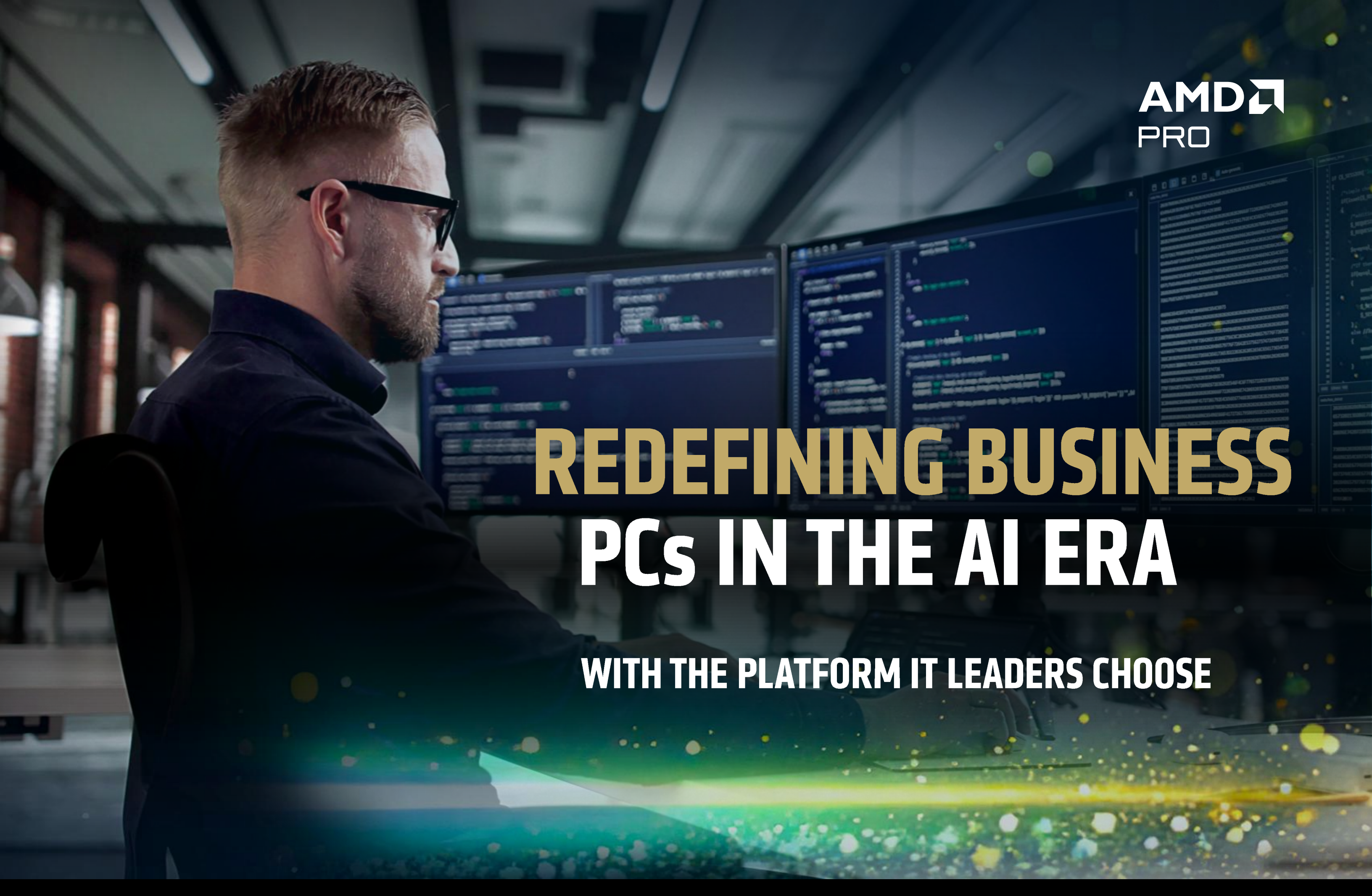

REDEFINING BUSINESS PCs IN THE AI ERA

WITH THE PLATFORM IT LEADERS CHOOSE

THE NEW LANDSCAPE

Organizations are entering a new phase of endpoint strategy shaped by AI, distributed workforces, and increasing performance demands.

WHAT WAS ONCE A ROUTINE HARDWARE DECISION IS NOW A CRITICAL INFRASTRUCTURE CHOICE.

86% of IT leaders expect to deploy AI-enabled PCs[1]

THE NEW STAKES

Today's business PCs are no longer just productivity tools.

- AI workloads are increasing compute demands
- Hybrid work is expanding the attack surface
- Sensitive data is now processed at the endpoint

73% of IT leaders are accelerating PC refresh cycles due to AI[1]

AI WORKLOADS, HYBRID WORK, AND SENSITIVE DATA ARE REDEFINING ENDPOINT DEMANDS.

TRADITIONAL PCS WEREN'T BUILT TO KEEP UP.

THE NEW STANDARD

To keep pace, IT leaders need more from the technology platform driving their business:

- Performance for AI and everyday work, simultaneously
- Security across every layer, from hardware to software
- Implementation and manageability without disruption

A NEW PLATFORM STANDARD IS EMERGING

> If you don't have robust security and remote manageability like AMD offers, you won't even get a seat at the table.
>
> **Gordon Brownell, CEO, Blue Connections IT**

AMD PRO

THE PLATFORM IT LEADERS CHOOSE

CONFIDENCE | PERFORMANCE | PROTECTION | INTEGRATION

CHOSEN FOR CONFIDENCE

Choosing a platform is ultimately a decision about trust: in the technology, the ecosystem, and most importantly, the partner behind it.

AMD PRO OFFERS

- 150+ ecosystem partners supporting enterprise deployments
- Over 50 years of proven technology innovation[2]
- 18+ months of ensured platform stability and availability with extensive testing[3]

CHOSEN FOR PERFORMANCE

Employees now move between traditional applications and AI-powered tasks in real time. AMD processors combine high-performance compute with dedicated AI acceleration.

UP TO **60 TOPS** with AMD Ryzen™ AI PRO 400 Series CPUs to execute AI tasks across NPU and GPU[4]

UP TO **60%** faster overall system performance[5]*

[5]*Versus a Dell Latitude 7450 with an Intel® Core™ Ultra 7 165H processor (vPro® enabled).

CHOSEN FOR PROTECTION

As endpoints take on larger roles in processing sensitive data, security must evolve beyond perimeter defenses. AMD PRO delivers a multilayered approach to help defend against advanced threats.

- Silicon-level protection with AMD Secure Processor[6] for security below the OS
- On-device AI processing to reduce data exposure
- Modern encryption with TLS 1.3 encryption for secure communication over a network

CHOSEN FOR INTEGRATION

Technology should fit existing infrastructure, not force organizations to rebuild around it. AMD PRO integrates with standard tools so IT can manage mixed-device environments without added complexity.

- Easy manageability across the entire device lifecycle
- Remote management possible even if system is offline
- Up to 41% faster Windows Autopilot deployments compared to the competition[7]

TRUSTED WORLDWIDE

AMD PRO delivers enterprise-level support, performance, protection, and integration for modern businesses ready to meet the moment. That's why it's chosen by IT leaders as the right technology partner.

182M + commercial client devices shipped over the past decade[8]

> We analyzed what we had and what AMD could bring us. We soon realized that there were a lot of advantages from using AMD over Intel, not only for PCs or laptops, but also within the server environment.
>
> **Mark Roles, ANZ ICT Operations Manager, ACCIONA**

THE PLATFORM IT LEADERS CHOOSE

LEARN MORE

[1]IDC White Paper, sponsored by AMD, Accelerate Your Organization's AI Strategy by Deploying High-Performance AI PCs, 2025.
[2]AMD, Celebrating 55 Years of AMD Innovation, 2024.
[3]AMD, Top 5 Reasons Enterprises Are Choosing AMD AI PC Solutions, 2025.
[4]GPT-06: Based on AMD product specifications and competitive product information available as of December 2025. AMD Ryzen™ AI 400 Series processors' NPU offers up to 60 peak TOPS. GPT-06.
[5]STXP-16. HP EliteBook X G1a with AMD Ryzen™ AI 9 HX PRO 375 processor. Dell Latitude 7450 with Intel Core Ultra 7 165H processor (vPro enabled).The HP EliteBook X G1a with AMD Ryzen™ AI 9 HX PRO 375 processor offers up to 60% higher performance when compared to the Dell Latitude 7450 with an Intel Core Ultra 7 165H processor when running the Passmark 11 (overall) benchmark.
[6]GD-72: The AMD Secure Processor is a dedicated on-chip security processor integrated within each system-on-a-chip (SoC) and ASIC (Application Specific Integrated Circuit) designed by AMD. It enables secure boot with root of trust anchored in hardware, initializes the SoC through a secure boot flow, and establishes an isolated Trusted Execution Environment. GD-72.
[7]PHXP-87: Systems with an AMD Ryzen™ 7 PRO 7840U processor can deploy Windows Enterprise Autopilot up to 41% faster than systems with an Intel Core™ i7-1365U vPro processor. Testing as of Nov 2023 by 3rd party performance labs on a Lenovo® ThinkPad® T14 Gen 4 laptop with AMD Ryzen™ 7 PRO 7840U processor, AMD Radeon™ 780M graphics, 16GB RAM, 256GB SSD, Windows 11 Enterprise x64 v. 22621 and HP EliteBook 845 14" G10 Notebook with AMD Ryzen 7 PRO 7840U processor, AMD Radeon™ 780M graphics, 64GB RAM, 2TB SSD, Windows 11 Enterprise x64 v.22621 vs. Lenovo ThinkPad T14 Gen 4 laptop with Intel Core™ i7-1365U vPro processor, Intel UHD Graphics, 16GB RAM, 1TB SSD, Windows 11 Enterprise x64 v. 22621 and HP EliteBook 840 14" G10 Notebook with Intel Core i7-1365U vPro processor Intel UHD Graphics, 16GB RAM, 512GB SSD, Windows 11 Enterprise x64 v. 22621. When calculating the following: Time to deploy operating systems with Windows 11 Enterprise x64 v. 22621 autopilot. PHXP-87.
[8]IDC Quarterly Personal Computing Device Tracker - PCD Final Historical 2025.

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AMD PRO