Rob de Bruin, Channel Nordics Baltics, Benelux
9.10.2025 | Het Rijk van de Keizer
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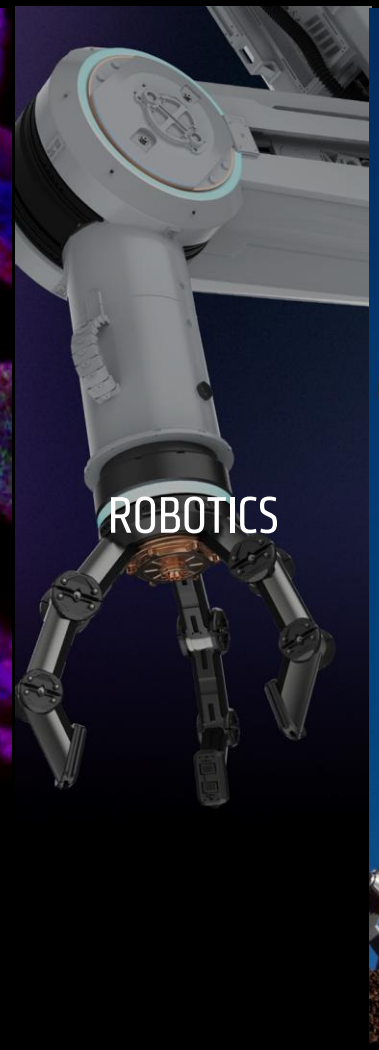
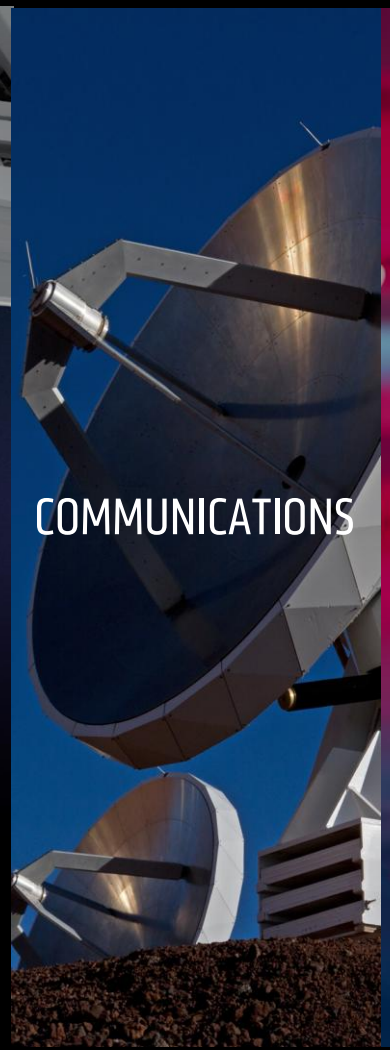
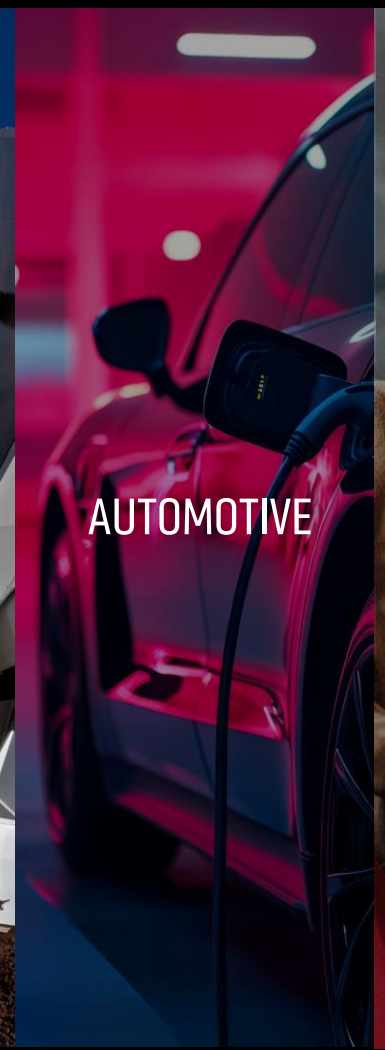
High Performance & Adaptive Computing
Solving the World's Most Important Challenges
Solutions
Software
Silicon

POWERING THE LIVES OF BILLIONS

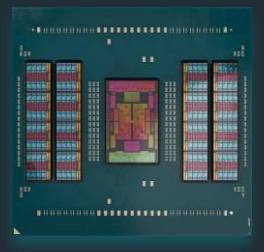






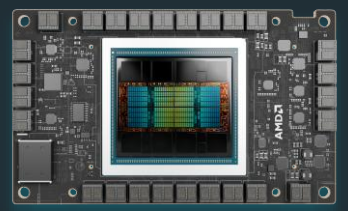
BEST END-TO-END AI COMPUTE PORTFOLIO IN THE INDUSTRY

AMD EPYC™ Processors



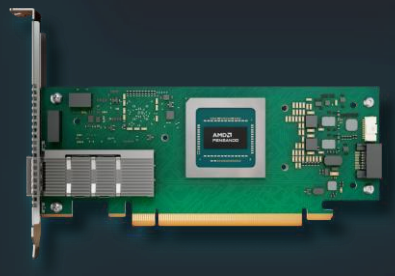
Leading server CPU

AMD Instinct™ Accelerators



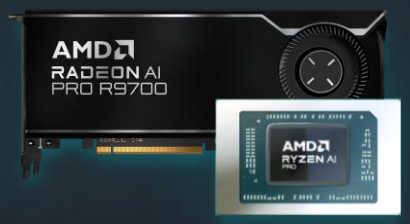
World's best GPU accelerator

AMD Pensando™ Networking



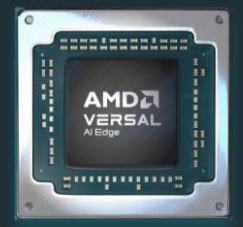
Premier programmable DPUs & AI NICs

AMD Ryzen™ AI AMD Radeon™ AI Processors



Most powerful client AI processors

AMD Versal™ Adaptive SOCs



Leadership AI Processing at the edge

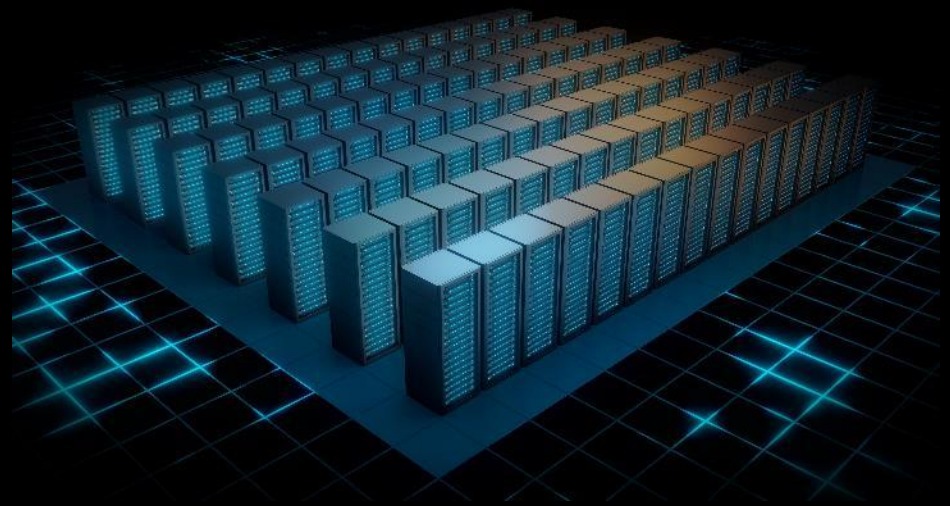
See endnote: SHO-000

[Public]

Easily Upgrade to 5th Gen AMD EPYC™ CPUs

Modernize your data center – Add more capacity for your compute needs

1000 Old Servers
2P Intel® Xeon®Cas Platinum 8280 servers
Cascade Lake '20



7 to 1

Easy to migrate to AMD
- X86 architecture
- Mature ecosystem
- Robust tools

131 Modern Servers
2P AMD EPYC™ 9965 servers

Up to **68%**
Less power

Up to **87%**
Fewer Servers

Up to **67%**
Lower 3-yr TCO

Servers required to achieve a total of 391,000 SPECrate®2017_ int_base performance score

See endnotes 9xx5TCO-002A

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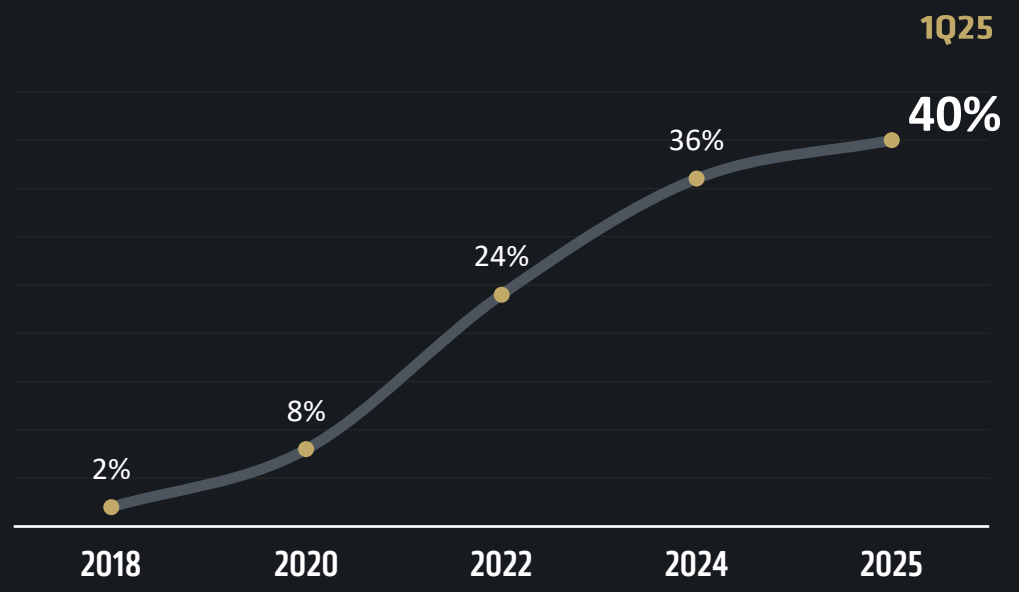
EPYC DATACENTER MOMENTUM

>18x Server CPU Market Share Growth



Industry Leaders Run on EPYC™

Cloud	aws, Microsoft, Google, ORACLE
Digital	NETFLIX, Uber, Meta, zoom
Enterprise	BEST BUY, IBM, Emirates NBD, NISSAN
OEM	DELL Technologies, Hewlett Packard Enterprise, Lenovo, SUPERMICRO, CISCO

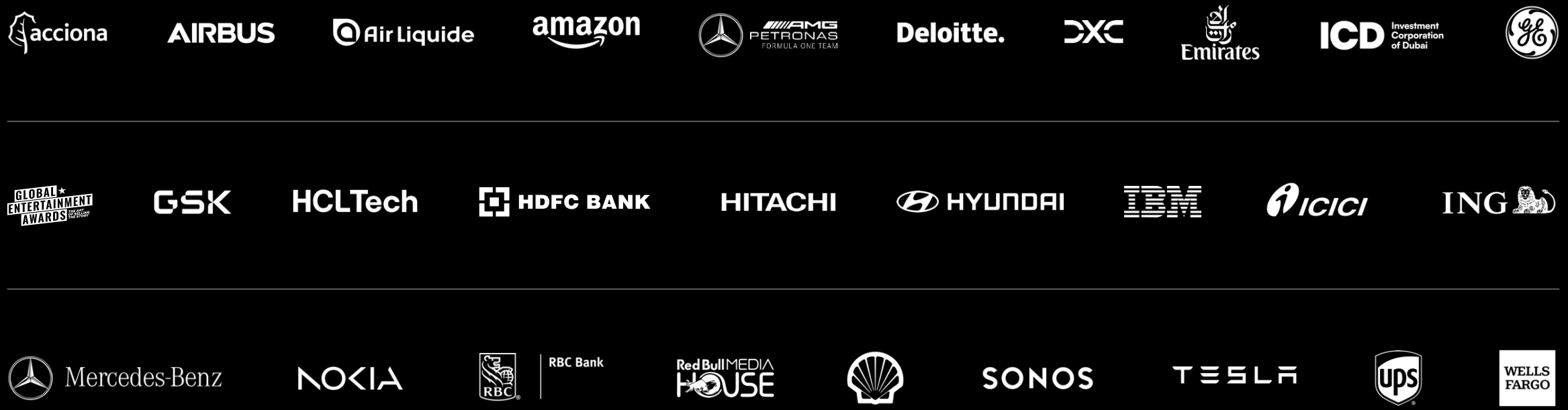
Source: Mercury

[Public]

Long History of AMD in Commercial Client

OVER THE LAST 10 YEARS

171 MILLION UNITS SOLD



IDC Quarterly Personal Computing Device Tracker - PCD Final Historical 2024 | Q4

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[Public]

“AMD Ryzen CPUs offer the best TCO, delivering exceptional performance and efficiency.”

“The advanced AI features of AMD Ryzen CPUs enable us to enhance our data analytics and decision-making processes, driving innovation and operational excellence.”

“This combination of cost-effectiveness, high performance, and AI capabilities ensures that we stay ahead in the energy sector.”

Robert Kochheim
Global Portfolio Manager, Digital Workplace

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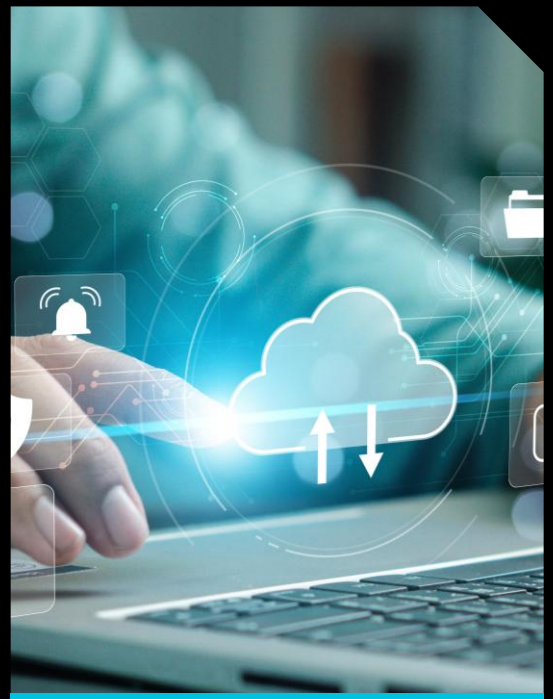
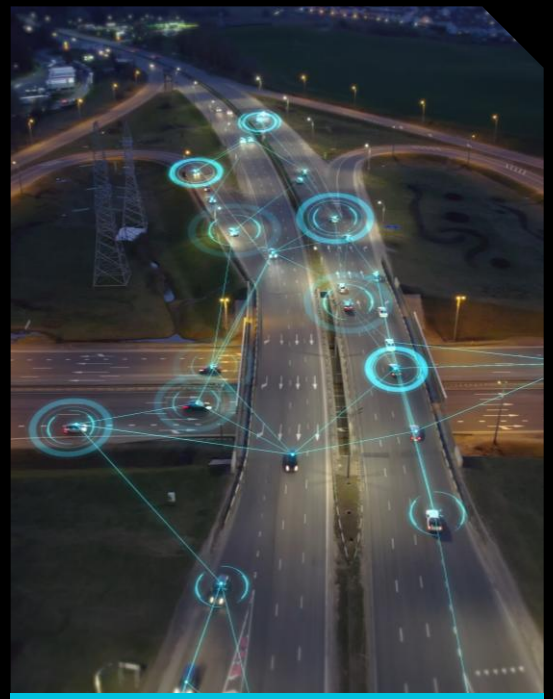
[Public]

Critical Needs for
Edge and Endpoint AI



Security and Privacy

Sensitive Company and Customer Data

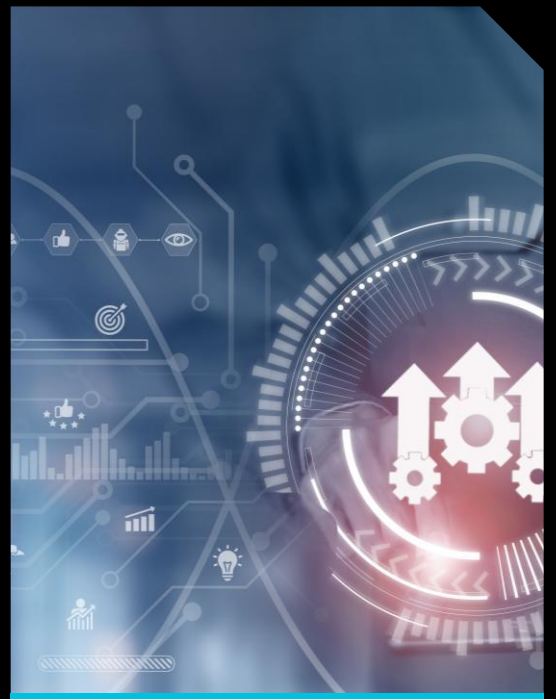


Low Latency

Real-time Analysis and Instant Response

Internet-Free Operation

Field Operations



Operational Cost

High Frequency Inference

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[Public]

AI Experiences Tailored for the Enterprise

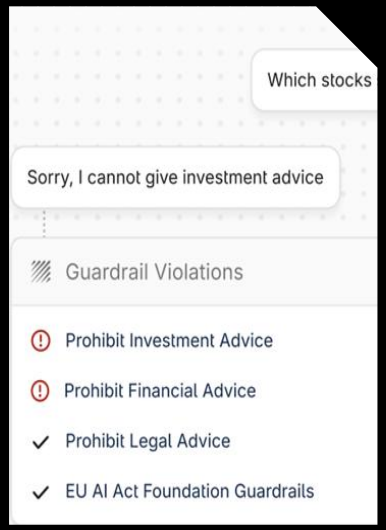
Enabled on the NPU

Buffer Zone

Phishing & Endpoint AI

McAfee

Deepfake Detector



Dynamo

LLM Enterprise Security

Microsoft

Copilot+

Zoom

Background Blur

Camo

AI Effects

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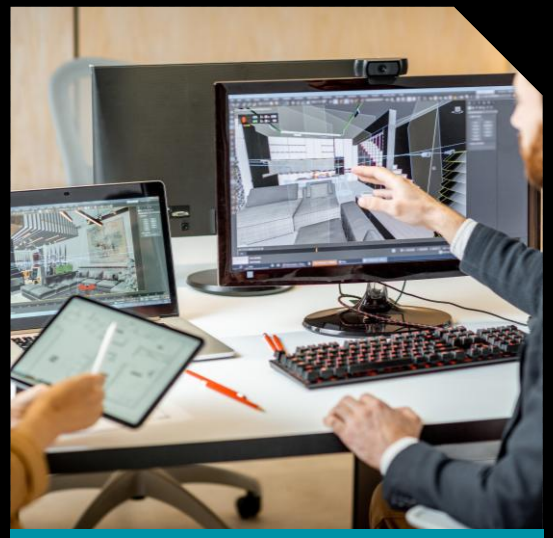
[Public]

Commercial User Groups



Tech Expert

Heavy AI Tool usage, High Performance Multitasking (content creation applications, Code, 3D Design) Medium Travel

Example Role: Developers, Engineers, Analysts

Power User

All day meetings around office, short periods of focus to be productive, tracking tools and dashboards

Example Role: Team Leads, Project Managers, Marketing Managers

Office Worker

Multitasking (office applications & video conferencing), Low travel, Scalability

Example Role: Administrative Assistant, Account Manager

Road Warrior

All day battery life, collaboration tools, quick research and data consumption, High Travel

Example Role: Executives, Mobile Professionals (Sales, FAEs, Consultants)

See Endnote: GD 173a

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[Public]

Who are These Products for?

User Groups	AMD Ryzen™ PRO 200 Series CPUs (Notebook)	AMD Ryzen™ AI PRO 300 Series CPUs (Notebook)	AMD Ryzen™ AI PRO 300 Series CPUs (Mobile Workstation)	AMD Ryzen™ AI Max PRO CPUs (Mobile Workstation)	AMD Ryzen™ PRO 8000 Series CPUs (Business Desktop)	AMD Ryzen™ Threadripper PRO (Desktop workstation)
Tech Expert		✓	✓	✓		✓
Power User		✓	✓	✓	✓	✓
Office Worker	✓	✓			✓	
Road Warrior	✓	✓				

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[Public]

Deploy With the Same Management Tools Your IT Department Already Uses

SCCM/MECM, MDT, Autopilot	Intel	AMD
Provision		
• Deploy Image: SCCM/MECM, MDT, Autopilot	☑	☑
Configure		
• Domain / AD join	☑	☑
• BIOS / Firmware Configuration	☑	☑
• Policy configuration	☑	☑
• Enrollment to UEM of choice	☑	☑
Protect		
• Configuring security policies	☑	☑
• Device Compliance Policies	☑	☑
• Enable Safe BIOS	☑	☑
Manage		
• Update Policies / Management	☑	☑
• End point Analytics	☑	☑
• Optional Out of Band Management*	☑ *OOB Management (AMT)	☑ *OOB Management (AIM-T)
Retire		
• Back up data	☑	☑
• Deprovisioning	☑	☑
• Hard Disk Wipe	☑	☑
• Recycle / Re-deploy	☑	☑

*OOB Management solutions from Intel and AMD offer similar technology, different pane of glass.

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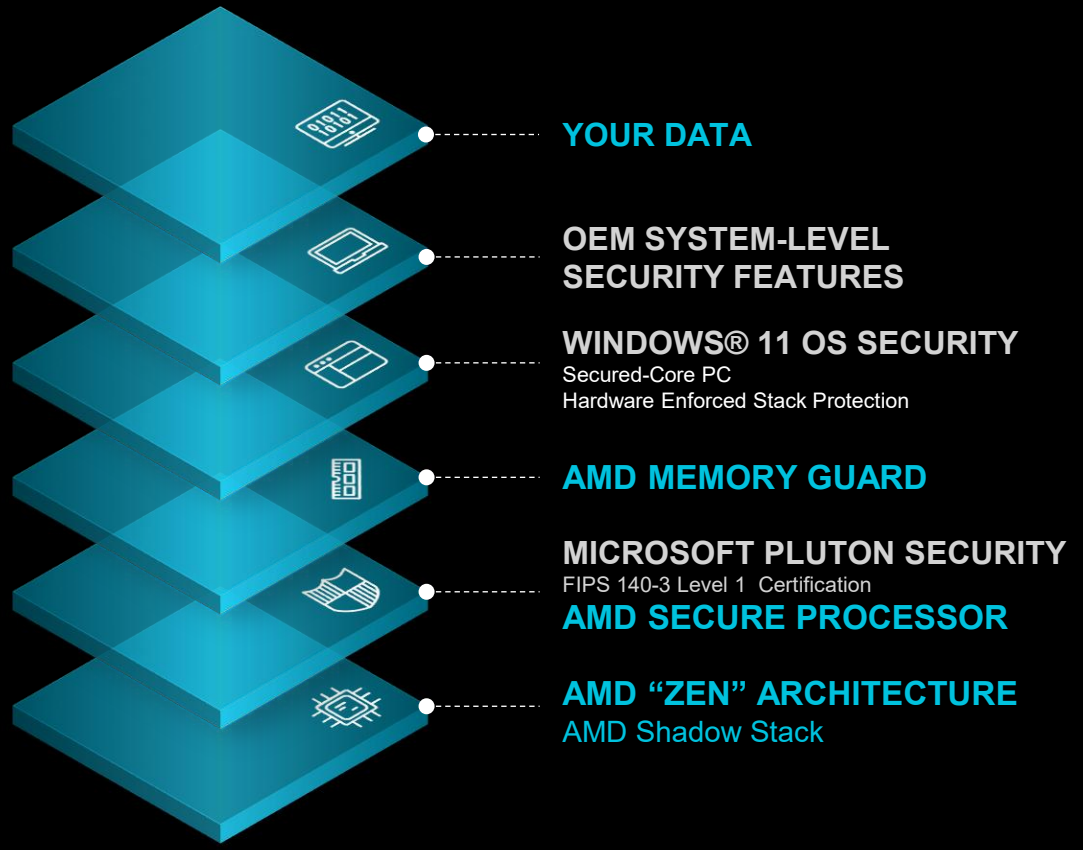
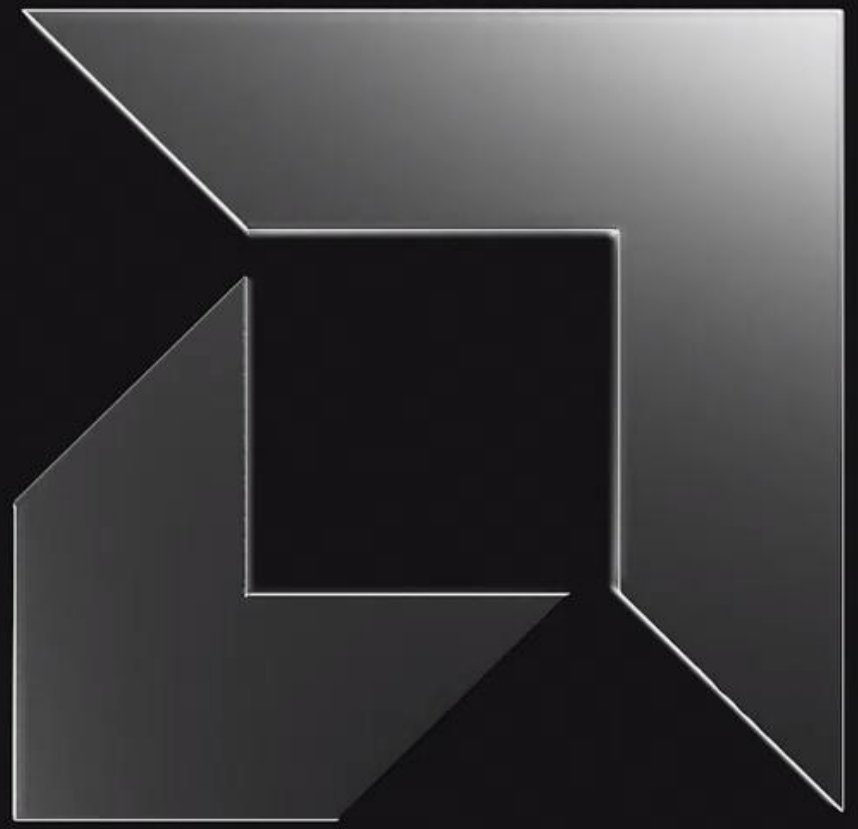
[Public]

AMD Delivers The Critical Security Features your Enterprise Needs, and More!

AMD PRO Multi-layered Security Features From Silicon To Platform



See endnotes: GD-202, GD-206, GD-72
Microsoft Pluton Product availability varies by device and market

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