AirgapAI™ on the AI PC Powered by Intel

Iternal® and Intel Sales Guide

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AirgapAI

AirgapAI on the AI PC Powered by Intel: Customer Journey

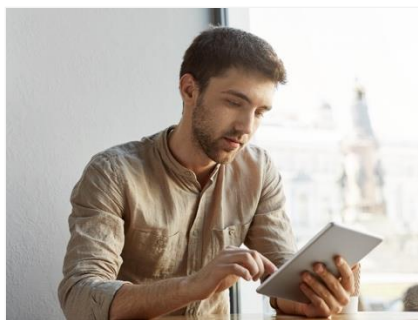| Journey Stage	Discovery	Evaluate	Purchase	Implement	Productive Use
Goals	▪ Explore new or alternative solutions	▪ Find tech solution or provider comparisons ▪ Determine approach for business problems	▪ Recommend tech providers/solutions ▪ Manage purchasing process with partners	▪ Ensure solution fit with current environment ▪ Ready IT for successful implementation	▪ Show value provided by solution
Expectations	▪ Help with understanding relevant tech/solution trends ▪ Give access to industry/ solution experts and materials ▪ Understand product options, features, and capabilities/trade-offs	▪ Grant access to experts, demos, hero devices, software trials ▪ Offer descriptions/comparisons-use cases, how-to examples ▪ Provide sort/filter by device, features, requirements ▪ Illustrate compelling reasons to use AirgapAI on an AI PC	▪ Recommend relevant solution/fit, capabilities/value ▪ Offer tech/solution roadmap for planning ahead ▪ Facilitate access to experts/advice (selection) ▪ Trial the technology and review capabilities	▪ Provide digital content (videos, white papers, etc.) ▪ Offer step-by-step how-to examples for technical and non-technical scenarios ▪ Create guidance on how to fully adopt vPro ▪ Provide best practices for deployment/upgrades ▪ Guides on persona and workflows	▪ Provide easy-to-find paths for support options ▪ Keep upgrade/product materials/tools up to date ▪ Offer access to industry and vendor experts
Questions	▪ "How are my peers solving a problem?" ▪ "What are latest AI trends?" ▪ "What are analysts talking about with respect to tech trends?" ▪ "Why change/purchase a new computer and/or AI solution?" ▪ "What should I consider when evaluating a GenAI solution?" ▪ "What is AirgapAI and how does it work?" ▪ "What is AirgapAI used for?"	▪ "How does AirgapAI make my job easier/more manageable?" ▪ "Will this solution work in our business?" ▪ "How does generative AI help with daily tasks?" ▪ "How does AirgapAI compare to competing solutions?" ▪ "What's the benefit of a secure LLM vs. ChatGPT?" ▪ "What is the best product for my needs?" ▪ "How much does AirgapAI cost?"	▪ "What is the ROI for buying?" ▪ "Will using AirgapAI save me money? (compared to competitors)" ▪ "Why does AirgapAI cost so little?" ▪ "What if I don't use my subscription?" ▪ "Is the security in AirgapAI on the AI PC really unique or of greater value?" ▪ "How do I bring my own data? And how do I update my data?" ▪ "What is the risk of sharing personal data into an AI solution in the cloud?" ▪ "How is the system updated?" ▪ "When to purchase a new computer?" ▪ "Why purchase a new AI PC?"	▪ "How to deploy/implement AirgapAI on the AI PC?" ▪ "How to troubleshoot AirgapAI on the AI PC?" ▪ "Who can I call/contact for support?" ▪ "How to do I turn on personas using AirgapAI?" ▪ "I want to quickly see the value of extra money I spent for AirgapAI on the AI PC. How do I get this rolling?" ▪ "How do I turn on/off AirgapAI on the AI PC?"	▪ "How to troubleshoot AirgapAI on the AI PC?" ▪ "Who can I call/contact for support?" ▪ "How do I bring more data onto AirgapAI?" ▪ How do I Blockify my content? ▪ "What is the lifespan of the AI PC powered by Intel?"
Asset Types	▪ Case studies ▪ Publications ▪ Webinars	▪ Sales presentation ▪ Website product page ▪ Brochure ▪ Comparison chart	▪ Demos ▪ Website product page ▪ Case studies/testimonials ▪ Bid response	▪ White paper ▪ How-to/training video ▪ Help desk/support ▪ Roadmap	▪ Case studies ▪ Website product pages ▪ White paper

AirgapAI on the AI PC Powered by Intel: Business Outcomes

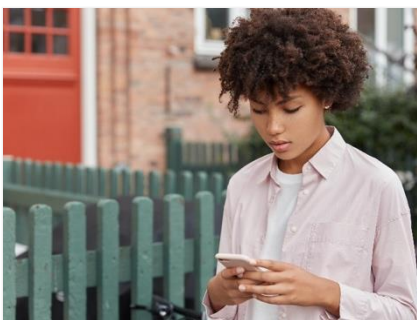| Easy-to-use GenAI Application Experience	Trusted Answers for AI Technology	Offline, Low Latency AI Access	Transparent Pricing	Secure Access to AI Technology
Integrate AirgapAI into existing business efforts quickly, deploying with one click on the AI PC powered by Intel. Use AirgapAI through a GenAI chat interface for a seamless solution.	Ensure data governance best practices with human-in-the-loop oversight to maintain safe, secure, and high-quality data you can trust.	Enable peak performance without network latency by leveraging AirgapAI, which operates free from datacenter dependencies. Stay productive on the go with AI-powered tools that work locally, offline, or away from Wi-Fi.	Operate AirgapAI with a perpetual license model to avoid usage and subscription fees and overage bills. Spend up to 15 times less compared to monthly, per-user competitor AI solutions.	Protect data with an AI solution that accesses data sets within the corporate domain and is not exposed to external cloud-based storage.

Experience Seamless AI Integration to Power More Productive, Secure, and Cost-effective Workflows

AirgapAI on the AI PC Powered by Intel: Buyer Personas

Eliminate the Guess Work by Addressing the Right People

Persona	Specific Needs
C-suite	▪ Streamline operations and ensure teams have the tools they need to be efficient, productive, and collaborative ▪ Optimize decision-making with access to relevant, real-time data, predictive insights, and analytics
ITDM	▪ Automate routine tasks so IT teams can focus on more strategic work ▪ Create seamless integration and reduce downtime when bringing in new solutions or tools for the team ▪ Enhance security and cybersecurity measures to ensure data and infrastructure are protected
Line of Business	▪ Enhance productivity and collaboration across teams ▪ Help teams achieve better results faster with the right tools ▪ Enable teams to make informed decisions with access to data
AI Leaders and Security Leaders (CISO)	▪ AI leaders seek to deploy productive, meaningful AI that can be consumed easily across the enterprise ▪ Security leaders seek to protect the organization from data breaches and data leaks that can be caused by mishandling confidential data

AirgapAI on the AI PC Powered by Intel: Tagline, Value Prop, Pillars

Experience trusted, secure, and cost-effective AI-enabled workflows designed for the AI PC

AirgapAI runs locally on the AI PC powered by Intel so users can access powerful and trusted AI anywhere—with no network required

Value Proposition	As organizations become more complex and data driven, they need a trusted AI solution to boost productivity and protect sensitive information within budget. Iternal's AirgapAI™ solution runs locally on the AI PC powered by Intel for a simple and easy-to-use experience that can be installed with a single click. Through a generative AI chat experience, users can expect improved performance and smarter security—at a cost up to 15 times less than competitors. Using the AI PC hardware, AirgapAI + Blockify® technology processes large quantities of sensitive data quickly and securely to optimize accuracy. Three powerful compute engines on the Intel® Core™ Ultra processors work together to efficiently handle new AI tasks. Access accurate, high-quality data securely and at speed with AirgapAI.

Messaging Pillars	**Trusted** Boost productivity with AI data organizations can trust. AirgapAI + Blockify ensures up to 78 times (7,800%) more accurate AI results, reducing time spent validating AI outputs and managing data.	**Secure** Protect data by running AirgapAI locally on the AI PC and not exposing it to external clouds. Keep data sovereignty and minimize threats with multilayer AI PC security features.	**Cost Effective** Avoid ongoing subscription fees by operating AirgapAI with a perpetual license model with no hidden token charges or overage bills. Spend up to 15 times less than a monthly, per-user competitor AI solution.

Intel® Corporation

AirgapAI on the AI PC Powered by Intel: Differentiators

What Will AirgapAI on the AI PC Do for a Customer and What Makes it Special?

Robust Capability: Empower your employees with a state-of-the-art generative AI LLM chat assistant that offers robust capabilities like document processing, FAQs, and other common LLM tasks while enhancing overall productivity.

Increase AI Data Accuracy: Leverage AirgapAI + Blockify technology to ensure fewer hallucinations and 78 times (7,800%) more accurate AI results. Blockify provides data governance, so input data is high quality, accurate, and easy to update within a single instance.

Low-Cost Licensing: Buy AirgapAI and own it, spending up to 15 times less than what competitors charge by avoiding ongoing per-user fees, hidden token charges, and overage bills.

Open-Source Flexibility: Easily change models to fit evolving needs. The Bring Your Own Model (BYOM) approach ensures the flexibility to run nearly any open source LLM or custom fine-tuned LLMs 100% locally.

Role-based Workflows: Use AirgapAI's Entourage Mode to access multiple AI personas, providing diverse perspectives and role-playing scenarios particularly useful for complex decision-making or brainstorming.

AirgapAI on the AI PC Powered by Intel: Objection Handling

Objection	Response
Concerned about Pricing	I completely understand where you're coming from—pricing is often a top concern. However, many of our customers find that AirgapAI on the AI PC powered by Intel delivers immediate savings as the average cost to purchase is a 15th of alternatives. Additionally, long-term savings are achieved through increased productivity, built-in security, and reduced IT management costs. With a perpetual license, you'll quickly see a clear return on investment. What could that mean for your overall budget and resource allocation?
Concerned about Security	Security is a critical priority, and I want to assure you that AI PCs come equipped with advanced security features. These include hardware-based threat detection and encryption, which help protect against emerging threats. AirgapAI accesses datasets within the corporate domain and data is not exposed to external cloud-based storage. Additionally, AirgapAI has integrated data governance processes, so your data is safe, secure, and quality. How important is it to your business to have that level of security in place?
Concerned about Adoption Costs	Most employees want to use a chat LLM assistant in their daily work, but they can't because of security policies. However, AirgapAI is 100% local and comes pre-installed on the AI PC so you can confidently incorporate it into your existing workflows. Using AirgapAI creates significant time savings that are worth the investment in learning how to use them. And because the cost for AirgapAI is so low, it's a low-risk investment.
Looking at other AI PC Solutions	AirgapAI has been optimized for Intel AI PCs. What sets AI PCs powered by Intel apart is their future-proof investment, reliable performance, seamless integration, and ongoing support. These qualities ensure that your solution grows with your business needs. How important is it for you to invest in a solution that can evolve with your business?
Lack of In-house AI Expertise	I understand that adopting new technology can seem daunting, but AI PCs are designed with ease of use in mind, making the transition smoother than you might expect. Plus, we offer training and support services to get your team up to speed. You'll receive AirgapAI updates directly to the AI PC via your factory image or secure IT deployment process to ensure you always have access to the latest features. How would having a solution that's easy to use and supported by experts benefit your team?
Uncertain Business Need	It's not always easy to visualize the impact a new technology can have on your business, especially when you're managing multiple priorities. AirgapAI on the AI PC is designed to be a trusted AI solution to optimize performance across tasks. This leads to better decision-making, increased productivity, and reduced inefficiencies. Could these improvements help you gain a competitive edge?