

AMD PRO Technologies: The Smarter Choice for Business PCs

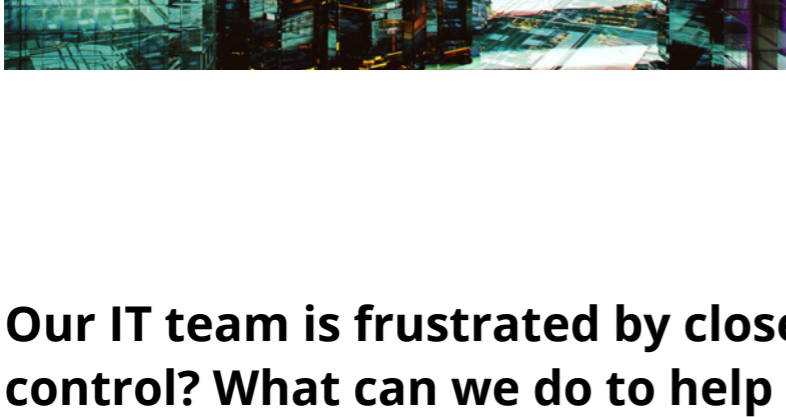
IT leaders demand more from their technology

IT teams are under pressure like never before to fortify security, boost productivity and reduce IT complexity — all while keeping costs under control. Legacy, closed-system solutions slow modernization teams down and lock them into restrictive ecosystems that limit flexibility and drive up expenses. It's time for an upgrade.

AMD PRO Technologies changes the game. Designed for modern enterprises, it provides advanced security, easy IT management and AI-powered performance — all with lower total cost of ownership. Unlike other solutions, which force IT teams into proprietary tools, AMD PRO Technologies empowers businesses with multivendor management, next-gen security and the freedom to scale.

With increasing security threats, IT complexity and budget constraints, IT leaders need solutions that simplify workflows, minimize downtime and provide peace of mind.

Answers to IT leaders' questions on how AMD PRO Technologies can help enterprises stay ahead



How can we prevent security risks from exposing our business to cyberthreats?

AMD delivers strong protection, with hardware-enforced security features like AMD Secure Processor,¹ Memory Guard² and Microsoft Pluton,³ ensuring business data remains safe from cyberattacks.

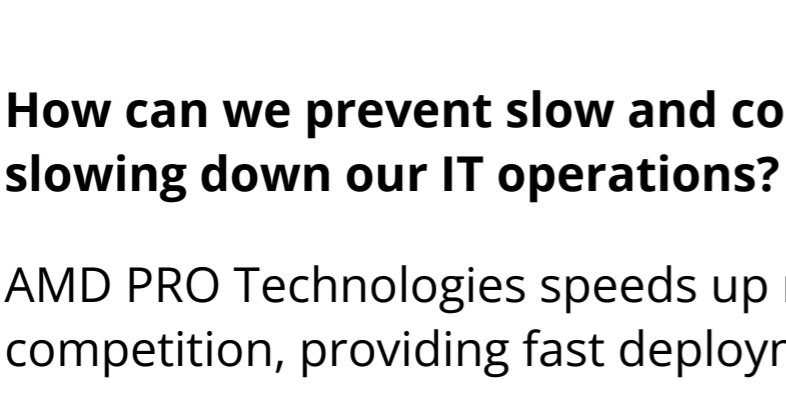
Our IT team is frustrated by closed ecosystems that limit control? What can we do to help them?

AMD PRO Technologies provides multivendor flexibility, enabling IT to manage both AMD and Intel devices.



How can we stop high IT costs from cutting into our budget?

AMD products can lower IT expenses with cost-efficient deployments, AI-powered optimizations, and remote recovery, reducing overhead and maximizing value.



How can we prevent slow and complex deployments from slowing down our IT operations?

AMD PRO Technologies speeds up rollouts by up to 41%⁴ vs. the competition, providing fast deployment times.



How can we reduce complexity in our remote management AND have the ability to choose console options that best fit our environment?

Unlike the competition, AMD PRO Manageability offers unified remote management (including wireless and KVM) and multiple console support (including DASH CLI, AMC, AMPS and ADMP). This means no more management fragmentation and the freedom to choose the console set-up you want.⁵

How do we satisfy our teams that want access to 3rd-party networking hardware, but vendor lock-in prevents this?

AMD PRO Manageability works with the industry's widest range of 3rd-party networking hardware, including wireless from MediaTek and Qualcomm, and wired from Broadcom, Marvell and Realtek. The competition only supports their own components.⁶



AMD PRO Technologies isn't just an alternative — it's a game-changer.

Whether deploying new devices, applying critical security updates or managing remote workforces, AMD provides the tools IT teams need to scale, secure, and optimize their infrastructure.

Key AMD PRO Technologies features (enterprise-grade security and performance)

Security features that protect business-critical data

- AMD Secure Processor:** Hardware-based encryption for real-time security enforcement.
- AMD Memory Guard:** Protects sensitive business data from physical DRAM attacks.
- AMD Shadow Stack:** Mitigates malware and control flow hijacking attacks.
- Microsoft Pluton Security Processor:** Integrated chip-to-cloud security for Windows 11 enterprise devices.
- Guest Mode Execution Trap (GMET):** Stronger hypervisor security, blocking unauthorized code execution.
- NIST SP 800-193 Compliance:** Meets government and enterprise-level firmware security standards.

Performance and IT manageability that keep businesses moving

Strong Security	Easy Management
AMD Secure Processor Hardware-based encryption for real-time security enforcement.	AMD PRO Manageability Unlike other solutions, AMD PRO enables IT to manage both AMD and Intel devices.
AMD Memory Guard Protects sensitive business data from physical DRAM attacks.	Cloud-Based Recovery (cBMR) Remote troubleshooting without in-person IT intervention.
AMD Shadow Stack Mitigates malware and control flow hijacking attacks.	Multivendor Flexibility Manage both AMD and Intel devices seamlessly.
Microsoft Pluton Security Processor Chip-to-cloud security for Windows 11 enterprise devices.	Faster Rollouts 41% quicker deployments, meaning IT teams spend less time on setup. ⁷

AMD PRO Technologies vs. The Competition – Head-to-Head Comparison

Feature	AMD PRO Technologies	The Competition
Security	Hardware-based encryption, Microsoft Pluton, Memory Guard, Shadow Stack	Legacy security protocols, no Pluton integration
Manageability	Manages AMD & Intel devices	Locked into restrictive systems
Cost Efficiency	Low TCO, faster deployments and remote recovery tools	High IT maintenance costs, restrictive licensing and maintenance costs
Scalability	Supports cloud-based management and cross-platform fleet control	Limited tool and scalability options

The verdict? AMD PRO delivers next-level security, better multi-platform manageability and low IT costs, giving businesses the power and flexibility they need to thrive.

Real business impact: What enterprises gain with AMD PRO Technologies

Save Up to \$50M of value compared to select competing commercial systems thanks to high performing multi-tasking.⁸

Deliver Excellent Performance in creative, AI and multitasking workloads.

Boost IT Productivity with 41% faster rollouts⁹ and remote recovery capabilities.

Future-Ready IT Investments with cross-platform management and AI-powered efficiency.

AMD PRO Technologies is built to give IT leaders control, flexibility and long-term value.

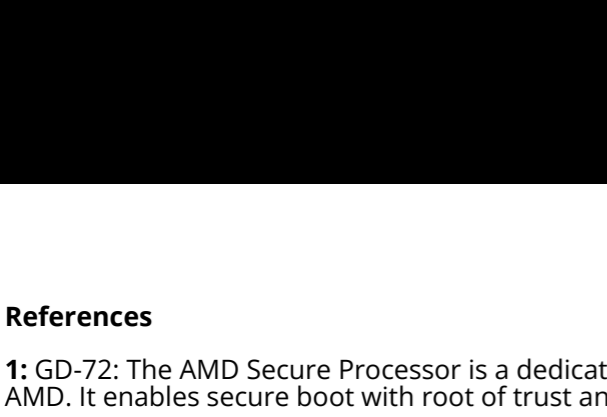
AMD puts businesses back in control

IT leaders shouldn't be forced into closed ecosystems that dictate how they manage their enterprise. AMD PRO Technologies gives businesses freedom of choice, enterprise-grade security and a smarter way to manage IT. AMD PRO Technologies lets organizations manage a mixed-device fleet, cut costs and deliver excellent performance — all on their own terms.

Upgrade to AMD PRO Technologies Today

Take control of your IT infrastructure, cut costs and secure your business for the future.

Explore AMD PRO solution for your business



References
 1: GD-72: The AMD Secure Processor is a dedicated on-chip security processor integrated within each system-on-a-chip (SoC) and ASIC (Application Specific Integrated Circuit) designed by AMD. It enables secure boot with root of trust anchored in hardware, initializes the SoC through a secure boot flow, and establishes an isolated Trusted Execution Environment. GD-72.
 2: GD-206: Full system memory management 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.
 3: GD-202: Microsoft Pluton is a technology owned by Microsoft and licensed to AMD. Microsoft Pluton is a registered trademark of Microsoft Corporation in the United States and/or other countries. Learn more at <https://www.microsoft.com/security/blog/2020/11/17/meet-the-microsoft-pluton-processor-the-security-chip-designed-for-the-future-of-windows-pcs/>. Microsoft Pluton security processor requires OEM enablement. Check with the OEM before purchase. AMD has not verified the third-party claim. GD-202.
 4, 7, 9: 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. 22H2 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. 22H2 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. 22H2 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. 22H2. When calculating the following: Time to deploy operating systems with Windows 11 Enterprise x64 v. 22H2 autopilot. P409-87.
 5: KRKP-19: Statement compares Intel vPro and AMD PRO Manageability software suites as of February 2025, and is based on the AMD PRO Manageability software suite providing: (a) standard support for wireless and KVM manageability in every configuration; (b) a range of supported solutions for IT flexibility (including DASH CLI command line, lightweight UI AMC, Microsoft Configuration Manager Plugin AMPS, and the web browser-based ADMP) as opposed to one (1); and (c) a consistent user experience that adhere to well-known design principles.
 6: 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 and Qualcomm as well as wired devices from Broadcom, Marvell and Realtek, unlike Intel vPro which only supports their own network components.
 8: STXP-35: Testing as of Dec 2024 by Signal65 (3rd party), on a Lenovo ThinkPad T14s Gen 6 with an AMD Ryzen™ AI 7 PRO 360 processor @22W, Radeon™ 880M graphics, 32GB RAM, 512GB SSD, vPro-ON, Windows 11 Pro vs. a Dell Latitude 7450 with Intel Core Ultra 7 165U processor @15W (vPro enabled), Intel Iris Xe Graphics, vPro-ON, 32GB RAM, 512GB NVMe SSD, Microsoft Windows 11 Enterprise and an IT image(s) on both system. Calculation of total cost savings include comparing the following for an example organization with 25k employees: initial system acquisition cost (per employee) and time value savings per employee (using multitasking performance on typical office workloads).
 9: KRKP-19: Statement compares Intel vPro and AMD PRO Manageability software suites as of February 2025, and is based on the AMD PRO Manageability software suite providing: (a) standard support for wireless and KVM manageability in every configuration; (b) a range of supported solutions for IT flexibility (including DASH CLI command line, lightweight UI AMC, Microsoft Configuration Manager Plugin AMPS, and the web browser-based ADMP) as opposed to one (1); and (c) a consistent user experience that adhere to well-known design principles.