

4TH GEN AMD EPYC™ PROCESSORS: THE NEXT GENERATION OF SERVER ARCHITECTURE AND EFFICIENCY, TODAY

New capabilities in AI, high-performance computing and analytics—and even virtualization and cloud—are enabling amazing advances for enterprises. These advances demand data performance with energy efficiency. With AMD EPYC™ processors, data center leaders can give their businesses accelerated performance, modernized infrastructure and confidence to manage today's risks, complexities and requirements. AMD EPYC processors are raising the bar yet again.

CONVERSATION ROADMAP

Engage your buyers in a clear, consistent and memorable way. Accelerate their decision confidence by sharing new perspectives, establishing yourself as a trusted partner and clarifying the case for taking action. **Why AMD EPYC processors?**



ICE BREAKER

Today's enterprise requires rapid advances in computing performance and efficiency. New data-centric strategies can take advantage of innovative tools and capabilities to grow, nurture and analyze diverse information sets to yield new heights of performance and efficiency in a time of macroeconomic uncertainty.



THE BREAKDOWN

What are the best ways to increase data center flexibility and efficiency, simplify migrations, reduce costs and manage risk, all at the same time? Amid a storm of innovation and disruption, IT must manage a bewildering number of factors while facing whole new categories of risk beyond just cybersecurity, such as noncompliance, supply-chain disruption, global events and energy challenges.



THE TURN

What if your customers could feel like they finally have the performance they need and can break free of the perpetual hunger for more? What if a new leap forward in the technology they already rely on for innovation could affordably enable remarkably more processing per day without taking up more space or requiring software changes?



THE BREAKTHROUGH

They can, and you can show them how with 4th Gen AMD EPYC processors. Advancing data center performance and energy efficiency, today.

KEY MESSAGES

Accelerate productivity and get to market faster

AMD EPYC 9004 processors deliver the powerful performance needed by today's demanding computing workloads. Help your customers accelerate productivity, make more informed decisions and get to market faster with advanced processor capabilities, on premises or in the cloud.

- The only x86-compatible 5nm CPU with up to 128 cores, enabling efficient, high-performance scaling to address the most demanding applications.
- The most DDR5 memory channels [EPYC-033A](#) for the highest x86 memory throughput to keep your applications running fast. [EPYC-032A](#)
- The most PCIe® Gen5 lanes to maximize I/O, providing more connectivity to scale your data center solutions. [EPYC-035A](#)
- World's highest performing x86 Server CPU: for 2P integer throughput with AMD EPYC 9754 CPU, [SP5-143A](#) and Technical Computing with EPYC 9684X. [SP5-165](#)
- 300+ world records for performance across a wide range of workloads.¹
- EPYC processors power the most energy efficient servers, delivering exceptional performance and helping reduce energy costs. [EPYC-028C](#)



KEY MESSAGES (CONT'D)

Modernize infrastructure with innovative design, density and energy efficiency.

Recommend AMD EPYC processors to modernize infrastructure simply. The x86-compatible processors enable rapid digital transformations while simultaneously delivering efficiency with the possibility of deploying fewer servers to support the same number of workloads, users and jobs.

- Moving just a few servers to those powered by AMD EPYC CPUs can have a significant impact. Imagine what moving a data center to AMD EPYC processor-powered servers could do for the planet.
- Use up to an estimated 35% fewer servers to deliver 2,000 VMs and use up to 36% lower power annually when you choose 2P servers based on 96-core AMD EPYC 9654 CPUs over 60-core Intel Xeon Platinum 8490H CPUs. [SP5TCO-049](#)

Confidently navigate today's business risks, complexities and requirements.

Compute with confidence, knowing that your business is targeting and addressing today's newest challenges with AMD Infinity Guard [GD-183](#) and AMD commitments to compliance, corporate responsibility, supply chain resilience and firm long-term processor roadmaps.

- AMD Infinity Guard offers state-of-the-art security features that decrease potential attack surfaces as software is booted, executed and processes your critical data.²
- AMD also enables Confidential Computing, addressing the special security concerns about migrating sensitive applications and data to the cloud.
- Compliance and corporate responsibility are more straightforward with the confidence that AMD works with suppliers to advance human rights, drive environmental sustainability and support supply chain resilience.³

UNCOVERING OPPORTUNITIES

You can help your prospect be the catalyst that improves outcomes and drives breakthroughs by implementing an IT infrastructure with outstanding performance, power management, security features and TCO benefits. **Some questions to consider asking your prospect include:**

- How will you handle the challenge of improving data center agility and efficiency while simultaneously controlling complexity and costs?
- Are you experiencing frustrating data bottlenecks that impede application performance? Is improving throughput speed and volume important to your future business goals?
- Do you want to upgrade your performance and explore new applications without taking a hit on TCO?
- Would you like to leverage a set of layered, cutting-edge security features that help you protect sensitive data and avoid the costly downtime caused by security breaches?

RESOURCES

- [AMD Partner Hub](#)
- [Hyperconverged infrastructure materials](#)
- [Media and Entertainment materials](#)
- [AMD EPYC Processor Selector Tools](#)
- [Database and Analytics materials](#)
- [Financial services materials](#)
- [AMD EPYC Technical Briefs](#)
- [Design and Simulation materials](#)
- [Networking and Telco materials](#)
- [AMD EPYC Sales Conversation Guide](#)
- [Cloud Computing materials](#)
- [Confidential Computing materials](#)

CONTACT AN AMD SERVER EXPERT

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1 See www.amd.com/en/processors/epyc-world-records.

2 AMD Infinity Guard features vary by EPYC Processor generations. Infinity Guard security features on AMD EPYC processors must be enabled by server OEMs and/or cloud service providers to operate. Check with your OEM or provider to confirm support of these features. Learn more about Infinity Guard at <https://www.amd.com/en/technologies/infinity-guard>. [GD-183](#)

3 See amd.com/en/corporate-responsibility/supply-chain-responsibility.