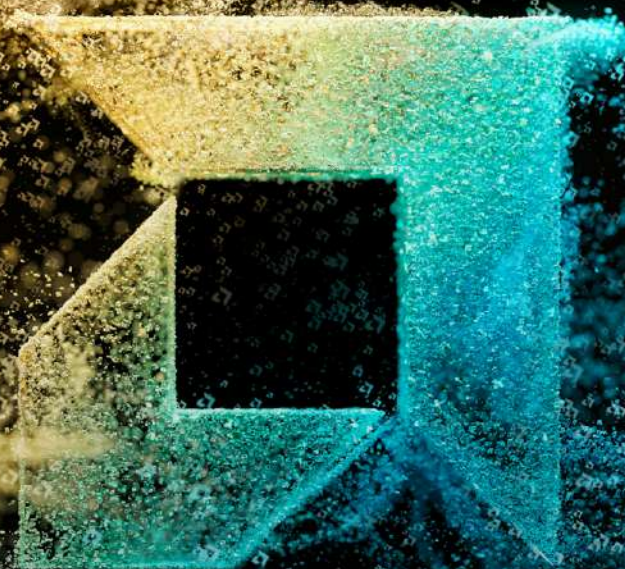




together we advance\_

PARTNER LOGO SPACE



**SMARTER GROWTH —  
FROM DATA CENTER  
TO PC**



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Smarter businesses move faster, with less friction with AMD.



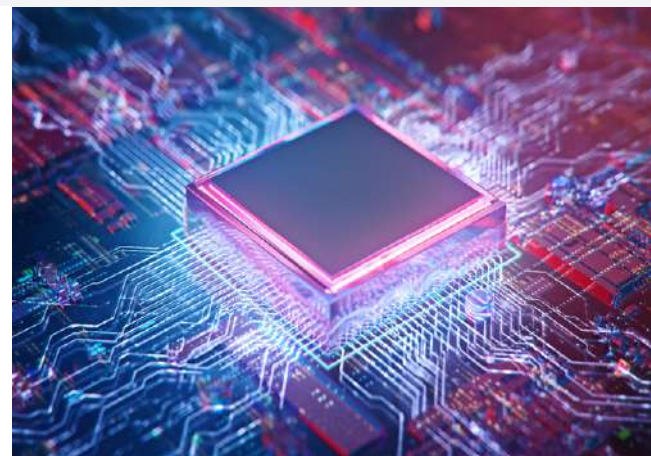
## COMPETING SMARTER IN TODAY'S MARKET REALITY

Ambitious, scaling businesses must compete harder and reach the market faster. Yet they don't have enterprise-scale budgets and IT teams like those of their larger rivals.

The pressure to innovate quickly, control costs, and streamline operations is reshaping how emerging industry leaders approach technology investments. To succeed, they must adapt rapidly to a changing environment while scaling efficiently and proving return on investment (ROI). This balancing act requires support from a partner who can power everything from the data center to the PC, with AI, security, and efficiency built in.

**68%**

**OF CEOS SAY AI TECHNOLOGY  
CHANGES CORE ASPECTS OF  
THEIR BUSINESS.<sup>1</sup>**



**An expert partner can help you scale efficiently while addressing market realities such as:**



#### **Urgency to Adopt AI:**

AI is fueling smarter growth, and 68% of CEOs say AI technology changes core aspects of their business<sup>1</sup>. Yet AI readiness gaps, such as legacy infrastructure and data silos, can prevent you from operationalizing AI to derive real-world value.



#### **Thinly Stretched IT Teams:**

IT bottlenecks are a constant concern as teams juggle multiple needs, from operations and security to strategic projects. Additionally, competing priorities, like controlling costs while modernizing infrastructure, often create tension between CFO and CIO decision-making duos.



#### **Compliance and Security Risks:**

Notably 69% of CIOs say their top focus during personal working time in the next 12 months is managing cybersecurity and technology risks.<sup>2</sup> Patchwork security can hinder your ability to meet the changing security and compliance mandates. Solutions with advanced, multilayered security that's built-in, from silicon to the cloud, can help you create a more resilient environment.



#### **Drive toward Efficiency:**

As you scale, you need to maximize resources while achieving a higher return on every dollar spent. Turning IT into a value center rather than a cost center requires investing in efficient, reliable technology that has a proven long-term ROI.

Smarter businesses don't wait for change. They get ahead of it. AMD gives you the performance, efficiency, and flexibility to move faster with confidence.

The AMD portfolio delivers the performance, flexibility, and compatibility to modernize on your terms, without the cost or complexity of legacy systems. Whether you're scaling operations, managing costs, or exploring new technologies like AI, AMD can help you make stronger decisions, respond to change faster, and outperform the competition in a market that never stands still.



## **STRATEGIC CONSIDERATIONS**



**Do you have the IT staff to support rapid AI adoption?** You can reduce IT lift by upgrading with technology that's easier to deploy and integrate AI, rather than overhauling your entire environment.



**Are rising costs holding back your modernization plans?** Investing in efficient, reliable systems lowers costs across licensing, energy, and fleet management, driving stronger ROI, better long-term value, and total cost of ownership (TCO).

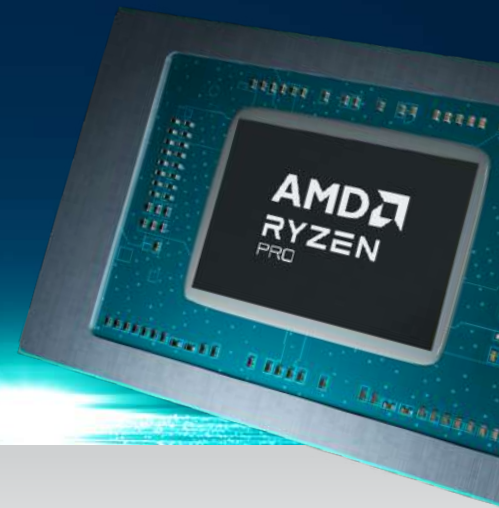


**Does your current technology partner give you true flexibility, or are you locked in?** A closed ecosystem restricts your ability to adapt infrastructure as market demands and business priorities evolve.



# SCALING SMARTER AND FUTURE-READY WITH AMD

Meeting today's demands is not enough. You need to be ready for what's next. Yet only 38% of surveyed CIOs and CTOs believe their organization's technology is fully prepared to support new business models.<sup>3</sup>



With AMD, mid-market organizations can scale, stabilize, and stay ready without compromise. As your strategic partner, AMD delivers proven reliability that boosts ROI, flexibility to choose what works for you, and real impact from a trusted guide.

01

## Proven Reliability for Smarter TCO

Smarter businesses need technology they can rely on. AMD solutions are built for consistent performance, rigorously tested for long-term stability, and backed by continuous lifecycle support that simplifies IT planning. With efficient systems that can lower licensing costs, reduce energy use, and extend fleet value, AMD helps you achieve strong ROI today while building a solid foundation for tomorrow.

AMD processors deliver strong performance per watt, helping you reduce your data center footprint, lower power and other costs, and repurpose space for growth. And when it comes to PCs, fleets advanced by AMD offer long-lasting reliability and simplified management, even in mixed environments.

From data center deployments to AI PCs, AMD empowers you to meet your goals with flexible, high-performance solutions for every workload and budget. AMD offers a wide range of systems from leading OEMs, making it easy to scale on your terms.

02

## Flexibility to Meet You Where You Are

Whether you're deploying AI, refreshing fleets, or modernizing infrastructure, AMD gives you broad compatibility and extensive choice, from servers to PCs. Allow freedom of choice, scale with confidence, and adapt your infrastructure to meet your business' evolving needs.

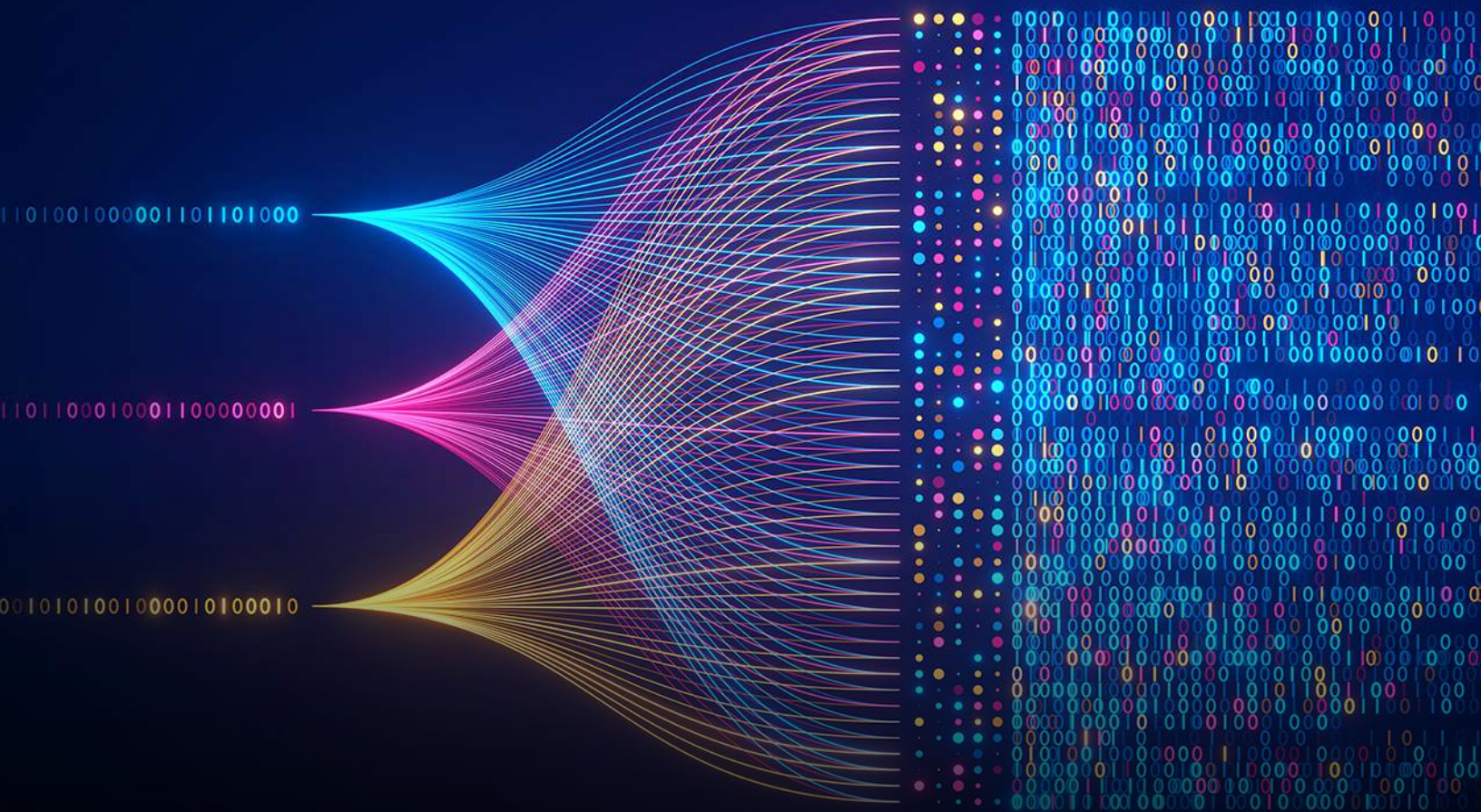
03

## Trusted Innovation and Real Impact

From powering the world's fastest supercomputers to securing today's business PCs, AMD delivers proven technology and dependable partnerships. With multilayered protection built into every system, AMD helps safeguard data while simplifying IT to unlock what matters most: strong security, enhanced productivity, and fast results.

AMD has been driving microprocessor innovation for more than 55 years. Today, AMD continues to drive innovation momentum in businesses through performance leadership, breakthrough efficiency, and next-generation AI platforms. And AMD helps protect your business with hardware-enforced security designed into every layer, both in the data center and on the PC side.





# HOW IT LEADERS CAN SIMPLIFY, SECURE, AND SCALE WITH CONFIDENCE

The modern IT leader walks a tight line to ensure that technology investments meet existing business needs while being optimized for future opportunities. And their role is increasingly more strategic. While 80% of CIOs report being knee-deep in functional and operational duties, 77% also say transformational activities such as modernizing infrastructure strategies and redesigning business processes are becoming an increasingly central part of their role.<sup>4</sup>

# How can you ensure your technology works harder to achieve both operational and strategic outcomes today and in the future?

## AMD CAN HELP YOU SCALE AND OPERATE SMARTER BY ADDRESSING THESE CORE AREAS:



### **Simplified Deployment and Management:**

Upgrading systems or integrating AI creates new complexities and adds operational overhead. AMD delivers the performance and compatibility you need with fewer headaches for IT and less friction for your managed services provider (MSP).



### **Proven, Enterprise-Ready Reliability:**

System downtime goes beyond IT concerns. Even a brief workflow interruption can negatively impact revenue, customer trust, and business momentum. AMD solutions support better uptime through rigorous validation processes and stability across hardware and software.



### **Built-in, Enhanced Security:**

With threats continuously escalating, you can't afford to treat security as an afterthought. AMD helps protect your business with hardware-enforced security across every layer, minimizing risk and ensuring your IT team stays ahead of threats.



### **Lower TCO, Faster ROI:**

Tighter budgets and growing priorities are forcing IT leaders to justify spending on even the right things. AMD helps you achieve ROI today and smarter TCO with a lower server footprint, reduced software costs, and enhanced performance.

## IS YOUR IT FUTURE-READY?



### **Do you have enterprise-class, built-in protection?**

Hardware-level security helps safeguard data, reduce risk, and ensure business continuity.



### **Can your current infrastructure manage a diverse ecosystem?**

Flexible platforms simplify hybrid IT, reduce vendor lock-in, and lower management costs.



### **Is your infrastructure AI-ready without disruption?**

AI-ready systems integrate smoothly, unlocking insights without costly downtime.



# HOW BUSINESS LEADERS CAN BOOST GROWTH, INNOVATION, TRUST, AND ROI

The rapid pace of change puts bigger pressure on business leaders to ensure their forward-thinking organization is agile, innovative, and competitive. And they must build a resilient organization that can withstand disruption, transform rapidly to meet new demands, and operate with maximum efficiency.

Not surprisingly, more than half of organizations are deploying organization-wide transformation projects.<sup>5</sup> Technology plays a critical part in this transformation. However, business leaders must ensure they invest in proven solutions that support not only future potential but also immediate needs.

# What does it take to achieve these strategic goals while working against market forces such as talent shortages, increased cybersecurity risks, and regulatory demands, as well as fast-changing customer expectations?

## AMD CAN HELP BUSINESS LEADERS ADDRESS PRIORITIES SUCH AS:



### **Employee productivity and satisfaction:**

AI is helping augment the workforce, driving employee productivity and automating tedious tasks. Organizations using AI extensively report a 72% productivity improvement<sup>6</sup>. AMD next-gen PCs, trusted by the world's most advanced organizations, can help your teams move fast and work smart, driving meaningful results.



### **Smarter growth with predictable ROI:**

Increasing costs across energy, materials, and labor intensify margin pressure for business leaders. Many face difficult decisions about balancing costs and strategic investments. AMD delivers stronger price-to-performance compared to competing platforms, helping organizations get more from every investment and cut costs in the data center and their PC fleet.



### **Risk reduction, compliance, resilience:**

Conversations about cybersecurity, compliance, and resilience have entered the boardroom. Leaders must manage risks and ensure the business can withstand disruption. With security that works across your stack, and solutions that promote resiliency and availability for critical workloads and applications, AMD enables you to make tough decisions confidently.

## IS YOUR BUSINESS GROWTH-READY FOR WHAT'S NEXT?



**Are compliance and security challenges slowing innovation?** A secure, compliant foundation clears the way for bold moves into new markets and business models.



**Do you know the ROI of your IT refresh cycle?** Smarter refresh cycles reveal not just cost savings but productivity gains and faster time-to-market.



**Can your teams deliver AI-driven insights today?** AI-ready systems empower faster decisions, sharper forecasts, and new revenue opportunities.





# **SOLVING CHALLENGES AND DRIVING RESULTS ACROSS INDUSTRIES**



**HEALTHCARE**



**FINANCIAL SERVICES**



**MANUFACTURING**



**RETAIL**



## HEALTHCARE

Hospitals and clinics must comply with strict data security and privacy standards while operating with lean IT budgets. AMD solutions can address these challenges by delivering built-in protection, right-sized performance, and lower TCO, helping healthcare organizations improve compliance, provide faster access to electronic health records, and enable teams to reinvest technology savings into patient care.

“

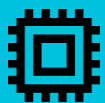
If you want to lower your OpEx spending and increase your security posture without performance reduction, this is truly the solution for any company that's big or small.<sup>7</sup>

”

**Frank Lacalamita**

**Director of Security, Infrastructure, and Operations, Ample Organics**

**AMD**  
**EPYC**



AMD EPYC™ processors allow organizations to reduce physical footprint and power consumption, with AMD Infinity Guard<sup>8</sup> providing silicon-level protection.





## FINANCIAL SERVICES

Financial services institutions such as regional banks face a growing risk of fraud while balancing regulatory compliance and cost controls. AMD solutions are engineered with enhanced enterprise-grade security, fast processing, and long-lasting value, which can help organizations reduce fraud response times, improve compliance, and lower IT costs.



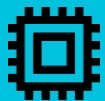
Having an encrypted stack really helps reduce the attack surface. We can rely on AMD EPYC™ processors to help make sure that our service can't be hacked.<sup>9</sup>



**Tray Lewin**

**Co-Founder and CTO, AIKON**

**AMD**  
**RYZEN AI**  
PRO



AMD Ryzen™ AI PRO processors can deliver unmatched performance for real-time, compute-intensive GenAI workloads, providing secure, AI-enabled fraud detection as well as prediction accuracy.





## MANUFACTURING

High-performance computing for design, simulation, and shop-floor automation is a priority for manufacturers. AMD solutions enable organizations to achieve faster product design cycles, reduced downtime, and freed-up data center space that they can repurpose for production growth.



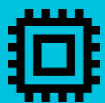
Thanks to the higher core counts, AMD EPYC™ CPUs have delivered a 50 percent improvement in performance over our legacy systems while energy consumption was down by 6.5 percent.<sup>10</sup>



**Jekyll Chen**

Director, IT Infrastructure, ASE

## AMD THREADRIPPER PRO



With its high compute performance, memory capabilities, and platform flexibility, AMD Threadripper™ PRO processors delivers workstation-class performance for CAD and complex simulations, fast-tracking heavy-demand workflows and accelerating every phase of a project.





## RETAIL

To stay competitive, modern retailers need to continuously elevate the customer experience while navigating razor-thin margins and managing large, distributed IT environments. With fast-processing speeds for AI-powered applications, capabilities such as remote manageability, and a high ROI, AMD solutions help scaling businesses achieve better customer insights, reduced shrinkage, and more reliable in-store and back-office IT with lower TCO.

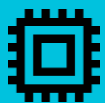
“

Our move to AMD cost us zero developer or admin time. No downtime, no change in the tech stack, no interruption or disruption with the servers or our service. Everything was smooth.<sup>11</sup>

”

**Husam Abdullah**

**DevOps and Infrastructure Lead, OpenSooq**



AMD EPYC™ processors accommodate any business need, offering consistent architecture and x86 compatibility with top OEMs, which supports inventory management and AI-powered personalization engines.



From open standards and x86 compatibility to one of the industry's broadest AI portfolios, AMD makes it easier to scale AI across data center, edge, and endpoint environments. With deep ecosystem partnerships, including managed service providers, value-added resellers (VARs) and leading OEMs, as well more than 1 million out-of-the-box models already running on AMD hardware, you can move faster with less friction.

**TALK TO AN AMD SPECIALIST TODAY**

