THE PLATFORM IT LEADERS CHOOSE

AMD PRO PERFORMANCE, PROTECTION, AND INTEGRATION



AMD PRO

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WHY IT DECISIONS MATTER MORE THAN EVER

Business technology decisions have always carried weight. But in today's environment, they come with a new level of complexity, scrutiny, and consequence.

For IT leaders, the standard for evaluating endpoint platforms has fundamentally changed. Business PCs are no longer just tools for email, meetings, and everyday productivity. They are becoming intelligent, distributed endpoints expected to support AI-enabled experiences, safeguard sensitive business data, and integrate seamlessly into increasingly complex environments.

That shift raises the stakes. The right platform can quietly strengthen productivity, security, and long-term flexibility across the business. The wrong one can create friction for users, complexity for IT teams, and risk for the organization.

This is why platform choice matters more than ever.

AMD PRO was built for exactly this moment, with that level of accountability in mind. As the right technology partner for business, AMD gives IT leaders a platform they can choose with confidence, for leadership performance and AI experiences, powerful multilayer protection, and effortless integration into the existing tools and environments they already rely on.



THE RIGHT TECHNOLOGY PARTNER

CHOSEN FOR CONFIDENCE

Confidence isn't built on specifications alone. For IT leaders, it comes from knowing the technology decisions they make today will continue to deliver value tomorrow.

That means choosing partners, not just platforms.

In a landscape defined by rapid change, evolving security threats, and growing demands on IT teams, organizations need more than incremental improvements. They need a technology partner that understands where business is headed and is committed to helping them get there.

AMD PRO is built to provide that foundation for confidence.

It starts with a focus on long-term reliability and consistency. IT teams can deploy systems based on AMD PRO knowing they are backed by a stable platform, designed to support business continuity and reduce disruption across device lifecycles. AMD PRO provides 18+ months of ensured platform stability and availability with extensive testing[1], supporting compatibility across operating system updates and software deployments.

Confidence extends to the broader ecosystem. AMD works closely with OEMs (Original Equipment Manufacturers), OS partners, and enterprise solution providers to help ensure seamless compatibility with the tools and environments organizations already depend on, reducing friction and accelerating time to value. AMD PRO is offered on the widest range of third-party network devices in the industry.[2] And AMD collaborates with more than 150 hardware, software, and services partners, enabling organizations to deploy AI-capable endpoints across diverse enterprise environments.

Just as important, AMD is deeply invested in helping customers navigate what's next. From the shift to hybrid work to the rise of AI-enabled PCs, AMD PRO is designed to evolve alongside business needs, giving IT leaders the confidence their platform won't just meet today's requirements but continue to support future innovation. That matters: 58% of organizations have begun deploying AI-enabled endpoints[3], while an additional 33% are planning deployments[3].

When IT chooses a platform, they're not just solving for the present. They're shaping what's possible for the future of the business.

> "We soon realized that there were a lot of advantages from using AMD over Intel.
>
> **– Mark Roles,**
> **ANZ ICT Operations Manager, ACCIONA**

LEADERSHIP AND AI CAPABILITY

CHOSEN FOR PERFORMANCE

Today's workflows are no longer linear. Employees are expected to move seamlessly from traditional productivity tasks (e.g., document creation, collaboration, video conferencing) to increasingly complex AI-powered workloads, including real-time transcription, image generation, and contextual search.

That requires a new class of performance. And AMD PRO is designed to meet the demand without compromise, enabling endpoint devices to handle multiple, concurrent workloads that blend everyday productivity with emerging AI use cases.

At the core of this readiness is purpose-built AI acceleration. Up to 60 TOPS with AMD Ryzen™ AI PRO 400 Series CPUs helps to execute AI tasks across NPU and GPU[4], enabling real-time responsiveness across AI-driven applications and workflows. Users can run advanced AI tasks locally to reduce latency, improve speed, and minimize reliance on the cloud.

The impact is immediate and tangible. Tasks that once required offloading to external systems can now happen directly on the device, allowing faster iteration and smoother multitasking.

AMD performance extends beyond AI. Devices powered by AMD deliver up to 60% faster overall system performance*[5] and up to 53% faster multi-threaded performance in key benchmarks*[6], enabling users to work across multiple applications and workloads simultaneously without slowdown.

This is what modern productivity looks like: not just faster individual tasks, but the ability to do more at once without interruption.

AMD also leads in bringing these capabilities to market at scale, giving organizations the flexibility to standardize on a single platform while meeting diverse user needs across the business.

That's because performance is no longer about peak output in isolation. It must enable people to move faster, think more creatively, and execute without constraint, no matter where they work.

AMD PRO is the

#1 AI PC

LEADERSHIP TECHNOLOGY

with the most extensive AI PC lineup.[7]

> The AMD devices are providing excellent stability, availability, and reliability.
>
> **- Michio Iwabuchi, Manager, Digital Development Section, 77 Bank**

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

SECURITY ACROSS THE FLEET

CHOSEN FOR PROTECTION

Cybersecurity is no longer confined to the IT department. It's a business risk that reaches the boardroom, impacts reputation, and carries real financial consequences.

At the same time, the nature of risk is evolving. As organizations adopt AI-powered workflows, the volume, sensitivity, and distribution of data increase. Endpoint devices are no longer just access points; they become active participants in processing, analyzing, and storing critical information. This makes them targets.

Traditional security approaches, built around perimeter defenses and reactive responses, are no longer sufficient. Protection must be continuous, layered, and embedded directly into the platform itself. AMD PRO is designed with that reality in mind.

Delivering a multilayered security approach that helps protect systems from the silicon up, AMD PRO combines hardware-based protections, OS-level security integration, and modern encryption standards to defend against threats across the entire attack surface from firmware to runtime.

Technologies such as AMD Memory Guard[8] and AMD Shadow Stack help protect sensitive data in memory and defend against advanced attack methods, including control-flow hijacking and memory-based exploits. This approach helps safeguard credentials, encryption keys, and critical workloads.

Just as importantly, AMD PRO supports a shift toward more secure, localized computing. AI workloads can be processed directly on the device, reducing reliance on cloud-based data exposure to improve privacy and compliance outcomes.

Security, ultimately, is not just about preventing breaches. It needs to scale with the business. AMD PRO enables secure remote management and communication across distributed environments, helping IT teams maintain visibility and control. Systems, data, and users are defended at every level, with stronger encryption and lower latency compared to legacy standards. That's what it takes to be chosen for protection.

AMD PRO implements **TLS 1.3 ENCRYPTION** for remote systems management, a materially more secure and lower-latency standard than the TLS 1.2 used by competing solutions.[9]

> At ING Bank, ensuring the security and reliability of our systems is paramount. We trust AMD Ryzen™ CPUs because they offer robust security features... This combination of security and reliability allows us to maintain the highest standards of trust and performance for our customers.
>
> **- Joost Maas, Global Client Infrastructure Manager, ING Bank**

MANAGEABLE WITH THE TOOLS YOU KNOW

CHOSEN FOR INTEGRATION

Every platform decision comes with hidden costs. Not in procurement, but in what comes next.

The time it takes to deploy. The effort required to integrate. The friction introduced when IT teams are forced to learn new systems, adopt unfamiliar tools, or work around limitations that weren't apparent at the outset. For organizations operating at scale, these costs add up quickly.

AMD PRO is designed to eliminate them.

Built on open, industry-standard manageability frameworks, AMD PRO integrates seamlessly into existing enterprise environments, allowing IT teams to manage devices using the tools and workflows they already know.

With support for DASH (Desktop and mobile Architecture for System Hardware), AMD PRO enables remote management across multi-vendor environments without requiring proprietary infrastructure or vendor lock-in. That flexibility matters. Enterprises rarely operate in homogeneous environments. Forcing standardization on a single vendor can introduce unnecessary cost and complexity.

AMD PRO gives IT teams the freedom to manage mixed fleets, including both AMD- and non-AMD systems, within a unified framework. Deployment is equally streamlined. AMD PRO can accelerate provisioning and rollout times by up to 41%, helping organizations bring new systems online faster and with less manual effort.[10]

As work becomes more distributed, manageability must extend beyond the office. AMD PRO supports secure, cloud-based remote management for IT teams to monitor, update, and remediate devices across a dispersed workforce without disruption.

The platform chosen for integration isn't the one that forces change. It fits into what already works and makes it better.



IT TEAMS

retain the freedom to work with the console that best fits their environment–DASH CLI, AMC, AMPS, or ADMP–rather than being locked into a single vendor-mandated solution.

> The change from Intel CPUs to AMD CPUs did not cause any change in the work of the administrators.
>
> **- Kazuko Noma, System Design Department Unit Manager, Link and Motivation**

CONCLUSION

THE PLATFORM IT LEADERS CHOOSE

The choice has already been made, many times over.

Across industries, organizations that evaluate endpoint platforms through a real enterprise lens are arriving at the same conclusion: the platform underneath their business matters more than ever. Not just for performance. Not just for security. But for how effectively it supports the full scope of modern work, from AI-driven workflows to distributed teams to evolving threat landscapes.

AMD PRO stands up to this level of scrutiny. It brings together the elements IT leaders are ultimately accountable for:

- The confidence of choosing a trusted, forward-looking technology partner
- The performance to power both today's workloads and tomorrow's AI experiences
- The protection required to safeguard systems, data, and users at every layer
- The integration needed to operate seamlessly within real-world enterprise environments

This is not a collection of features. It's a platform designed to deliver outcomes: consistently, at scale, and over time.

With over 50 years of innovation across high-performance computing, cloud infrastructure, and AI, AMD continues to demonstrate the kind of long-term execution IT leaders depend on.

And that consistency shows up where it matters most: in real-world adoption.

AMD has shipped over 182 million commercial client units over the past decade[11], a reflection of sustained trust across the global business community.

When IT leaders choose a platform, they're making a decision that extends far beyond the device itself. They're choosing what their teams rely on every day. What their business builds on over time. And what will support them as technology and expectations continue to evolve.

SOURCES

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[2]KRKP-20: As of February 2025, AMD PRO Manageability is supported on a wide range of networking hardware from 3rd parties consisting of wireless devices from MediaTek, Qualcomm and Realtek as well as wired devices from Broadcom, Marvell and Realtek, unlike Intel vPro which only supports their own network components. KRKP-20.
[3]IDC White Paper, Accelerate Your Organization's AI Strategy by Deploying High-Performance AI PCs, doc#US53192925, February 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]STXP-12. 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 an AMD Ryzen™ AI 9 HX PRO 375 processor offers up to 53% higher performance when compared to the Dell Latitude 7450 with an Intel Core Ultra 7 165H in the Cinebench R24 nT benchmark.
[7]Based on AMD product specifications and competitive products announced at CES as of January 2025.
[8]GD-206:Full system memory encryption with AMD Memory Guard is included in AMD Ryzen PRO, AMD Ryzen Threadripper PRO, and AMD Athlon PRO processors. Requires OEM enablement. Check with the system manufacturer prior to purchase. GD-206.
[9]KRKP-8:AMD PRO Manageability supports the latest security standard, which offers better performance and security (compared with solutions based on earlier standards). Compared with Intel vPro, AMD PRO Manageability implements a newer version of the TLS (Transport Layer Security) protocol, which provides higher levels of security and lower latency (TLS 1.3 vs. TLS 1.2). KRKP-8.
[10]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.
[11]IDC Quarterly Personal Computing Device Tracker - PCD Final Historical 2024 | Q4.

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