AMD

UNETE REACHES OUT WITH AMD TECHNOLOGY

Success Story UNETE + AMD

UNETE uses AMD technology to advance digital inclusion and improve educational quality and equity in Mexico

HP 205 All-in-One systems supported by the AMD Dual-Core E1-6010

Stable, cost-effective technology the key to digital inclusion

Non-profit organization invests in 3,000 HP 205 All-in-One (AiO) machines with reliable, cost effective AMD processors to help enhance education throughout Mexico, especially in marginalized regions.

Industry: K-12 Education
Objective: Improve quality and equality of education in Mexico
Approach: 17 years of improving education with AMD-based products

Overview

UNETE is an award-winning nonprofit organization whose mission is to improve K-12 educational quality in Mexico through access to technology and Internet connectivity, the design of educational resources, and teacher mentorship and capacity building.

Since its founding in 1999, UNETE has successfully equipped approximately 8,000 schools with computers, servers and other technological tools and resources designed to improve learning.

The organization has impacted all of Mexico's 32 states and 49 percent of the nation's 2,500 municipalities, with a special focus on remote regions in which connectivity is most deficient and poverty and marginalization rates are highest.
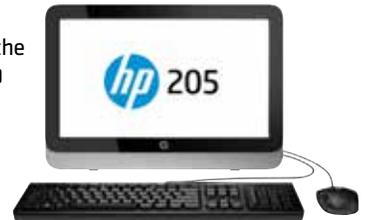
AMD technology has helped UNETE bring digital access and competencies:

More than **99,000** teachers	An estimated **@ 2.5M** students per year	**>12%** all K-12 students in Mexico

The organization's approach has produced impressive educational outcomes. Students attending UNETE-supported schools not only demonstrate measurably improved digital technology skills, but also strengthened:

- Communication skills
- Collaboration and interpersonal skills
- Problem solving abilities
- Critical thinking proficiency

Challenge

Mexico's technological infrastructure lags behind many countries. As a result, millions of the nation's students lack the education and skills needed to succeed in an increasingly digital workforce and economy.

Accordingly, UNETE is extremely efficient in its management of limited resources and seeks maximum value from technological investments designed to achieve educational equity and overcome the challenges of poverty and marginalization.

> *Our challenge consists of equipping schools which have the lowest levels of investment, as this affects the range of impact we can hope to achieve.*

— ALEJANDRO ALMAZÁN ZIMERMAN

UNETE
Compromiso y Tecnología
para una mejor Educación

Solution

UNETE requires reliable, cost-effective technologies that minimize electricity cost and maximize the use of available space in a school's media lab. Since its founding 17 years ago, UNETE has purchased more than 30,000 AMD-based products.

In 2015 alone UNETE purchased 3,000 HP 205 All-in-One systems featuring the AMD Dual-Core E1-6010 (which contains R2 Integrated Graphics, a 1.35 GHz processor and 1 MB L2 cache). An All-in-One is a desktop computer designed to house all components—aside from such as the keyboard and mouse—inside the same case as the monitor.

"The All-in-One was the solution that best adapted to our needs," said José Rubén Martínez, UNETE's Chief Technology and Operations Officer. *"AMD products offer a very good cost benefit relationship. They offer proper performance for our educational aims, and the affordable cost allows us to reach more children. What AMD allows us, in a nutshell, is to do more with less."*

In addition to a competitive price point, UNETE requires high resiliency in order to ensure reliability in Mexico's hot and humid conditions.

"The reliability of the All-in-One is important," Martinez said. *"Other types of hardware would last less than we have experienced with the All-in-One, and it is very difficult to have spare cash to renew the product."*

"AMD, at the end of the day, has a very stable product," Martinez added. *"As an organization AMD has always been available. The local [sales and support] team is great. The product is great and haven't had to go back to them on a frequent basis to solve problems."*

UNETE's CEO summarized by saying:

> *"AMD has played a very important role because it allows us to give stability to the value proposition that we provide... When we empower teachers and students with the use of technology, the sky becomes their new limit... AMD is a catalyzer that allows dreams to become reality.*

— ALEJANDRO ALMAZÁN ZIMERMAN

Products and services implemented:

- AiO systems
- 3,000+ HP 205

Benefits

More classrooms are being equipped with state-of-the-art technology that:

- Improves quality and equality of education in Mexico
- Equips students to compete in the 21st century
- Helps combat poverty and marginalization
- Maximizes a nonprofit organization's technology investment and mission reach

For more information, please visit http://www.amd.com/pro

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