

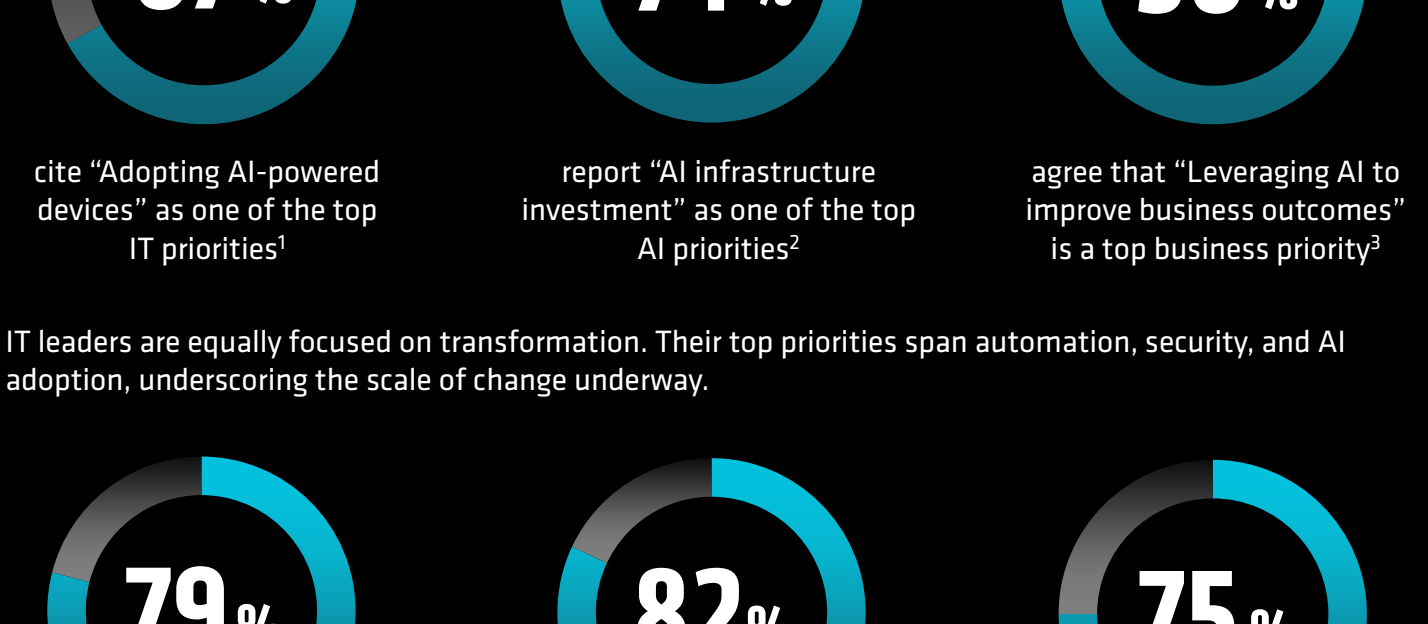


WHY AMD IS THE RIGHT CHOICE FOR YOUR MID-MARKET CUSTOMERS

Smarter businesses adapt with focus and confidence. Today, your customers are at a pivotal moment as they navigate rapid change and rising technology demands. This infographic highlights how AMD can deliver performance, flexibility, and compatibility to help your mid-market customers drive confident growth.

UNDERSTANDING THE PRIORITIES OF YOUR MID-MARKET CUSTOMERS

AI is rapidly becoming a top priority for business leaders. From devices and infrastructure to overarching business strategy, the majority are already moving decisively towards AI.



EMPOWER YOUR MID-MARKET CUSTOMERS TO BE THE SMARTER BUSINESS

AMD empowers your mid-market customers to be smarter businesses by supporting every part of the IT environment, from servers to employee devices. AMD solutions integrate easily with existing systems and critical applications, helping simplify IT management and enabling IT teams and managed service providers (MSPs) to deliver more value. With built-in security, flexibility, and AI readiness, AMD ensures that every dollar your mid-market customers spend drives meaningful progress.

GIVE YOUR MID-MARKET CUSTOMERS THE RELIABILITY, FLEXIBILITY, AND INNOVATION THEY NEED

PROVEN RELIABILITY FOR SMARTER TCO

AMD delivers proven reliability that enables smarter total cost of ownership (TCO). For example, the AMD EPYC™ processor can use up to 65% less power over three years compared to an Intel® Xeon™ processor for the same workload output⁷. These efficient platforms extend fleet value, delivering up to 44% lower three-year TCO of ownership versus Intel® Xeon™ servers⁸.

THE FLEXIBILITY TO MEET YOUR MID-MARKET CUSTOMERS WHERE THEY ARE

Flexibility is another advantage. AMD provides broad compatibility across servers, devices, and workloads, enabling the switch from Intel to AMD to take no extra time, offer a seamless deployment and cause no disruption for IT teams. With scalable options that range from entry-level servers to high-performance platforms, your mid-market customers avoid vendor lock-in, scale with confidence, adapt to evolving infrastructure, and drive growth on their own terms.

TRUSTED INNOVATION. REAL IMPACT.

AMD also delivers trusted innovation with real impact. Technology proven with over 300 world records and leadership in both supercomputing and AI PCs⁹, AMD solutions are proven at scale. AMD helps safeguard data with multilayered protection, built-in security, manageability, and performance features that not only simplify IT but also deliver measurable productivity gains.

HIGH-PERFORMANCE PCs FOR THE MODERN WORKFORCE

TOP AI PERFORMANCE IN EVERY DEVICE

40+ TOPs NPUs¹⁰
Enable real-time AI workflows directly on the device

INCREASED MANAGEABILITY ACROSS PLATFORMS

AMD PRO Manageability:
Support wireless and KVM remote management

ADVANCED SECURITY FROM SILICON TO CLOUD

AMD PRO Security Architecture:
Protection across firmware, memory, OS, and cloud recovery

Integration of AMD Memory Guard,¹¹ Microsoft Pluton,¹² and AMD Shadow Stack

STRONG ROI THROUGH PERFORMANCE AND RELIABILITY

Up to 97% higher performance in multitasking¹³
Minimize downtime and reduce burden on IT teams with PCs advanced by AMD

SERVERS ADVANCED BY AMD FOR THE MODERN DATA CENTER

1 PROVEN TRACK RECORD OF INNOVATION

AMD is trusted to power leading cloud service providers and several of the world's top supercomputers

2 GREATER VALUE PER DOLLAR AND PER WATT

AMD EPYC™ 9965 CPUs deliver up to 1.7x more performance per watt vs. Intel® Xeon™ 8592+ CPUs in SPECpower¹⁴

Up to \$44M in software savings by replacing 1,000 2P Intel® Xeon™ Platinum 8280 CPU-based servers with 240 2P AMD EPYC™ 9555 CPU-based servers over five years¹⁵

3 FLEXIBLE AND FUTURE-READY ARCHITECTURE

With unified microarchitecture full x86 compatibility¹⁶

Easily scale systems, migrate workloads, and avoid vendor lock-ins

4 SUPPORT FOR ENERGY EFFICIENCY

AMD-based servers offer up to 71% less energy consumption vs. traditional servers¹⁷

AMD EPYC™ 9655 CPU-based servers deliver up to 39,100 units of integer performance while using up to 86% fewer servers and 69% less power. Achieving the same performance with Intel® Xeon™ 8592+ CPUs would require 35 2P servers¹⁸

TECHNOLOGY: ATMAN

Atman wanted to enhance its agility, scalability, and environmental performance. By leveraging Lenovo ThinkSystem SR665 and SR645 servers, powered by high-performance AMD EPYC™ 7003 and 9004 Series processors, Atman gained the flexibility to configure servers tailored to evolving client-specific workloads, improved operational efficiency and sustainability by implementing the high performance-per-watt capabilities of AMD EPYC™ processors, and strengthened market competitiveness through faster time-to-market infrastructure scalability and became the first company in Poland to achieve Lenovo Cloud Service Provider status.

"We ran the servers at full load, and only Lenovo and AMD delivered consistent performance."

GRZEGORZ MODRAS, PRE-SALE TEAM MANAGER, ATMAN

SYSTEM INTEGRATOR: BLUE CONNECTIONS IT

Frequent charging and high-power use had frustrated hybrid workers and made it harder for Blue Connections IT to uphold the same energy-efficiency standards it promotes to clients. The company turned to Lenovo notebooks powered by AMD Ryzen™ PRO processors as a more efficient alternative. Today, employees report faster performance and all-day battery life, while reduced power consumption helps advance the 2035 net-zero targets of Blue Connections IT.

"AMD CPU-powered laptops deliver better performance and lower power draw that fit our environmental strategy, so they were the clear choice."

GORDON BROWNELL, CEO, BLUE CONNECTIONS IT

FINANCIAL SERVICES: DNSE

Financial services provider DNSE turned to AMD EPYC™ CPUs to support its need for greater performance and density as it scaled for growth. By adopting AMD EPYC™ processors, DNSE achieved twice the server density while cutting power usage by 50% and lowering overall operational costs.²¹ This example highlights how AMD helps financial institutions modernize infrastructure with higher efficiency and reduced TCO.

"When we started running a lot of mixed workloads to push the system to the limit, AMD EPYC™ CPUs provided faster and more predictable performance."

BINH NGUYEN, CHIEF TECHNOLOGY OFFICER, DNSE SECURITIES

HELP YOUR CUSTOMERS BE THE SMARTER BUSINESS

Discover how partnering with AMD makes it easier to equip your mid-market customers with the right technology at the right time, boosting their confidence and your results.

➔ EXPLORE THE AMD PARTNER NETWORK

¹5-Point Likert Scale; Watchtower, Global, n=74,227. ²5-Point Likert Scale; Watchtower, Global, n=49,877. ³5-Point Likert Scale; Watchtower, Global, n=16,965. ⁴5-Point Likert Scale; Watchtower, Global, n=30,191. ⁵5-Point Likert Scale; Watchtower, Global, n=83,788. ⁶5-Point Likert Scale; Watchtower, Global, n=58,734. ⁷SPECint00-055. This scenario contains many assumptions and estimates and, while based on AMD internal research and best approximations, should be considered an example for information purposes only, and not used as a basis for decision making over actual testing. The Bare Metal Server Greenhouse Gas Emissions TCO (total cost of ownership) Estimator Tool - v9.37 Pro Refresh, compares the selected AMD EPYC™ and Intel® Xeon™ CPU based server solutions required to deliver a TOTAL PERFORMANCE of 80,000 units of integer performance based on the published scores for these specific Intel Xeon and AMD EPYC CPU based servers as of June 1, 2023. This estimation reflects a 3-year time frame with a PUE of 1.7 and a power US power cost of \$0.128 / kWh. This analysis compares a 2P AMD 32 core EPYC 9394 CPU powered server with a SPECrate™2017_int_base score of 725. <https://www.spc.org/cpu2017/results/res2024q4/cpu2017-20240923-44837.pdf> for a 2P Intel Xeon 16 core Gold 6343 based server with a SPECrate™2017_int_base score of 19. ⁸59x5TCO-002A. This scenario contains many assumptions and estimates and, while based on AMD internal research and best approximations, should be considered an example for information purposes only, and not used as a basis for decision making over actual testing. The AMD Server & Greenhouse Gas Emissions TCO (total cost of ownership) Estimator Tool - version 1.12, compares the selected AMD EPYC™ and Intel® Xeon™ CPU based server solutions required to deliver a TOTAL PERFORMANCE of 391000 units of SPECrate™2017_int_base performance as of October 10, 2024. This estimation compares a legacy 2P Intel Xeon 28 core Platinum 8280 based server with a score of 391 versus 2P EPYC 9555 1820 powered server with a score of 3800. <https://www.spc.org/cpu2017/results/res2024q4/cpu2017-20240923-44837.pdf> along with a comparison upgrade to a 2P Intel Xeon Platinum 8592+ (64C) based server with a score of 1130. <https://www.spc.org/cpu2017/results/res2024q4/cpu2017-20240923-44837.pdf> for a 2P Intel Xeon Platinum 8592+ (64C) based server with a score of 1130. ⁹AMD Ryzen™ AI 7 PRO 350 processor (28W), Radeon™ 860M graphics, 64GB of RAM, 1TB NVMe SSD, VBS-ON, Windows 11 Pro vs. a Dell Pro 14 Premium with an Intel Core Ultra 7 268v processor (17W) (vPro enabled), Intel Arc 350s, 32GB RAM, 1TB NVMe SSD, Microsoft Windows 11 Pro running, on DC power (unplugged from wall power) in "Balanced Mode", a Teams video conference call while simultaneously running the following benchmarks: Procyon Office Productivity, Procyon Office Productivity Excel, Procyon Office Productivity Outlook, Procyon Office Productivity PowerPoint, Procyon Office Productivity Word. Laptop manufacturers may vary configurations yielding different results. KRKP-23. ¹⁰9x5xTCO-006. SPECpower_ssf-2008 comparison based on published results from spc.org as of 10/10/2024. 2P EPYC 9965 (35275 overall ssj_ops/w, 2U), 384 total cores, https://www.spc.org/power/ssj2008/results/res2024q4/power_ssj2008-20240923-01441.html 2P EPYC 9654 (30602 overall ssj_ops/w, 2U), 192 total cores, https://www.spc.org/power/ssj2008/results/res2024q4/power_ssj2008-20240923-01441.html 2P EPYC 9555 (20408 35275 overall ssj_ops/w, 2U), 128 total cores, https://www.spc.org/power/ssj2008/results/res2024q4/power_ssj2008-20240923-01441.html. SPEC™ and SPECpower_ssf™ 2008 are registered trademarks of the Standard Performance Evaluation Corporation. See www.spc.org for more information. ¹¹9x5xTCO-006. This scenario contains many assumptions and estimates and, while based on AMD internal research and best approximations, should be considered an example for information purposes only, and not used as a basis for decision making over actual testing. The AMD Server & Greenhouse Gas Emissions TCO (total cost of ownership) Estimator Tool - version 1.12, compares the selected AMD EPYC™ and Intel® Xeon™ CPU based server solutions required to deliver a TOTAL PERFORMANCE of 391000 units of SPECrate™2017_int_base performance as of November 21, 2024. This estimation compares a legacy 2P Intel Xeon 28 core Platinum 8280 based server with a score of 391 versus 2P EPYC 9965 (192C) powered server with a score of 3800. <https://www.spc.org/cpu2017/results/res2024q4/cpu2017-20240923-44837.pdf> along with a comparison upgrade to a 2P Intel Xeon Platinum 8592+ (64C) based server with a score of 1130. <https://www.spc.org/cpu2017/results/res2024q4/cpu2017-20240923-44837.pdf> for a 2P Intel Xeon Platinum 8592+ (64C) based server with a score of 1130. ¹²AMD, Pluton with AMD, see <https://www.amd.com/en/technologies/pluton> for more information. ¹³AMD, Pluton with AMD, see <https://www.amd.com/en/technologies/pluton> for more information. ¹⁴AMD, Pluton with AMD, see <https://www.amd.com/en/technologies/pluton> for more information. ¹⁵AMD, Pluton with AMD, see <https://www.amd.com/en/technologies/pluton> for more information. ¹⁶AMD, Pluton with AMD, see <https://www.amd.com/en/technologies/pluton> for more information. ¹⁷AMD, Pluton with AMD, see <https://www.amd.com/en/technologies/pluton> for more information. ¹⁸AMD, Pluton with AMD, see <https://www.amd.com/en/technologies/pluton> for more information. ¹⁹AMD, Pluton with AMD, see <https://www.amd.com/en/technologies/pluton> for more information. ²⁰AMD, Pluton with AMD, see <https://www.amd.com/en/technologies/pluton> for more information. ²¹AMD, Pluton with AMD, see <https://www.amd.com/en/technologies/pluton> for more information.