AMD A-Series and E-Series APUs for Commercial

IN BUSINESS, FOR BUSINESS

Who’s it for?
IT decision makers who require fast, reliable machines to run business-critical applications and who want to get the most out of their IT budgets.

Sell it in 5 seconds.
AMD APUs are designed and priced to help your customers meet their IT performance needs within their budget requirements – making them the ideal choice for their business. With AMD-based business machines, you can help your customers –

→ Increase performance where it matters to improve employee productivity.
→ Gain peace of mind with innovative technology that helps enhance systems security, manageability, and reliability.
→ Get pure business value with technology solutions that help you maximize your technology budget.

Sell it in 60 seconds.
AMD APUs are designed and priced to help your customers meet their IT performance needs within their budget requirements – making them the ideal choice for their business. With AMD-based business machines, your customers can –

→ Increase performance where it matters to improve employee productivity, enabling you to run business-critical applications at professional-grade speeds.
  • Business-class computing and information consumption has evolved. Get CPU + GPU technology combined to form a future-ready APU that offers the enhanced performance and application acceleration you need to help you get more done quickly.
  • AMD designed the APU for today’s new generation of software to run tomorrow’s compute-intensive applications today.
  • Run multiple business-critical applications simultaneously, enabled by the parallel processing power of the AMD APU technology.
→ Gain peace of mind with powerful and innovative technology that enhances system security, manageability, and reliability.
  • Enable fast and secure data encryption and decryption with Advanced Encryption Standard (AES) Instructions.
  • Guard against unauthorized access to data storage with Hardware-based Disk Encryption that encrypts the entire boot disk to help keep everything safe.
  • Simplify management with the DASH standard which provides remote power management, automated system start up and shut down, and enhanced enterprise management features that work well with your existing infrastructure investments.
→ Get pure business value with technology solutions that help you maximize your technology budget, optimize the value of your IT investments, helps you have more control over costs, and lowers your overall TCO.
  • Lower acquisition costs with commercial client solutions that are priced up to 10-20% lower than competing solutions.
  • Lower your TCO with AMD-based systems that are easy to integrate with your existing infrastructure.
  • Gain more flexibility with AMD’s approach to innovation which is open, non-proprietary, and does not ‘lock you into’ a solution.
How to write an RFP:
Guidance on how to write an RFP for commercial tenders to accurately and effectively help organizations tailor specifications to meet their needs while promoting choice.

<table>
<thead>
<tr>
<th>DESKTOP USAGE CLASS</th>
<th>AMD APUS/PROCESSORS</th>
<th>INTEL PROCESSORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Office</td>
<td>L1 - Good = E-350 through E2-2000</td>
<td>L1 - Good = Pentium G-Series</td>
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<tr>
<td></td>
<td>L2 - Better = A4-5400B</td>
<td>L2 - Better = Core i3-2xxx</td>
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<tr>
<td>Content Creator</td>
<td>L1 - Better = A6-5400B</td>
<td>L1 - Better = Core i3-3xxx</td>
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<tr>
<td></td>
<td>L2 - Best = A8-5500B</td>
<td>L2 - Best = Core i5-2xxx or -32xx</td>
</tr>
<tr>
<td>Analyst, Engineer, Scientist</td>
<td>L1 - Best = A10-5800B</td>
<td>L1 - Best = Core i5-3xxx</td>
</tr>
<tr>
<td></td>
<td>L2 - Premium = FX-Series</td>
<td>L2 - Premium = Core i7-3xxx</td>
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<tr>
<th>NOTEBOOK USAGE CLASS</th>
<th>AMD APUS/PROCESSORS</th>
<th>INTEL PROCESSORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Office</td>
<td>L1 - Good = E-350 through E2-2000</td>
<td>L1 - Good = Mobile Celeron/Pentium</td>
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<tr>
<td></td>
<td>L2 - Better = A4-4300M</td>
<td>L2 - Better = Core i3-2xxxM</td>
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<td>L1 - Best = Core i5-3xxxM</td>
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- Requirements can vary according to class of application and type of work being performed.
- Performance can vary significantly based on how it is measured.
- AMD believes PCMark 7 Productivity and 3DMark 11 P-Profile from Futuremark Corporation are key benchmarks that should be leveraged for government, education and business PC solutions.

→ Other Recommendations:
- AMD recommends against using the BAPCo SYSmark benchmark as the sole criterion for purchasing.
- Use the geomean of the PCMark 7 Productivity score and the 3DMark 11 P-Profile score to get just one figure of merit for comparing systems.


Did you know?
6 out of 10 IT decision makers found AMD-based commercial PCs to perform business tasks faster.¹

¹ In testing performed by a third party, IT decision makers performed a variety of everyday business tasks (Microsoft Excel, Microsoft PowerPoint, and other productivity tasks) on two unlabeled PCs. When asked which system completed the business tasks (Word, web browsing and Excel) first, 61 of 105 or 6 out of 10 selected the AMD-based PC. Test conducted July 2012 in San Francisco and New York City. The systems tested were Lenovo E430’s (Intel Core i5-2450M Processor) vs. Lenovo E435’s (AMD A-Series A8-4500M), both configured with 14” screen size, 4GB 1600 MHz memory, Toshiba 5400RPM 160GB HDD. TRN-137

² Prices based on http://www.cdw.com as of April 15, 2013 by comparison two different comparable sets of systems. The first comparison included the HP 6300 Pro Desktop featuring an Intel Core i3-3470 processor vs the HP 6305 Pro Desktop featuring an AMD A8-5500B processor with all other configurations matching. The HP 6300 Pro was priced at $719 while the HP 6305 Pro was priced at $589. The AMD-based system cost 18% less. The second comparison included the Lenovo ThinkPad Edge e530 notebook featuring an Intel Core i3-3120M processor vs the Lenovo ThinkPad Edge e535 notebook featuring an AMD A6-4400M processor with all other configurations matching. The Lenovo ThinkPad Edge e530 was priced at $845 while the Lenovo ThinkPad Edge e535 was priced at $658. The AMD-based system cost 13% less.

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