

POWER SMARTER, AI-DRIVEN RETAIL WITH AMD

Enable Real-Time Insights, Personalization, and Efficiency Across Modern Retail environments

THE CHALLENGE

Retail is being reshaped by data, AI, and rising customer expectations.

Consumers expect personalized, seamless experiences across every channel, but delivering on that promise requires real-time insights at scale. Meanwhile, retailers are navigating supply chain disruption, labor shortages, and increasing operational complexity.

Legacy infrastructure makes it harder to turn growing volumes of data into actionable insight, and to deploy AI where it matters most.

97% of retailers plan to maintain or increase AI investment¹

YET

73% struggle to gain actionable insights from their data².

THE REQUIREMENTS

To compete, retailers need infrastructure that can scale AI and data across distributed environments with:



- 01** High-performance compute to power AI, analytics, and real-time decision-making
- 02** Ability to run AI across data center, cloud, and edge environments
- 03** Efficient, scalable infrastructure to reduce footprint, energy use, and TCO
- 04** Secure platforms to protect customer, transaction, and operational data

THE AMD SOLUTION



DELIVER REAL-TIME INSIGHTS AND PERSONALIZATION

Accelerate AI-driven analytics, demand forecasting, and recommendation engines to improve customer experiences and decision-making.



IMPROVE PERFORMANCE WHILE LOWERING COST

AMD EPYC™ server CPUs enable workload consolidation and deliver strong performance-per-watt to reduce infrastructure costs.



ENABLE EDGE INTELLIGENCE IN-STORE

Support computer vision, smart checkout, and real-time analytics with low-latency performance at the edge.



LEVERAGE AN OPEN, FLEXIBLE AI ECOSYSTEM

Optimize workloads across environments with open standards and broad ecosystem support, avoiding vendor lock-in.



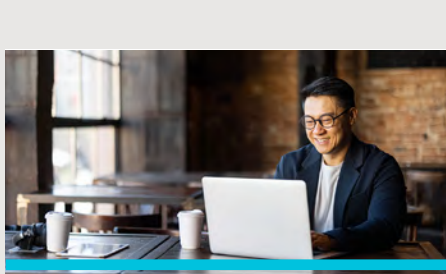
PROTECT DATA ACROSS THE RETAIL STACK

Built-in security features help safeguard customer, transaction, and operational data.

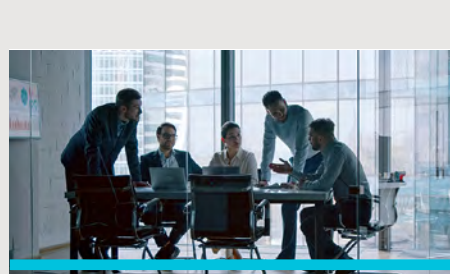
MODERNIZE RETAIL INFRASTRUCTURE FOR AI-DRIVEN GROWTH

AI is transforming retail. To compete, retailers need infrastructure that delivers performance, scalability, and efficiency across every environment.


WITH AMD, RETAILERS CAN:



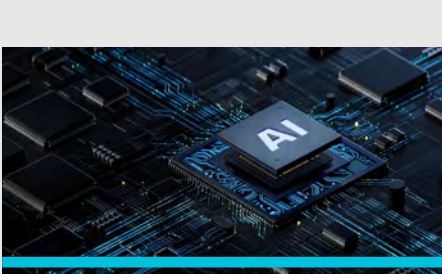
Deliver personalized customer experiences at scale



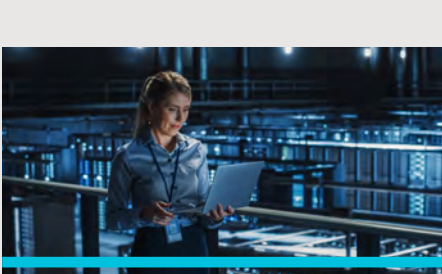
Improve operational efficiency and decision-making



Reduce energy consumption and total cost of ownership



Scale AI across data center, edge, and cloud



Protect customer data and build trust

LEARN MORE ABOUT AMD RETAIL AND E-COMMERCE SOLUTIONS OR SPEAK TO YOUR AMD SALES REPRESENTATIVE.

¹Chain Store Age. Survey: Most retailers plan to maintain or increase AI investment in 2026, 2025.
²CloudEra. AI-powered retail for personalized, customer-centric shopping, 2026.