

ENTERPRISE PC SECURITY MUST PROTECT *BELOW THE OS*

If attackers bypass the OS, can your security still stop them?

Attackers don't stop at the OS. They target what software can't see:



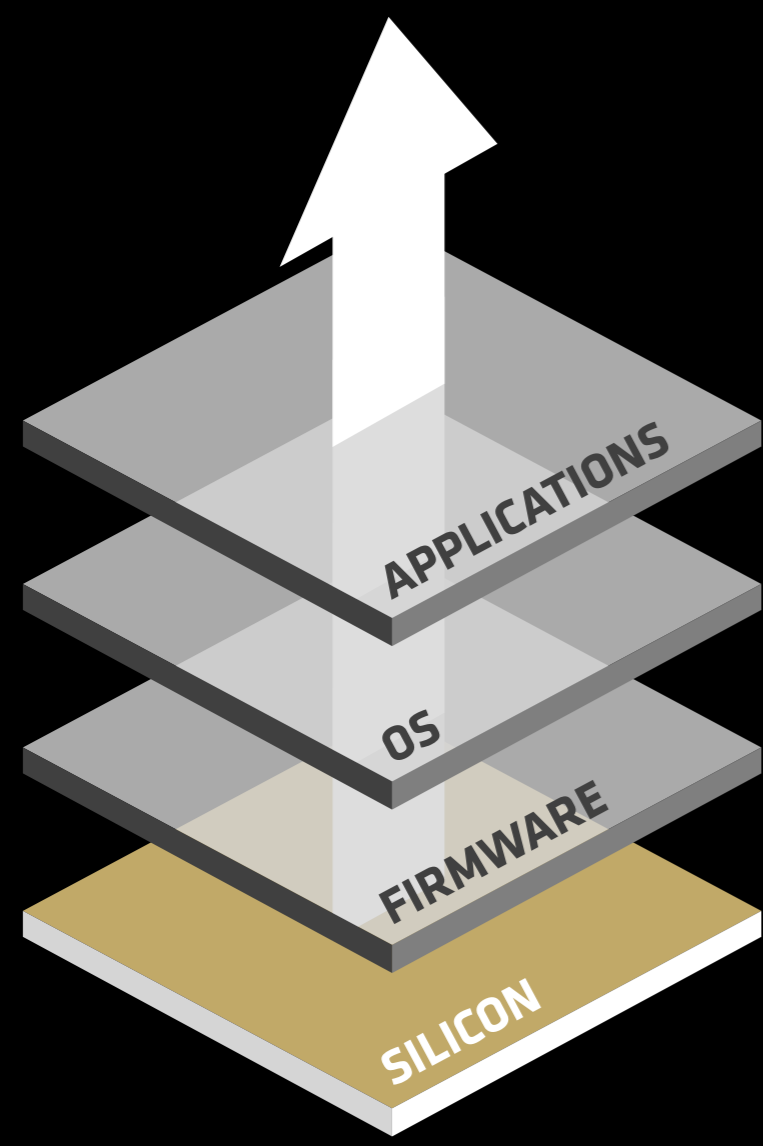
The result? Too many security gaps at the endpoint. Attackers know this.

IS YOUR ENTERPRISE DEPENDING ON SOFTWARE ALONE? ATTACKERS COULD GET IN BEFORE YOU EVEN BOOT.

Hardware-based security fills the gap.

SOFTWARE-ONLY VS. HARDWARE-BASED SECURITY

What Matters	Software-Only	Hardware-Based
Trust Model	Assumes integrity	Proves integrity at the silicon level
Visibility	Limited to the OS and above	Extends below the OS
Attack Resistance	Vulnerable to pre-OS and firmware attacks	Defends before the OS loads
Security Predictability	Requires compensating controls	Built-in trust reduces blind spots



SECURITY BY DESIGN FROM THE SILICON UP

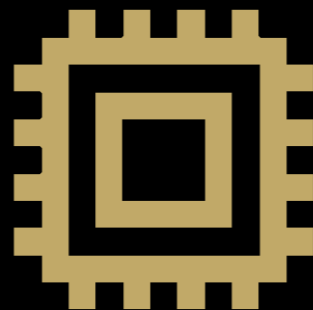
Security doesn't end at deployment. It has to remain predictable as devices age, environments change, and threats evolve. Have confidence in your PC fleet through next-gen AI and world-class security features with **AMD Ryzen™ PRO Series Processors**.

Security must start at the silicon layer, then extend upward through firmware, OS, and applications. You can't bolt it on later with more software.

HARDWARE-BASED SECURITY:



Establishes a hardware root of trust



Verifies boot and firmware integrity



Isolates critical components below the OS



Delivers consistent security behavior across the fleet



Establishing trust below the OS level prevents attacks instead of just trying to detect them.

YOU CAN'T RETROFIT A HARDWARE ROOT OF TRUST.

AMD designs security into the PC at the silicon level—establishing hardware-based trust before the OS ever loads.

THIS APPROACH SUPPORTS ENTERPRISE SECURITY GOALS WITHOUT ADDING COMPLEXITY:



Works with existing enterprise tools and operating models



Enables performance, mobility, and scale without tradeoffs



Provides consistency across diverse PC fleets



ENTERPRISE SECURITY AND SEAMLESS MANAGEABILITY - FOR MODERN BUSINESS

The AMD PRO platform combines enterprise-grade security and seamless manageability with a stable, long-term foundation—delivering consistent software imaging, extended hardware availability, and validated firmware and drivers for predictable, business-ready support.

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