TRANSFORM RETAIL WITH AMD EPYC PROCESSORS

EXECUTIVE SUMMARY

Consumer behavior is increasingly driven by a mix of in-store, online and omnichannel experiences, while behind the scenes, retailers are racing to confront the challenges and opportunities of cost control, customer retention, logistics/supply chain, trend forecasting and resource management. Facing rapidly changing shopping behaviors, complex supply chains and frequently thin margins, retailers must leverage technology at every step to gather insights and optimize their connections to their customers, enable seamless financial transactions and reduce retail crime.

AMD EPYC™ processors help your customers build highly effective retail operations and gain operational efficiencies with leadership workload performance, impressive power efficiency and game-changing TCO in the data center, in the cloud and in-store at the intelligent edge.

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 processors for retail?

ICE BREAKER
Data is driving retail innovation to increase revenue, cut costs and delight customers. AI tools are also showing up throughout the retail channel for supply chain visibility, personalized product recommendations, powering customer service chat bots and more.

THE BREAKDOWN
Retail leaders face a tough tangle of issues that challenge their technological expertise. IT needs to make room for more data as well as new connected applications, including HPC and AI-driven applications. Cybersecurity threats that may put shoppers – and retailers – at risk, necessitating robust protection. The pressure is on to propel transformations at the data center, in-store and online, all while limiting their impact on the bottom line.

THE TURN
What if your customers could modernize their infrastructures to embrace innovative technologies without large budget increases? Improve the performance of their data centers, cloud infrastructures and edge deployments even as they consolidate to save money, space and energy? ?

THE BREAKTHROUGH
They can, and you can show them how with AMD EPYC processors. Advancing data center performance and energy efficiency to power new possibilities and transform retail today.

KEY MESSAGES

To tackle the myriad challenges of today's retail landscape, AMD EPYC processors can help your retail customers smooth their digital transformations and improve their performance efficiently and confidently.

Accelerate productivity, make informed decisions and speed time to insight.
AMD EPYC processors power servers that deliver cost-optimized performance across a wide range of retail workloads. AMD EPYC processors offer high core counts, I/O and memory bandwidth that address the specific needs of retail workloads and manage data processing in POS systems at the intelligent edge.

Modernize your infrastructure with innovative, energy-efficient performance.
AMD EPYC processor-powered servers can deliver high performance-to-power ratios and low TCO that help users optimize their data centers and physical space, get more performance from the same or less data center power, space or budget. Leverage AMD EPYC CPUs' scalability and containerization. AMD EPYC processor-powered cloud instances facilitate VDI and HCI in retail, leveraging cloud-native capabilities to optimize inventory management and enhance customer interactions.

Confidently navigate today's business complexities and requirements.
AMD EPYC processors address critical data and security compliance concerns with no x86 application software changes required. Building on the state-of-the-art AMD Infinity Guard security feature set, 4th Gen AMD EPYC processors add improved features such as 256b AES-XTS encryption to help make strong security features even stronger. AMD is consistently delivering on its long-term processor roadmap, giving your customers confidence that they can confidently navigate their data center risks, complexities and requirements.

UNCOVERING OPPORTUNITIES

You can help your prospect be the catalyst that improves outcomes and drives breakthroughs by implementing a retail infrastructure that offers the performance, power management, security features and TCO benefits that that retailers need to meet their toughest challenges. Some questions to consider asking your prospect include:

• What does your retail transition/transformation roadmap look like? How will you expand your infrastructure with new flexibility and deploy systems in the data center, online and in-store?

• Given today's rising energy costs, how can you build out an optimal infrastructure while simultaneously improving energy efficiency?

• How do you plan to manage the "phygital" omnichannel demands of your customer base?

• How can you bring your compute power closer to the data and your users to improve service quality?

TO LEARN MORE, VISIT THE AMD EPYC™ MILAN TOOLKIT

AMD EPYC 7003 PROCESSORS:
MAINSTREAM VALUE FOR THE DATA CENTER

together we advance_retail

TO LEARN MORE, VISIT AMD.COM/EPYC OR CONTACT AN AMD SERVER EXPERT.

RESOURCES

A wide variety of resources are available to guide your conversation with customers.

• AMD EPYC Retail Solution Overview [[link]]

• AMD Partner Hub at amd.com/en/partner

• AMD EPYC Processor Selector Tools at amd.com/en/processors/epyc-tools

• AMD EPYC Technical Briefs at amd.com/en/processors/server-tech-docs/search

1 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. GD-183A.