REDONDOS CLAIMS TOP PERU MARKET SPOT THANKS TO AMD RYZEN™ PRO PROCESSORS

CASE STUDY

Peruvian food company Redondos deployed AMD Ryzen 7 PRO processors across its mobile fleet to boost productivity and achieve market leadership

AMD ✕ **Redondos** alimentos

The agriculture industry might not seem like the most obvious type of business to benefit from computerization. But any company can use data to improve its processes and efficiency with the right infrastructure. Redondos was already one of the leading animal-origin food producers in Peru, but the company's existing IT infrastructure limited its growth. The performance and features of AMD Ryzen™ PRO processors compared to its previous competitor brand CPUs helped Redondos streamline its business and claim the top of the market.

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"We work with four main lines, which are chicken, pigs, sausages, and turkey," says Rodolfo Cubas Agreda, Deputy Manager of Information Technology, Redondos. The company has 50 years of experience producing and marketing meat products. "Peruvians consume 80 percent of their proteins from chicken and poultry, and Redondos has around 35 percent of that market."

Tracking data is produced throughout the animal lifecycle, from birth to consumption. One of Redondos's refresh goals was to improve tracking efficiency by enhancing its digital tools. "We have five automated plants," says Cubas Agreda. "In our farms, we take our chickens from one day old to adulthood, between 39 to 42 days. Starting with the production line, everything from incubation to balanced food production is industrialized."

ROLLING OUT AMD CPUs TO INNOVATE WORKFLOW

"Our production plants are our strength," adds Cubas Agreda. Redondos uses computing in its production plants and back office, including accounting and administration. "In total, we have 860 computers for our employees, plus 40 industrial computers in the cold chambers." These chambers run at temperatures as low as -30 degrees centigrade, so they require special systems.

Data is captured automatically and processed all along the production line. "We have several capture points," explains Cubas Agreda. "All data processing is handled in our cloud, along with business analytics." Redondos connects its processes and modules using SAP, which relies heavily on the computing capabilities provided to each user to input data and act on its analysis.

INDUSTRY
Agriculture and food production

CHALLENGES
Accelerate data collection, analysis and reporting across five industrial pork and poultry production food plants to improve efficiency and enable company growth

SOLUTION
Deploy Lenovo laptops advanced by AMD Ryzen™ 7 PRO processors across its fleet of 860 laptops, making up 95% of its computer systems

RESULTS
20-30% better performance, increasing productivity and cutting report times from five minutes to one; ROI of over 35%; the company move from second to first in its market

AMD TECHNOLOGY AT A GLANCE
AMD Ryzen™ 7 PRO 8840U processors
AMD Ryzen™ 7 PRO 7735U processors

TECHNOLOGY PARTNER

Lenovo

From feed to final product, Redondos boosts productivity with AMD Ryzen PRO CPU performance.

Redondos's use cases range from basic data entry and reporting up to demanding analytical tasks. "These demanding users make up 40 percent of our employees," says Cubas Agreda. "We have a lot of automation in our operation, so they oversee the feeding of information into those tools." The ingested information is then processed and used to operate the machines and create views of the different reports. "We are also heavy users of Power Automate and Power BI."

The systems Redondos previously used constrained the scope of the company's activities. "Before we switched to AMD, our systems were 100 percent Intel, and our workloads were more focused on operational control tasks," says Cubas Agreda. "But in late 2020, we wanted to roll out a process of innovation to counteract delays, enhance processing capabilities, and reduce support issues. So we started considering alternatives."

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FASTER REPORTING WITH AMD RYZEN PRO PROCESSORS

Redondos began comparing options from HP and Lenovo. "We considered products from Lenovo powered by both Intel and AMD," continues Cubas Agreda. "We benchmarked the AMD option for data entry and workstations." This involved a small deployment of 60 laptops.

"We've developed a great relationship with the AMD support team," says Juan Aguilar, Technical Support, Redondos. "They reply quickly and give us great availability of parts. When we tested the data processing abilities of our first 60 laptops powered by AMD Ryzen PRO CPUs, comparing them with Intel and HP, the AMD systems delivered 20 to 30 percent superior performance."

After these positive results, Redondos rolled out the first major update of its systems. "We acquired 180 Lenovo AMD CPU-based computers," says Cubas Agreda. "The implementation produced solid results." The new laptops were also very dependable. "The reliability was very high. The users were also happy with the speed. That is what you want in a business like ours. You need the information now, and you need the information efficiently processed. The reliability has improved a lot compared to our previous systems."

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Redondos found switching over easy. "Migration from Intel to AMD was transparent," says Cubas Agreda. The company simply deployed an image based on its previous machines to the new ones. "We immediately noticed the improvement. The employee experience has been overwhelmingly positive." This feedback encouraged Redondos to deploy AMD CPUs across the rest of its fleet. "Now 95 percent of our systems are Lenovo laptops powered by AMD CPUs." The remaining 5 percent are the custom systems used in refrigerated areas, which are harder to replace.

Users have been very happy with their new computers. "Employees running Microsoft Office and Power BI to create charts and reports on the Lenovo computers with AMD CPUs say how much faster they are and nicer to work with," says Aguilar. "A report that used to take five minutes to create now takes one minute. Productivity has increased. Employees can do more in the same amount of time."

AMD Ryzen PRO CPU technology enables Redondos teams to accomplish more in less time.

ENABLING AI-EMPOWERED BUSINESS

Redondos plans to deploy AI servers as its computing capability improves. "We are exploring the possibility of having edge computing with AMD servers to receive information from our clients, to enter it into the cloud, and to run analysis," says Cubas Agreda. "This includes predictive analysis using AI, as well as descriptive analysis using the AMD processors."
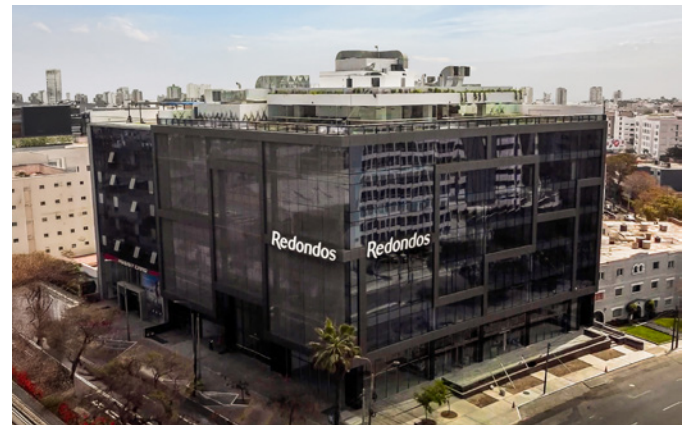
Redondos's adoption of Lenovo laptops with AMD Ryzen™ 7 PRO processors has provided the company with AI options it didn't previously enjoy. "Our end users are increasingly using their GPUs for predictive analysis, whether through tools provided to them, or through tools they develop themselves based on our demands and processes," says Cuba Abrega. "Around 35 percent of our laptop users are now employing AI, and those users are already taking advantage of their laptops' AI capabilities."

"Ryzen PRO CPUs have helped a lot with deploying AI in our organization," he adds. "Running tests on a laptop for statistical analysis provided between 15 to 20 percent higher performance, because the Ryzen CPU already uses AI capabilities. This will help a lot with the AI development plans we have for our company."

Choosing AMD had a very real impact on Redondos's market position. "Before we were the second company in Peru, now we are the first company," says Cubas Agreda. "Switching to AMD had a strong impact on response speed and processing performance, which has helped our overall growth. The important features of AMD Ryzen PRO CPUs are reliability and speed. We now trust AMD so much that we are considering switching our servers to AMD CPUs as well."

Buying Lenovo laptops powered by AMD Ryzen PRO processors has been money well spent, according to Cubas Agreda. "The ROI has been more than 35 percent because of the processing capability, performance, and reliability of AMD CPUs," he says. "The safety tools are also a good complement for the processors."

Cubas Agreda wouldn't hesitate to recommend AMD Ryzen PRO processors to other companies. "One hundred percent, I would say use AMD," he enthuses. "And not just AMD processors, but the entire ecosystem, because it is the perfect companion for our business. AMD CPUs let me sleep with peace of mind."

Redondos took the top spot in Peru's food market with help from AMD Ryzen PRO processors.

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ABOUT REDONDOS

Redondos S.A. is a leading Peruvian agro-industrial company founded in 1976. It specializes in the production and sale of poultry (chicken, turkey) and pork products. The company's vertically integrated model gives it control over the entire value chain from animal feed manufacturing to product commercialization under well-known brands in Peru. The company is a key player in the country's food sector, recognized for its commitment to quality and food safety. It serves both retail consumers and the national professional foodservice channel. For more information visit redondos.com.pe.

ABOUT AMD

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