HP + AMD: Mastering IT in an era of transformation





Unleash the power within: Aligning technology with tomorrow's opportunities

The economic and technological landscape is changing faster than the industry prepared for. IT leaders now face shifting global economics, sharp increases in tariffs and legacy infrastructures that struggle to keep up with rising demands. These pressures come at a time when the AI revolution promises enormous rewards but only for those who move fast and think smart.

The exciting part? Your team is already driven to succeed. All they need is technology that works with their instincts to drive business growth from the inside out. That's where HP + AMD come in. With extreme performance, built-in AI and world-leading security, AMD advanced HP devices help elevate organizations into industry leaders—boosting resilience, empowering employees and unlocking entirely new levels of productivity.

This guide is your toolkit for turning the demands of today into the opportunities of tomorrow. By aligning strategic vision with advanced technology from HP and AMD, IT leaders can become the architects of long-lasting, scalable success.

Because when IT leads, the future follows.



Simplifying work to amplify growth

The friction employees are feeling at work directly implicates IT. Most workers (74%) wish workplace tech was better, and more than half believe IT doesn't care about or understand their needs.[1] Meanwhile, businesses are grappling with rising costs that make every operational inefficiency glaringly obvious.

The result? Increased pressure on IT to do more with less.

Challenge

Rising employee frustration with outdated tools, while businesses grapple with shifting global economics—putting IT under pressure to improve efficiency, reduce friction and deliver more impact with less.

Opportunity

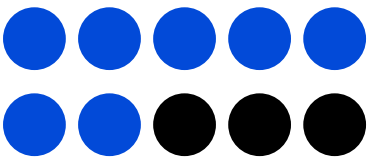
Modernize IT infrastructure and strategically leverage AI, like the AMD Ryzen™ AI engine, to unlock cost savings, reduce complexity and boost employee fulfilment.

To address this friction and achieve long-term growth, you'll need to upgrade your tools for today's demands. Start by streamlining operations by integrating scalable, cloud-enabled solutions. This approach simplifies processes, boosts efficiency and ensures your IT infrastructure can support both centralized systems and individual devices. As a result, you'll lower costs and improve the overall user experience.

AI is a significant component that can help unlock gains in operational efficiency and employee productivity. AI doesn't just automate tasks; it adds intelligence. Think recommendation engines, predictive analytics and enhanced collaboration tools that drive smarter decision-making, boost productivity and create better employee experiences—because with the right tools, work doesn't have to feel like work. And with AI, your teams can unlock insights that fuel innovation to deliver measurable outcomes.

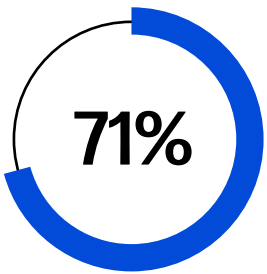
7 out of 10 workers report that AI enhances their focus and decreases time spent on routine tasks.[1] When employees are more engaged, companies can see an 18% increase in productivity and a 23% gain in profitability.[2] There are over 32,000 AI tools for almost 5,000 different jobs, and this number is growing every day.[3]

There is an abundance of options, but where to start? The key lies in aligning tools with specific roles and outcomes. For example, using AI for coding assistance in developer teams, or strategic AI assistants to support business leaders in making more informed decisions, faster. Partnering with third-party experts can also help vet and scale tools more efficiently. When thoughtfully applied, these AI solutions make work smoother and more rewarding—fueling productivity gains that translate into stronger, more sustainable business growth.



7 out of 10 workers

report that AI enhances their focus and decreases time spent on routine tasks[1]



are optimistic about AI's positive impact on growth[2]

To resolve friction, IT leaders can:



Harness audit tools with AMD advanced HP systems
Identify overlap, redundancy and underused platforms—then replace them with scalable solutions and AMD advanced HP devices that seamlessly integrate and run predictive AI and workforce-ready cloud-based platforms. With built-in AI capabilities, these devices enhance productivity and decision-making, while reducing reliance on external infrastructure, like the cloud.



Leverage AI tools and devices
Organizations are already investing in PCs for their employees—why not make that investment transformative? As part of the world's largest portfolio of AI PCs, AMD advanced HP devices help businesses create game-changing transformation in the workplace. Powered by AMD Ryzen™ PRO processors, they are AI native and secure at every layer, empowering teams to work smarter, adapt faster and drive unprecedented productivity—all while staying one step ahead.



Focus on user-friendly platforms
Your teams won't adopt a tool just because it's cheaper. Invest in solutions that streamline workflows with a clear return on investment (ROI)—like HP devices and IT solutions that deliver 112% return on investment.



Get the AI advantage without the IT trade-off
Tackle the toughest tasks with ease. AMD Ryzen™ PRO processors deliver up to 167% faster AI inferencing than leading competitors—empowering every employee with enhanced productivity, real-time collaboration and AI powered insights for smarter decision-making.[4]



Challenge

Economic uncertainties and rapid technological advancements are pressuring margins and complicating IT procurement.

Opportunity

IT is now a strategic driver of innovation and success. By aligning with business goals and championing people-first strategies, IT can redefine what success looks like and lead the charge in shaping the future of work.

Leading business strategy under economic uncertainty

IT leaders stand at the crossroads of transformation and tradition. The AI revolution, persistent change and aging infrastructures have redefined the battlegrounds of business. But amidst the challenges, there's an undeniable truth: IT isn't just a support function—it's the driver of strategic business growth.

When IT leaders focus on enabling employee productivity, fostering engagement and delivering tools for seamless collaboration, they reshape their company's trajectory. IT can deliver measurable business results by breaking down silos, simplifying workflows and leveraging data-driven insights.



The battle for operational efficiency starts with empowering employees. Legacy systems often hinder progress, creating friction in daily operations. When technology stands in the way of efficiency, productivity stagnates.

By streamlining processes and leveraging automation, IT and employees can reclaim time for strategic, high-value work. For example, AI-powered IT management tools from HP offer user insights and predictive analytics to automate repetitive tasks and provide smart recommendations. Not only does this enhance productivity, it also fosters innovation, as IT and employees can focus on big-picture goals rather than mundane activities.

The modern workplace thrives on collaboration. As companies and employees continue to navigate the evolving dynamics between remote, hybrid, and in-office work, teams must find ways to collaborate effectively across time zones, departments, and hierarchies. A disjointed tech stack often creates barriers to these essential connections. IT has the power to remove those barriers, fostering a culture where collaboration is seamless, dynamic, and adaptable to wherever work happens.

When collaboration becomes effortless, teams can solve problems faster, make smarter decisions and deliver results that directly impact the bottom line.

With consistent, responsive performance, AMD Ryzen™ PRO processors support next generation creativity, real-time collaboration and intelligent decision-making across the business.

Actionable steps for business gains

- Use telemetry data and predictive analytics to optimize IT management for maximum impact.
- Invest in integrated collaboration tools to improve user experience and foster growth.
- Monitor productivity metrics to ensure technology is translating into measurable impact on business results.

Future-ready management for everywhere work

The modern workforce has moved beyond “hybrid” to a WFA (work-from-anywhere) model—it’s distributed, dynamic and fluid. Along with this distribution comes the inherent stress of managing remote, on-site and on-the-go staff, who all have different requirements for doing their best work.

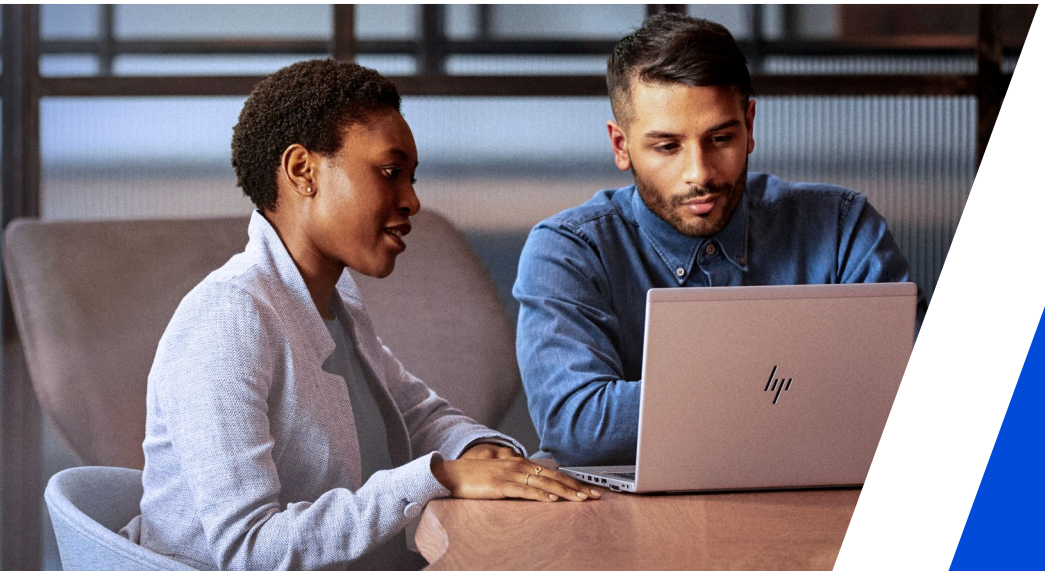
The good news is, this can be mitigated with cloud solutions, which makes IT oversight and employees’ day-to-day easier. With cloud-enabled updates, IT can support teams who aren’t centrally located much more effectively, especially as employees’ needs change faster than their devices.

Challenge

Today’s complex, tech-rich environments demand more seamless coordination.

Opportunity

Enable a true WFA environment and smart cloud strategy to boost the speed and quality of work.



Cloud-enabled solutions can support ever-changing workforce needs by scaling up or down instantly as business requirements shift. Without typical delays from traditional systems, IT spend can become more transparent and flexible.

Smart cloud design also reduces complexity, freeing employees to focus on meaningful work. When knowledge workers feel like effective members of their team, they produce higher quality work (42%) and report improved efficiency (37%).[2] But with the ever-growing range of applications available, in-house resources often don't have the in-depth insight required for understanding interdependencies and integration subtleties for each new piece of tech.

42% higher quality of work[2]

37% improved efficiency[2]

That's why getting support with building, deploying and managing IT solutions around the world is imperative. Leveraging cloud and device management services can fast-track adoption and provide tailored approaches to significantly reduce internal strain, improve speed of deployment, enhance scalability and mitigate operational risks.

Key cloud tactics

- Move from siloed tools to scalable cloud ecosystems that support updates, access and performance.
- Use telemetry data and usage trends to fine-tune cloud services to team needs.
- Tap managed solution providers to streamline deployments and integrate new tools quickly.

Challenge

As tech evolves, so do threats—smarter, faster and harder to anticipate.

Opportunity

Establish proactive security and a Zero-Trust approach to enhance control.



When work happens everywhere, security is everything

As work models have become more fluid and AI more advanced, the risk landscape has shifted to match. Cyberattacks have grown more targeted, more automated and more relentless. In the modern era, resilience is no longer a nice-to-have—it's an imperative. And true resilience starts with security.

Airtight security means adopting a Zero-Trust approach—assuming nothing, verifying everything and reducing exposure. Traditional defenses can no longer keep up—ransomware attacks have increased by 76% since the launch of ChatGPT, signaling that threat actors are using AI to outmaneuver conventional tools.[5] Zero-Trust is designed for this, maximizing risks by eliminating blind spots and continuously validating access.

Stay a step ahead with built-in NPUs and HP Wolf Security

Bring back simplicity with the HP EliteBook X G1a, where security starts at the core—keeping your data and people protected from the inside out, without compromising performance.

HP AI PCs come with HP Wolf Security and advanced AMD security features built in, not bolted on.

3 risk reduction musts

Zero-Trust
Assume nothing, verify everything, validate continuously.

Upgrades
Secure-by-design platforms like Windows 11 Pro[7] reduce incident rates.

Patches
Address vulnerabilities promptly with routine firmware and system updates.

But building resilience doesn't stop at architecture. It requires consistent attention and wise investments. Among IT leaders, 63% do not make firmware updates as soon as they are available for laptops, leaving devices vulnerable.[6] Upgrading to more secure systems like Windows 11 Pro[7] has led to 62% fewer security incidents and a 20% drop in successful attacks.[8]

Resilient systems aren't just harder to break—they're built to bounce back. Staying proactive (embracing modern security practices, planning for compliance and partnering wisely) leads to enhanced prevention and response time. No matter what cloud and AI you incorporate, if your tech stack can't recover quickly or stay strong under pressure, it's not truly strategic.

62% fewer security incidents[8]

20% drop in successful attacks[8]



From vision to value—discover the power within

Every twist and turn in today's rapidly evolving landscape is an opening for transformation. The IT leaders who see challenges as blueprints for innovation will forge enduring success, creating solutions that empower growth from every angle.

Reimagine performance with HP + AMD

With intelligent tech, IT doesn't just support business—it steers it. By leveraging advanced technology from HP and AMD, you equip employees with the smarter, faster and more secure workforce-ready tools they need to do their most impactful work. All while empowering IT to meet evolving needs and drive business growth from the inside out.

HP devices powered by AMD Ryzen™ PRO processors bring the gears and the glue—with unrivalled performance, scalable ecosystems and AI-enhanced tools that reduce IT complexity, completely. Together, we design systems where technology aligns seamlessly with your aspirations.

Because, with the right tools, work doesn't have to feel like work.

Learn how partnering with HP and AMD can help you lead with confidence and build what's next.

1. HP, “Global Sentiment Study: Fulfilment at Work,” April 2025.

2. Gallup, “How to Build Better Teams in the Workplace.” https://www.gallup.com/cliftonstrengths/en/278225/how-to-improve-teamwork.aspx

3. TheresanAIforthat.com, March 2025. https://theresanaiforthat.com/lists/

4. A Principled Technologies report: “Hands-on testing. Real-world results.” https://www.principledtechnologies.com/HP/EliteBook-845-competitive-1124.pdf

5. Accenture, “Redefining resilience: Cybersecurity in the generative AI era,” May 2024. https://www.accenture.com/content/dam/accenture/final/accenture-com/document-2/Accenture-Cybersecurity-In-The-Generative-AI-Era.pdf

6. HP, “Securing the Device Lifecycle: From Factory to Fingertips, and Future Redeployment.” December 2024. https://www.hp.com/content/dam/sites/garage-press/press/press-kits/2024/hp-wolf-security-study-reveals-platform-security-gaps-that-threaten-organizations-at-every-stage-of-the-device-lifecycle/Wolf_Security_Lifecycle_Report.pdf

7. Not all features are available in all editions or versions of Windows. Systems may require upgraded and/or separately purchased hardware, drivers, software or BIOS update to take full advantage of Windows functionality. Windows is automatically updated and enabled. High speed internet and Microsoft account required. ISP fees may apply and additional requirements may apply over time for updates. See http://www.windows.com.

8. Techaisle, “Windows 11 Survey Report,” September 2024. Windows 11 results are in comparison with Windows 10 devices. https://www.microsoft.com/en-us/windows/business#b4

© Copyright 2025 HP Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.