



Good things come in small packages: Higginbotham achieves space and cost savings with AMD Ryzen™ 5 PRO CPUs

Using AMD Ryzen 5 PRO CPUs in tiny form factor PCs, Higginbotham reduced its technology footprint and costs while simultaneously enhancing video performance

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CHALLENGES

To provide a better, more supportable and more cost-effective technology platform for the rapidly growing organization, as well as to reduce the number of monitors users need.

SOLUTION

Higginbotham used tiny form factor PCs from Lenovo that were equipped with AMD Ryzen™ 5 PRO CPUs.

RESULTS

With the four-core Ryzen 5 PRO CPUs, Higginbotham achieved comparable processor performance and up to 2.25 times the video performance of a 6-core intel CPU—at a much lower price point. In addition, Ryzen 5 PRO processors offered state-of-the-art security, and the shipping costs of the tiny form factor PCs are up to \$30,000 less per year than regular shipping costs due to the devices' smaller footprint.

AMD TECHNOLOGY AT A GLANCE

AMD Ryzen™ 5 PRO processors

For Higginbotham, providing a great employee and customer experience hinges on having streamlined technology solutions. To accomplish this, the company needed a better and more supportable technology platform for its employees and decided to use Lenovo tiny form factor PCs equipped with AMD Ryzen 5 PRO processors.

The Lenovo PCs with the four-core Ryzen 5 PRO CPUs reduced the company's technology footprint while at the same time delivering the power and performance needed to run dual high-resolution 27-inch monitors. In addition, they utilized AMD's exceptional security features and cost significantly less than systems with comparable CPUs.

The need for a more supportable and cost-effective technology platform

Established in 1948, Higginbotham provides insurance and financial services for individuals and companies. Although the company has traditionally focused on Texas, it now operates in three additional states with plans for continued expansion.

"For us, it's the one solution that just worked—and it met or exceeded all of my expectations. It's almost rare when a technology provider lives up to all the promises it makes."

*BJ Meyer, CIO,
Higginbotham*

Due to Higginbotham's recent growth and acquisitions, the hardware its employees were using was very heterogeneous. There wasn't a standard configuration, which meant that the IT team was faced with a lack of consistency and constantly had to find solutions to new issues. Moreover, because Higginbotham is one of the largest

independent insurance brokers in the country, its employees work with hundreds of different insurance carriers, many of whom have their own applications. As CIO BJ Meyer explains, "I've never seen knowledge workers with so many applications open at once on their computers. My typical user had three or four monitors on his or her desktop. That was a challenge when buying desktop hardware

because we needed video cards that could support multiple monitors."

On top of that, because Meyer is in charge of more than 40 locations, he and his team shipped a lot of desktop assets, which was expensive. To reduce shipping costs, he wanted machines that had a smaller footprint. In the past, he had implemented virtual desktops and thin clients, but with the increasing need to support multiple monitors, finding a thin client that could do that while still being affordable was extremely challenging.

Benchmarking the Ryzen 5 PRO processor

Having read about AMD's solutions and realizing the reputation AMD was developing in the consumer space, Meyer decided to test AMD products for himself. He purchased several Lenovo tiny form factor PCs equipped with four-core Ryzen 5 PRO processors. He compared them to small form factor computers with six-core Intel CPUs. "Their performance was nearly identical in a 35-watt processor, even though the Intel had 50 percent more cores," Meyer said.

One marked difference between the Ryzen 5 PRO CPU and the Intel CPU was with the video performance. Meyer wanted to reduce the number of monitors the employees were using, but he could only do that by increasing the size and resolution of the monitors to dual 27-inch, 1440p (2K) monitors. "And that's where the AMD solution really shined," Meyer enthused. "Ryzen 5 PRO delivered up to 2.25 times improved video performance over the Intel solution."

Additionally, Meyer gave some of the small form factor PCs to Higginbotham's creative team to test against their previous machines.

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They found that these AMD-driven PCs performed better when using Adobe Creative Cloud applications. "We were able to move almost all of our creative teams to our standard business desktop hardware," said Meyer. "And that in itself was a huge win."

Meyer and his team also remarked about the robust security features offered by Ryzen 5 PRO processors. "That was another significant benefit of our new desktops. In short, Ryzen 5 PRO met all of our technical requirements and did so in ways that I didn't think a product out there could—and then it reduced our cost as well. It was an obvious win," Meyer explained.

Using AMD Ryzen 5 PRO processors for a desktop refresh

At this point, Higginbotham is installing Ryzen 5 PRO CPUs on all of its desktops—which amount to 80 percent of the company's overall business. The remaining 20 percent are the laptop users. "Based on what we've seen so far, when we refresh the laptops, there's a high likelihood that we'll consider an AMD solution again," explains Meyer. "Because for us, it's the one solution that just worked—and it met or exceeded all of my expectations. It's almost rare when a technology provider lives up to all the promises it makes."



About Higginbotham

Established in 1948 and now one of the largest independent insurance brokers in the United States, Higginbotham is comprised of more than 40 offices that are located throughout Texas and three additional states with plans for continued expansion. They work in unison to provide customers with a single source solution, offering comprehensive insurance and financial service capabilities. For more information, visit higginbotham.net.

About AMD

For 50 years AMD has driven innovation in high-performance computing, graphics, and visualization technologies—the building blocks for gaming, immersive platforms, and the data center. Hundreds of millions of consumers, leading Fortune 500 businesses, and cutting-edge scientific research facilities around the world rely on AMD technology daily to improve how they live, work, and play. AMD employees around the world are focused on building great products that push the boundaries of what is possible. For more information about how AMD is enabling today and inspiring tomorrow, visit amd.com/ryzenpro.