

The Economics of Xeon E5 DP Dumping - in Pictures

Science of Discharging Inelastic Cumulative Production Values verse Dealer Elastic Values on Channels Price and Margin Increases

“Truth always originates in a minority of one, and every custom begins as a broken precedent. Forget about the mistakes, the failures, forget everything except what you’re going to do now.”

Will Durant, Historian

Summary Assessment:

Intel Corporation controls the primary 'virgin' and secondary 'surplus' processor and system's markets on Intel x86 processor production volumes, primary and secondary market price controls.

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Continuing assessment of Intel Xeon Server Markets Monopolization -
Quarterly Xeon E5 26/24xx Dual Processor Volumes are shown;

Ivy Bridge, Haswell and Broadwell generation's over 17 quarters

- by their change ▲ in quarterly volume.
- by their change ▲ in cumulating quarterly volumes.
- by their change ▲ in quarterly average weighed price.

Calculates Price Elasticity ϵ on Change in Quarterly Volume and Price.

Calculates Price Elasticity ϵ on Change in Cumulating Volume and Price.

Ivy is Highly Monopolistic, Haswell attempts Order from Chaos, Broadwell returns to Intel Order.

Like Supply Signal Cipher Broker Data reveals continued Collusion by Model Proof.

Broker Data is not random but a signal transmission system.

Broker Data does not indicate organic, rather a controlled products distribution system.

Intel strategy is all about driving cumulating surplus volumes into channels;

- 1) on discounts, rebates and price decreases stimulating primary demand.
- 2) on price increases causing secondary channels to chase after limited high margin values.

There are two primary objectives;

- 1) Discharging from Intel inventories demanded processor values on primary dealer allocation.
- 2) Discharging from Intel and Dealer Inventories demanded values on secondary channels access.

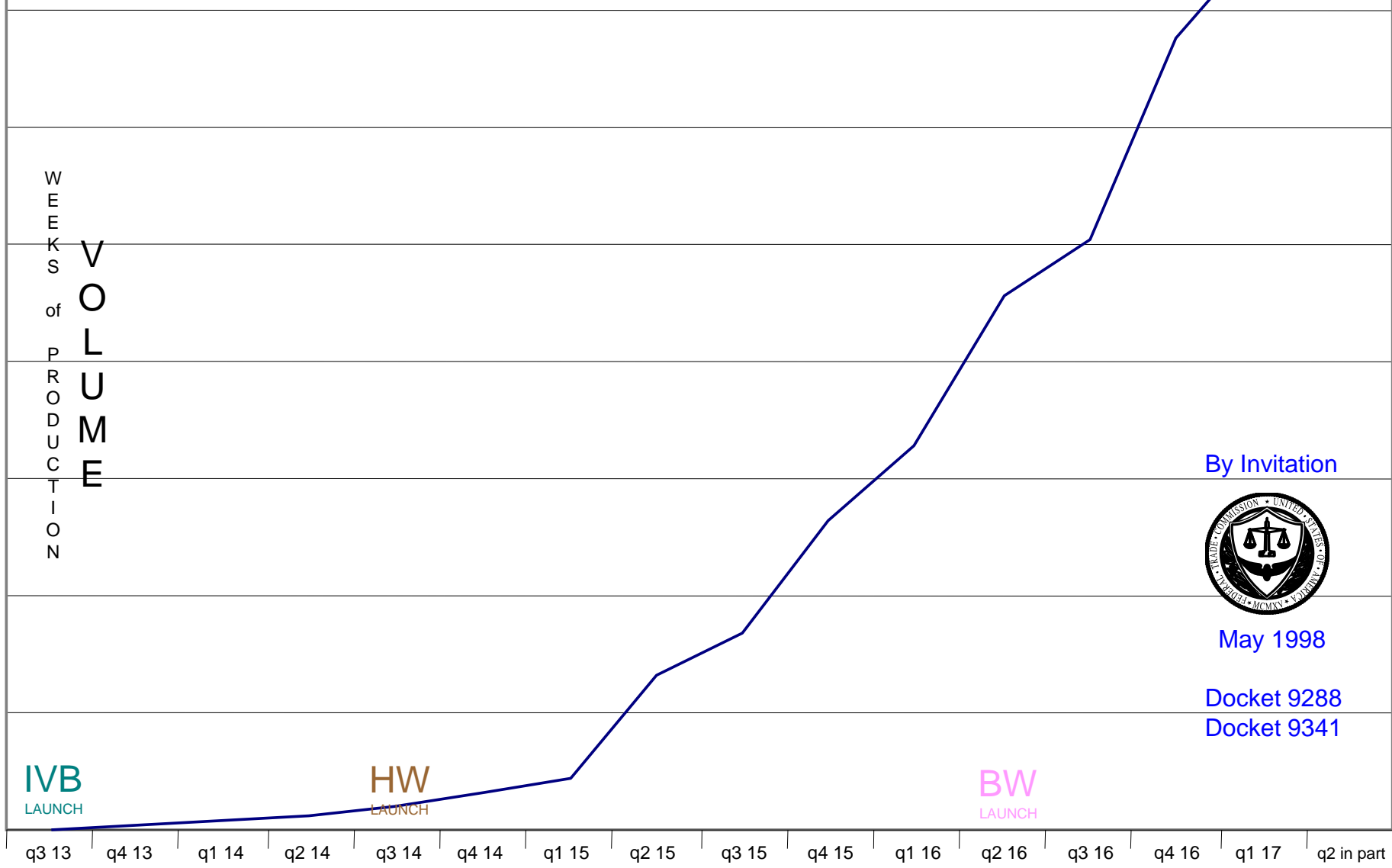
Broker data price increases are a result of Intel top bin supply increase and/or the buying up of low priced goods.

Broker data price declines result from the buying up of high priced top bin goods leaving low bin non demanded.

Brokers tend to scramble for the high value goods.

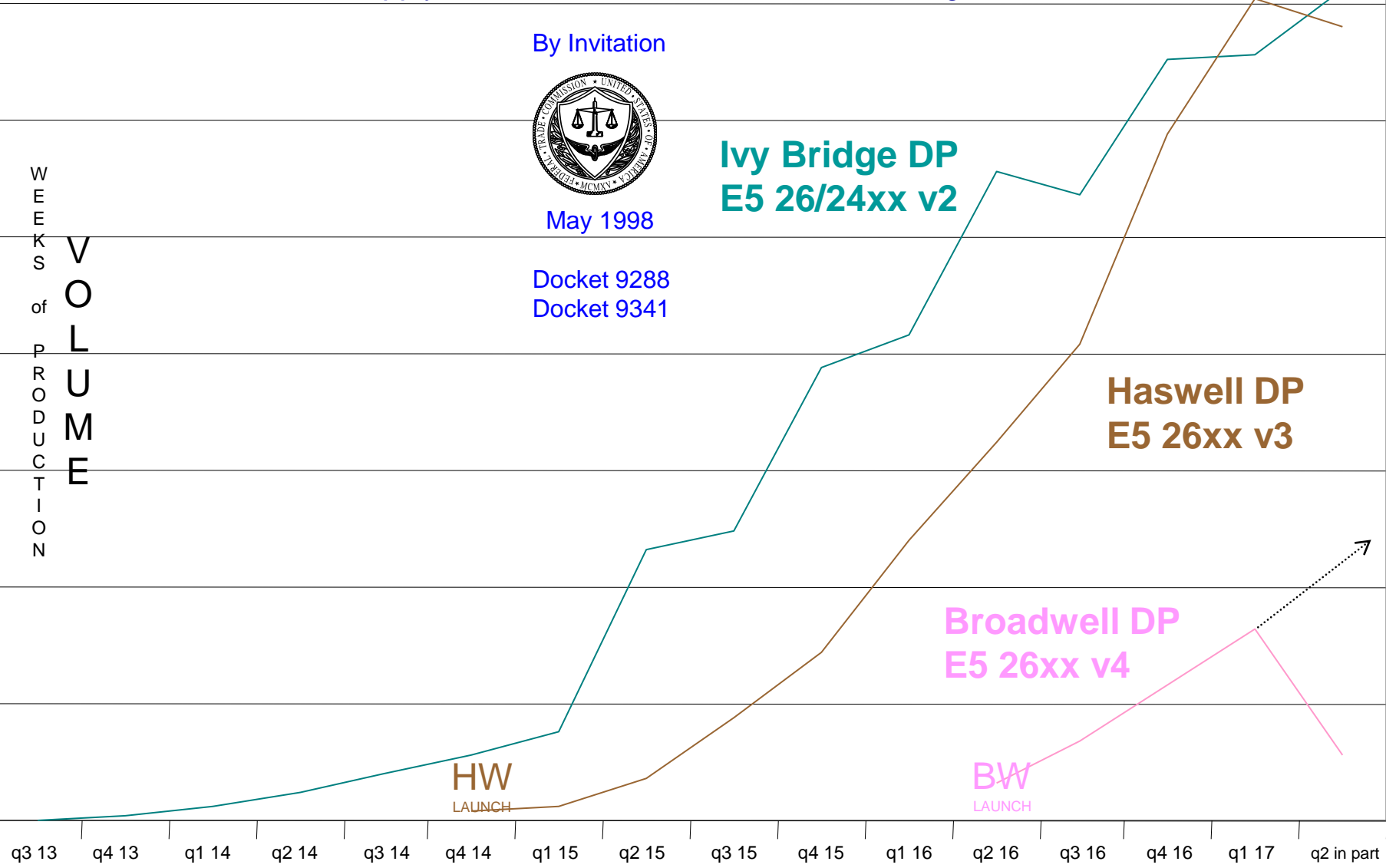
Cumulative Ramp on Weekly Broker Volume

Shows 193 Weeks of Xeon E5 Dual Processor Broker Market Channel Supply



Individual Category Ramp on Weekly Broker Volume

Breaks out 193 weeks of supply into individual Xeon E5 architectural generations.



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Ivy Bridge DP
E5 26/24xx v2

Haswell DP
E5 26xx v3

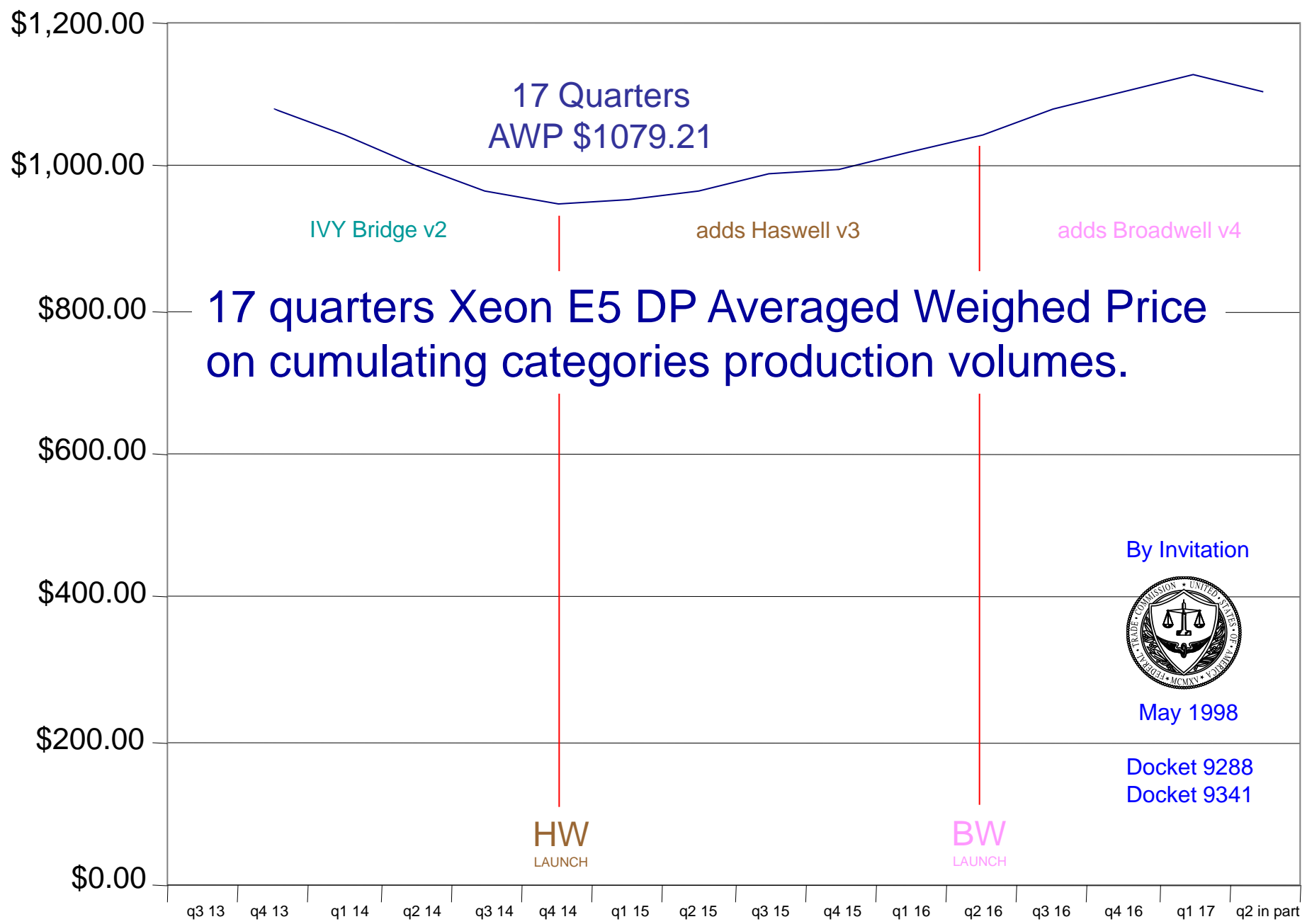
Broadwell DP
E5 26xx v4

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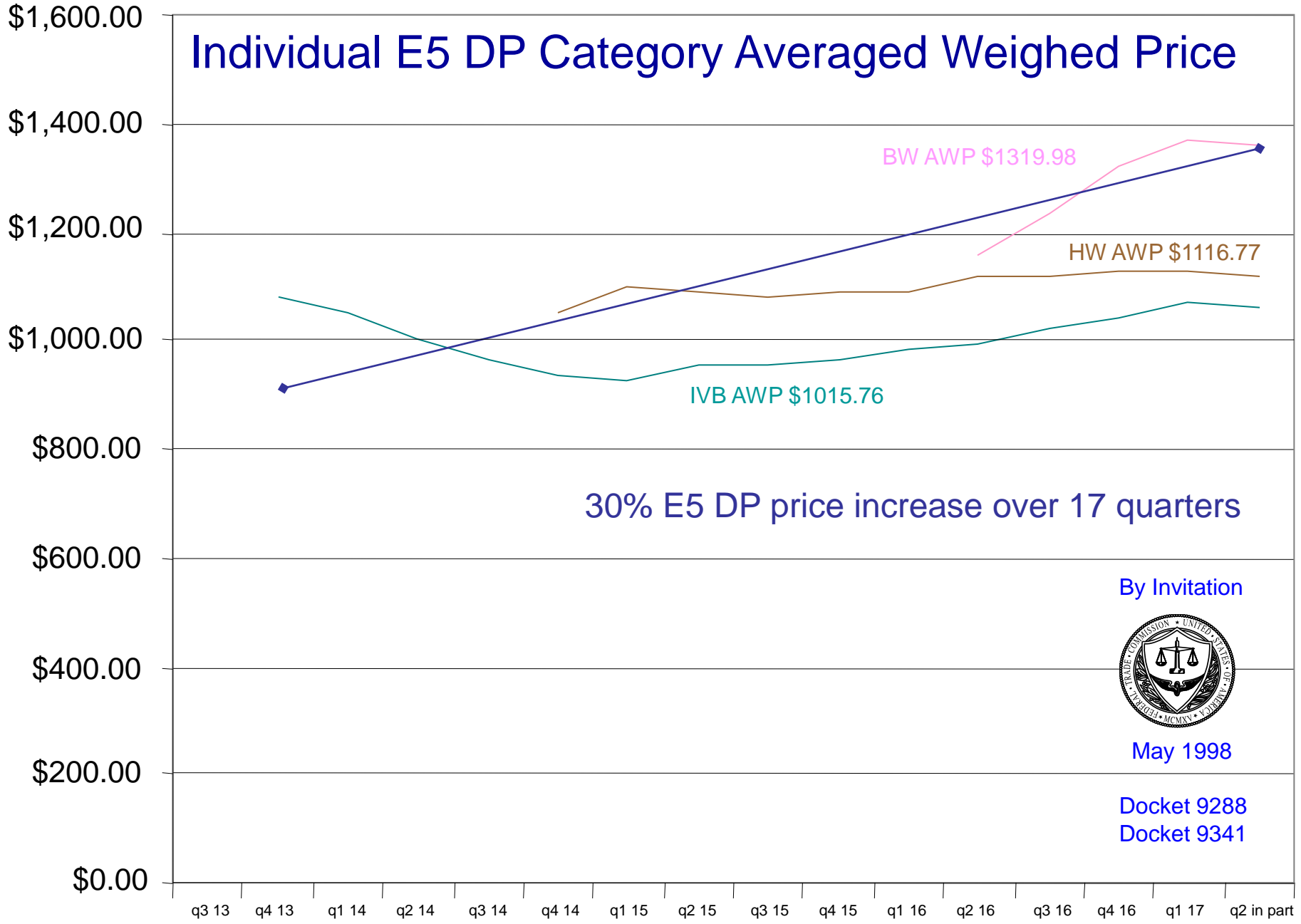
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of
PRODUCTION
VOLUME

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Individual E5 DP Category Averaged Weighed Price



30% E5 DP price increase over 17 quarters

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Ivy Bridge DP Change in Quarterly Quantity

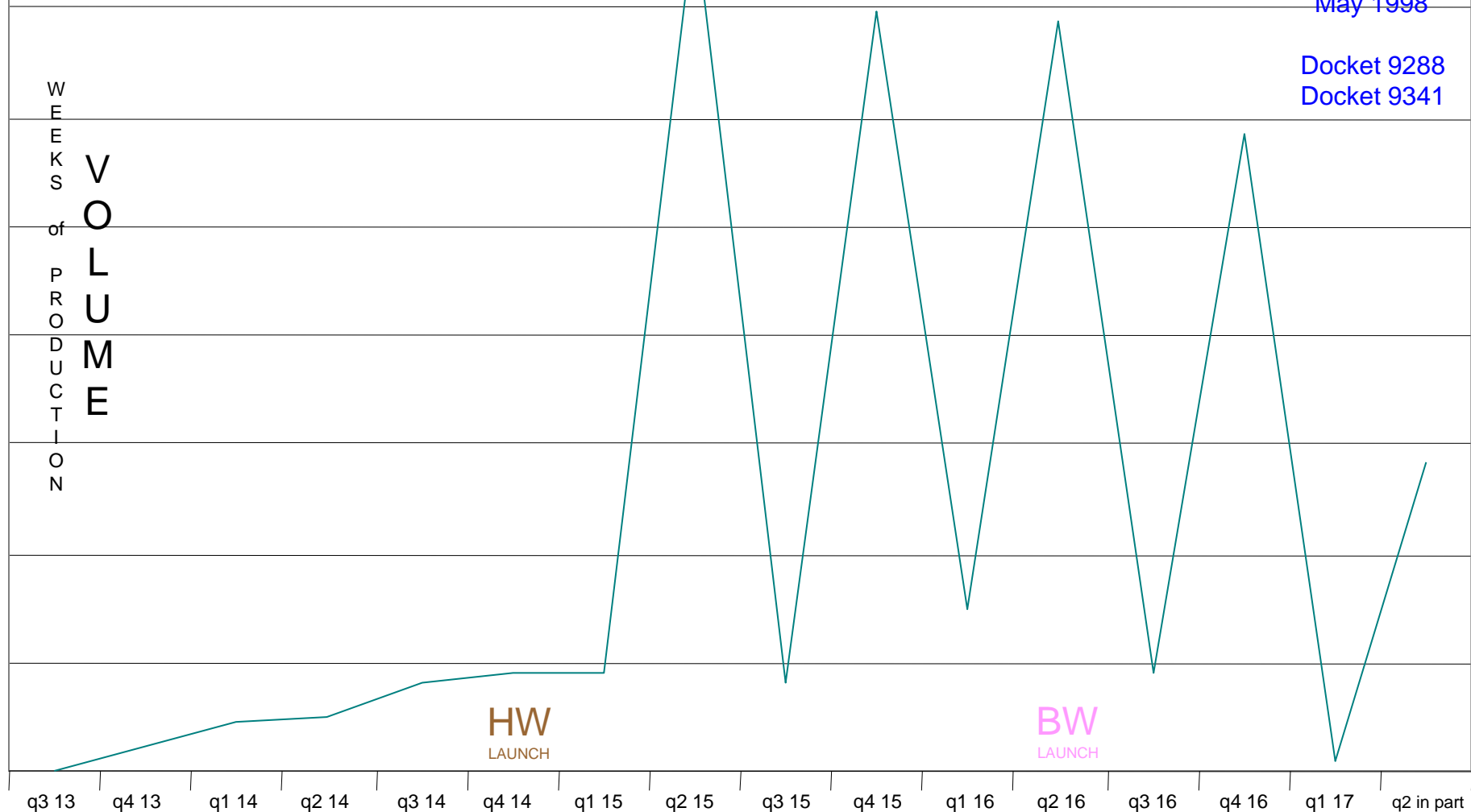
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Saw tooth pattern suggests all three forms of production price discrimination at work. Pattern goes back to 1990's Celeron frequency scaling is now hidden in the yield curves.

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Camp Marketing Consultancy – Xeon DP 26/24 Ivy Bridge at 193 Weeks of Supply

Shows Ivy Bridge Full Line Supply in White Over by Core Category Totals and Individual Ivy Grades

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Reveals the Intel Coliseum also Known as Big Dipper that is the Intel Roller Coaster

Begins q2 2015

PRODUCT ZONE

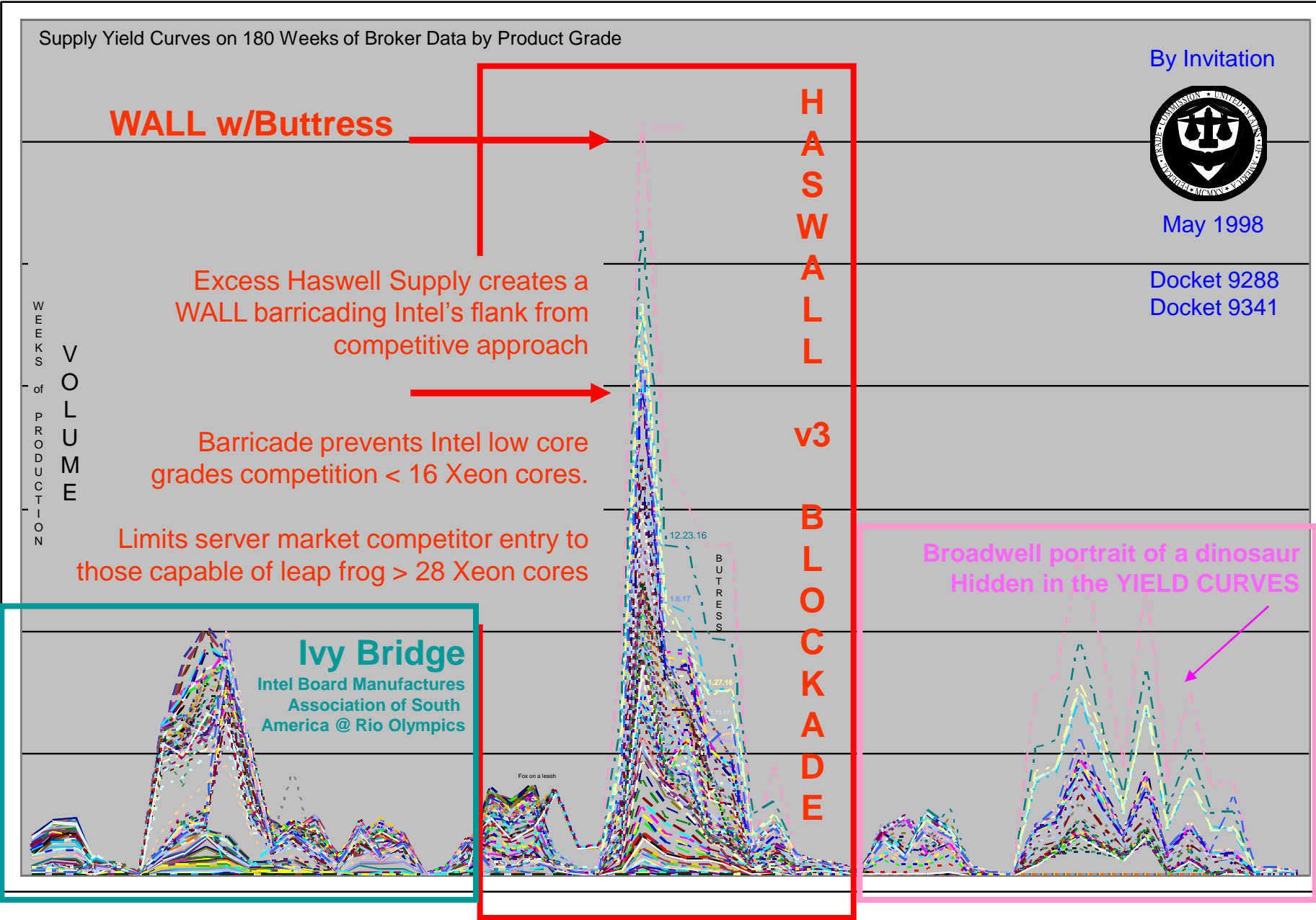
PRODUCT ZONE

PRODUCT ZONE

Ivy Bridge Xeon is relied as a real time barrier on back in time production values like Haswell Xeon is relied as a real time barrier on back in time production values.

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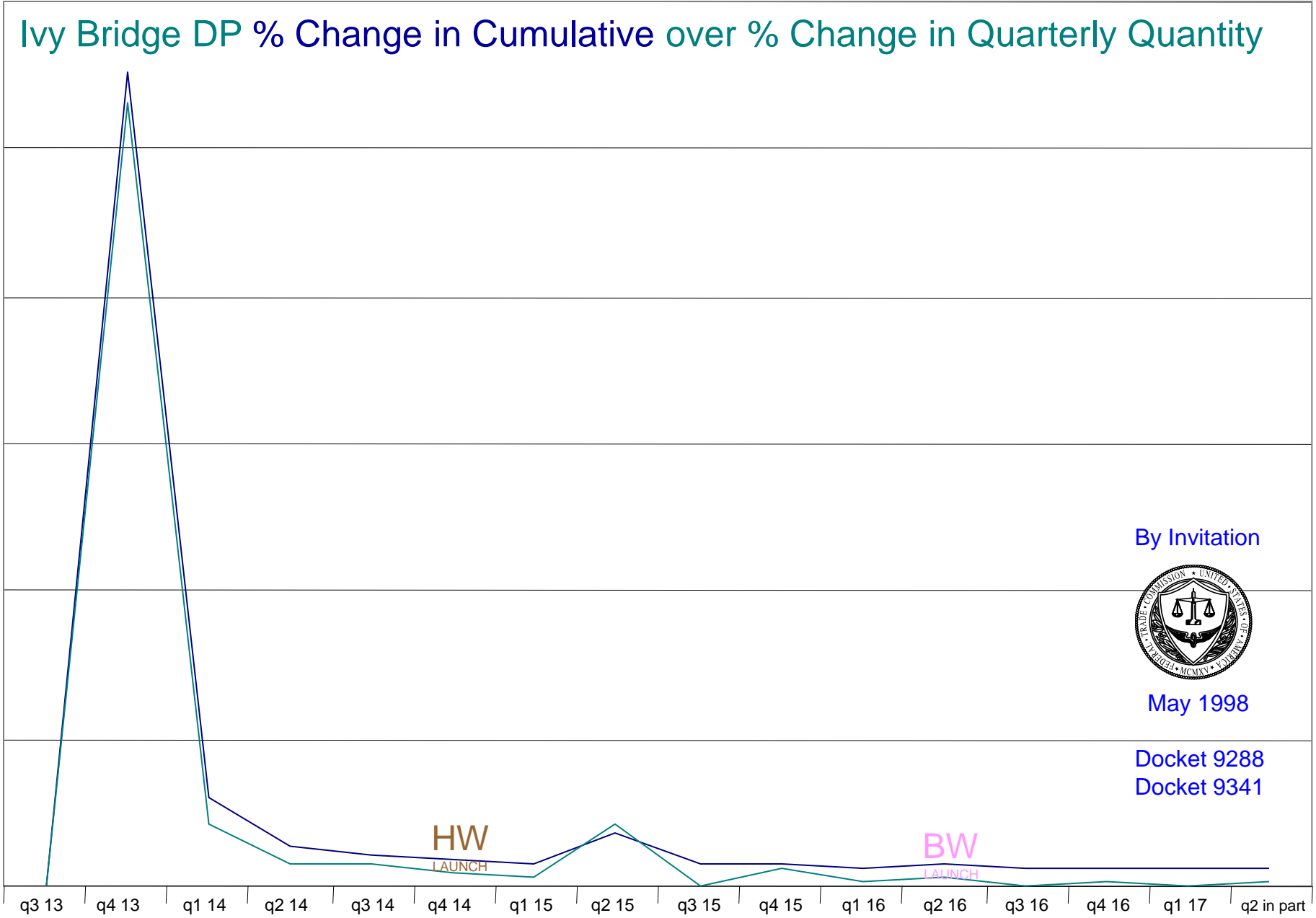
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Ivy Bridge DP % Change in Cumulative over % Change in Quarterly Quantity



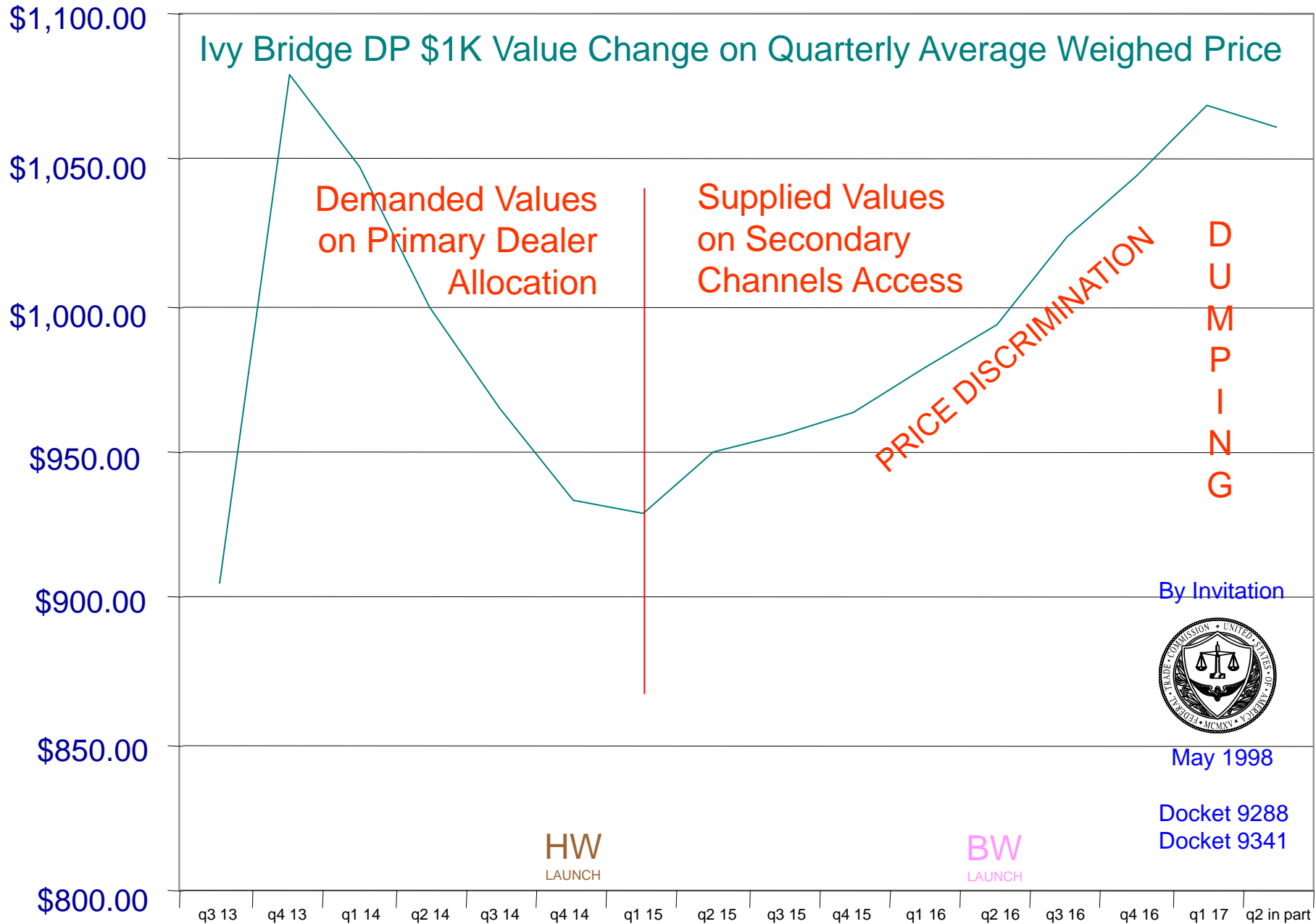
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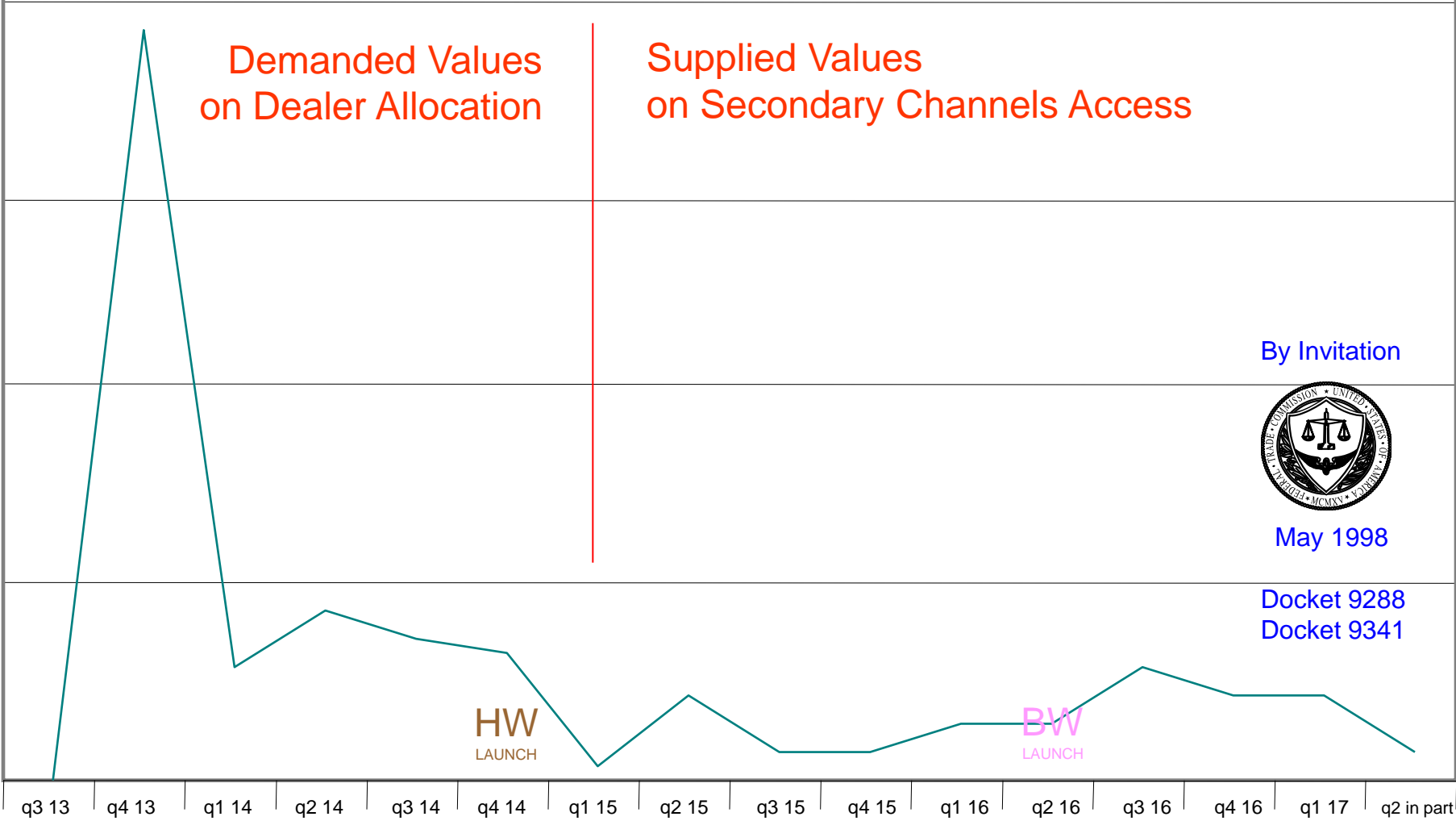
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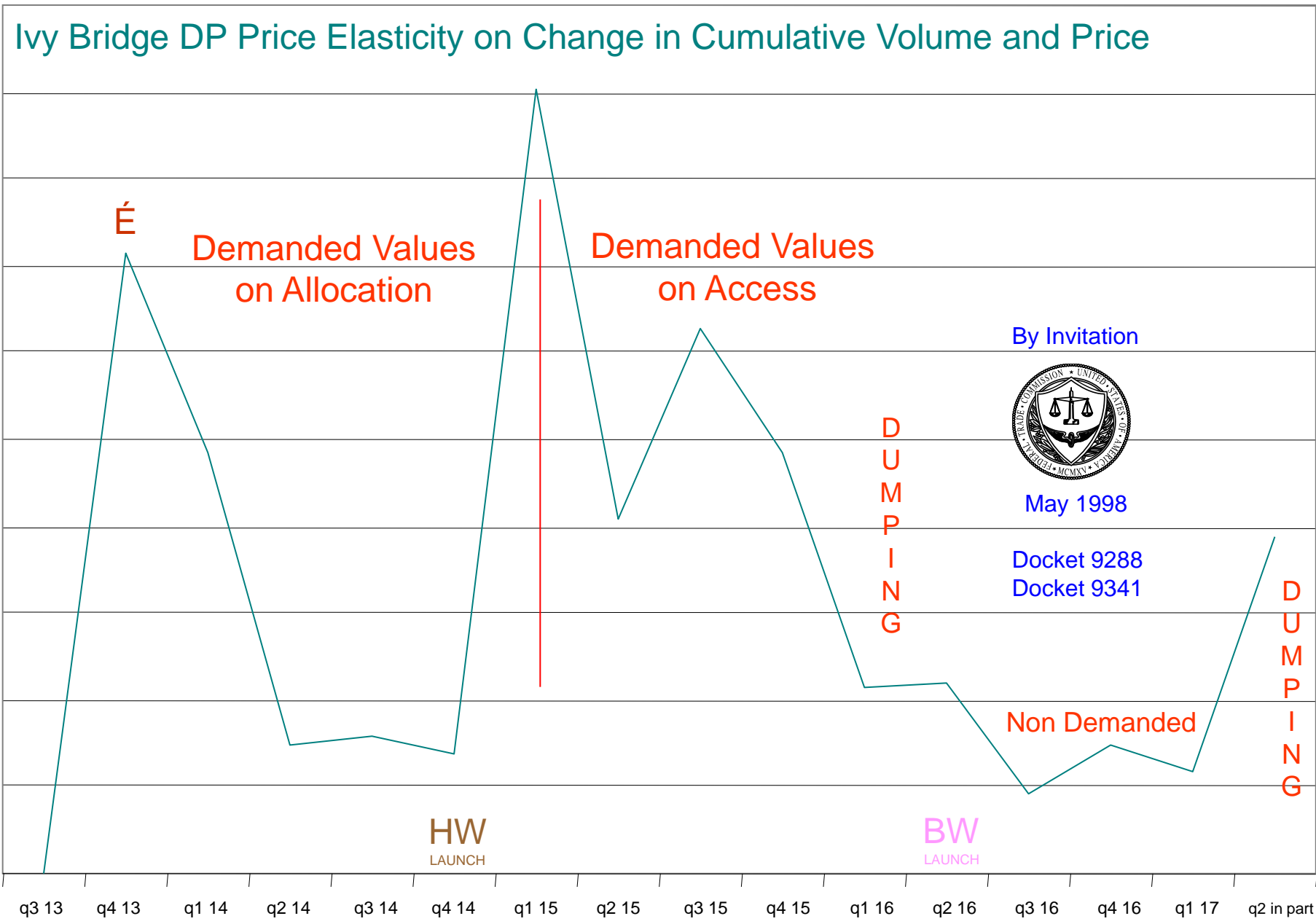
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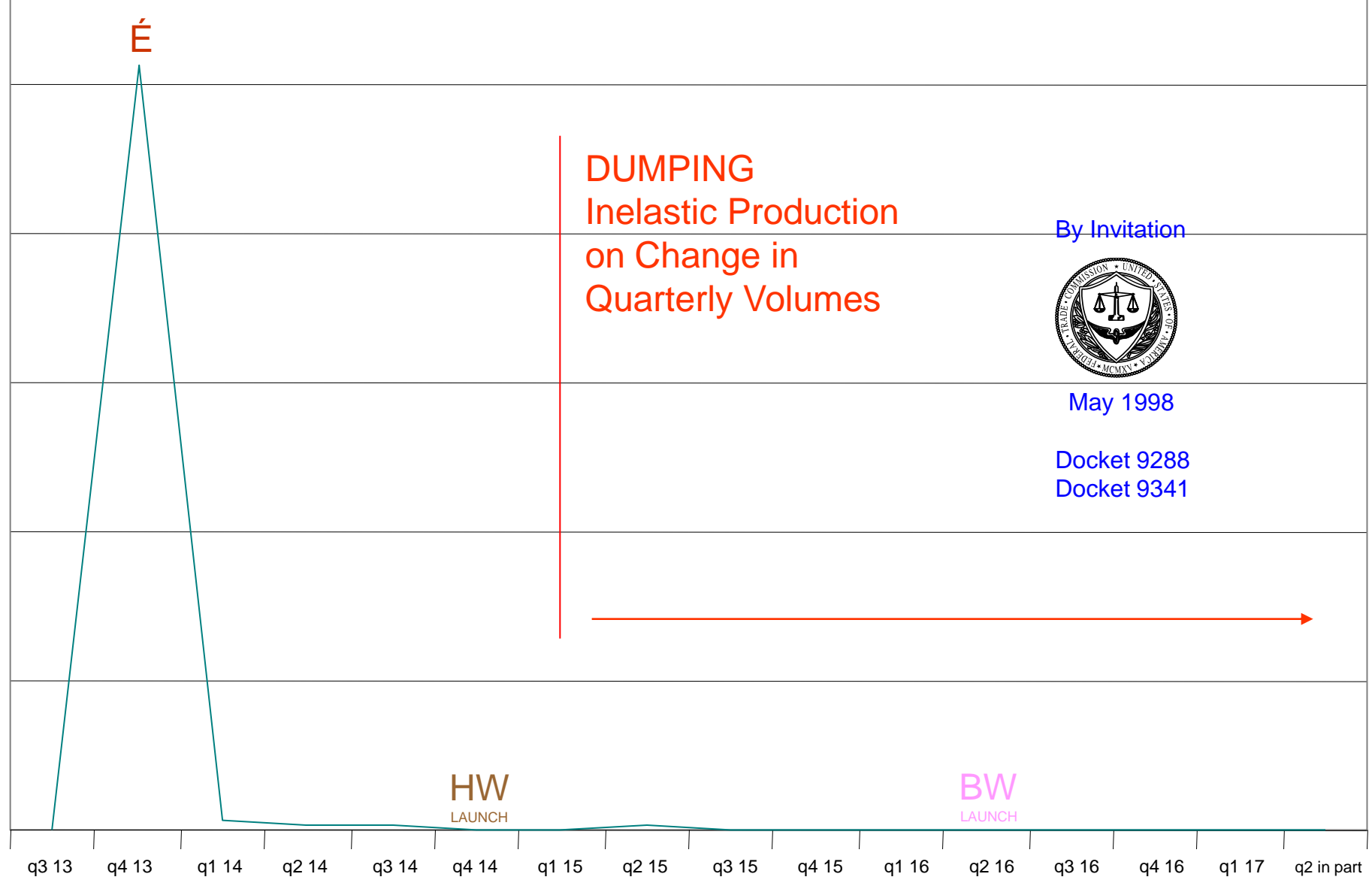


Ivy Bridge DP % Change on Quarterly \$1K Average Weighed Price

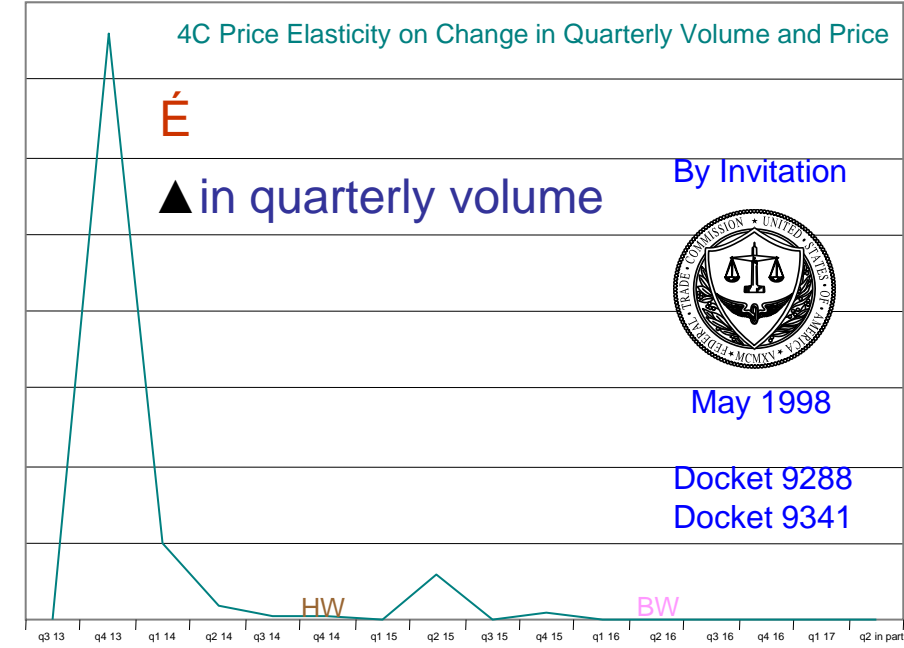
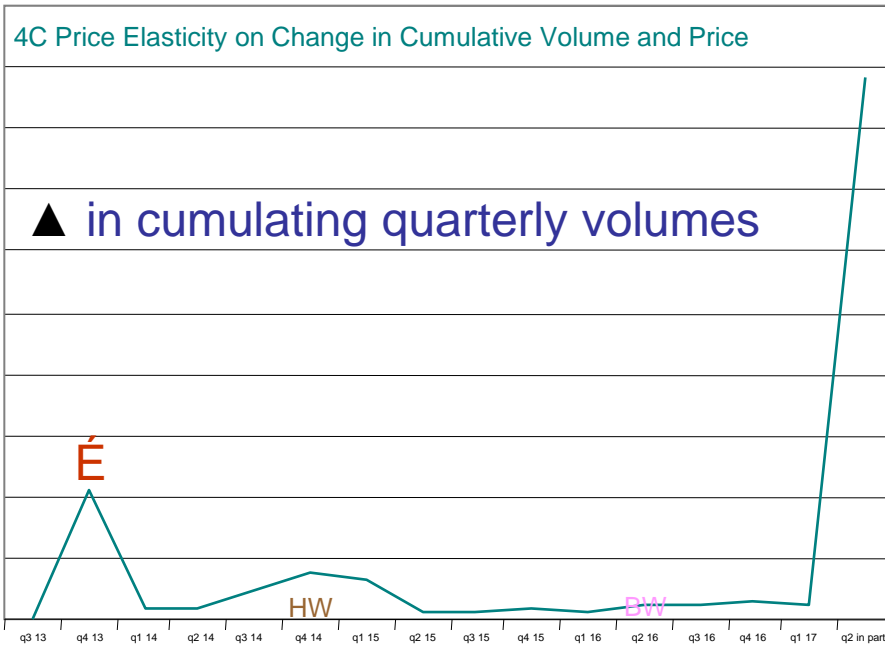
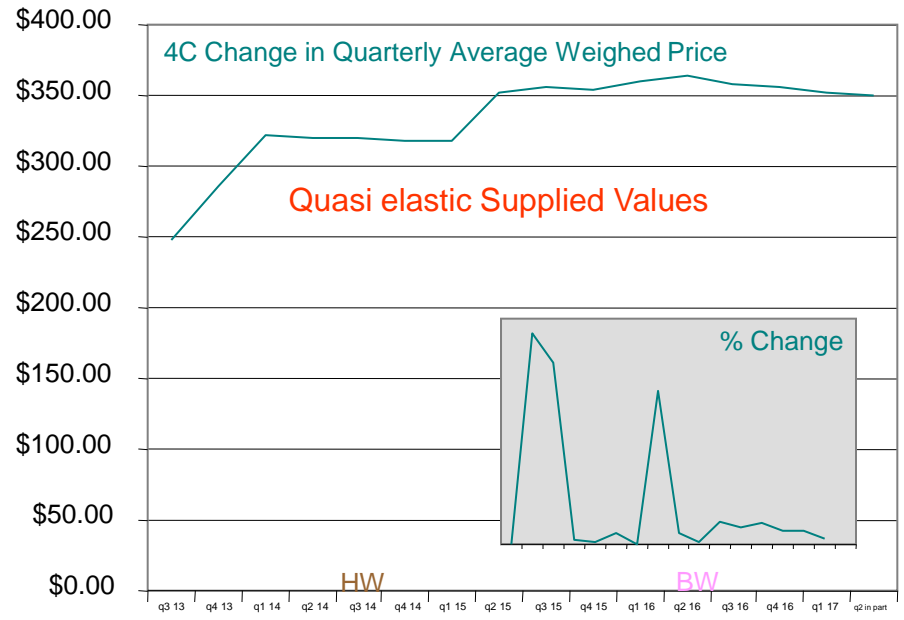
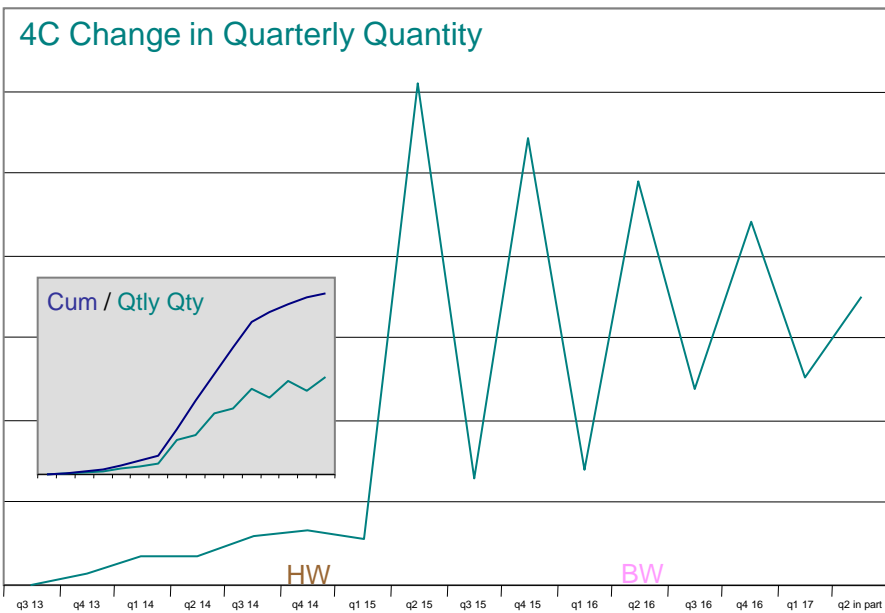




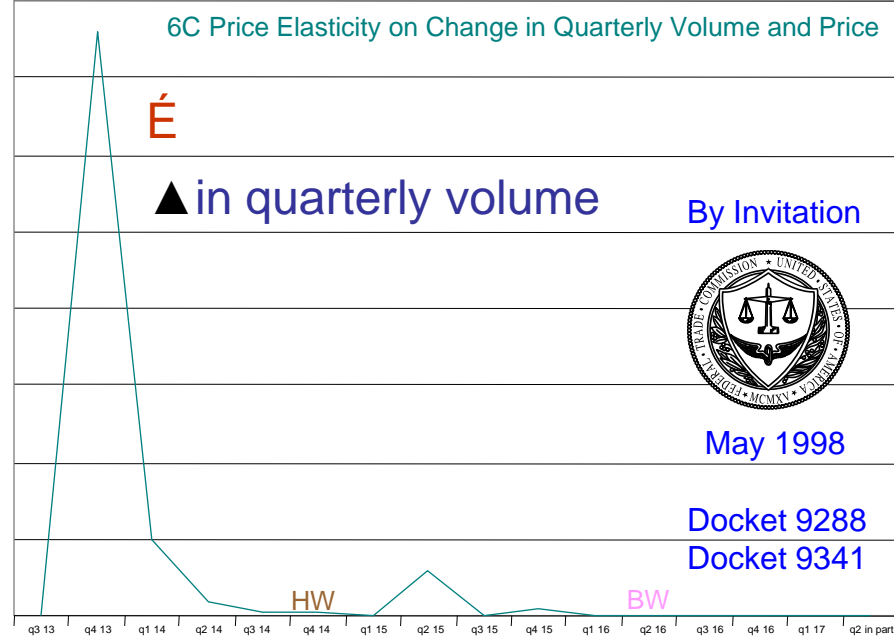
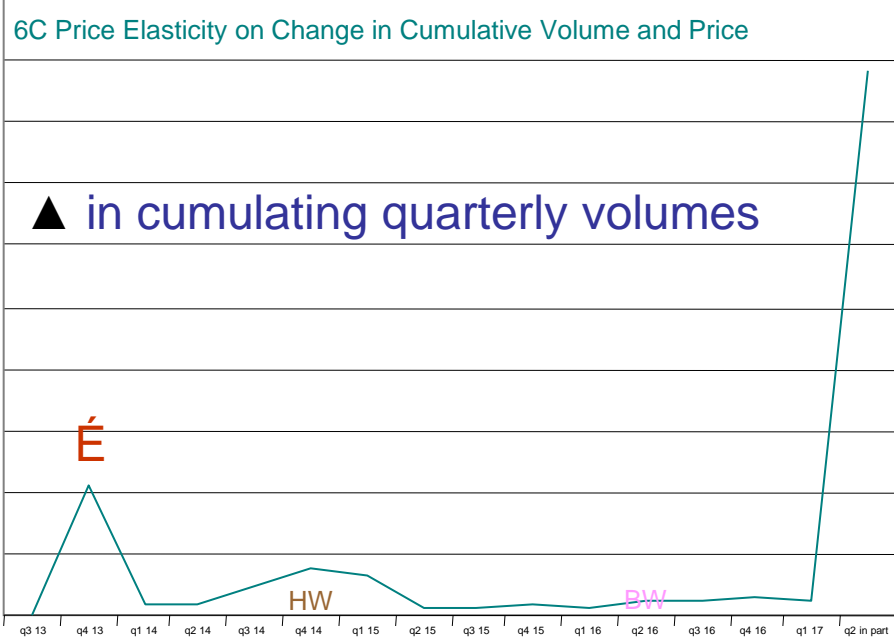
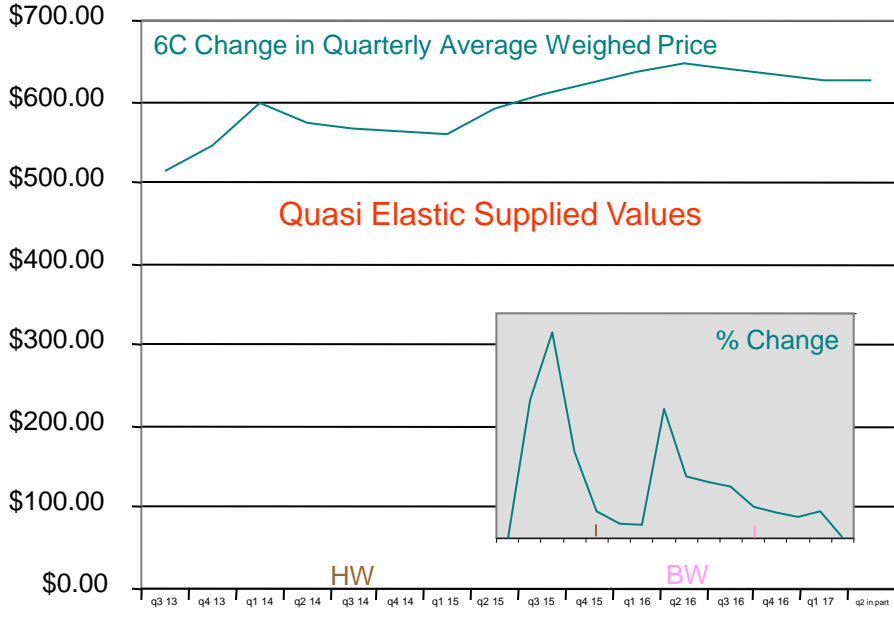
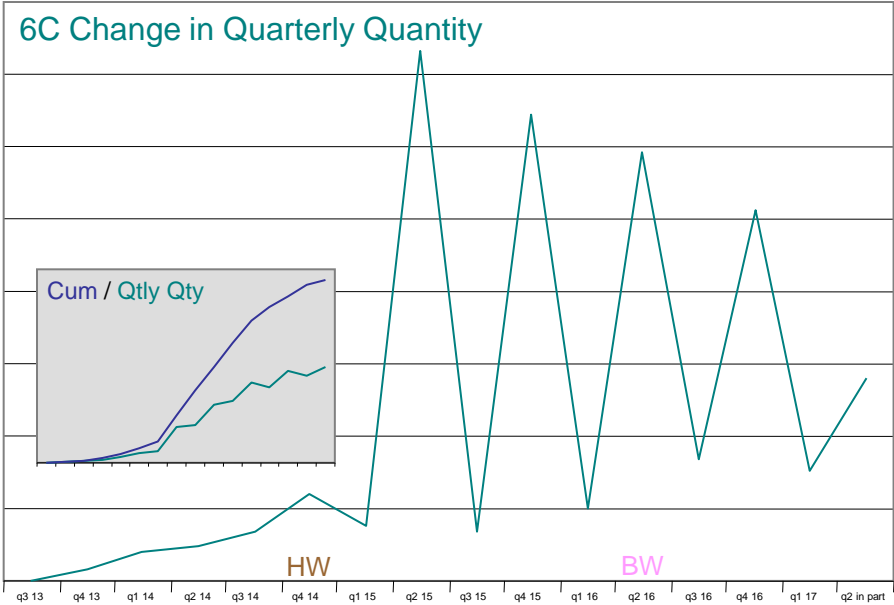
Ivy Bridge DP Price Elasticity on Change in Quarterly Volume and Price



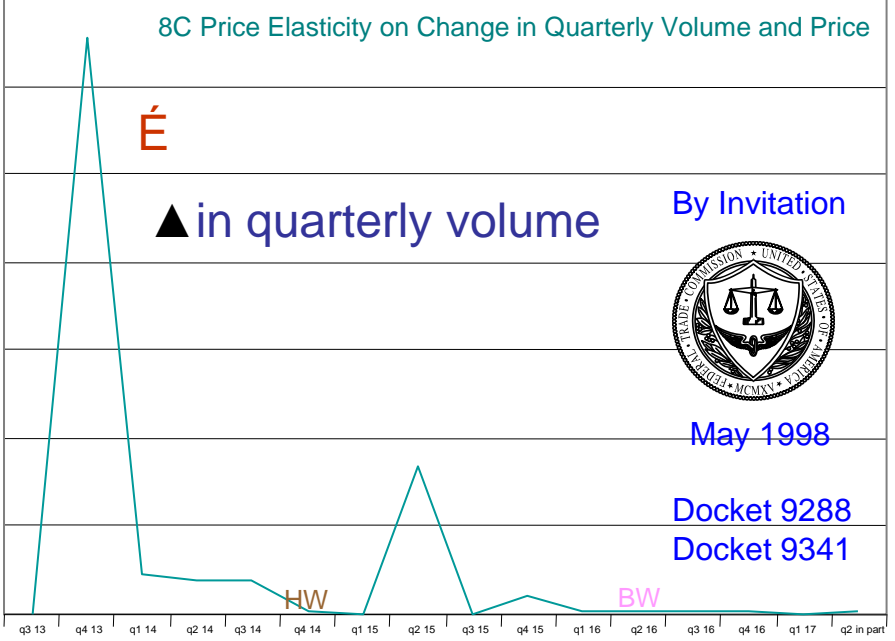
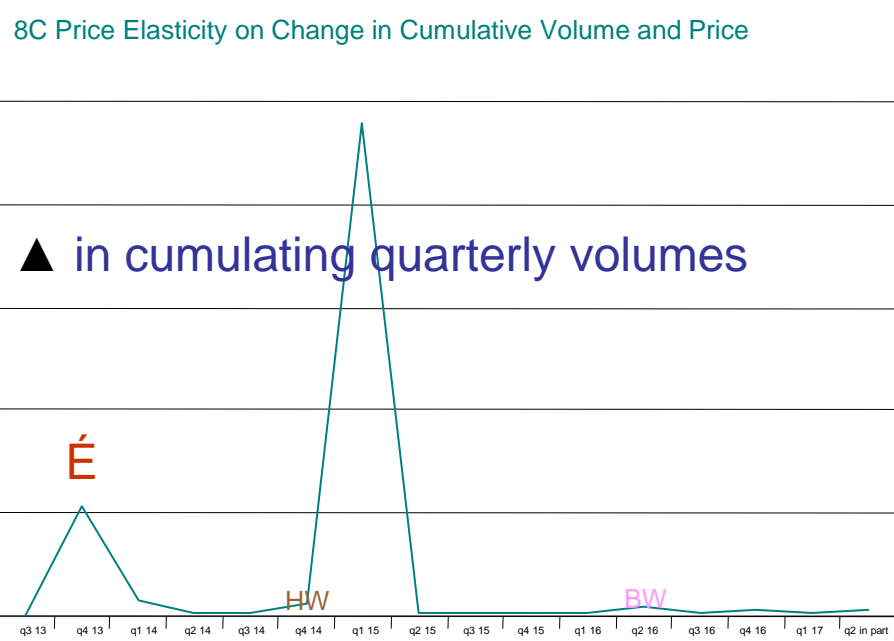
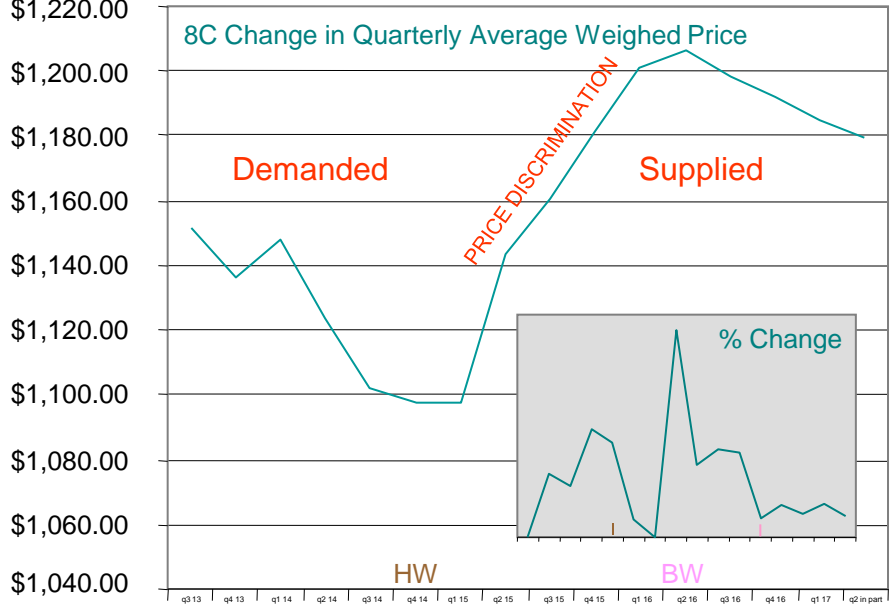
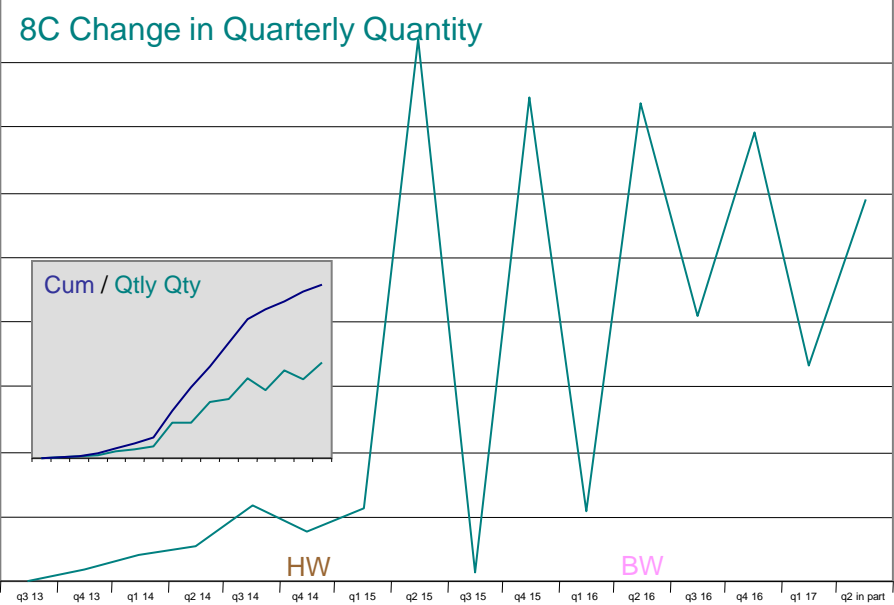
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Camp Marketing Consultancy – Ivy Bridge Xeon E5 26/24xx DP 6 Core

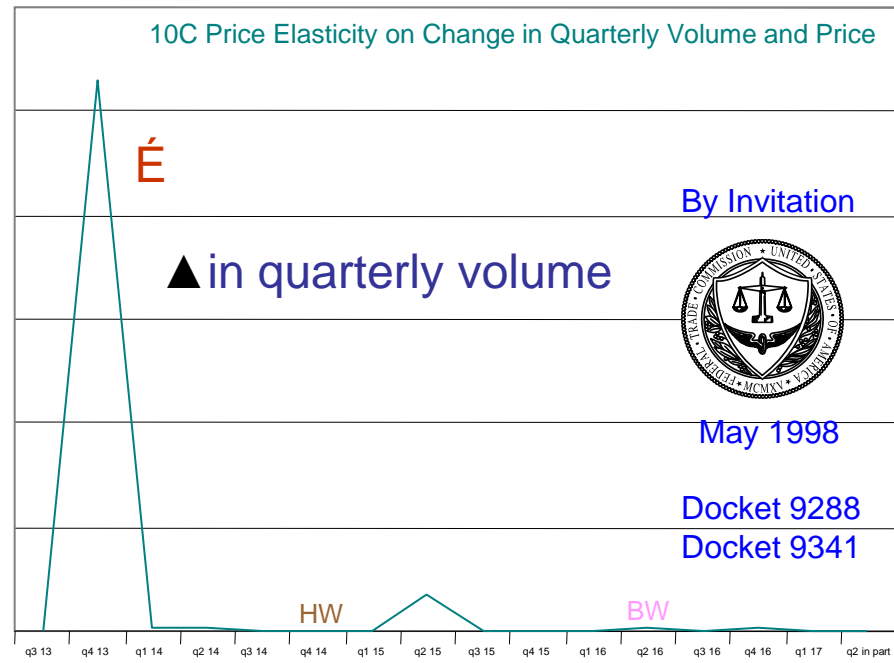
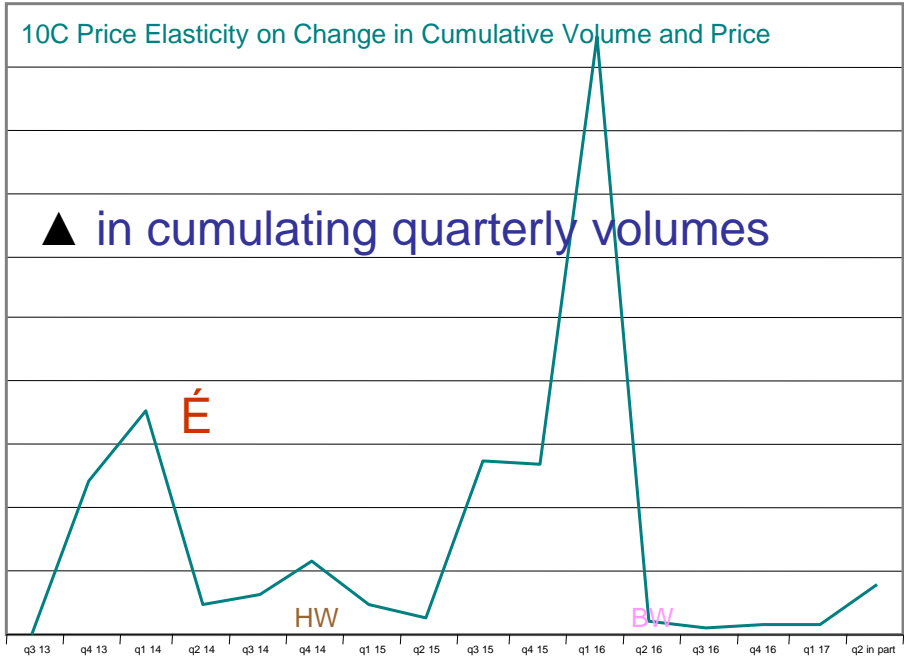
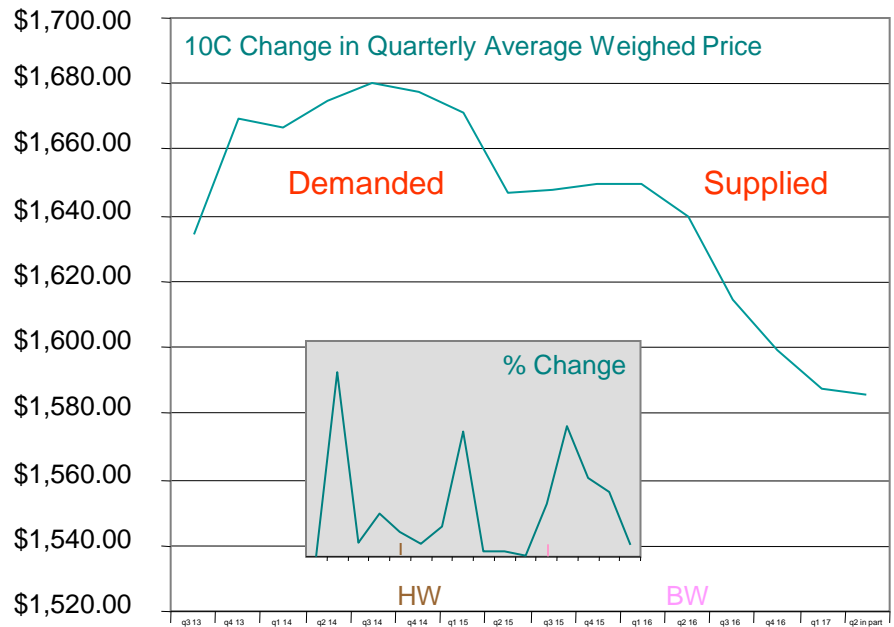
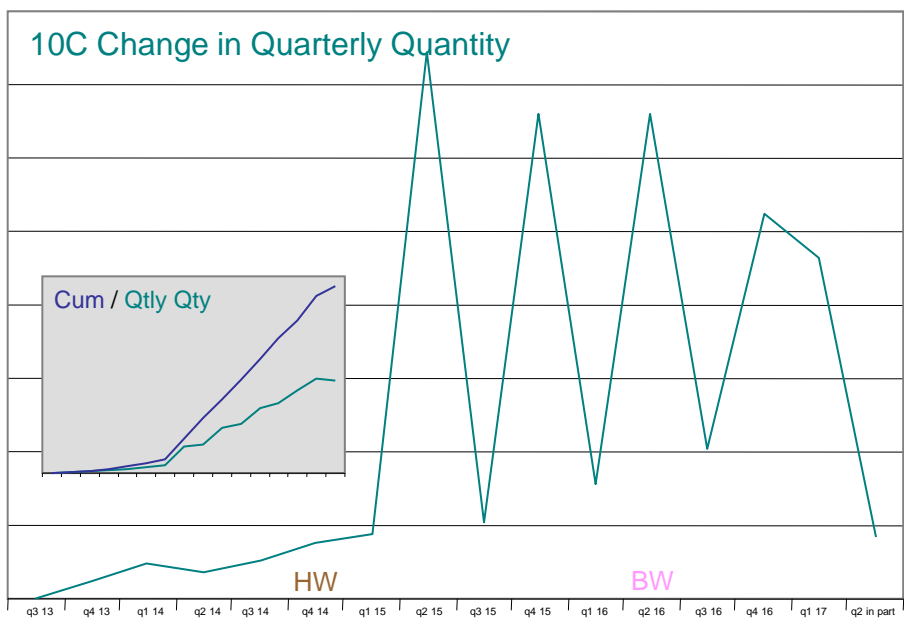


Camp Marketing Consultancy – Ivy Bridge Xeon E5 26/24xx DP 8 Core




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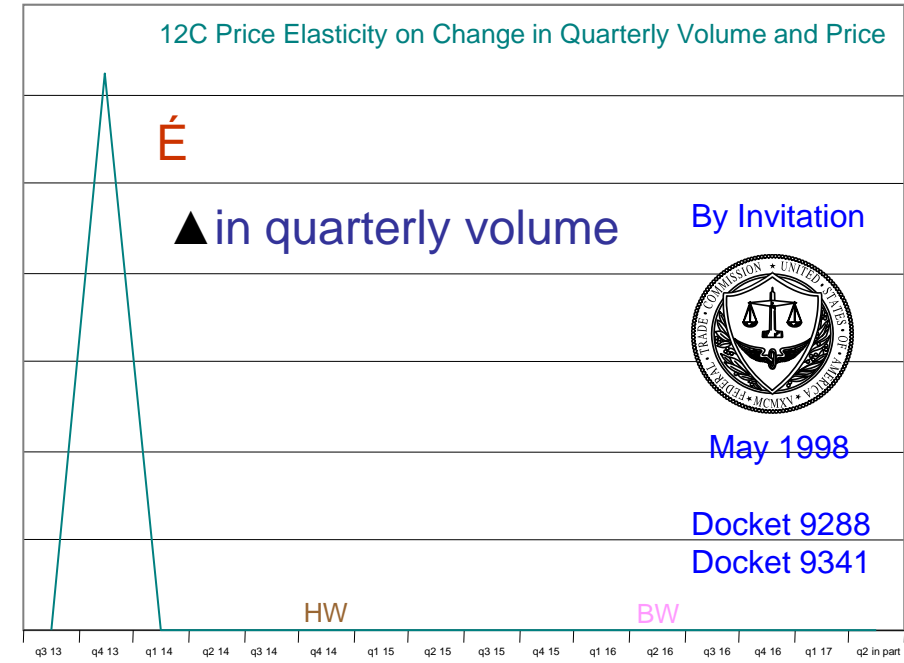
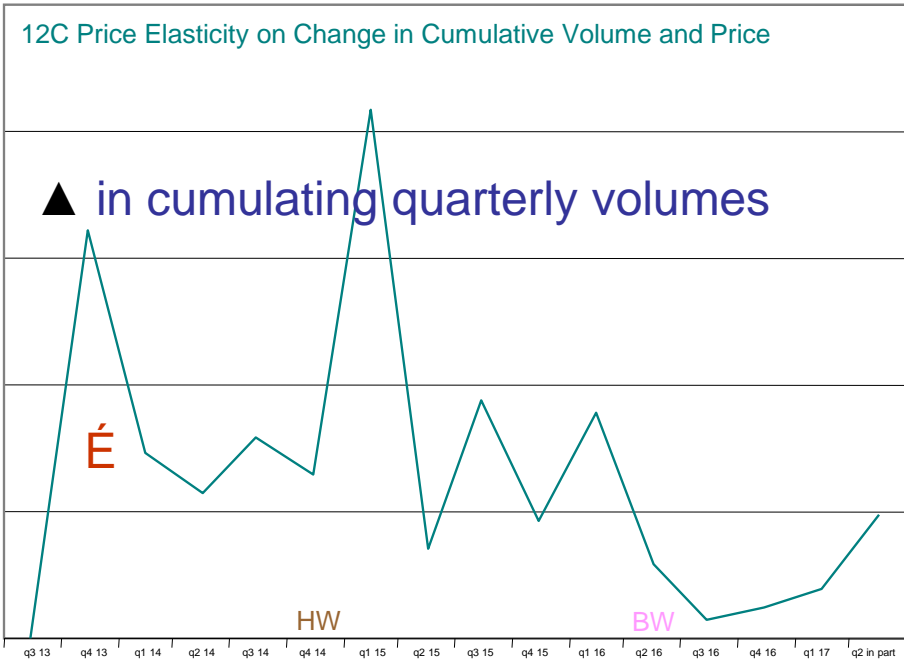
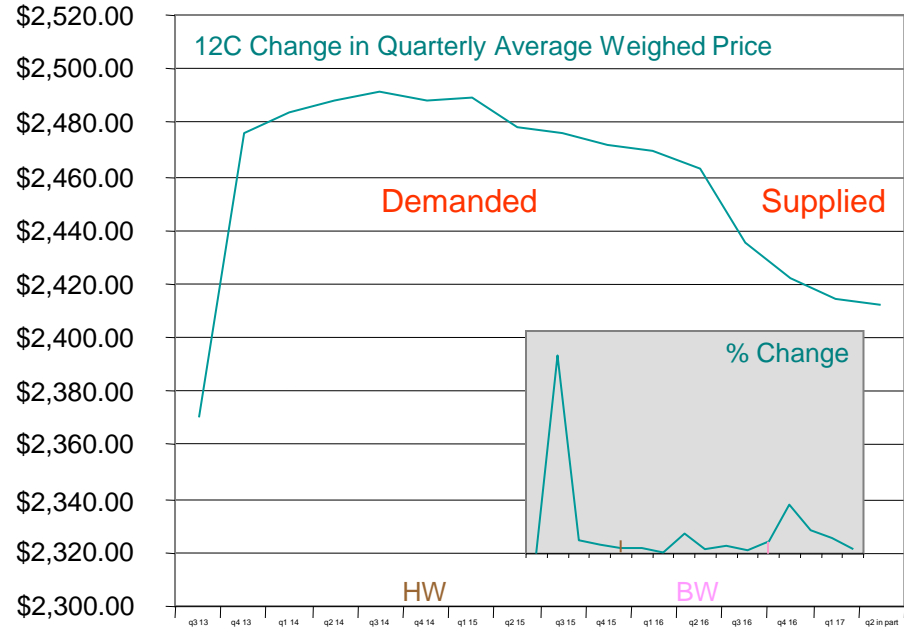
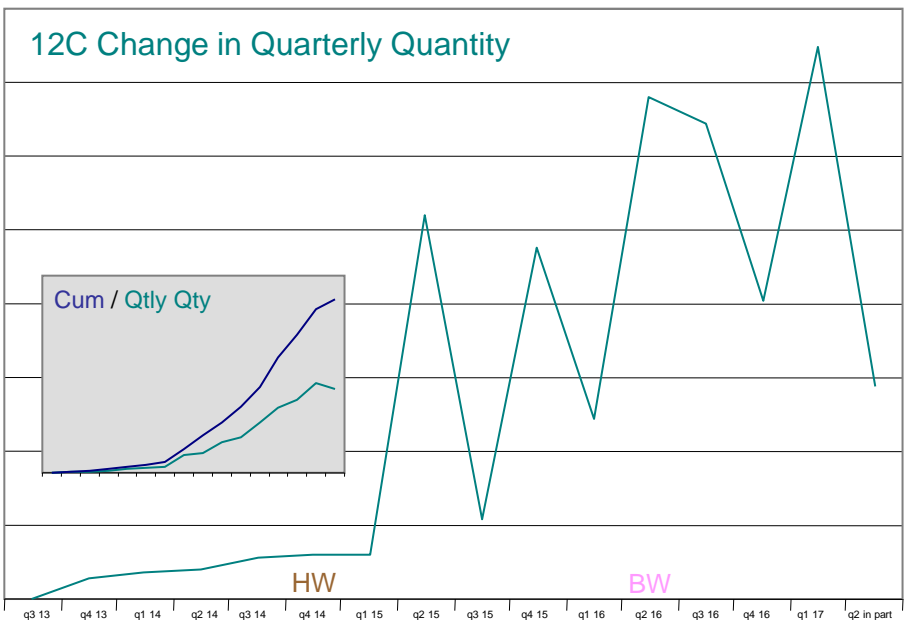
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Haswell DP Change in Quarterly Quantity

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Attempts Order in Chaos

Demanded Values
on Dealer Allocation

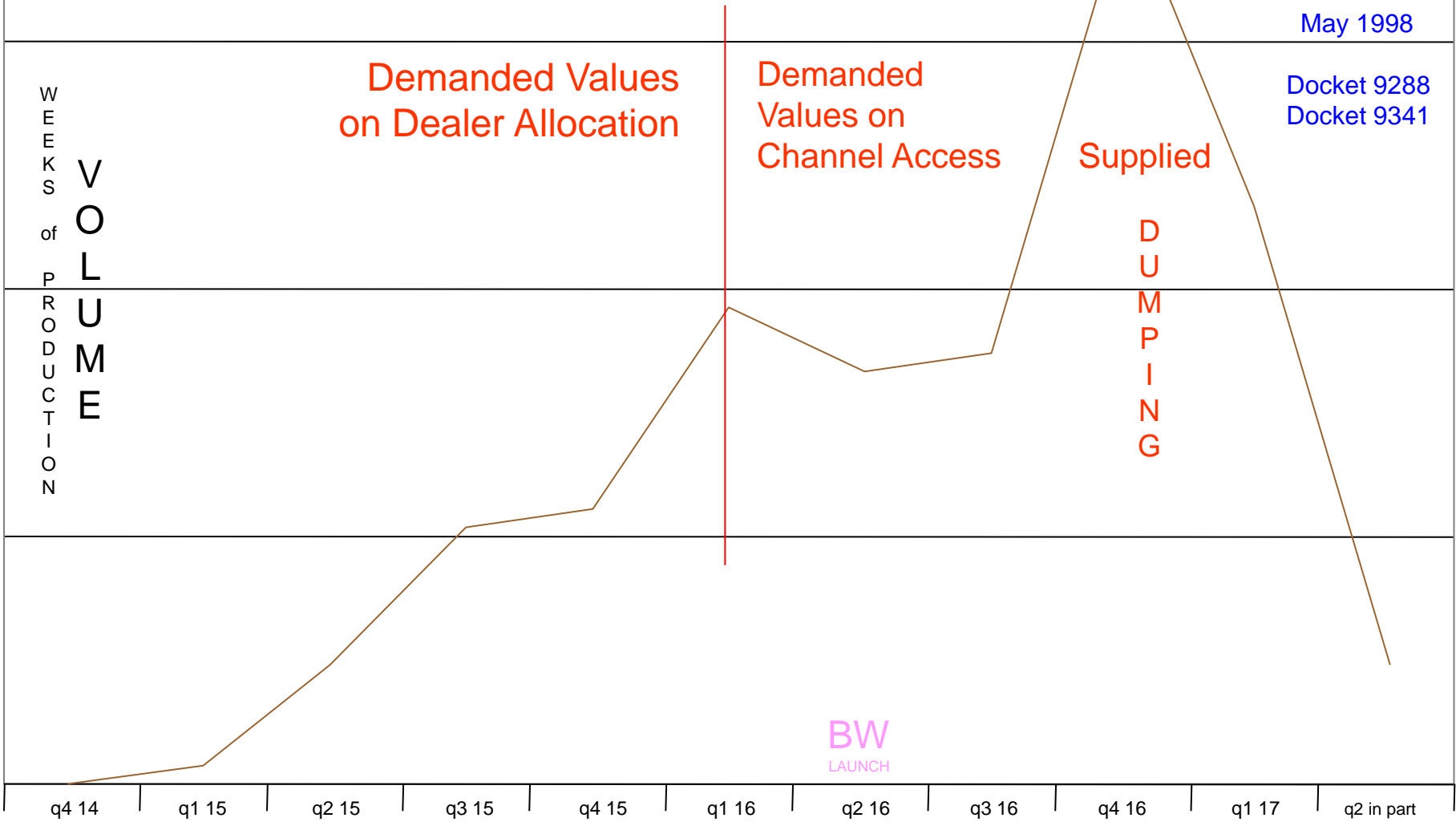
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Haswell DP % Change in Cumulative over % Change in Quarterly Quantity

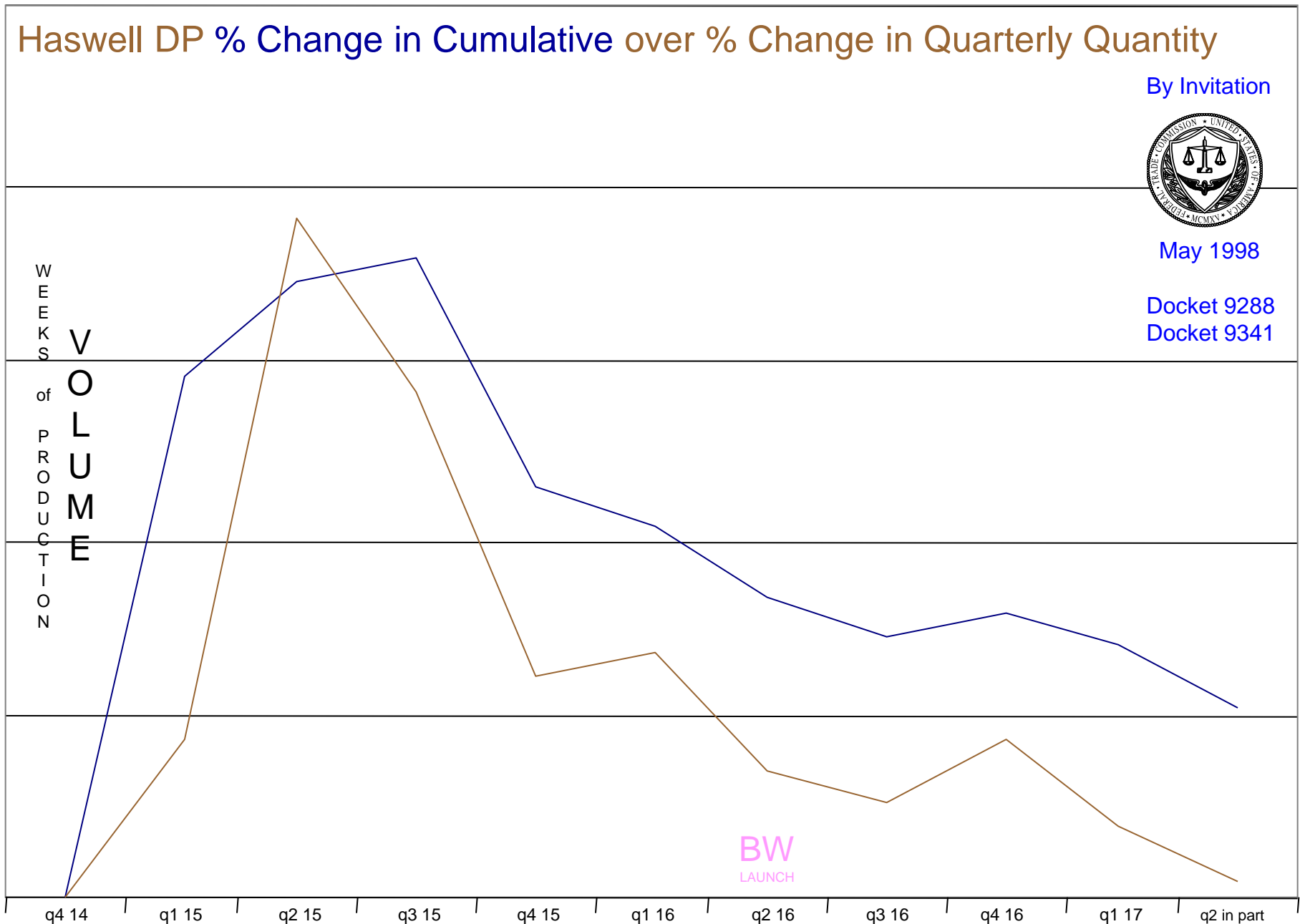
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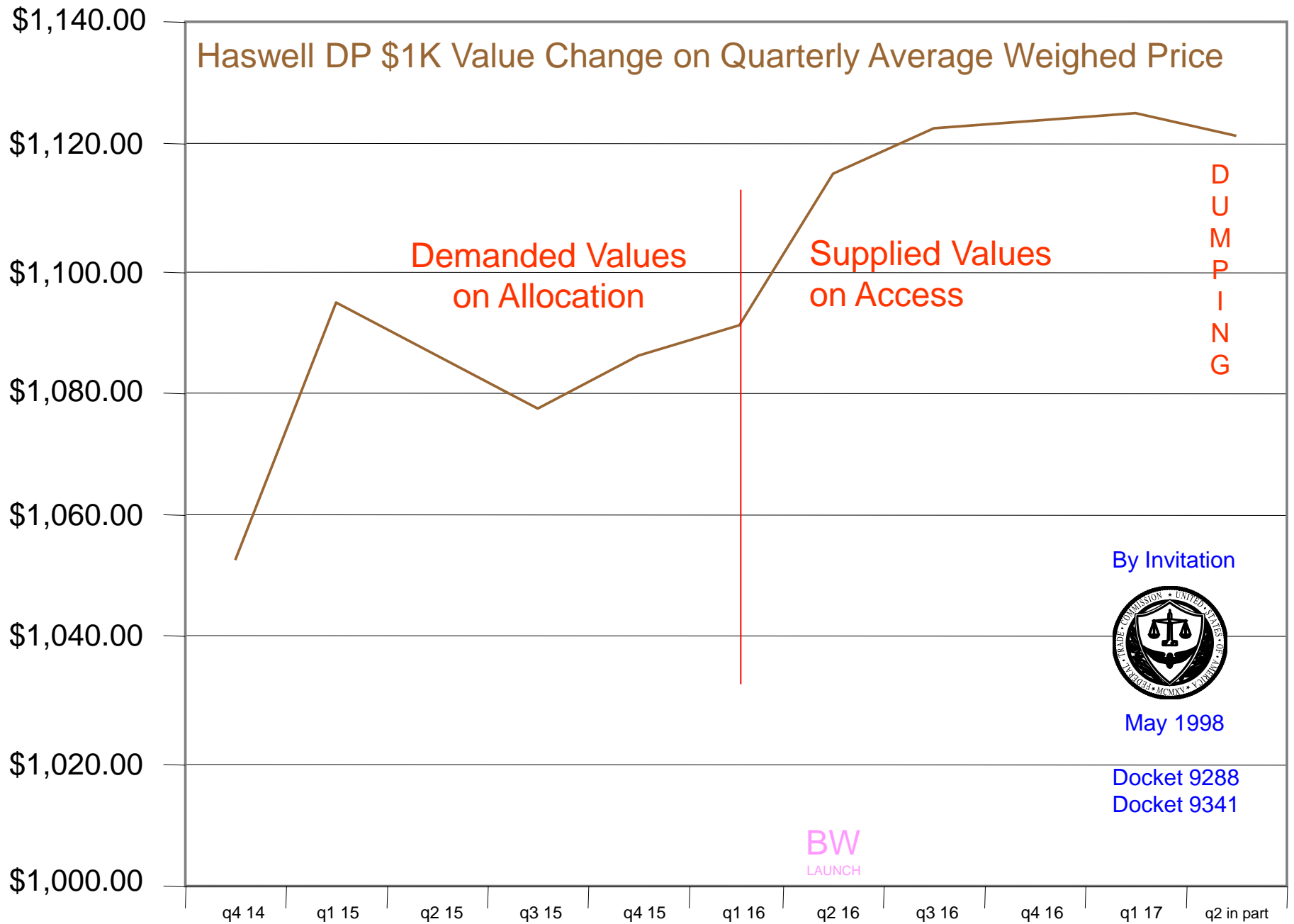
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of
PRODUCTION



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Haswell DP % Change on Quarterly \$1K Average Weighed Price

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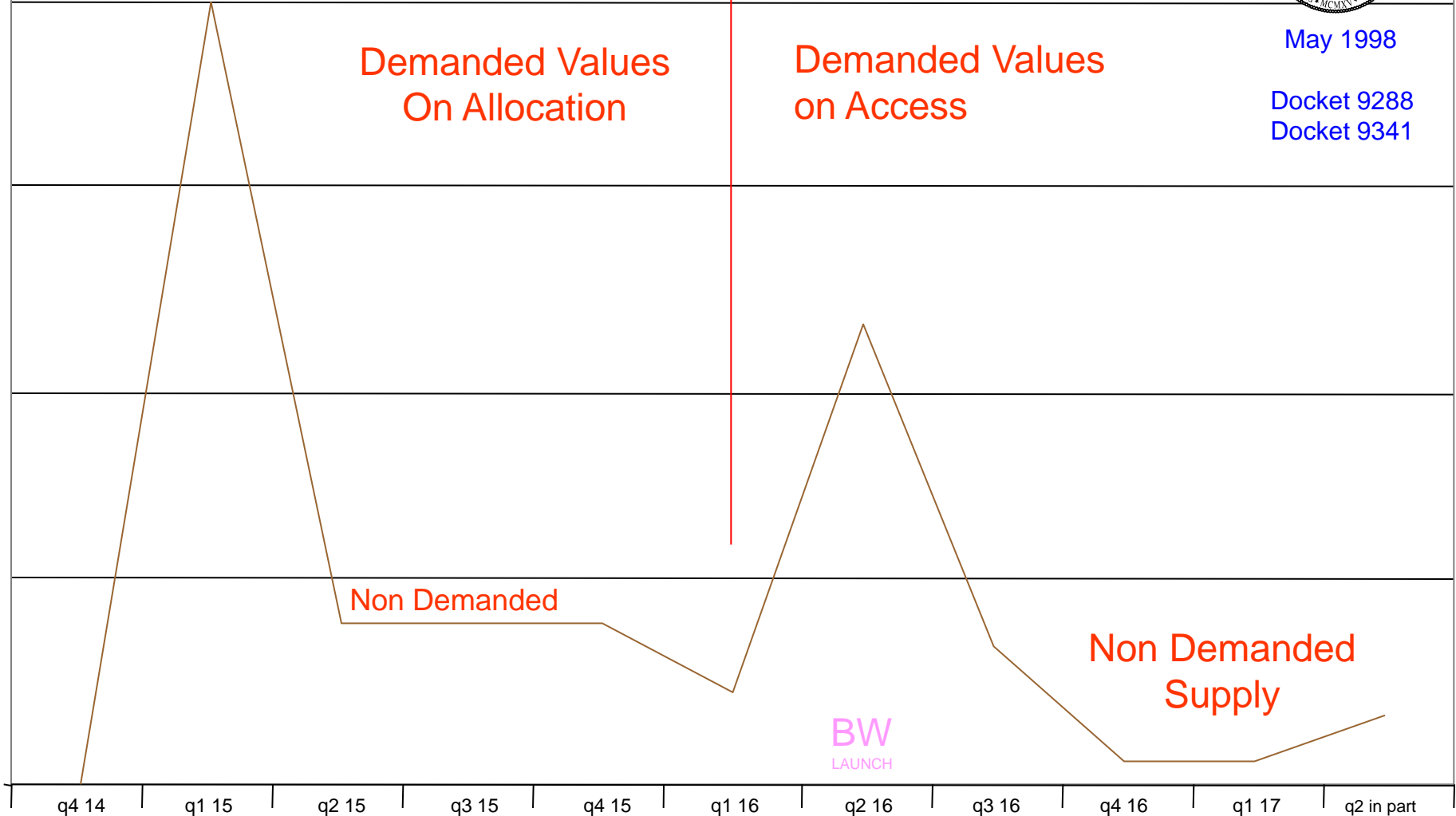
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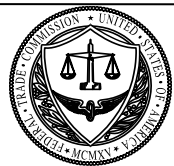
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Haswell DP Price Elasticity on Change in Cumulative Volume and Price

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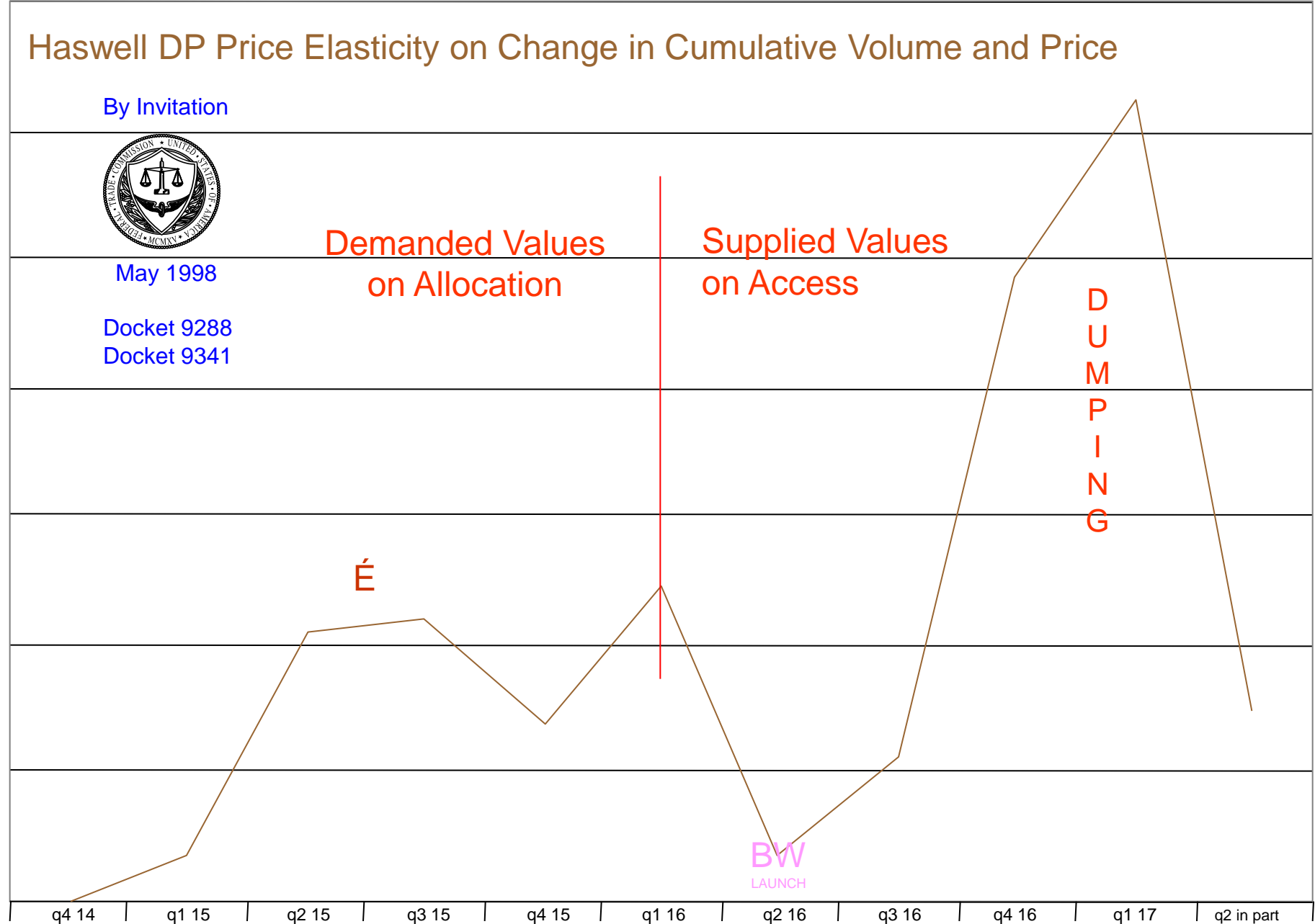
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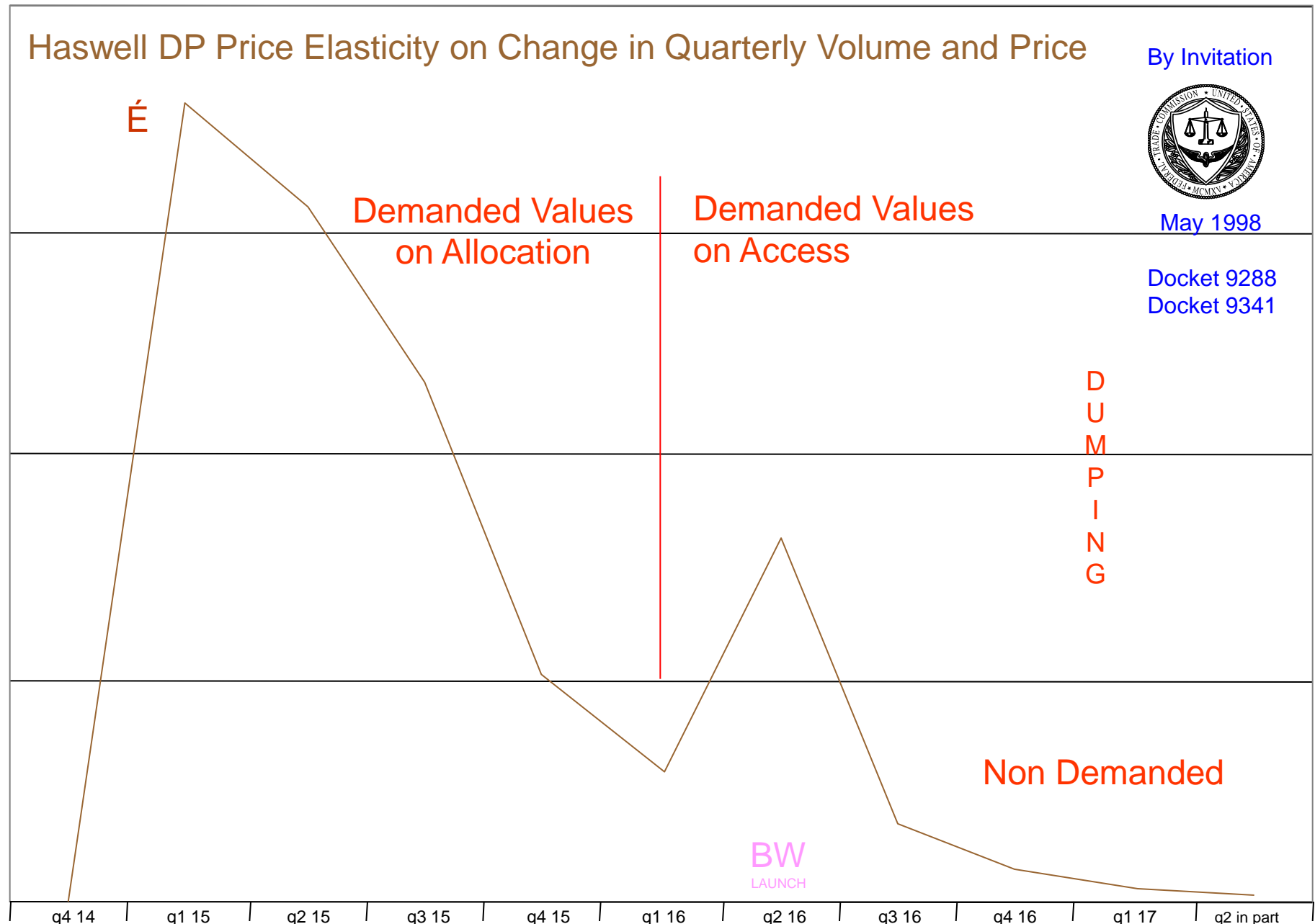
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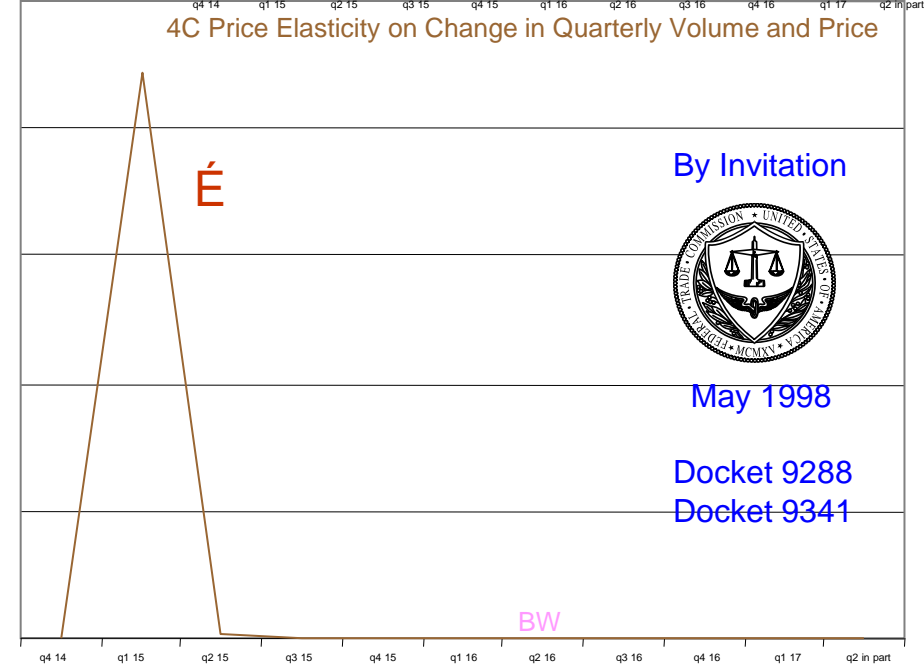
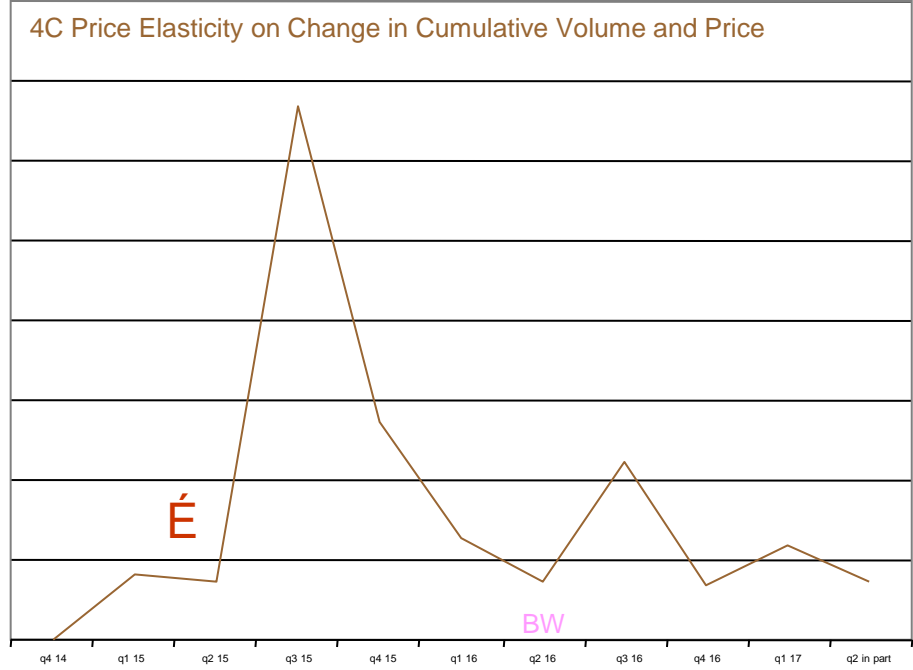
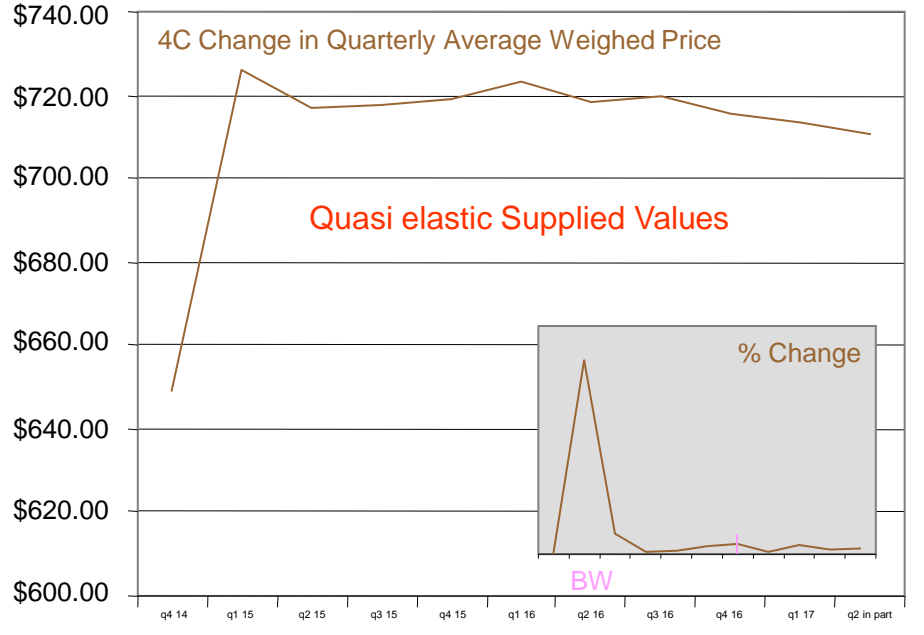
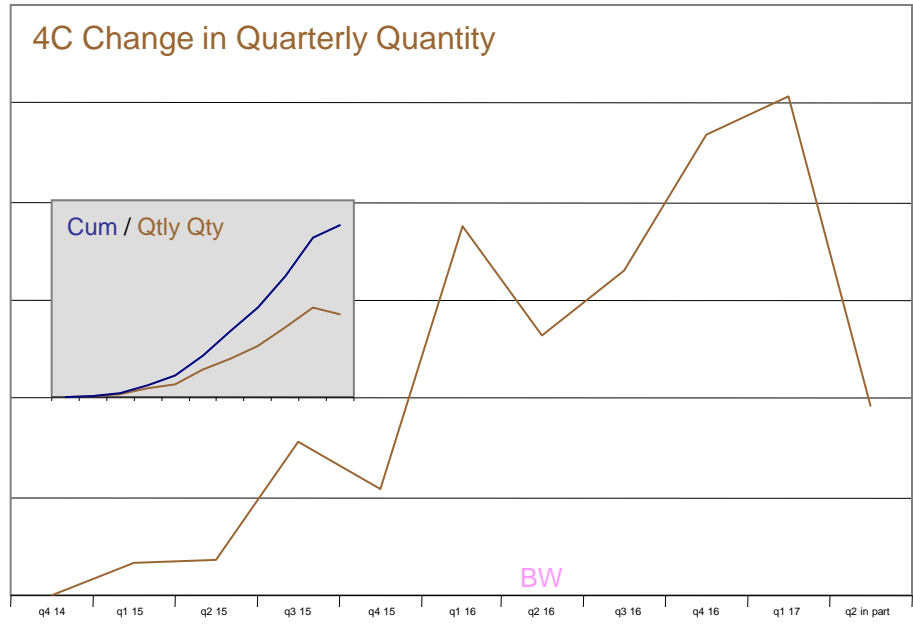
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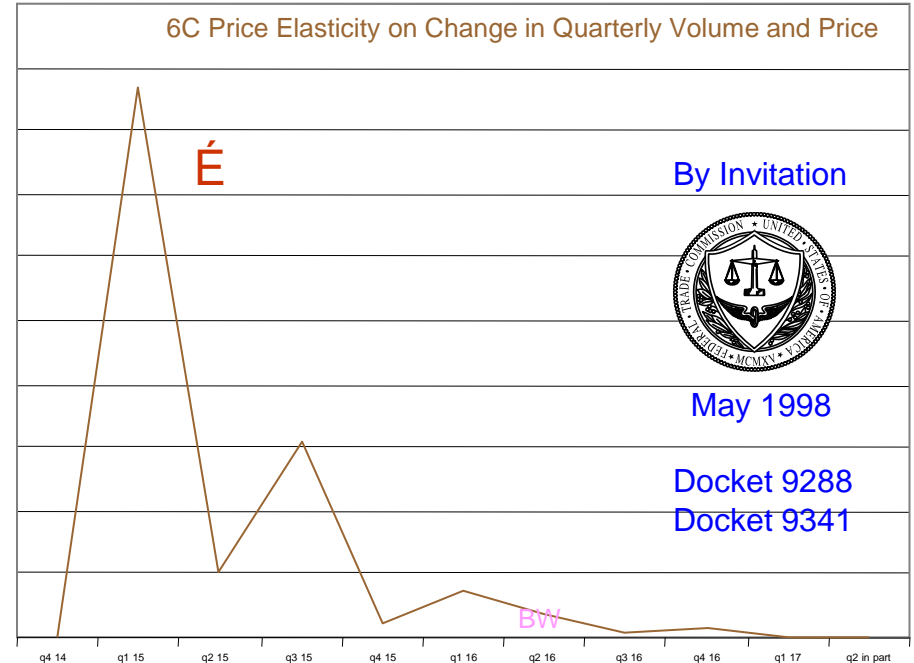
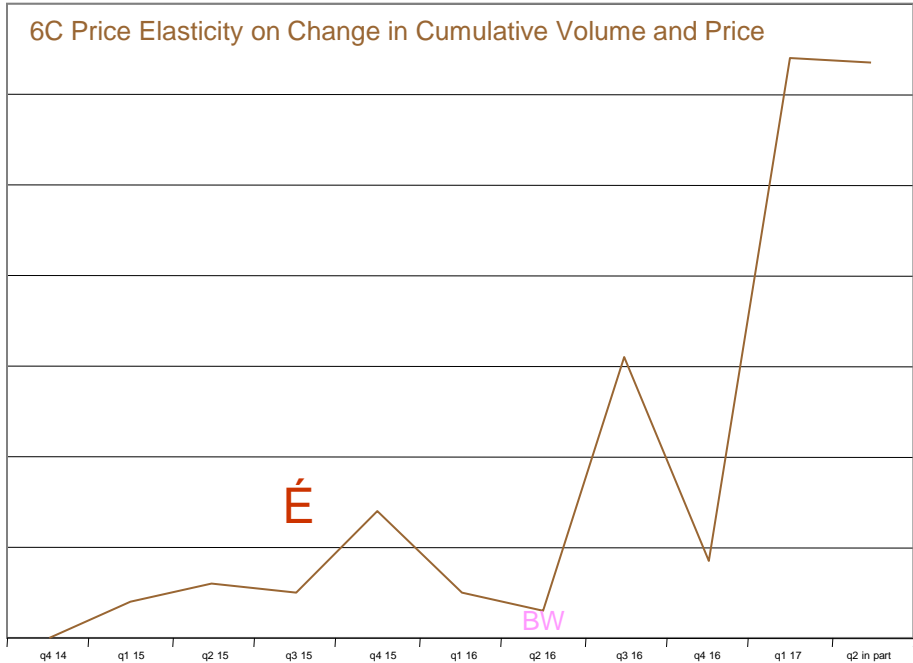
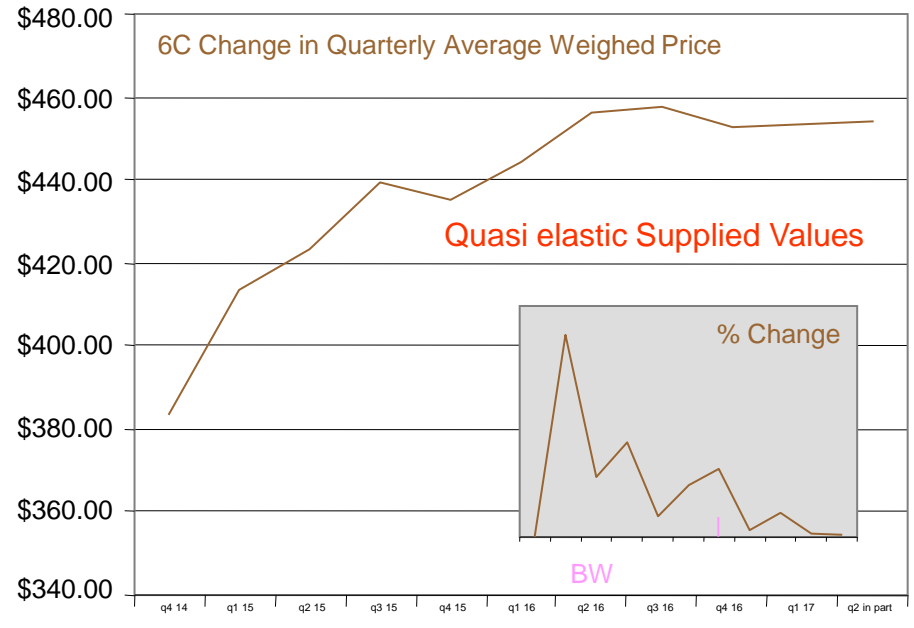
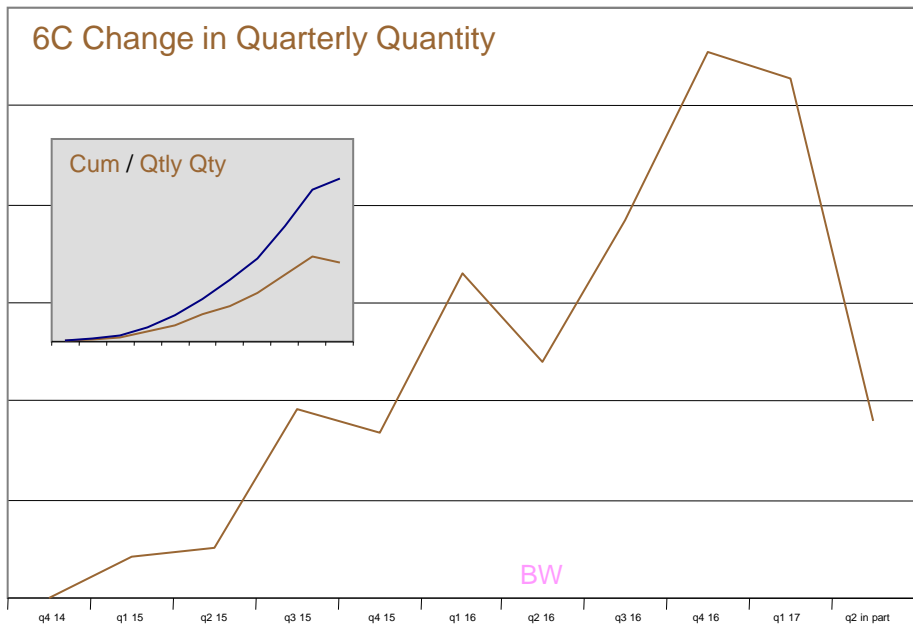
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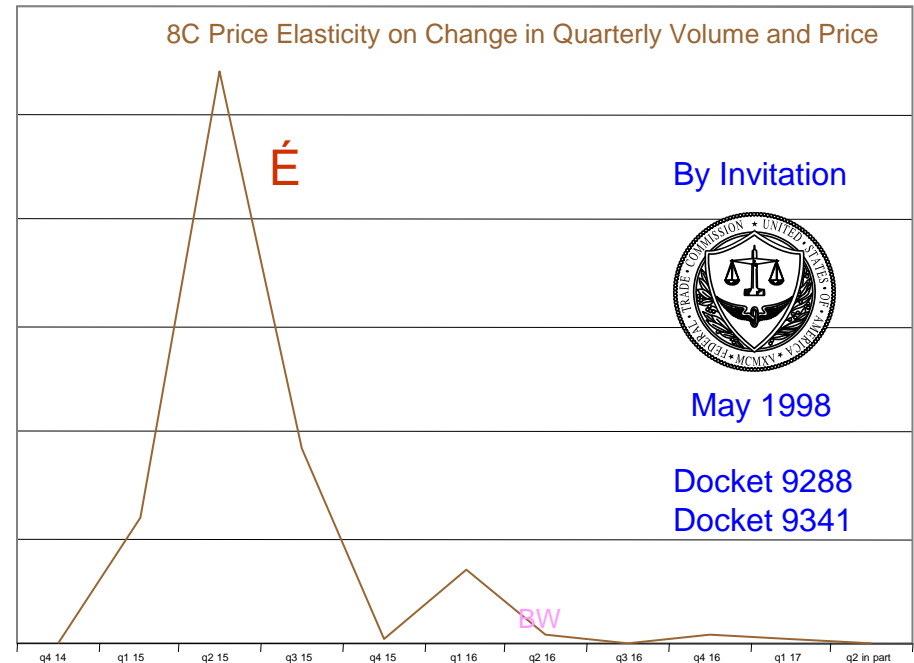
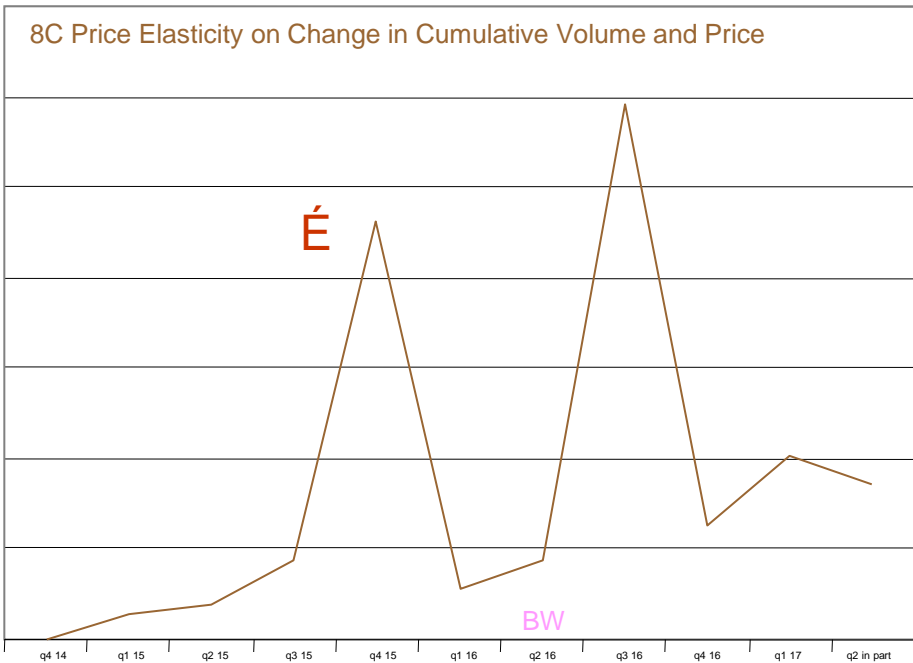
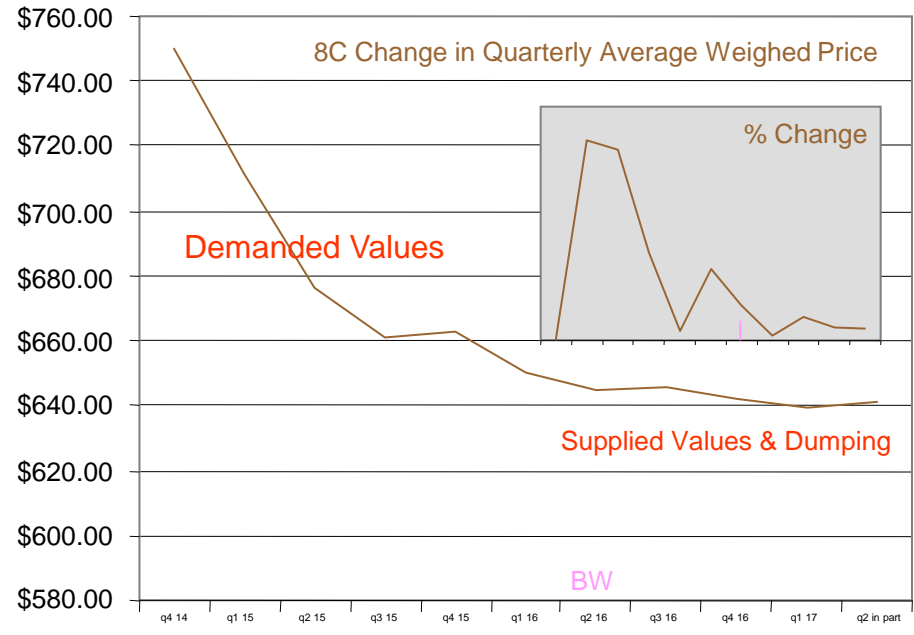
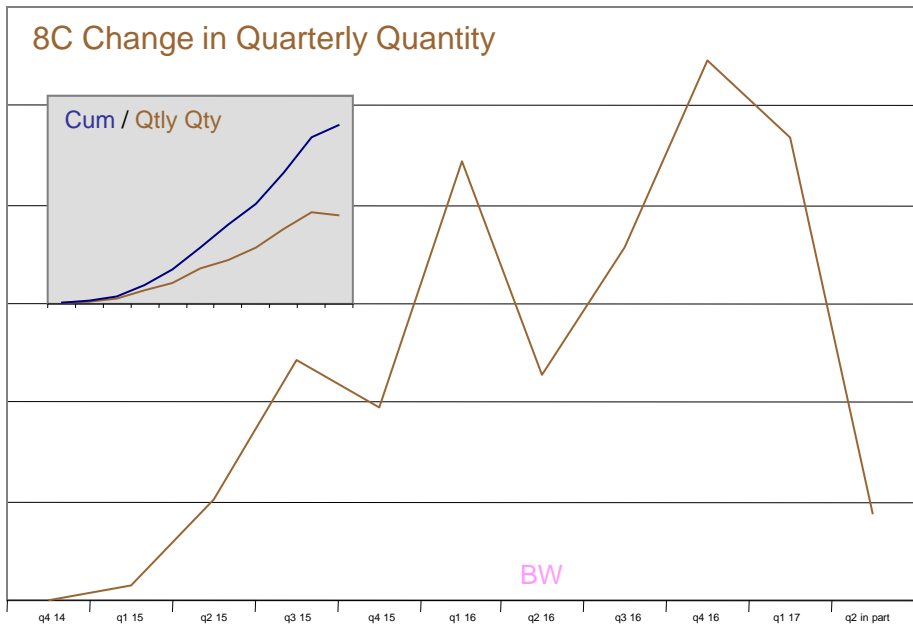
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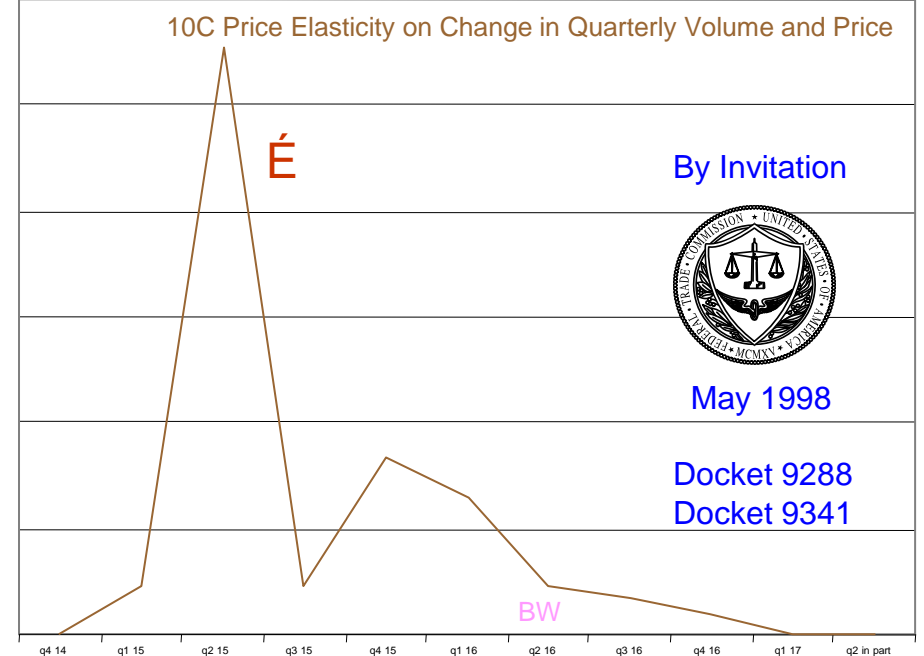
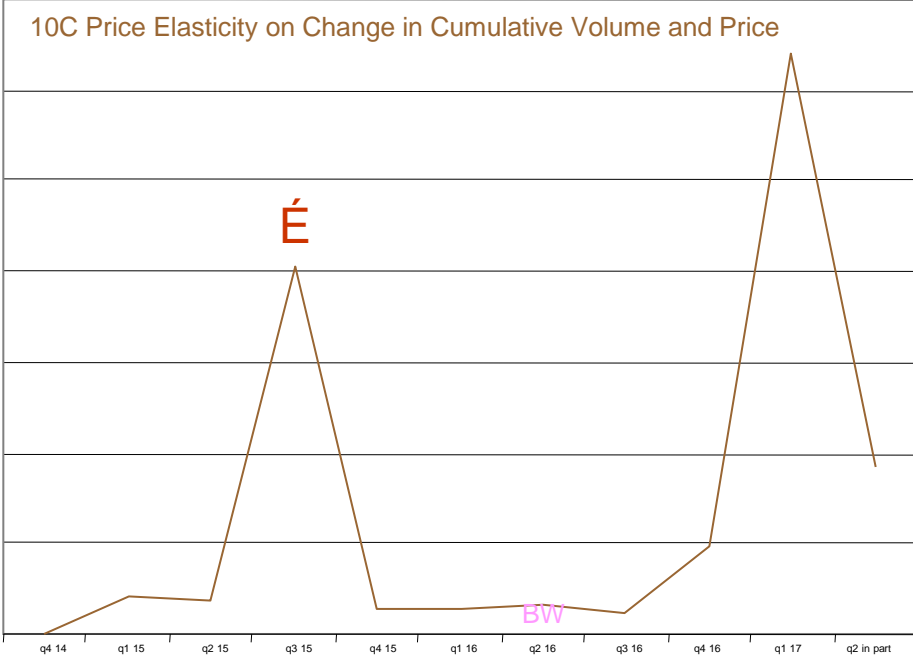
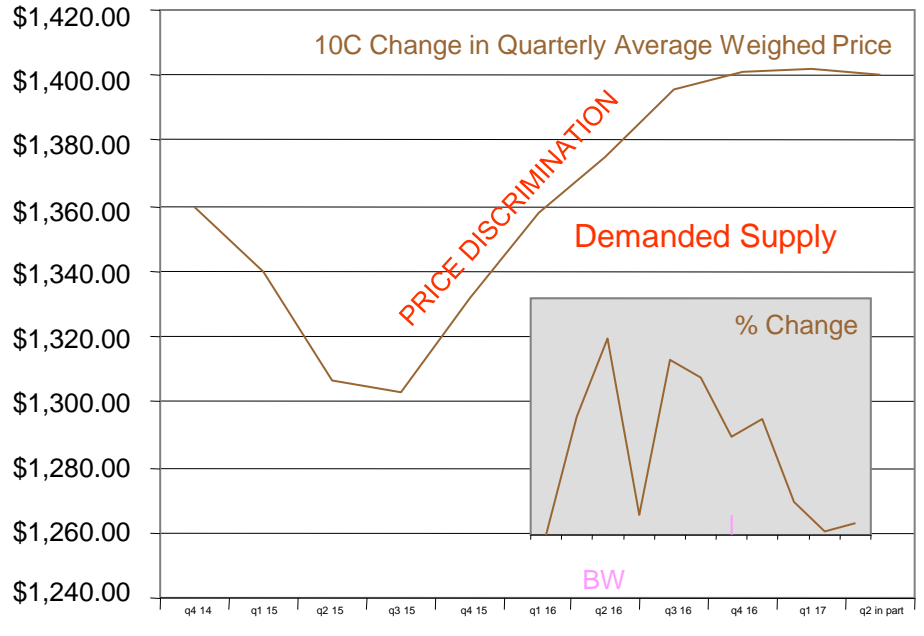
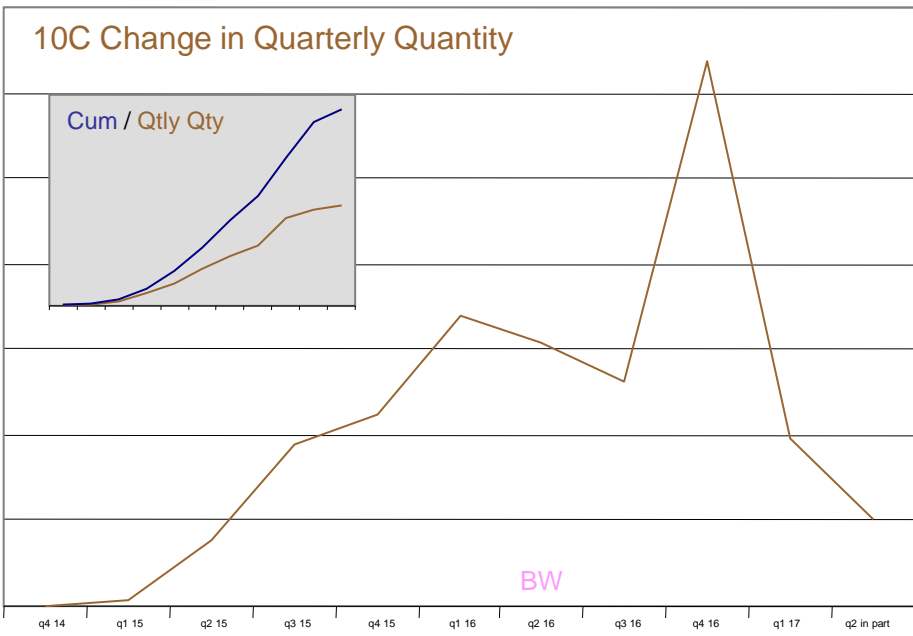
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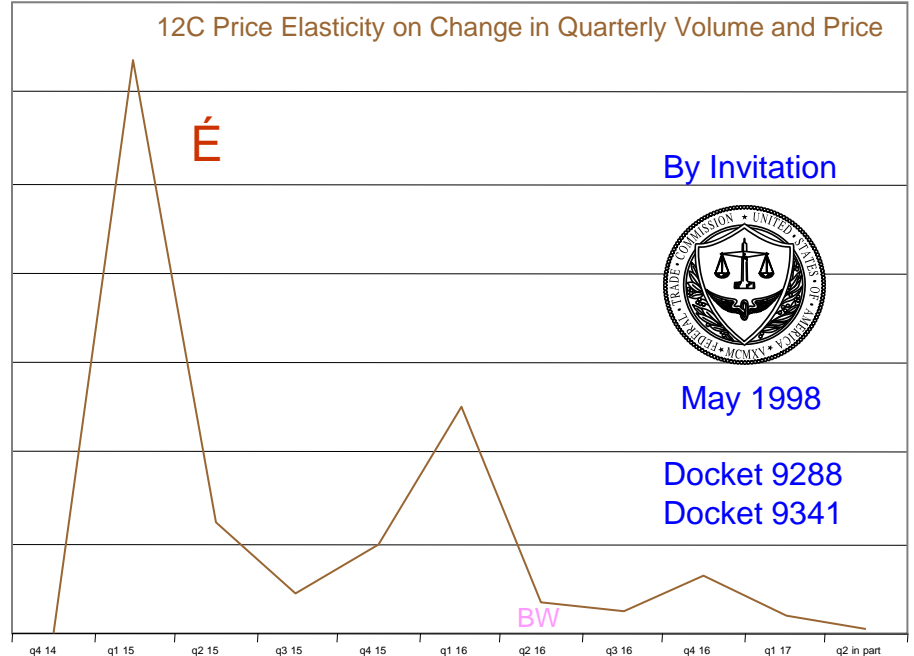
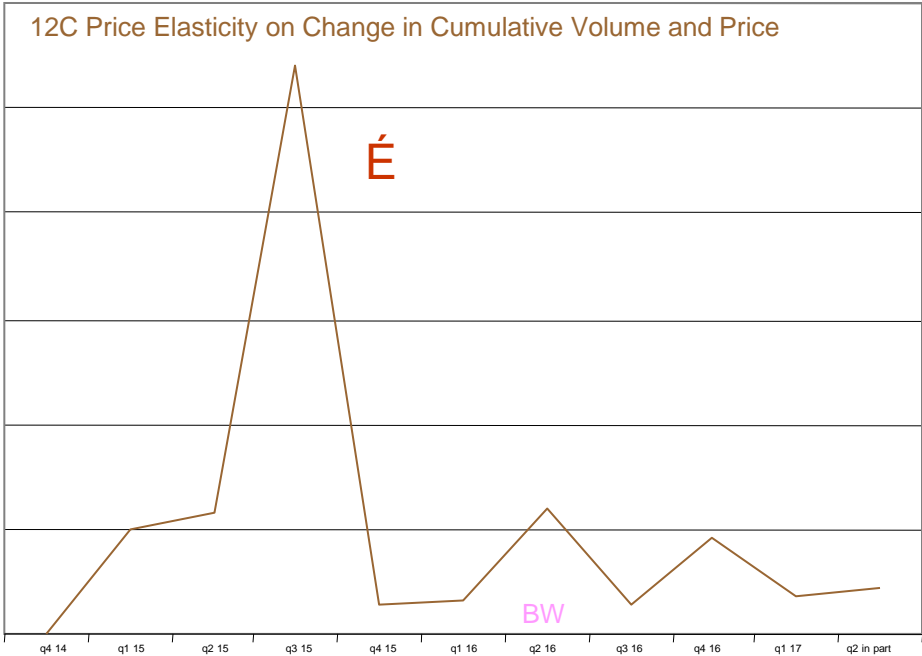
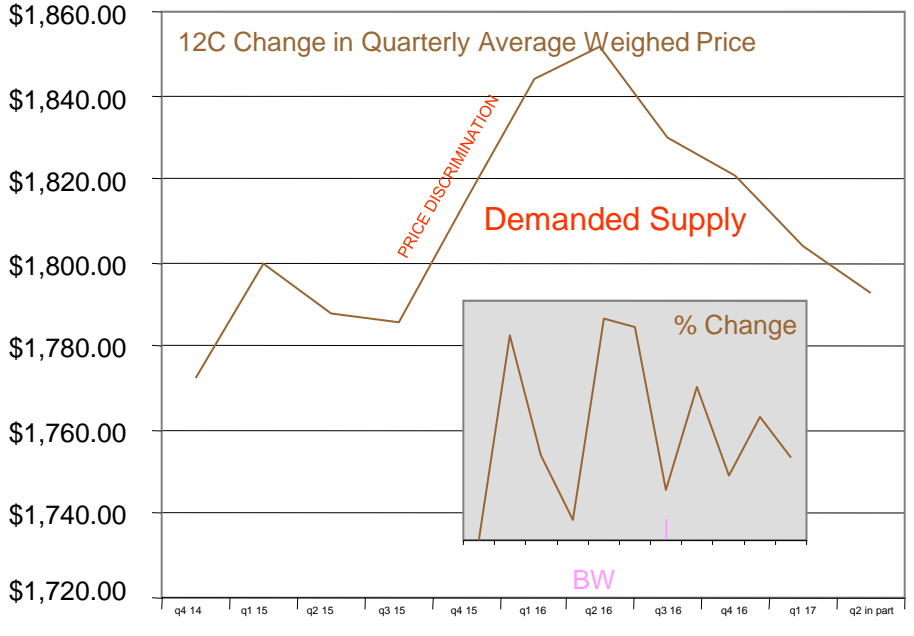
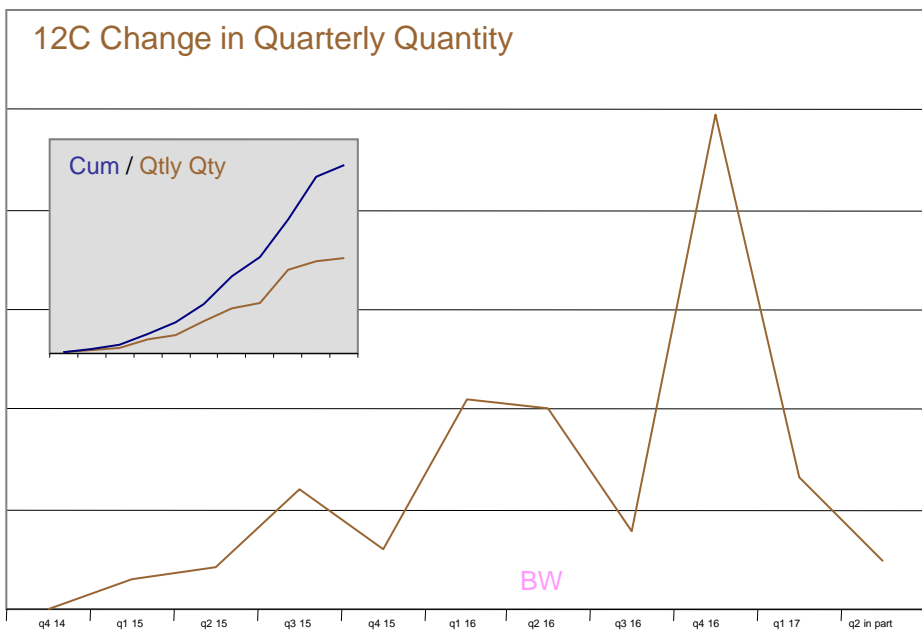
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Camp Marketing Consultancy – Haswell Xeon E5 26xx DP 12 Core



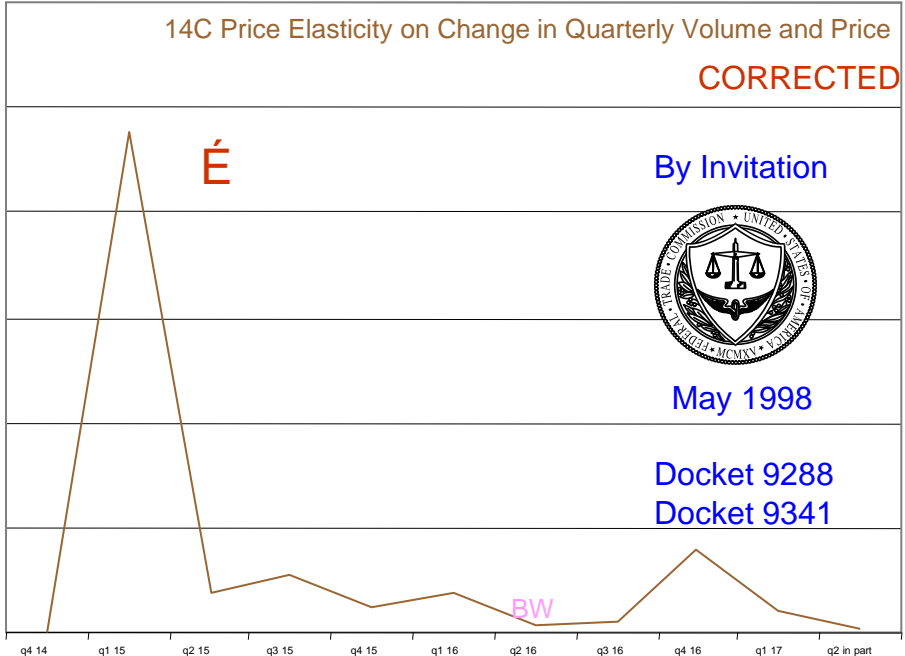
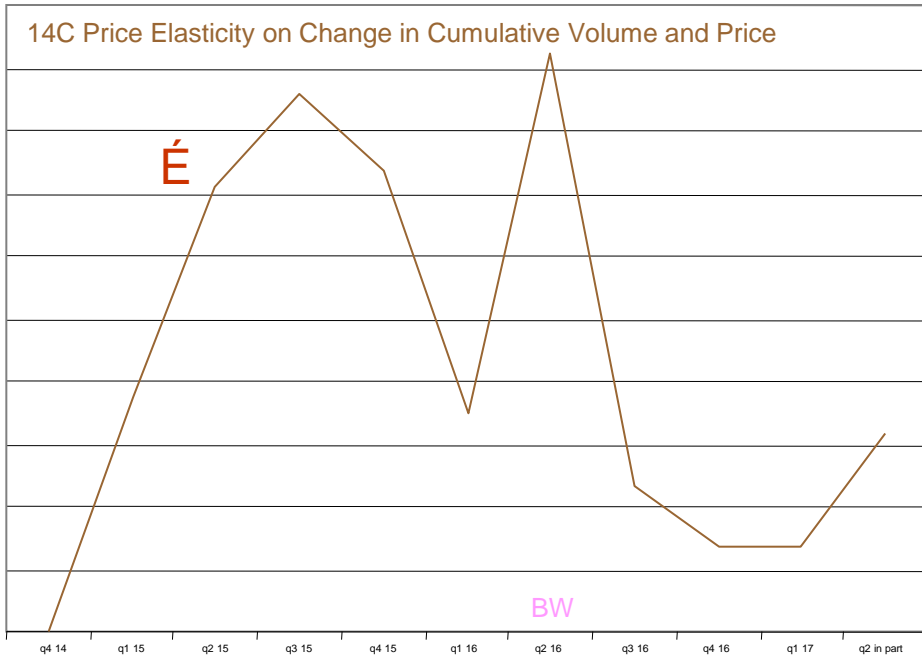
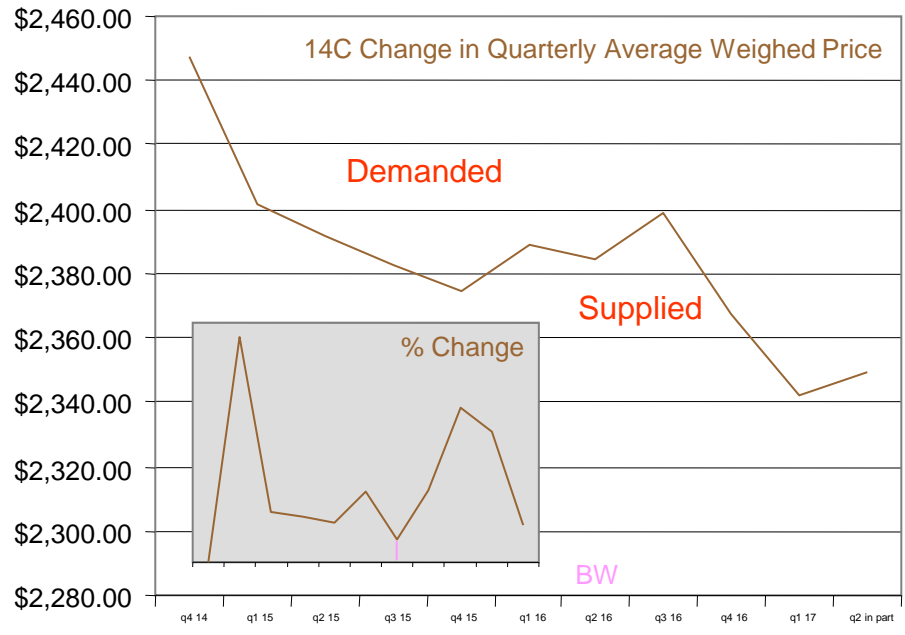
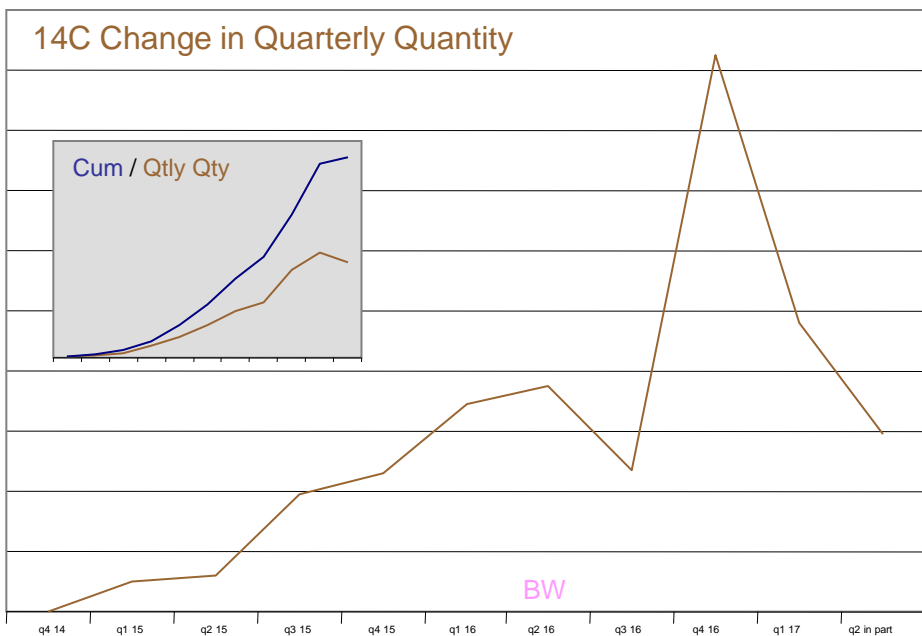
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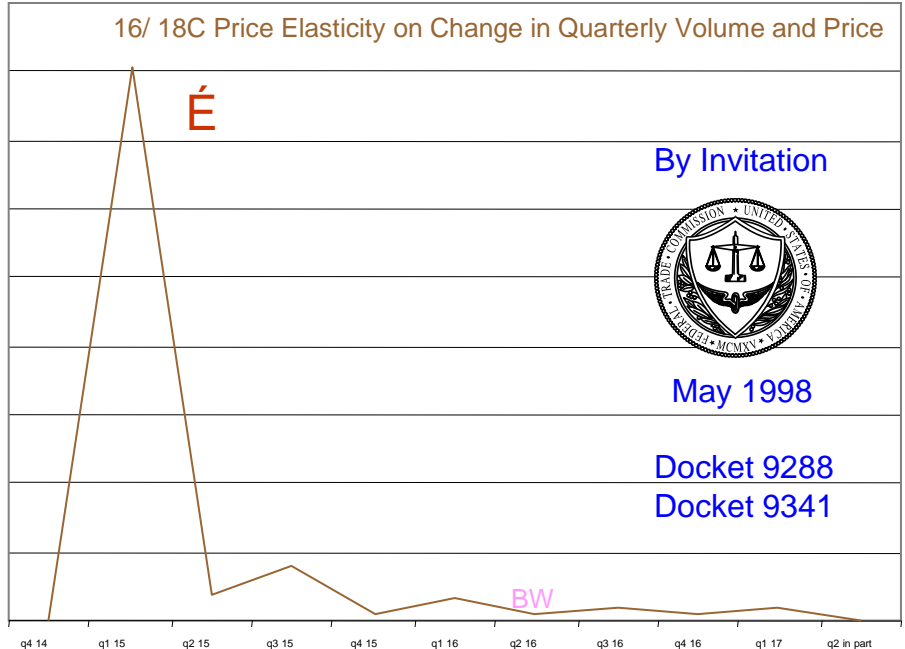
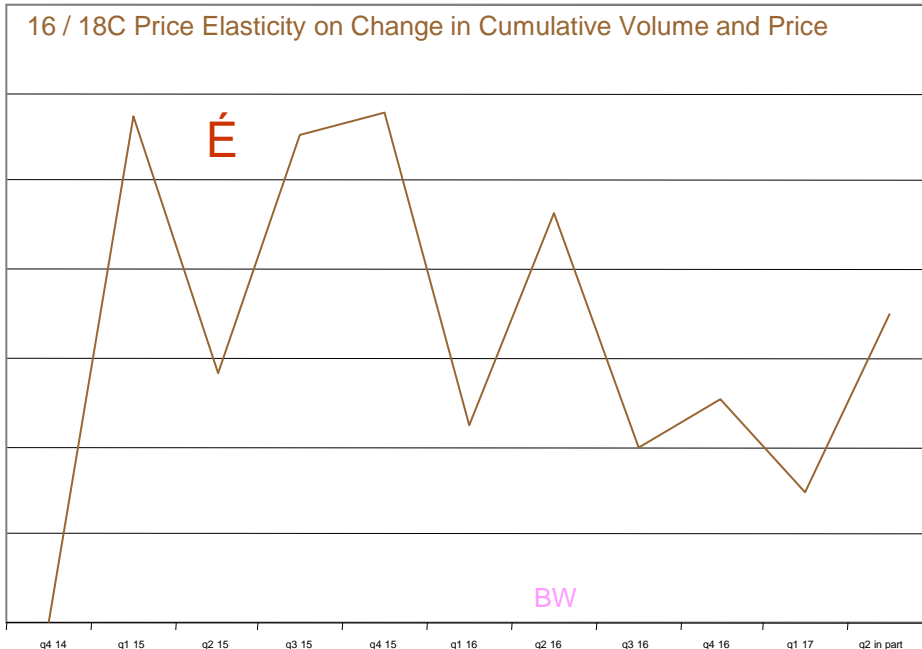
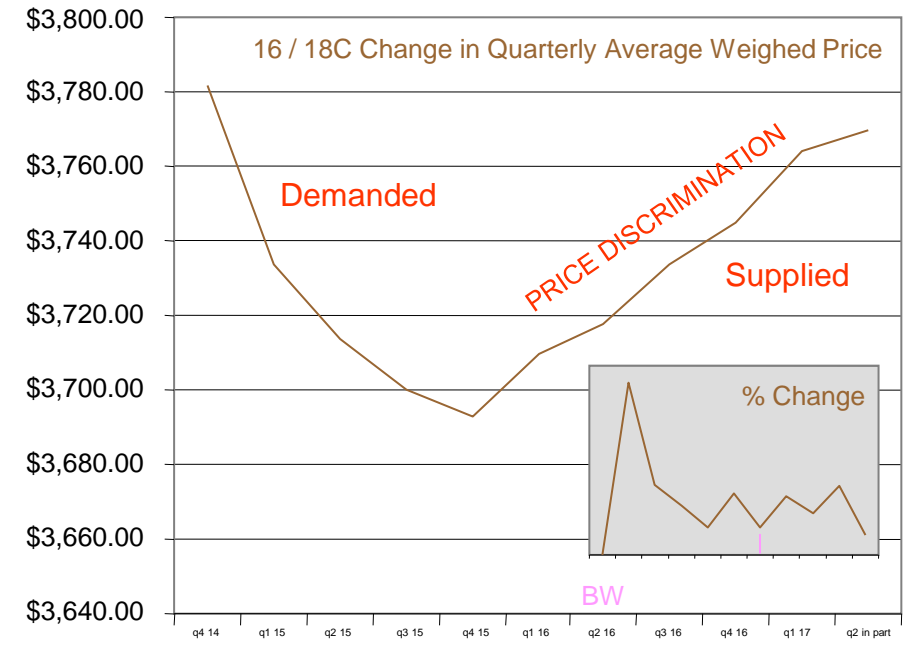
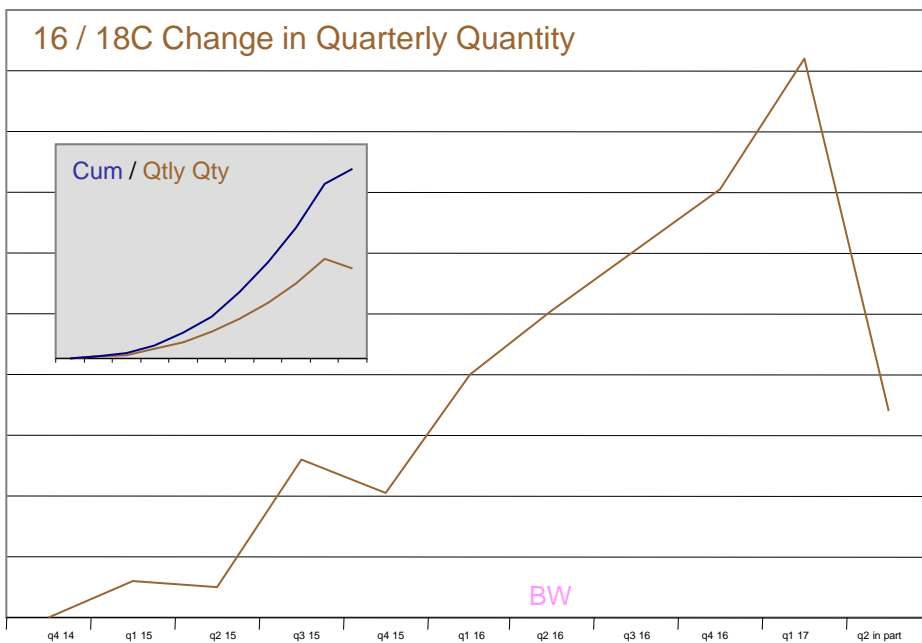
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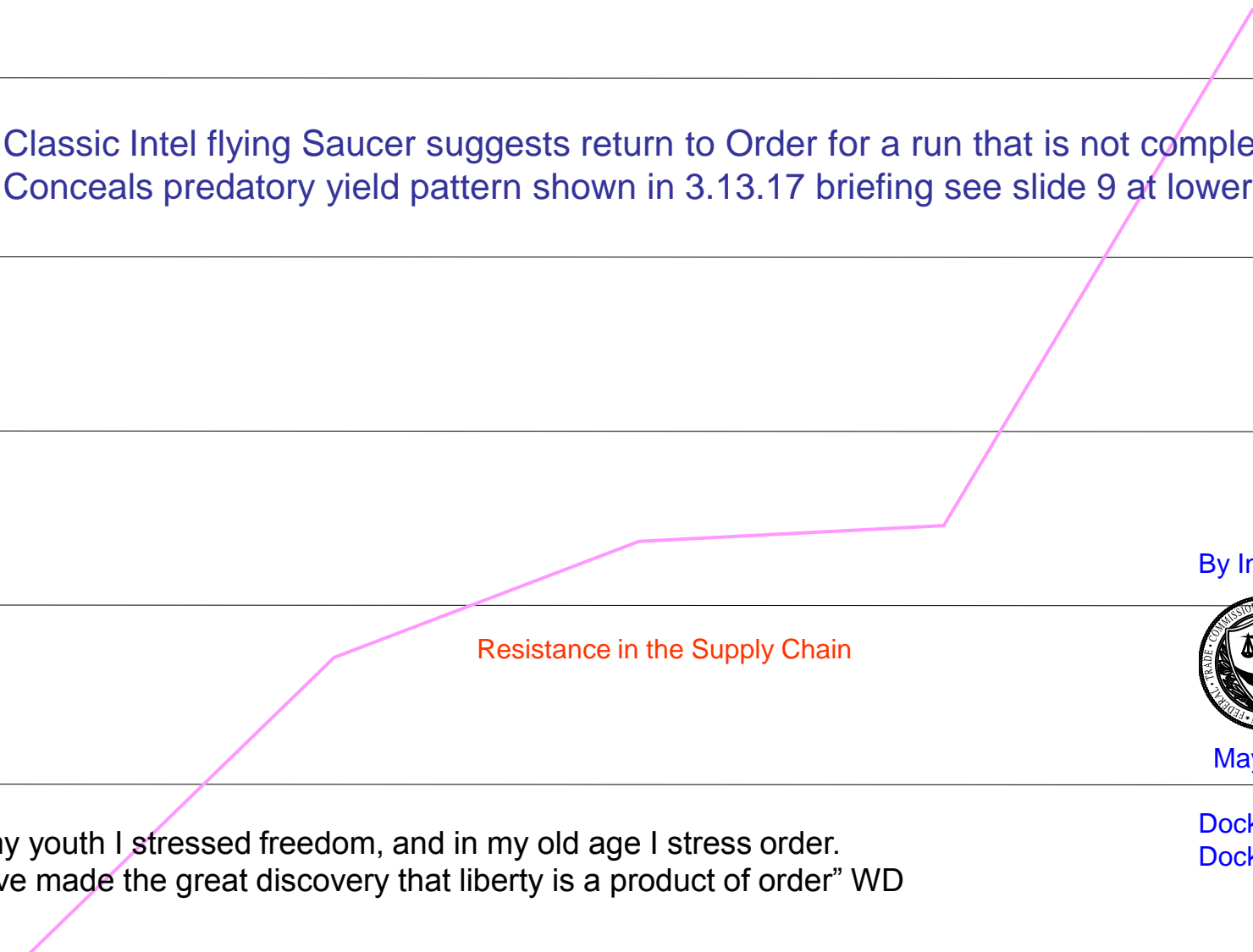
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Broadwell DP Change in Quarterly Quantity

Classic Intel flying Saucer suggests return to Order for a run that is not complete
Conceals predatory yield pattern shown in 3.13.17 briefing see slide 9 at lower right

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Resistance in the Supply Chain

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“In my youth I stressed freedom, and in my old age I stress order.
I have made the great discovery that liberty is a product of order” WD

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Broadwell DP % Change in Cumulative over % Change in Quarterly Quantity

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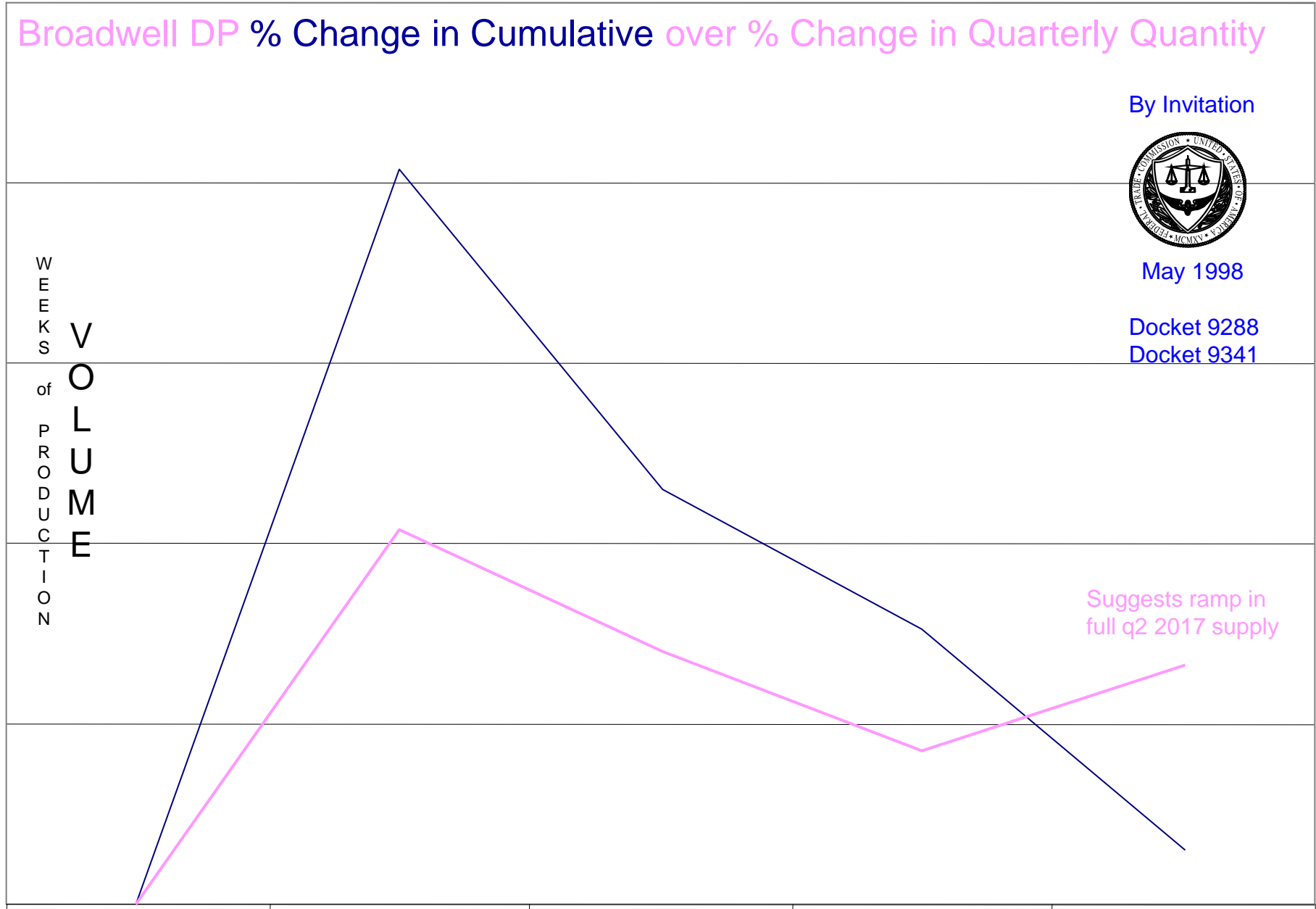
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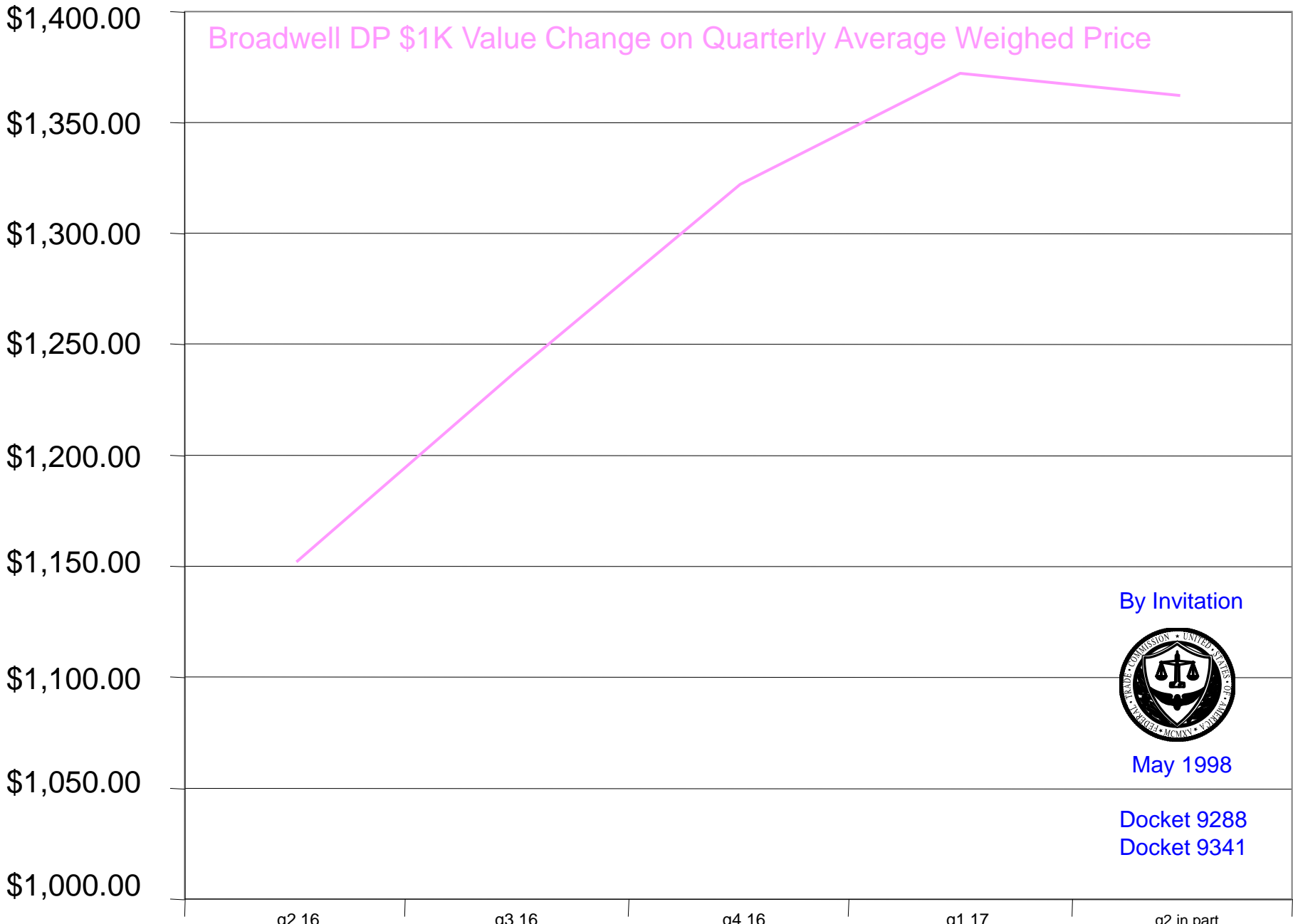
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Suggests ramp in full q2 2017 supply

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Broadwell DP \$1K Value Change on Quarterly Average Weighed Price

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Camp Marketing Consultancy – Xeon DP 26/24 Ivy Bridge, Haswell, Broadwell

Broadwell DP % Change on Quarterly \$1K Average Weighed Price

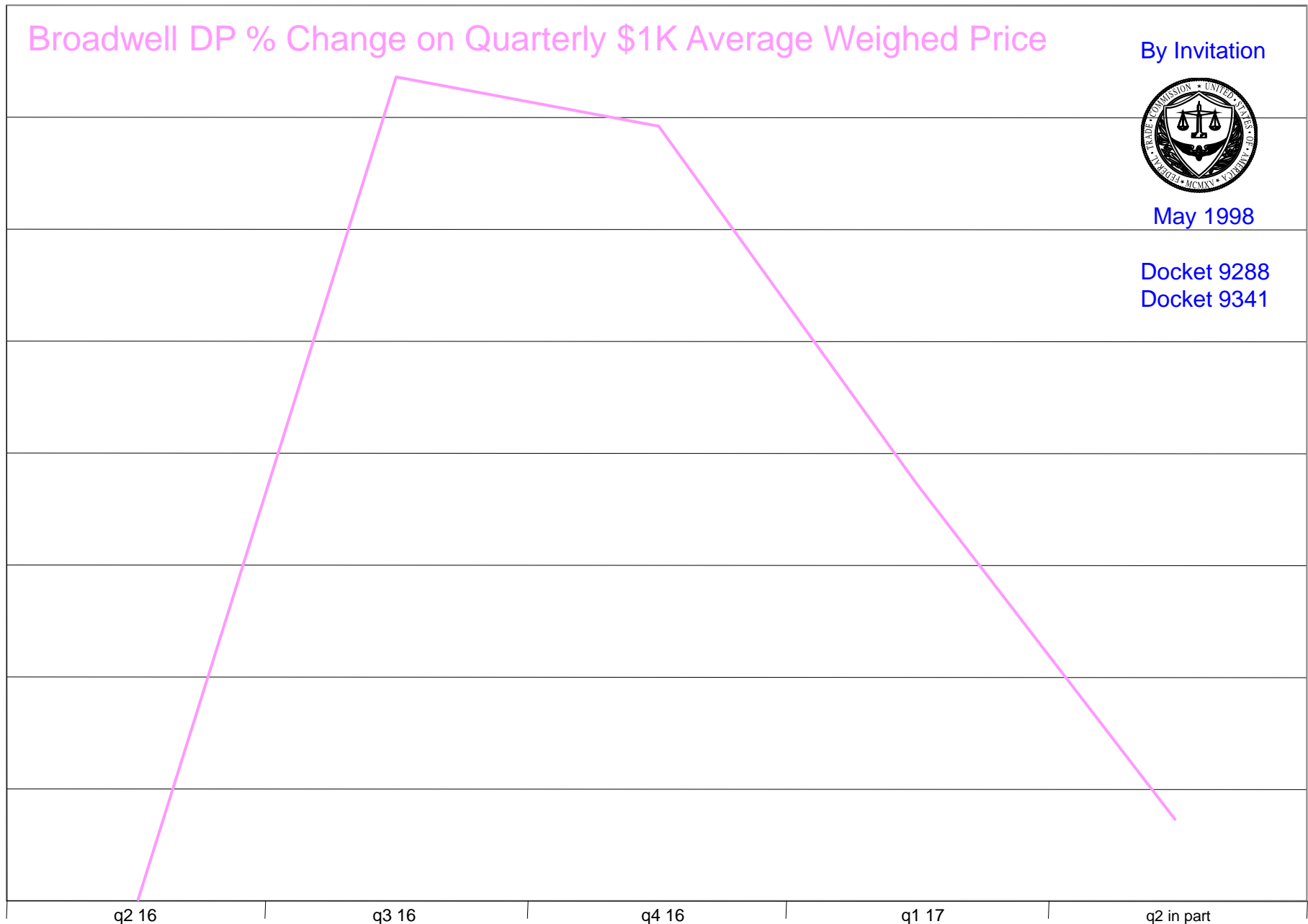
By Invitation



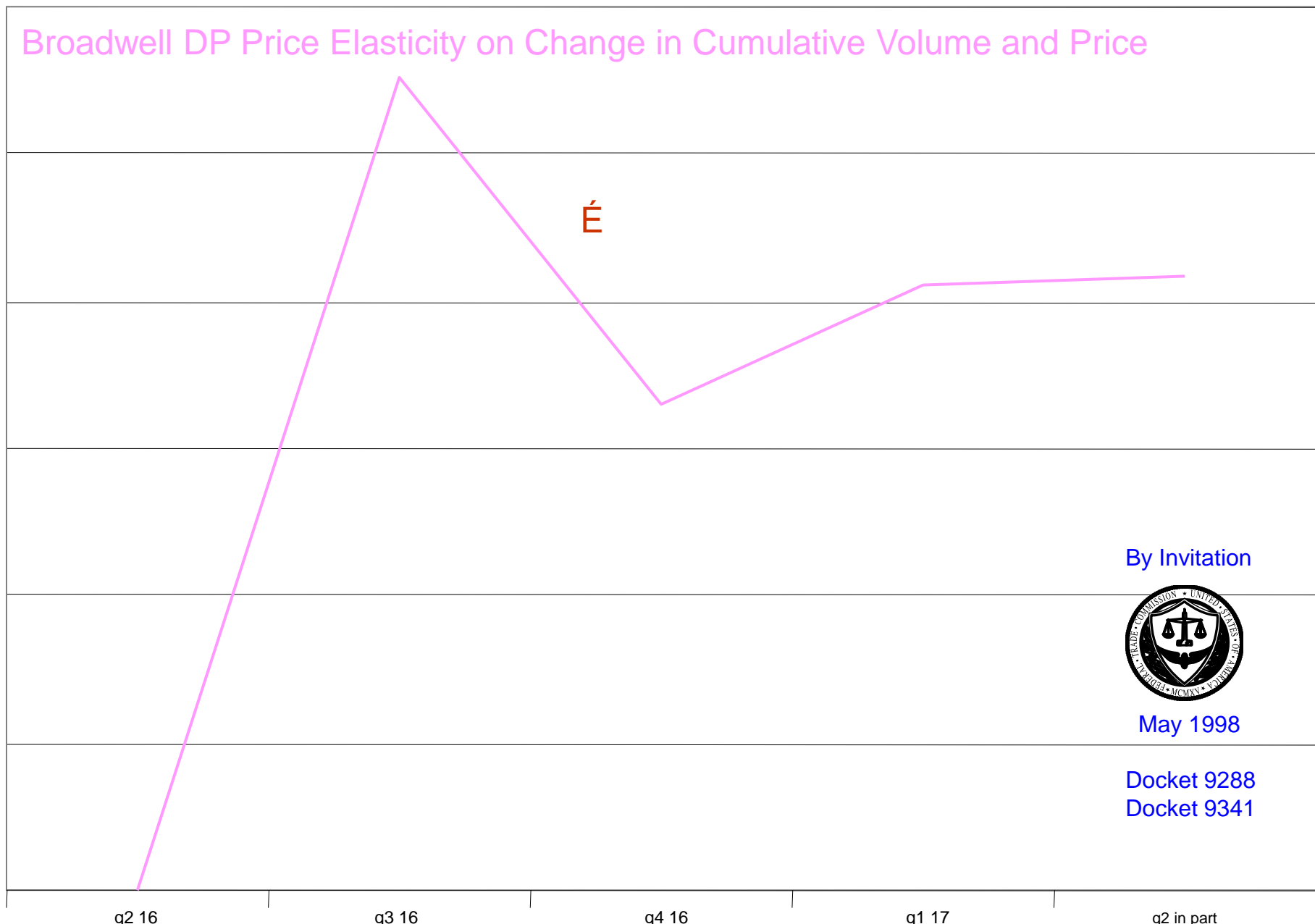
May 1998

Docket 9288

Docket 9341



Broadwell DP Price Elasticity on Change in Cumulative Volume and Price



By Invitation



May 1998

Docket 9288

Docket 9341

Broadwell DP Price Elasticity on Change in Quarterly Volume and Price

By Invitation



May 1998

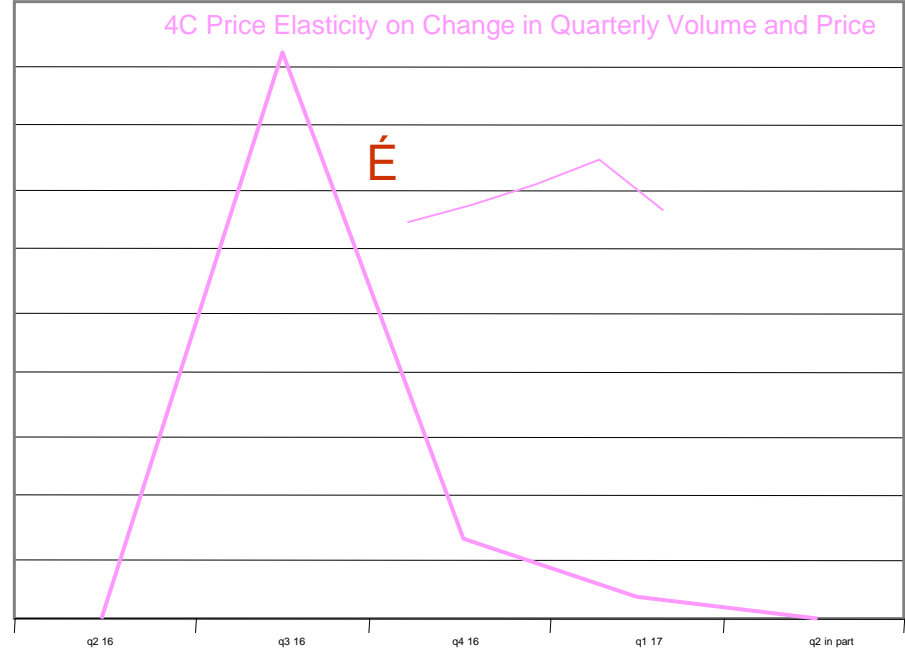
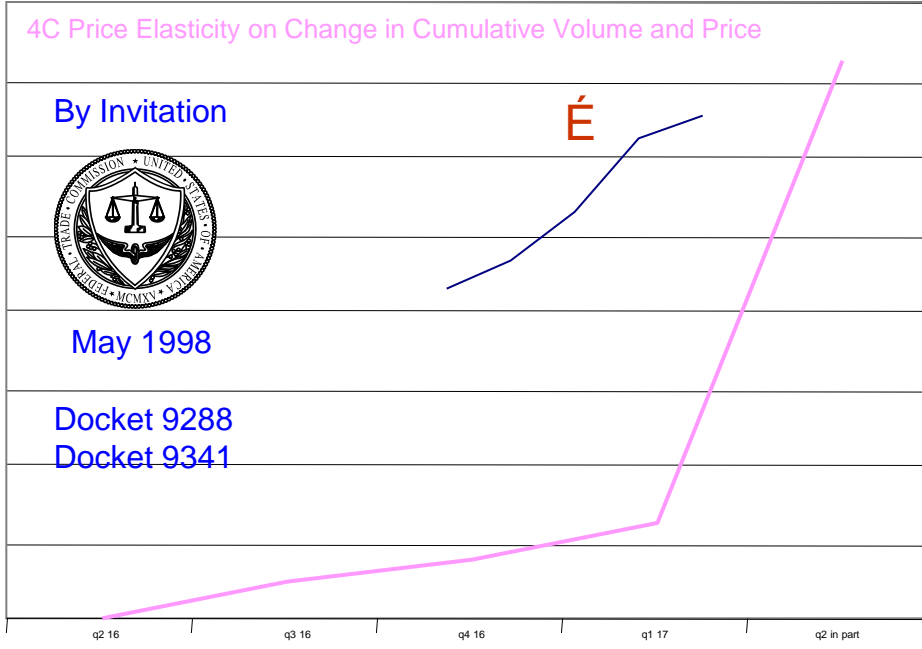
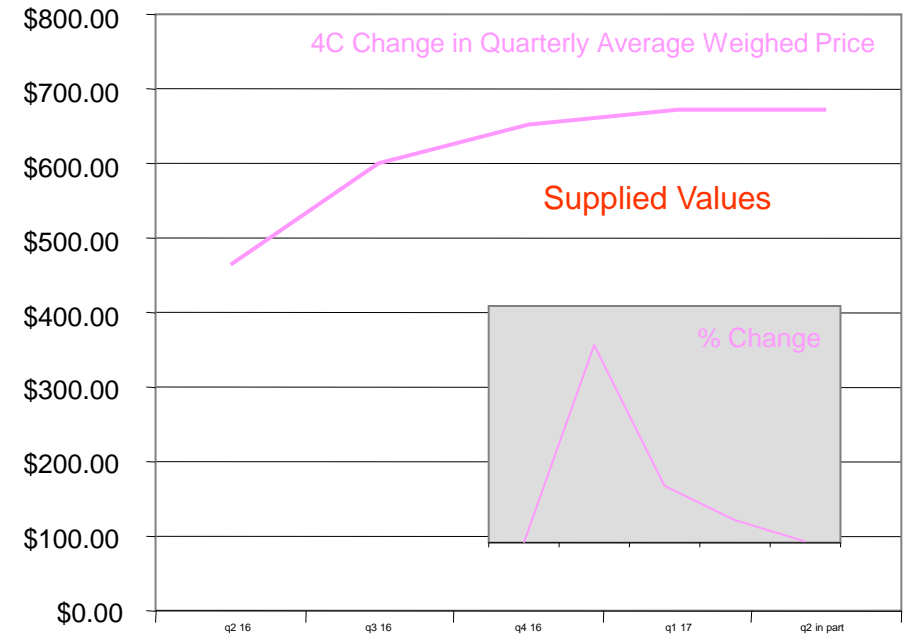
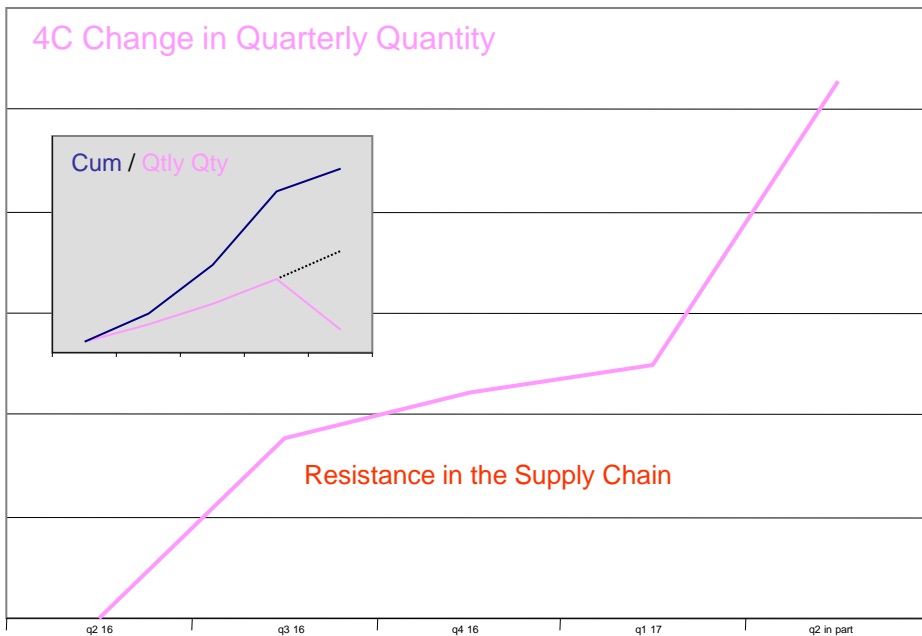
Docket 9288

Docket 9341

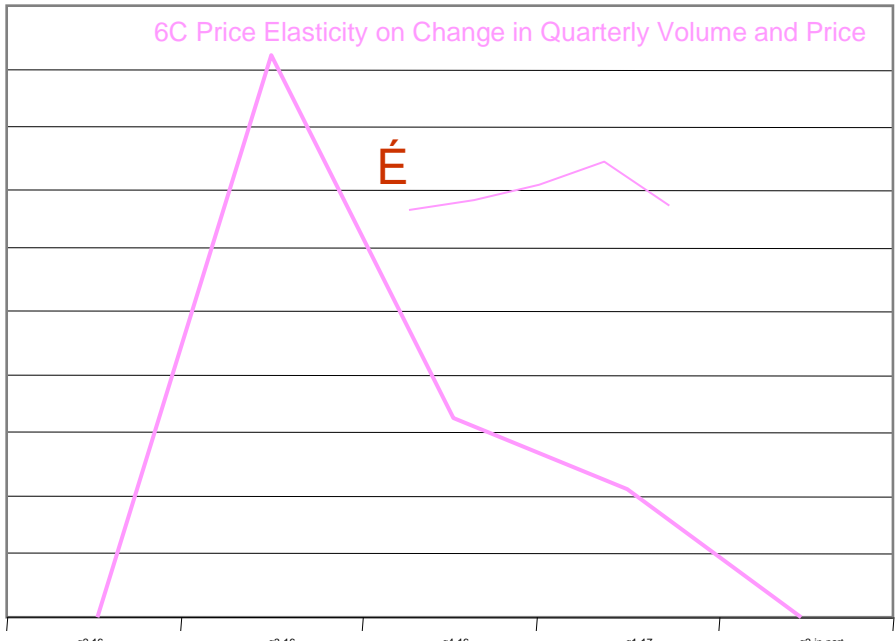
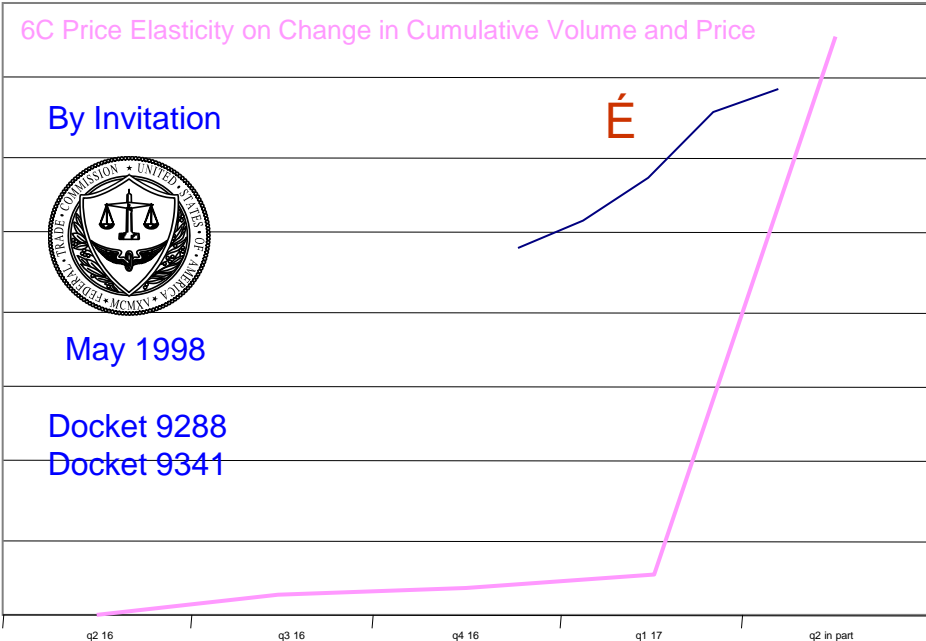
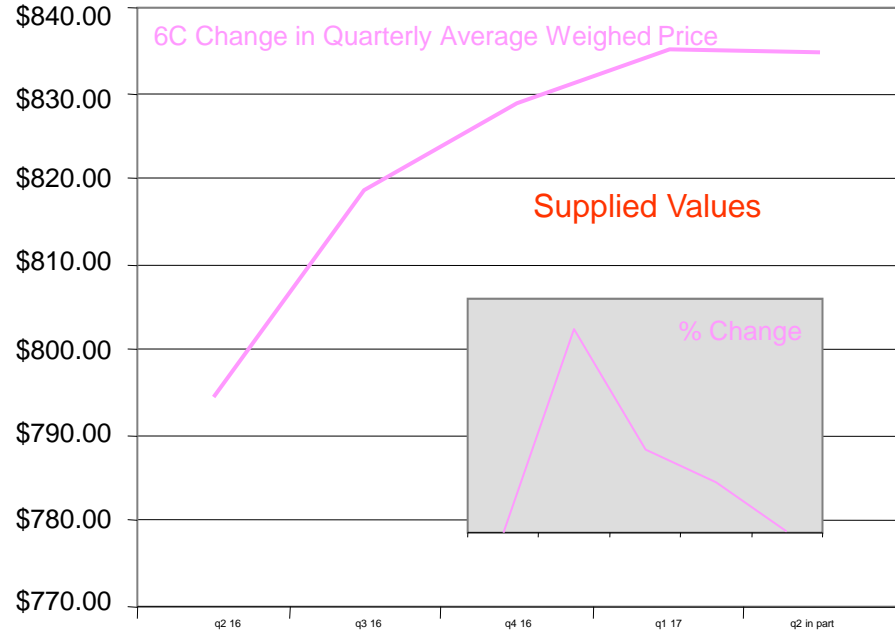
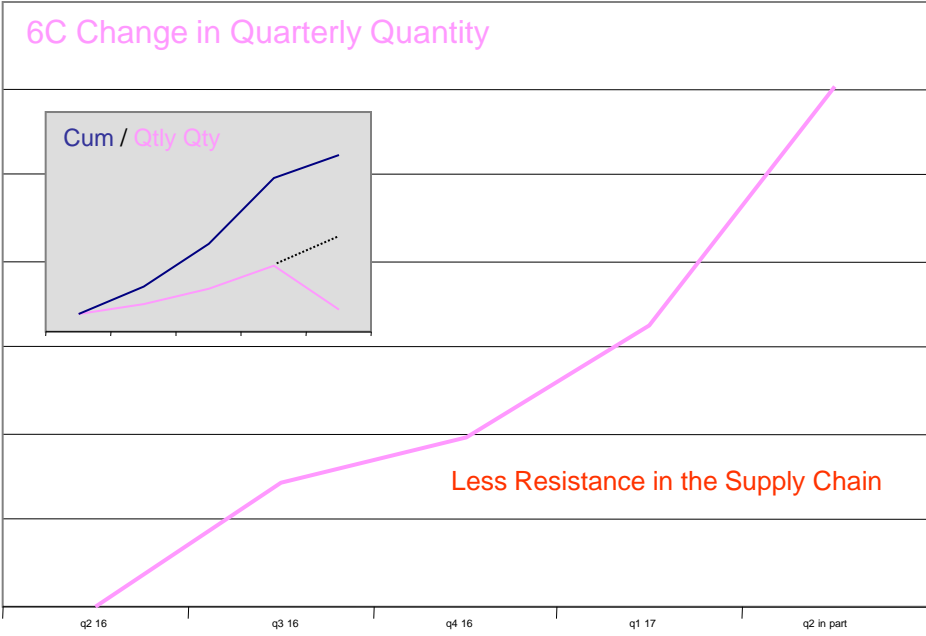
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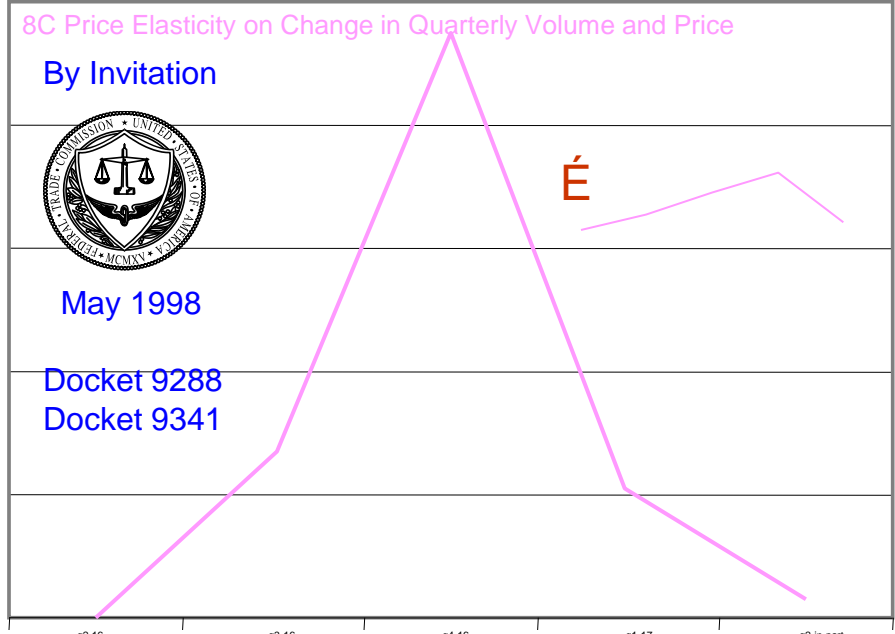
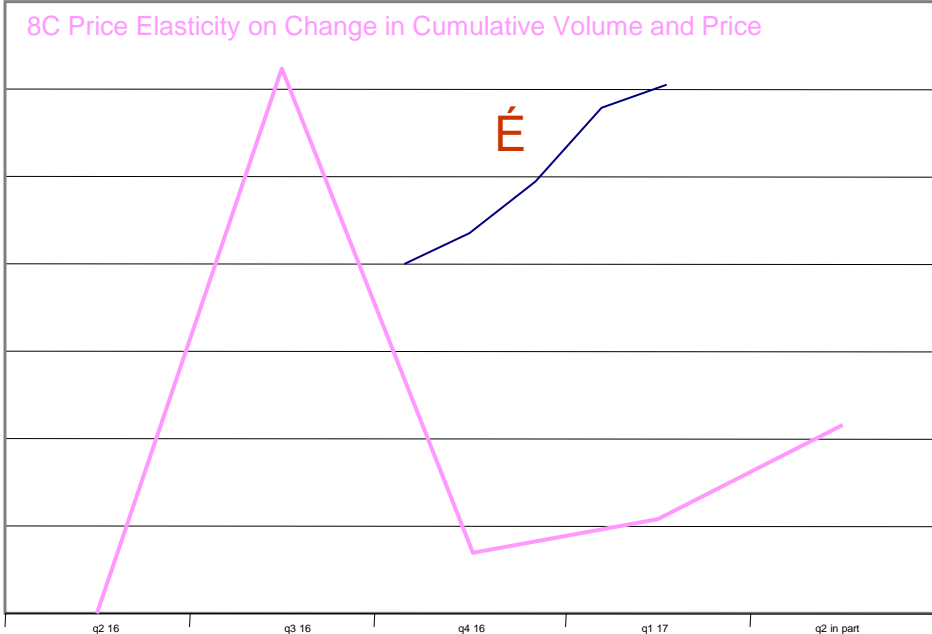
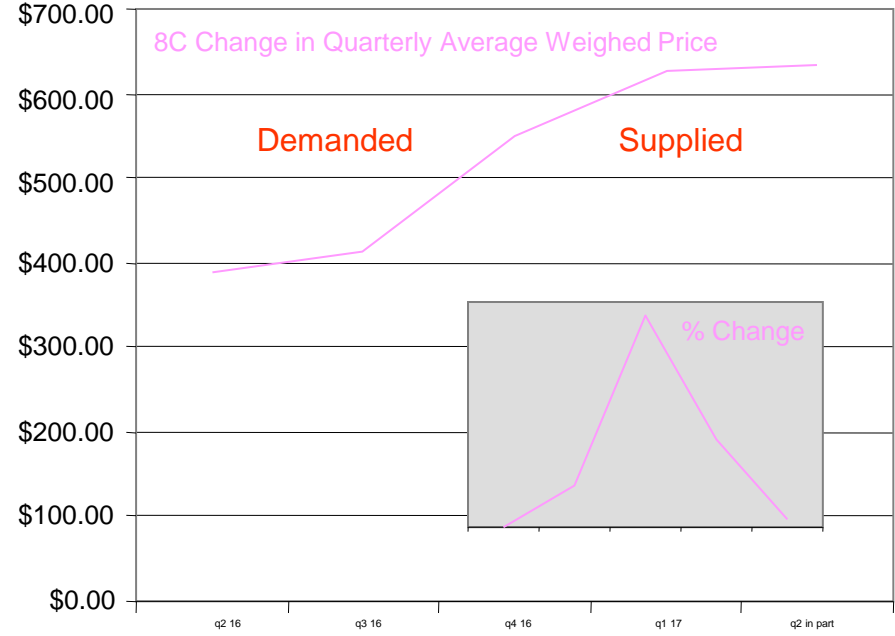
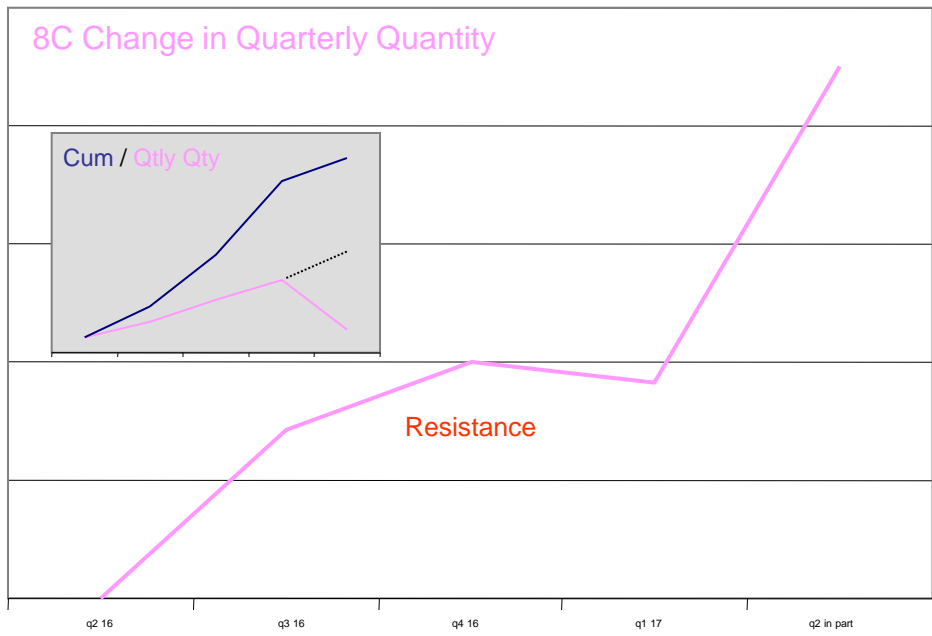
Camp Marketing Consultancy – Broadwell Xeon E5 26xx DP 4 Core



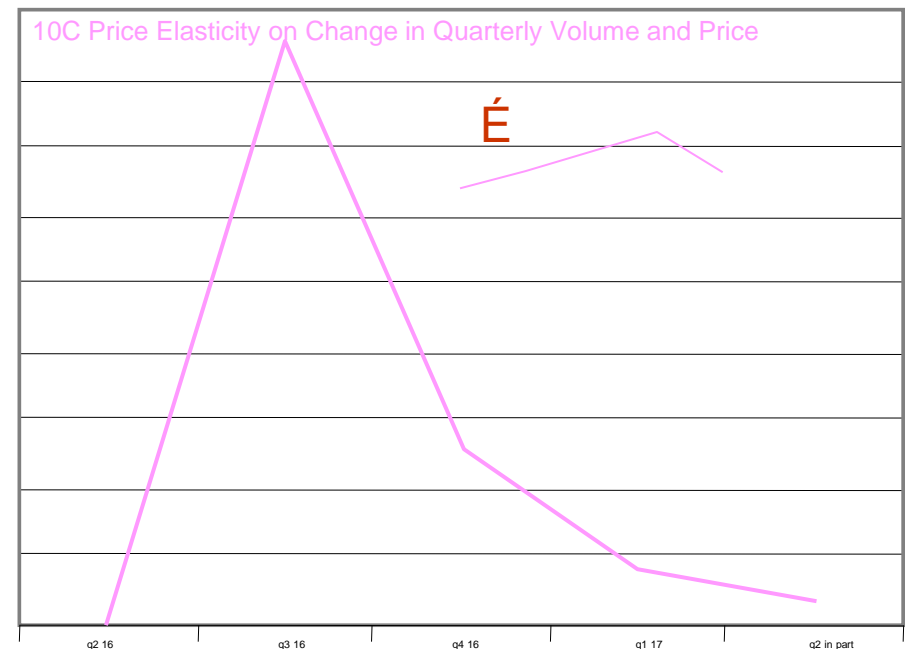
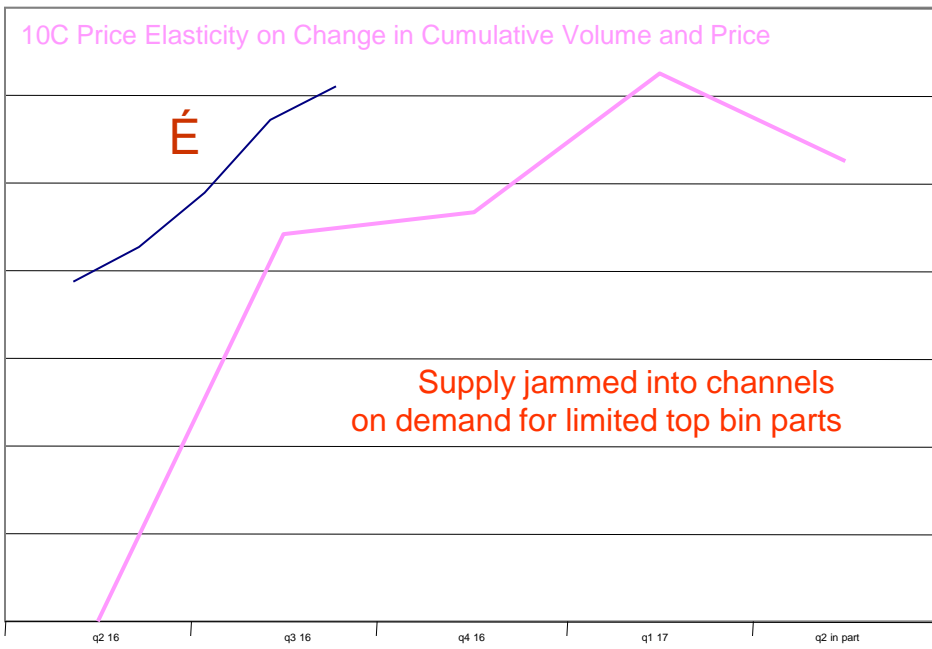
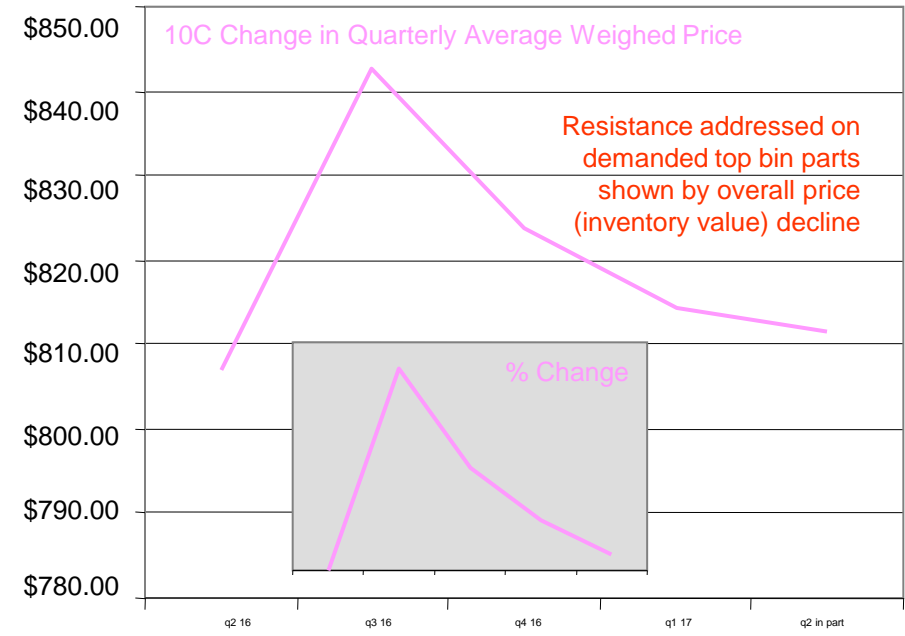
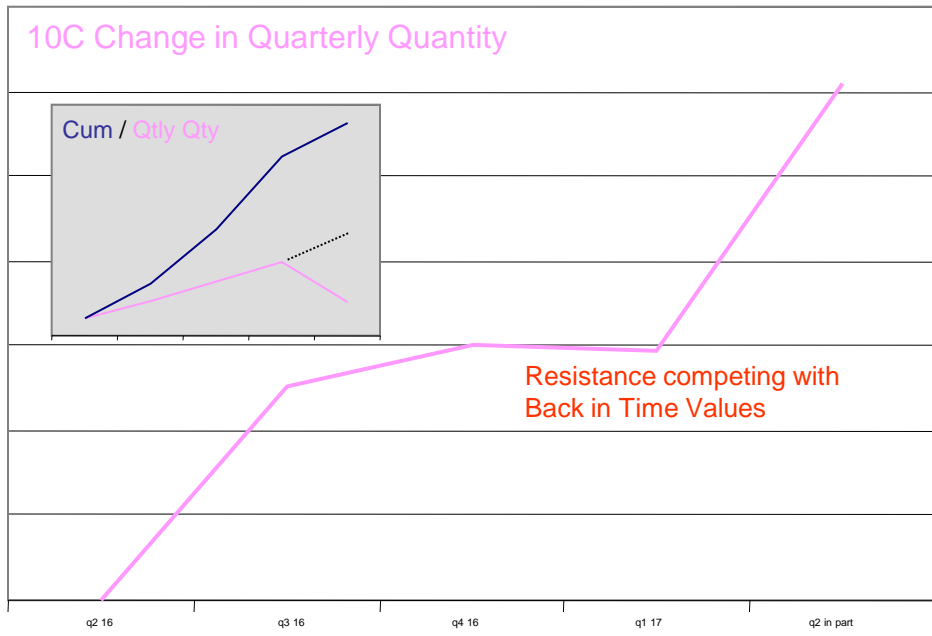
Camp Marketing Consultancy – Broadwell Xeon E5 26xx DP 6 Core



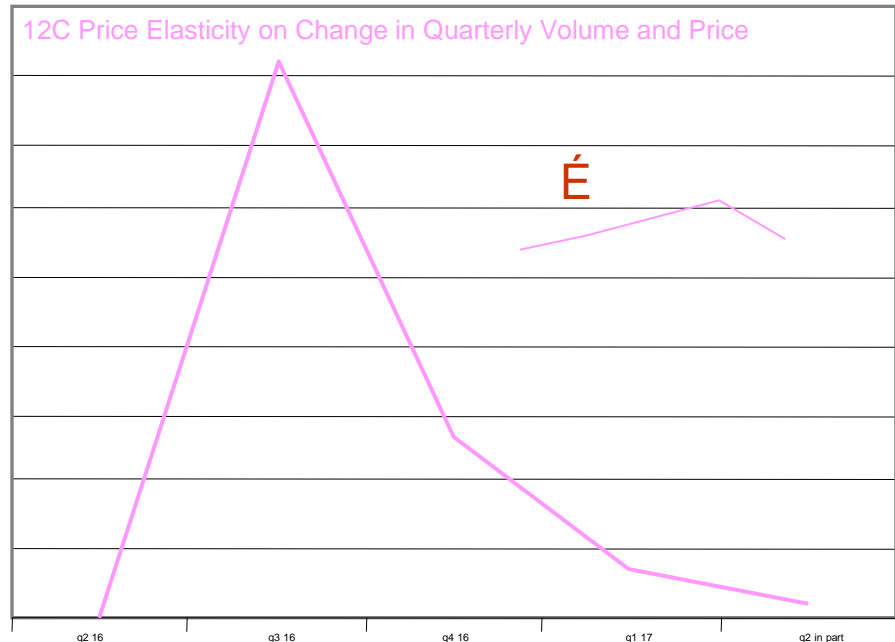
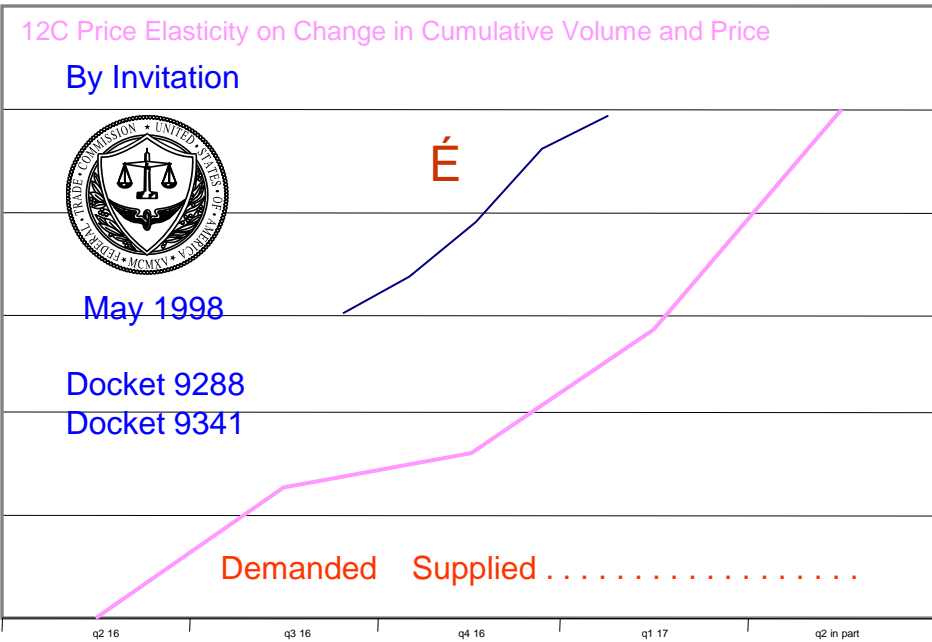
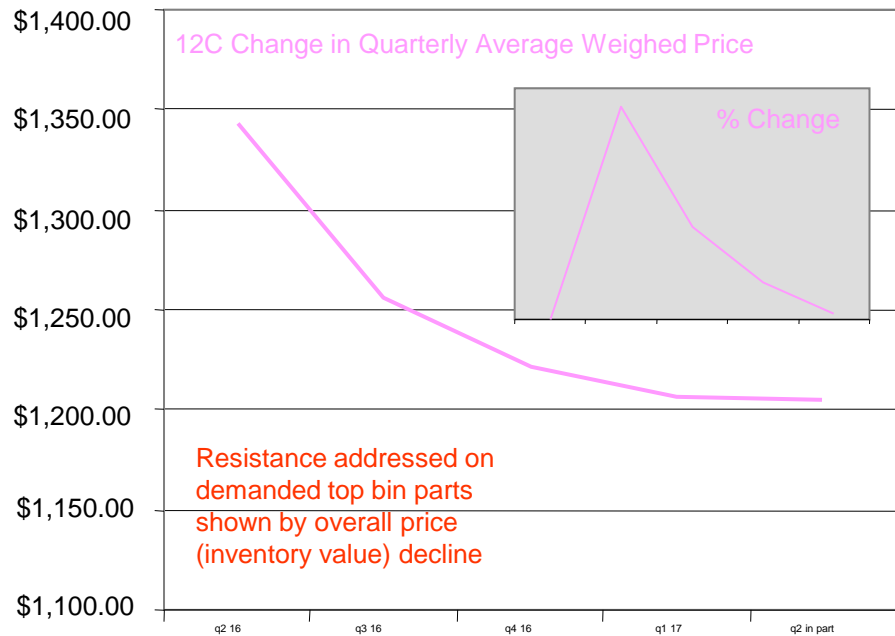
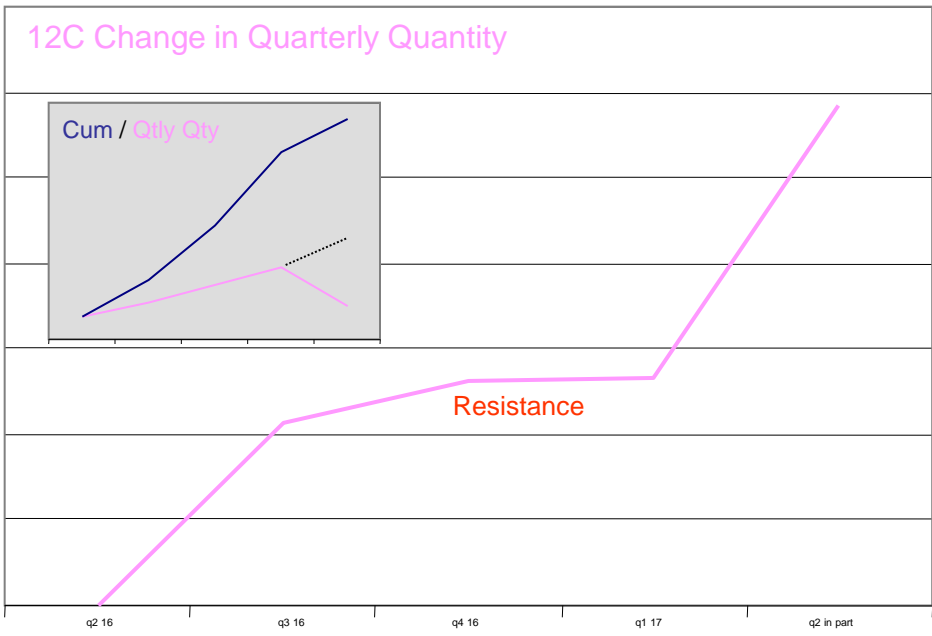
Camp Marketing Consultancy – Broadwell Xeon E5 26xx DP 8 Core



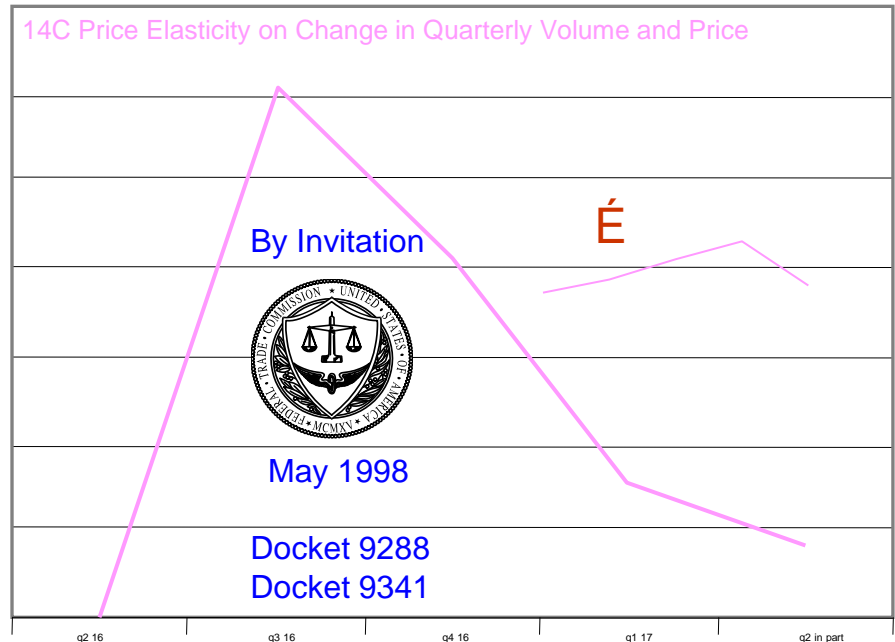
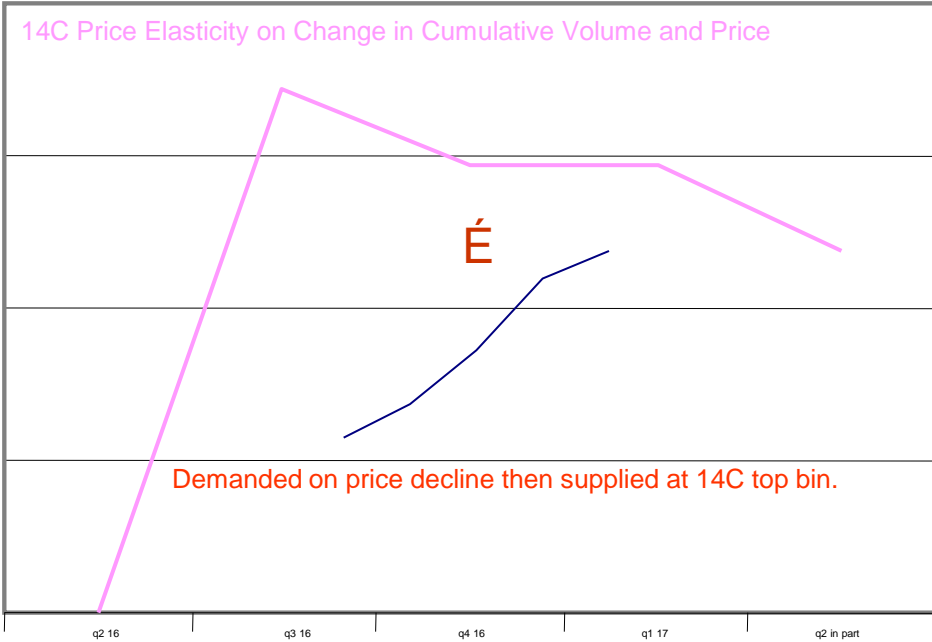
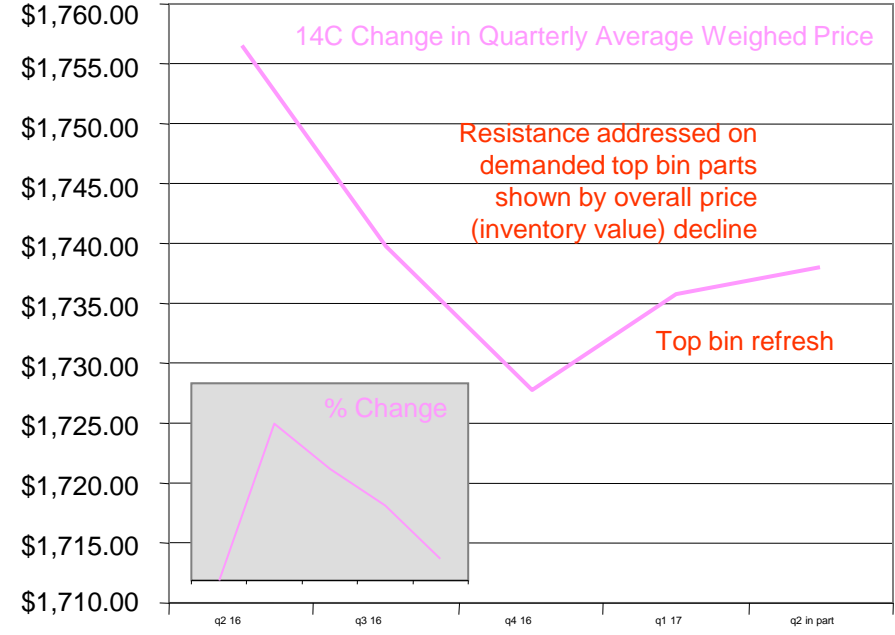
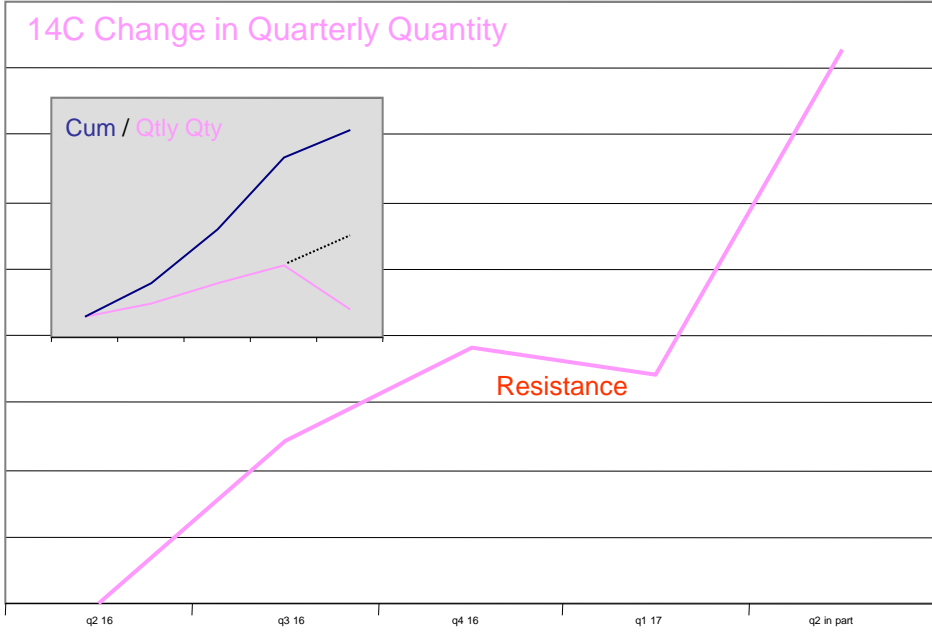
Camp Marketing Consultancy – Broadwell Xeon E5 26xx DP 10 Core



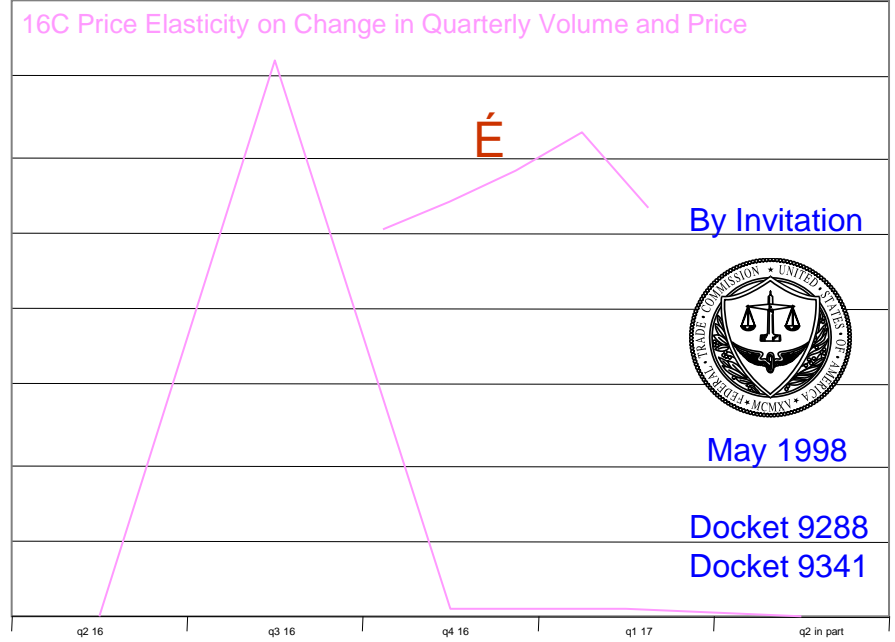
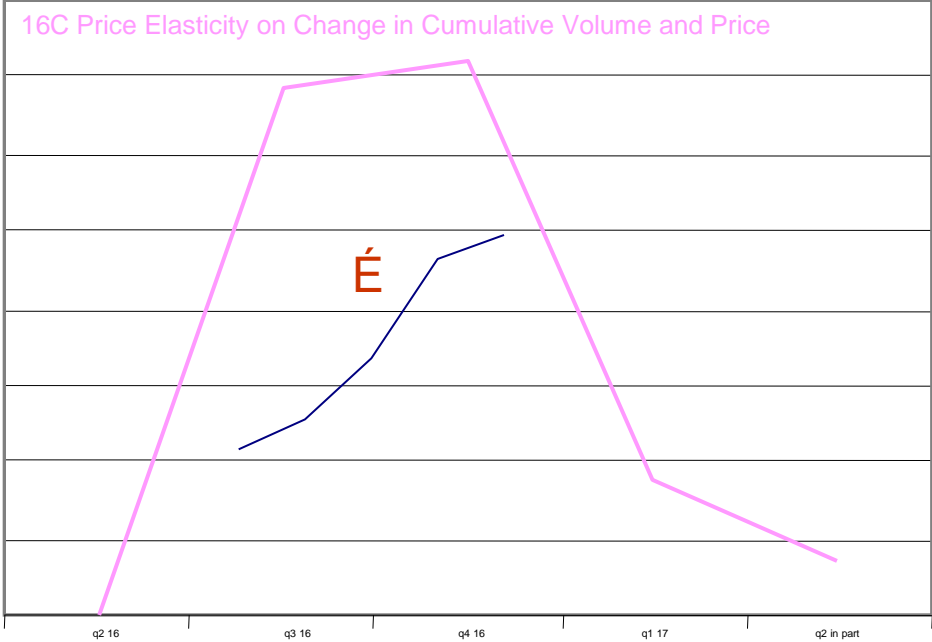
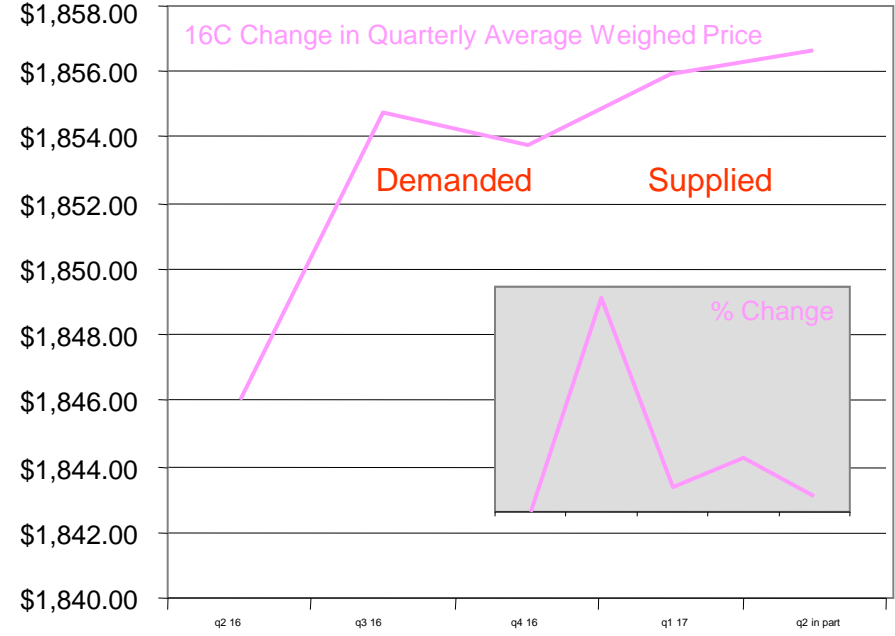
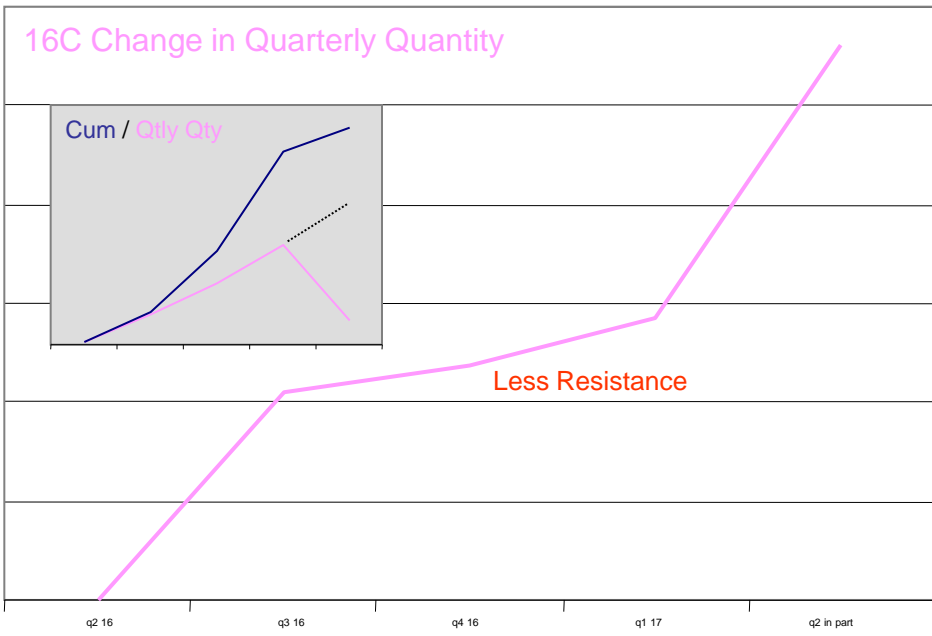
Camp Marketing Consultancy – Broadwell Xeon E5 26xx DP 12 Core



Camp Marketing Consultancy – Broadwell Xeon E5 26xx DP 14 Core



Camp Marketing Consultancy – Broadwell Xeon E5 26xx DP 16 Core



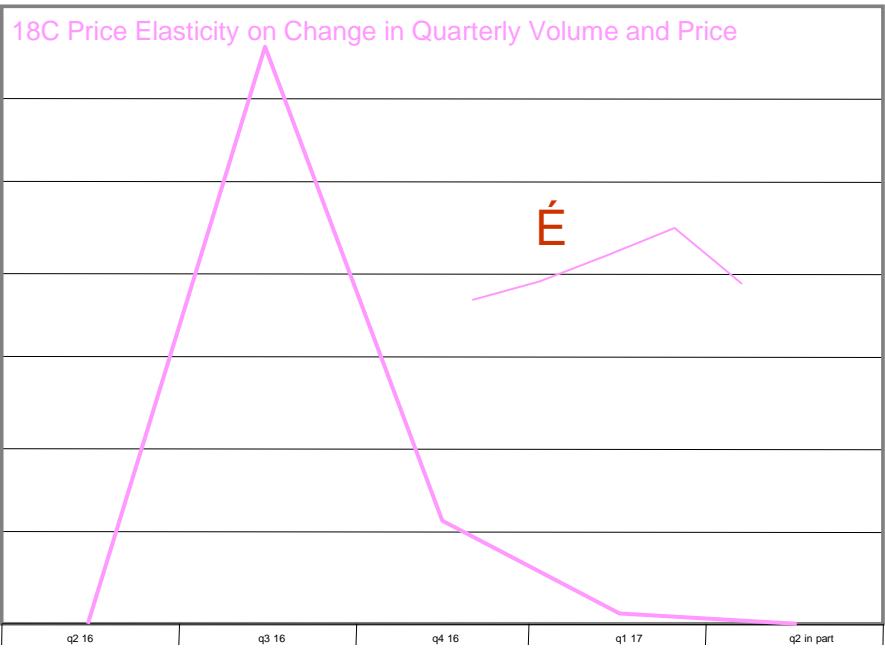
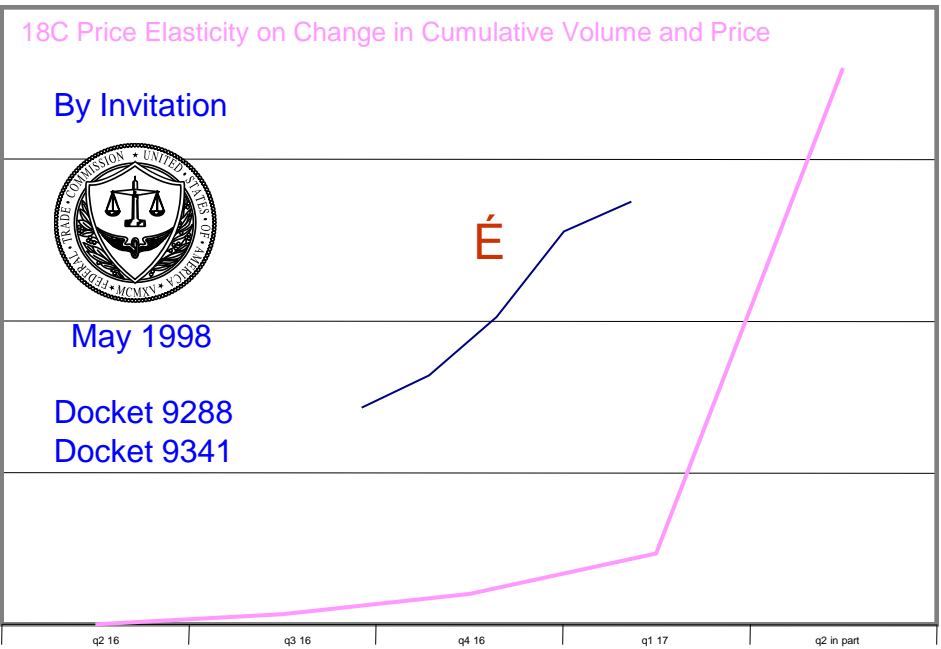
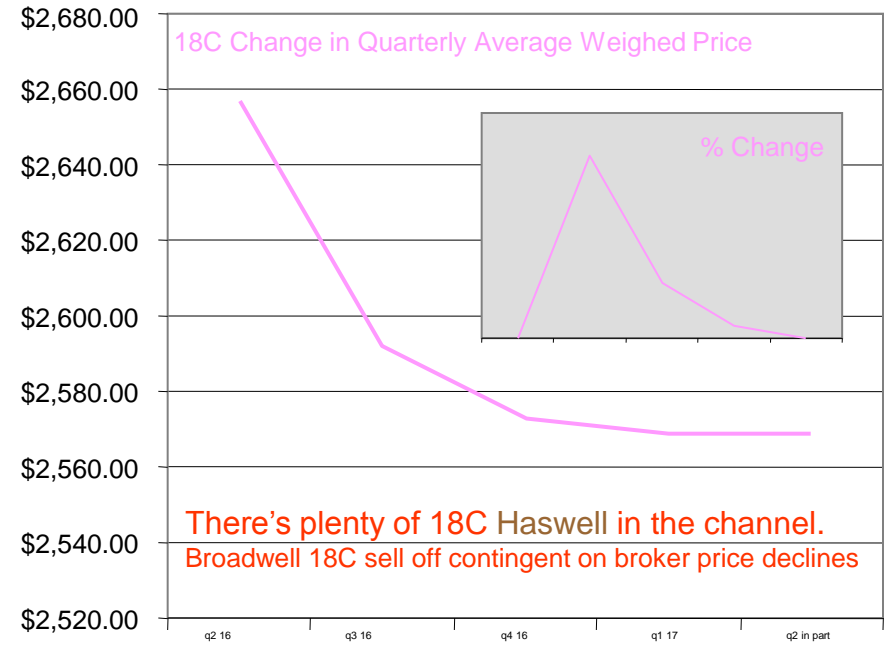
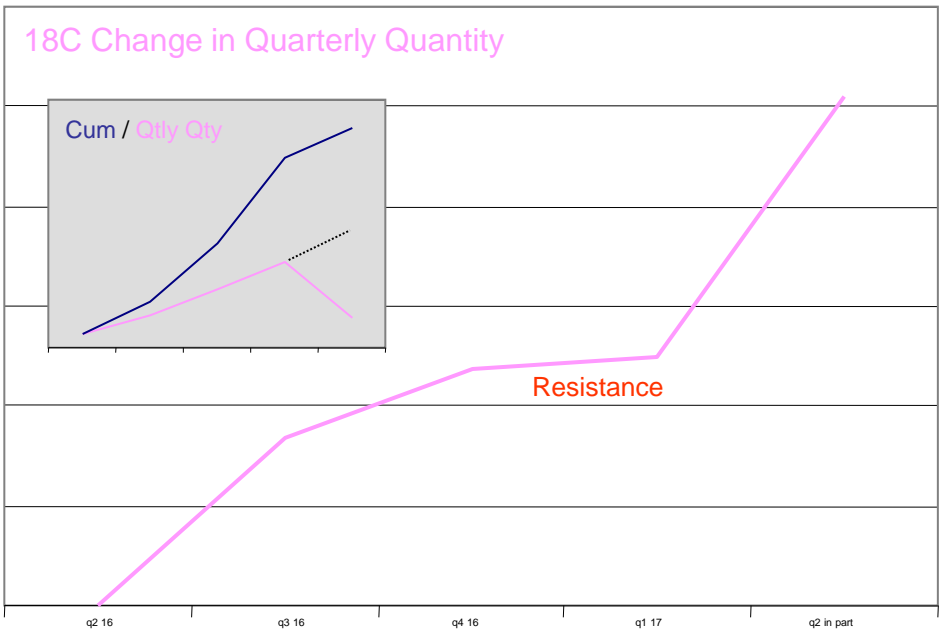
By Invitation



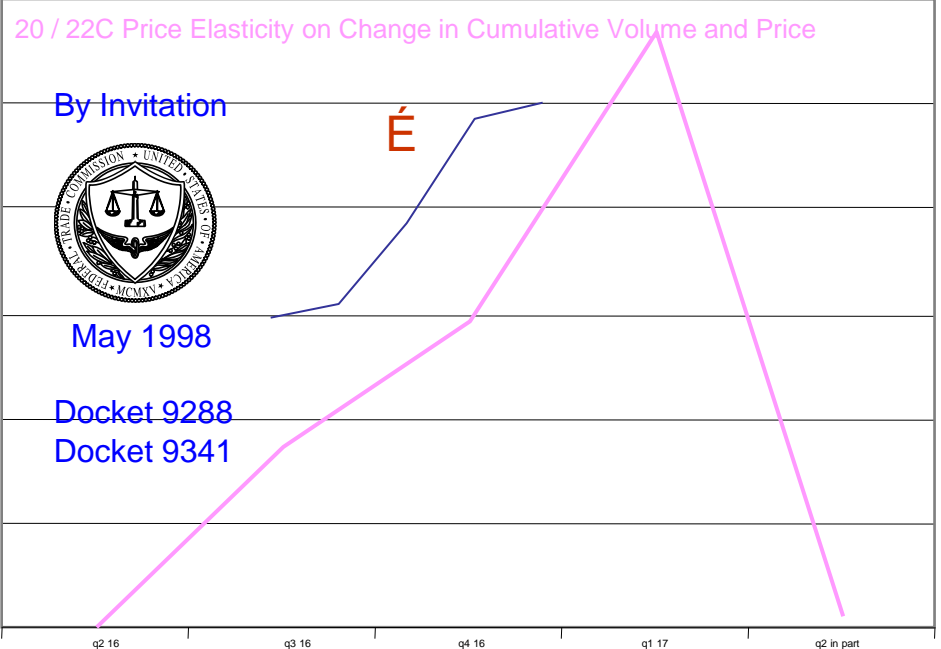
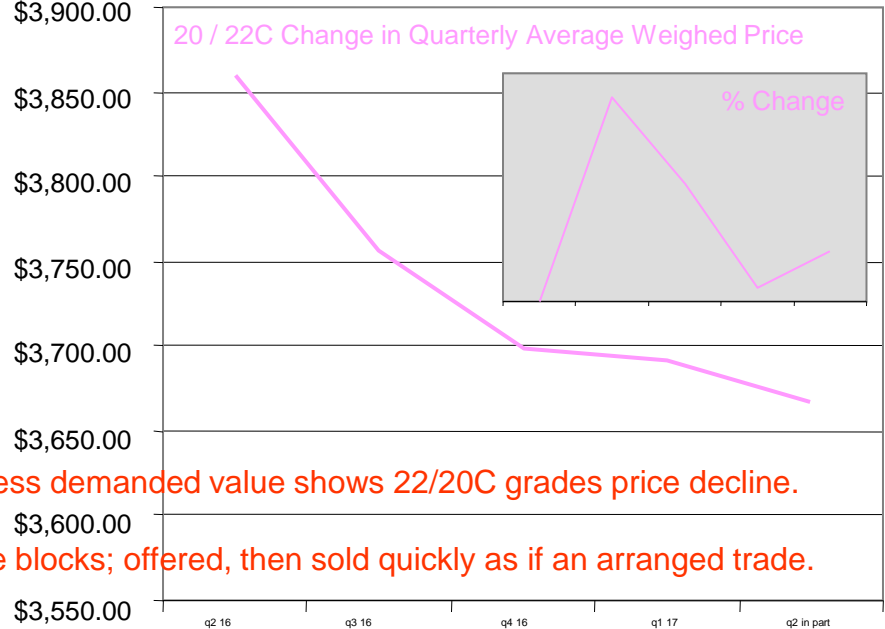
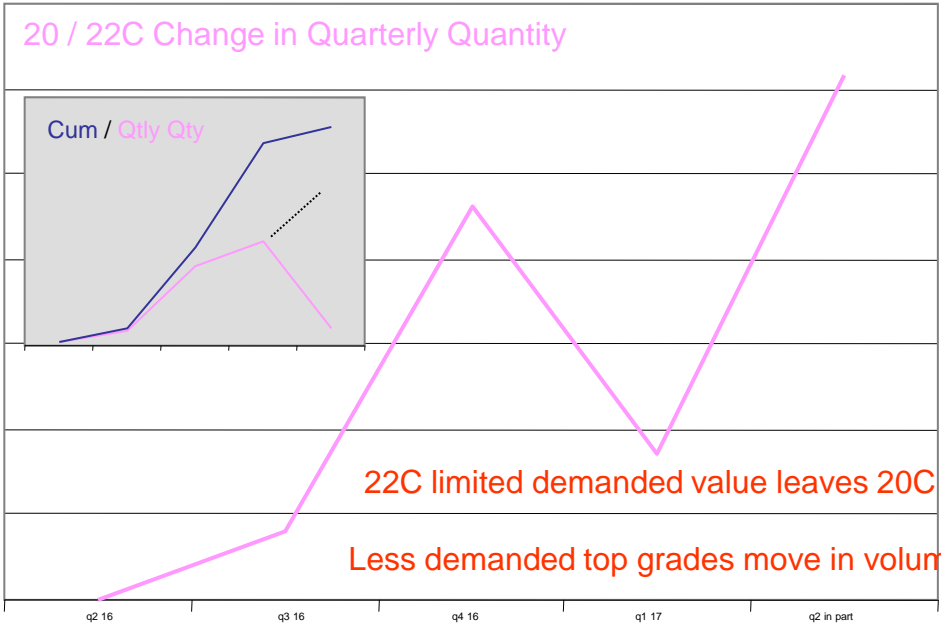
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Camp Marketing Consultancy – Broadwell Xeon E5 26xx DP 18 Core



Camp Marketing Consultancy – Broadwell Xeon E5 26xx DP 20 / 22 Core



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DICTATED CO DEPENDENCIES & VALUE TIES

Threat System



Surplus Society



Deterrence



Monopoly

Integration

Industrial Commonwealth

“For justice, freedom, progress and a revival of political thought on the economics of oligopoly strategy.”

MUTUAL CO DEPENDENCIES & VALUE TIES

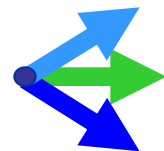
Integration
Exchange



Promises
Men Live by



Integrative
Competition



C
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Democratic
Persuasion
Teaching
Economics

Stability in
Numbers

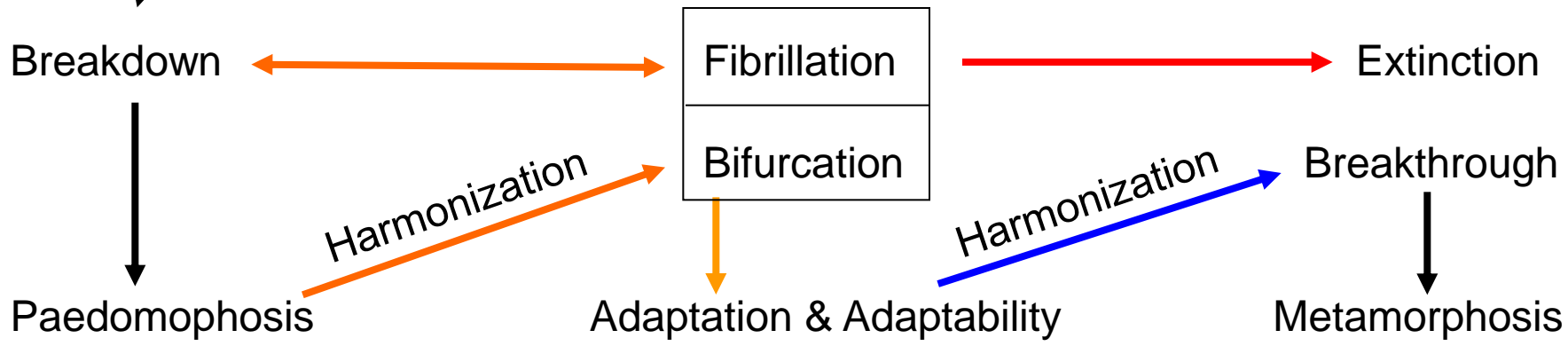
Inter Nation
Development

Open Matrix
+ Access

Efficiency Foremost

Camp Marketing Consulting

AACCELERATION



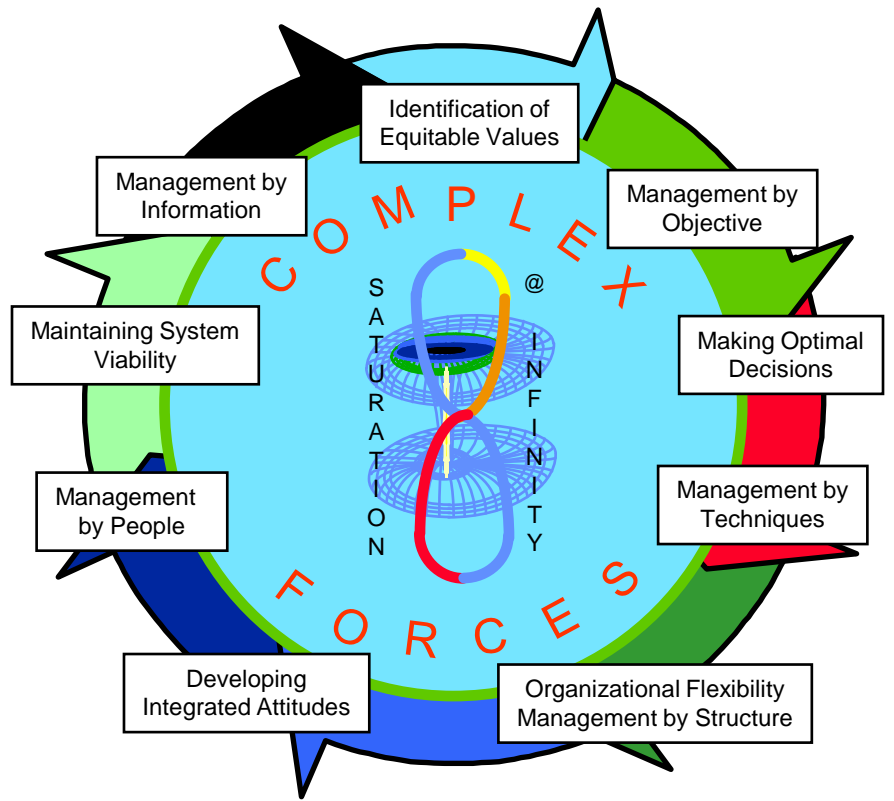
A bubble traced to the same sources has eclipsed all proceeding movements of a similar nature in both magnitude and intensity.

Propellant inefficiently applied invites a destructive accelerant.

Effective design utilization across fabrication capacity foremost.



Camp Marketing Consulting



MIKE BRUZZONE – Camp Marketing Consultancy

Kaizen culture, practitioner of Benkyou, no politics, get the job done. Specializing in operational research, market relations, segment management, product evangelism, planning & tactical implementation, competitor and cluster strategy, product commercialization.

Project Framework:

Move beyond the box they paint for you.

To give intelligent, responsible, and capable direction for sustainable business within industry for society.

As a prerequisite for planning that serves customers and society as efficiently and effectively as possible.

Understand technology and business possibilities to meet the needs of customers and society as *cost effectively* as possible.

With exemplar stewardship cognizant of social welfare.

By enlarging the capabilities of the operation; melding together people, process, design, fabrication and utility knowledge for competitive advantage.

To assess equal opportunity for complimentary participation; partnership, cost and reward sharing.

To recognize the obligation to investors; planning for an *adequate* economic return on their investment.

To address economic responsibility as a design and process steward in the countries of industry operation.

To further the well being of the global electronics industry as an advocate of responsible, stable and sustainable growth models that make economic sense.