



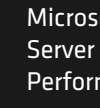
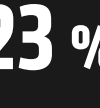

together we advance

THE DATABASE UPGRADE THAT HELPS PAY FOR ITSELF

BOOST PERFORMANCE, CUT COSTS, AND SHRINK YOUR DATA CENTER FOOTPRINT

MORE CORES, MORE COST

Enterprise databases charge by the core, and support fees rise with it, often reaching tens of millions of dollars for large organizations. Do more per core, pay for fewer. That's the power of high-frequency AMD EPYC™ server CPUs.




 <p>31% Microsoft SQL Server Analytics Performance¹ (EPYC 9654 vs. 2P Xeon 8490H)</p>	 <p>Up to 23% lower software licensing costs for Microsoft SQL Server 2022²</p>	 <p>Up to 192 cores with 5th Gen EPYC™ server CPUs, for leadership compute performance</p>
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HIGHER PERFORMANCE. LOWER COSTS. MORE VALUE.

High-frequency CPUs deliver more work per core, so you can run workloads faster while reducing the number of licensed cores required.

HIGH-FREQUENCY CPUs GET MORE VALUE FROM EACH SOFTWARE LICENSE

Fewer, faster cores do more work per software dollar

 <p>DATABASE LICENSES CAN COST \$1000s PER CORE</p> <p>Per-core software licenses charge for every CPU core used, regardless of how much work gets done</p>	 <p>SLOWER CORES DO LESS WORK</p> <p>You get less work per software dollar</p>	 <p>FASTER CORES DO MORE WORK</p> <p>You get more work per software dollar</p>
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Graphic for illustration purposes only. Actual performance varies across workloads and CPU specifications.

<p>The Challenge</p> <p>Organizations often increase database performance by adding more servers and CPUs. But when software is licensed per core, more cores mean higher licensing costs.</p>	<p>The Solution</p> <p>High-frequency AMD EPYC™ server CPUs increase throughput by doing more work per hour, allowing each single core—and each license—to deliver more value.</p>	<p>The Results</p> <p>The right CPUs can cut software license costs by up to 23%.²</p>
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<p>CRITEO MEETS EXPANDING DIGITAL ADVERTISING DEMANDS WITH AMD</p> <p>Jobs are running faster, with a clear impact on the response and processing times using fewer, higher-performing servers powered by AMD EPYC processors.</p> <p>Matthieu Blumberg, Senior Vice President of Engineering Infrastructure, Criteo</p>	<p>STREETLIGHT OPTIMIZES TRANSPORTATION IN THE CLOUD WITH AMD EPYC™ SERVER CPUs</p> <p>In our opinion, AMD is delivering the best CPU out there. It's as simple as that.</p> <p>Paul Friedman, CTO, StreetLight</p>
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<p>FEWER SERVERS, OPTIMIZED TCO</p> <p>Faster cores mean smaller data centers</p>	<p>Because they are typically more power-efficient, refreshing data centers with AMD EPYC™ server CPUs can reduce energy consumption.</p> <p>AMD EPYC™ server CPUs can save millions in software fees and dramatically shrink your data center footprint by consolidating older, slower servers into fewer modern servers.</p>
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SEE WHAT CONSOLIDATION CAN DO

Reduce software licensing costs, lower energy consumption, and free capacity for new AI and high-volume workloads.

FEWER SERVERS. LESS POWER. LOWER COSTS.

391,000 SPECRATE® 2017_INT_BASE SCORE DATA CENTER³

<p>347</p> <p>Count Intel servers</p> <p>2P 5th Generation Intel® Xeon® 8592+ CPUs</p>	<p>131</p> <p>High-performance AMD servers</p> <p>2P 5th Generation, high-performance AMD EPYC™ 9965 server CPUs</p>
<p>Core count</p> <p>44,416</p>	<p>Core count</p> <p>50,304</p>
<p>Energy consumption</p> <p>~4744 KWH PER YEAR</p>	<p>Energy consumption</p> <p>~2627 KWH PER YEAR</p>

<p>Up to 62% FEWER SERVERS⁵</p>	<p>Up to 45% LESS POWER³</p>	<p>Up to 44% LOWER TCO OVER 3 YEARS³</p>
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Illustration compares the number of dual-socket servers required to deliver a 391,000 SPECrate®2017_int_base score using 5th Gen (Emerald Rapids) Intel Xeon Platinum 8592+ CPUs and 5th Gen AMD EPYC™ 9965 server CPUs. For details, see endnote 3.

UPGRADE ON-PREMISES AND IN THE CLOUD

Reduce software licensing costs, lower energy consumption, and free capacity for new AI and high-volume workloads.

<p>AMD EPYC™ Server CPUs Deliver Exceptional Performance for Microsoft SQL Server</p> <ul style="list-style-type: none"> Powering over 1,000 instances in the public cloud 31% faster Microsoft SQL performance EPYC 9654 server CPUs vs. 2P Xeon 8490H¹ Up to 30% higher analytics performance, Microsoft SQL 2022⁴ 	<p>Oracle EXADATA X11M Delivers Major Gains with AMD EPYC™ Server CPUs</p> <ul style="list-style-type: none"> Up to 4.6x faster queries⁵ Up to 25% more concurrent transactions⁵ Up to 25% faster serial transactions⁵ <p>LEARN MORE ON ORACLE.COM ➔</p>
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LOGDNA EMPOWERS DEVOPS LOG MANAGEMENT WITH AMD EPYC™ SERVER CPUs

We don't even need to run as many servers because of how fast the EPYC server CPUs are. It's very rare to find something that's both more cost-effective and has better performance.

Lee Liu, Co-founder and CTO, LogDNA

AMD EPYC™ SERVER CPUs, TRUSTED THE WORLD OVER

<p>Proven deployments with Fortune 500 companies</p>	<p>World record transactional and analytics performance on popular databases</p>
<p>Powering four of the top ten supercomputers in the world⁶</p>	<p>Installed in business-critical infrastructure for finance, automotive, aerospace, technology, telecom, healthcare, and the public sector</p>

DO MORE PER CORE WITH AMD EPYC™ SERVER CPUs

No matter where your databases run—at the edge, on premises, or in the cloud—AMD EPYC™ server CPUs bring the speed and performance you need while using less space, power, and infrastructure.

➔ LEARN MORE

¹SP5-148: One 96-core AMD EPYC 9654 CPU delivers 31% more performance per core than two 60-core Intel Xeon® 8490H CPUs on TPC-E. 1P 96C AMD EPYC 9654 delivers 31% more per core performance on Microsoft SQL Server® 2022 Enterprise compared to 2P 60C Intel Xeon Platinum 8490H. AMD results (13,000 tpsE or 135.4 tpsE/core, \$74.09/tpsE, avail 5/24/23, <https://www.tpc.org/tpce/>). Intel results (12,436 tpsE or 103.6 tpsE/core, \$95.46/tpsE, avail 5/18/23, <https://www.tpc.org/tpce/>). TPC Benchmark is a trademark of TPC. (SP5-148)

²9x5-221: TPC-H analytics workload based on internal AMD measurements as of 6/16/2025. This workload is derived from the TPC-H Benchmark and is not comparable to published TPC-H Benchmark results, as this implementation does not comply with all requirements of the TPC-H Benchmark. Workload configs: SQL Server 2022 CU 11, 32 Core Node, SF3000, TPC-H Kit M5TPCH1.2.18.0-2600 1P 32C AMD EPYC 9375F powered production server (32 total cores, 1.5 TB DDR5 5200MHz Memory, BIOS 0.2.3 X-Rev, SMT-On, Determinism-Power, mitigations-off; OS Microsoft Windows Server 2022 Standard, 10.0.20348 Build 20348, 10 x 3.49TB storage) with 1,346,026 avg QphH@3000 1P 32C AMD EPYC 9375F powered production server (16 total cores, 1.5 TB DDR5 5200MHz Memory, BIOS 0.2.3 X-Rev, SMT-On, Determinism-Power, mitigations-off; OS Microsoft Windows Server 2022 Standard, 10.0.20348 Build 20348, 10 x 3.49TB storage) with 826,781 avg QphH@3000 2P 16C AMD EPYC 9324 powered production server (32 total cores, 1.5 TB DDR5 4800MHz Memory, BIOS 1.7.2, SMT-On, Determinism-Power, mitigations-off; OS Microsoft Windows Server 2022 Datacenter, 10.0.20348 Build 20348, 3 x 6.9TB and 3 x 3.4TB storage) with 1,206,427 avg QphH@3000 Versus 2P 16C Intel Xeon 6544Y powered production server (32 total cores, 3 TB DDR5 5600MHz Memory, BIOS 0.5E124B3.11, SMT-On, mitigations-off; OS Microsoft Windows Server 2022 Datacenter, 10.0.20348 Build 20348, 9 x 3.49TB storage) with 1,031,925 avg QphH@3000.

³Estimated licensing costs for running 10M queries

2P Intel Xeon 6544Y platform: \$2,344,822 2P AMD EPYC 9124 platform: \$2,005,657

1P AMD EPYC 9375F platform: \$1,797,648

1P AMD EPYC 9375F platform: \$1,463,313

Microsoft SQL Server 2022 license pricing information: \$15,123 per 2 core pack, source: <https://www.microsoft.com/en-us/sql-server/sql-server-2022-pricing>. Pricing as of 5/2/2025. Results may vary due to factors including system configurations, software versions and BIOS settings. (9x5-221)

⁴Oracle, *Exadata Database Machine X11M*, 2026, Pg#9.

⁵TOP500, *Supercomputer List November*, 2025.