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 **Mellanox**  
TECHNOLOGIES  
Connect. Accelerate. Outperform.™



# OpenPOWER is a Model for Open Innovation

## Market Shifts

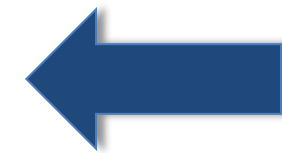
- Moore's Law
- IT consumption model
- Open ecosystem matures

## Response to Market Shifts

- Open innovation model
- Open POWER8 architecture
  - CAPI
  - Reference designs donated to foundation
  - Licensing of POWER8 and micro architecture
  - OpenPOWER workgroups
  - Ecosystem innovation

## New Open Innovation

- Derivative POWER chip designs
- Customized power servers
- Accelerated Systems
- Accelerated Networking
- Memory Technologies
- Storage Technologies



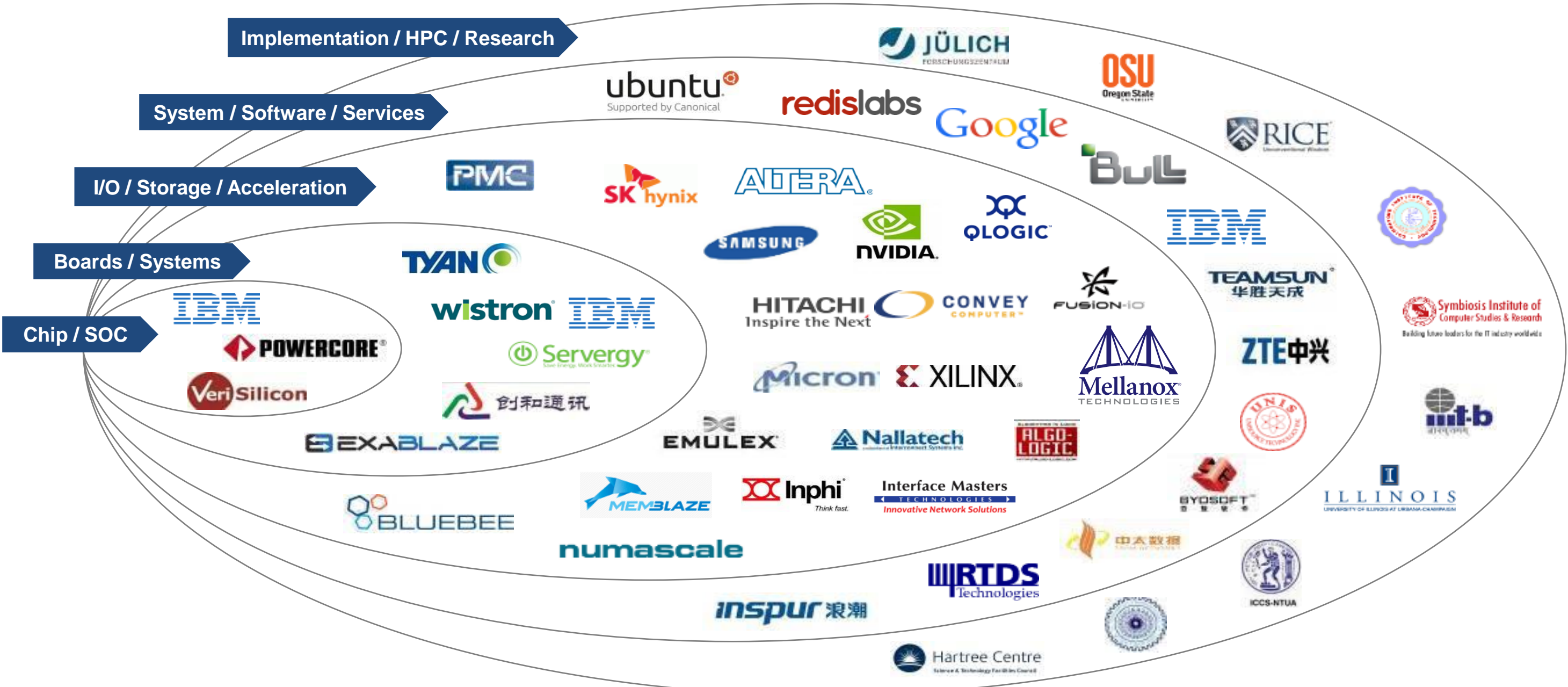
*Feeds back*



...resulting in **client choice**  
and **System Volumes**



# Building Collaboration and Innovation at all Levels





# Sample Innovation Projects With Mellanox

- ConnectX high performance attach to POWER Processors
- Data Plane Developer Kit (DPDK) on Power with ConnectX
- Numerous ConnectX functional enhancements for HPC and HPA: Fast Paths of Network to I/O and Network to GPU and more
- ConnectIB for HPC solutions
- ConnectX Mezzanine Cards for Internet Data Center Whitebox deployment
- ConnectX 10Gb qualification in Blackbox Systems



# What the Market is Saying

“The level of support behind the OpenPOWER Foundation leads me to believe that **IBM has a real chance at ending Intel's server chip monopoly.**” [*IBM is the real threat to Intel's server dominance*, [Motley Fool](#)]

"ARM (is) not the only game in town" [[EE Times](#)]

"The new systems incorporate technologies from IBM and other providers that are part of OpenPower...which allow you to achieve **unprecedented computing performance.**" [[Cloud Times](#)]

IBM and NVIDIA Partner to Make OpenPower a Real Threat [[Enderle Group](#)]

IBM disrupts the innovation model to protect its industry incumbency [[TBR](#)]

How the OpenPOWER Foundation is Taking Open to New Places [[LinuxFoundation](#)]

“This announcement is around the OpenPOWER Foundation that has brought together a wide range of companies from chip fabricators to system builders.” [*IBM attacks Xeon v3*, [Business-Cloud](#)]



Thank You