready Prakash?

Prakash: Yes

Komal: Edge Computing.

Prakash: Edge to me is the next frontier of computing space where the entire technology industry is working hard to reimagine

Komal: Drones and unmanned aerial vehicles

Prakash: An area that has disruptive potential to transportation

Komal: Digital twins

Prakash: Marrying of physical and virtual world to solve business problems, who knows even entertainment at some stage

Komal: Intelligent spaces

Prakash: An environment enabled by smart technologies to solve problems before you even know it.

Komal: It was wonderful having it today. Now we have a much better understanding of new-age computing. Thank you again for your time, and we hope for an opportunity to host you again.

Prakash: Oh, it was fantastic being here. I've not done a podcast in a long time. It was great doing it. Thank you.

Komak: I thank our listeners for joining in. We would love to hear from you. The contact information is available in the description, comment, share the comment and subscribe. See you all in the next one.