# Run Small Businesses Efficiently and Affordably with AMD EPYC™ 4004 Series Processors

Small businesses and dedicated hosted services benefit from **AMD EPYC™ 4004 processor-based servers**. Designed specifically to accommodate entry-level server workloads efficiently and affordably, the AMD EPYC 4004 series meets the all-day, every day processing needs of small businesses and dedicated hosted services.

## THE CONVERSATION ROADMAP

Engage your buyers in a clear, consistent and memorable way. Accelerate your buyer's decision confidence by sharing new perspectives, establishing yourself as a trusted partner and clarifying the case for taking action. Why AMD EPYC 4004 series processors for small businesses?

### THE ICEBREAKER

Small businesses are implementing everything from anything-as-a-service (XaaS) solutions and next-gen cloud strategies to enhanced customer experiences and AI implementations to compete successfully in their markets.[1]

For SMBs, budgets are always a concern. In fact, 16% of SMB owners say they need to update their technology but fear they don't have the budget to do so.[2]

### THE BREAKDOWN

Your customers should know that they are more likely to meet their business goals if they can acquire high-performing servers optimized specifically for growing businesses like theirs. Those servers must have low system acquisition and operating costs so a growing business can get the essential server solutions it needs without breaking the bank. And finally, the servers should be validated with leading business technology providers and on key server operating system so they are simpler to deploy and can scale easily for price-conscious buyers.

### THE TURN

What if your customers could:

- Modernize their infrastructures to embrace innovative technologies without large budget increases?
- Improve the performance of their servers even as they save money, space and energy?
- Focus on ease of use as they upgrade, acquiring validated servers with full x86 compatibility?
- Deploy hard-wired security features that would reduce attack surfaces and increase their peace of mind?

### THE BREAKTHROUGH

They can, and you can show them how with AMD EPYC 4004 series processors. Advancing efficiency and ease of use, AMD EPYC 4004 CPUs make it possible to optimize entry-level server workloads in a practical and budget-friendly way.

## KEY MESSAGES

AMD EPYC 4004 series processors address the all-day, everyday processing needs of small business and dedicated hosted services.

### Get high productivity in small business and dedicated hosting environments.

Your customers can take advantage of the established value of AMD EPYC processors for business-critical applications. Built on the powerful and efficient "Zen 4" core, AMD EPYC 4004 series processors help your buyers achieve their unique business goals by powering highly performing servers ideal for growing businesses and dedicated hosting services. AMD EPYC 4004 series processors features up to 16 high-performance "Zen 4" x86 cores per socket with 32 threads and up to 128 GB DDR5 memory, plus streamlined memory and I/O features designed to deliver compelling system cost and performance metrics on key customer workloads.

### Focus on affordability.

Your customers can get practical performance and scalability for everyday SMB server needs. AMD EPYC 4004 series processors get the job done at an economical price. Comparing 1P servers, 16c AMD EPYC 4584PX enables you to fully use your base 16c Microsoft Windows server license and delivers 67% more integer performance / est. system $ than 8c Intel® Xeon® E-2488. <sub>E4K-003A</sub>

### Capitalize on ease of use and efficiency.

AMD EPYC 4004 series processors power turnkey, highly accessible, x86 compatible, energy efficient and manageable server solutions from top systems vendors and are validated on key server operating systems, making them simple to deploy and scale for price-conscious buyers who require strong performance and predictable lifecycle planning. That means SMBs can run their business software reliably on a single high-performance server that is easy to deploy out of the box.

### Defend your data.

Your customers can gain peace of mind by defending their data against potential security attacks. AMD EPYC 4004 series processor–based servers offer innovative hardware-based security to help protect their data.[3] Show your customers how they can deploy confidently with features like error correction code (ECC) memory and software RAID support and help protect sensitive data from sophisticated attacks.

## UNCOVERING OPPORTUNITIES

You can help your prospect be the catalyst that improves outcomes and drives breakthroughs by implementing low-cost servers that offer the performance, power management, security features and TCO benefits that that small businesses need to succeed. Some questions to consider asking your prospects include:

• What does your business's server upgrade path currently look like?

• Do you feel constrained by cost as you consider various server options?

## RESOURCES

• AMD Partner Hub

• AMD EPYC Processor Selector Tools

• AMD EPYC 4004 Series Web Page

# AMD

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**Contact an AMD Server Expert**

1  Techaisle, "2024 Top 10 SMB and Midmarket Predictions," December 30, 2023, https://techaisle.com/blog/548-2024-top-10-smb-and-midmarket-predictions

2  Salesforce, "2024 Is a 'Make or Break' Year," January 25, 2024, https://www.salesforce.com/news/stories/small-business-technology-trends-2024/

3  GD-183A AMD Infinity Guard features vary by EPYC™ Processor generations and/or series. Infinity Guard security features 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.