

AMD PRO CARRIZO COMMERCIAL MESSAGING ARCHITECTURE RECOMMENDATIONS

FEBRUARY 11, 2015



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PROJECT OVERVIEW

THE SITUATION

CHALLENGES

- IT Decision Makers (ITDMs) are currently unable to attribute a value statement to AMD other than “good value/cheaper than Intel”
- AMD has been in and out of the commercial space over the past few years, which causes confusion among current and potential customers
- AMD’s messaging has been overly technical and complicated, causing the core messages to get lost in the channel and not reach the end customer
- Intel is the default choice for many, not because they don’t believe in AMD, but because Intel’s brand and value prop is known in commercial
- ITDMs are increasingly challenged to deliver the experiences business users want without compromising security, manageability and IT budgets

SOLUTIONS

- Launch a new AMD PRO brand with a premium and differentiated value prop
- Ensure consistency with the latest AMD corporate messaging and AMD PRO Commercial messaging
- Prioritize keeping the message simple and easy to remember
- To break through the clutter and break away from Intel, AMD must compete on differentiated value propositions from what Intel can or will focus on
- To garner ITDM engagement and trust, our communications must center around the problem AMD alone can solve for them

**Source note: some challenges and solutions on this slide were pulled from AMD’s Commercial Client Campaign deck as they still apply to the current situation.*

MESSAGING ARCHITECTURE DEVELOPMENT

Goal: To create a Messaging Architecture with clear, consistent, differentiated, and compelling messaging for the launch of AMD's Carrizo product line. This work sets a foundation for messaging that can be infused into marketing, PR, and sales communications.

Requirements:

1. Adapt corporate messaging to the specific needs surrounding the Carrizo product line
2. Describe the Carrizo offerings in an authentic, relevant and distinctive manner
3. Translate high-level, abstract messaging concepts into usable, succinct messages for use in marketing, PR and sales initiatives
4. Focus on key components of the Carrizo value proposition: **performance, reliability, opportunity**
5. Outline the benefits of the offering, demonstrating the value of the offering in a manner that resonates with both current customers and prospects
6. **Differentiate Carrizo from Intel's latest series**
7. Provide the AMD team with a flexible messaging framework that ensures consistency with corporate and commercial messaging in market
8. Use the baseline AMD messaging to produce AMD + Lenovo and AMD + HP messaging, following the initial deliverable

Vertical Variations: In addition to the overall messaging for OEMs and End Customers, “voice of the customer” statements which align to the overall framework while adapting to the needs of specific industries were developed. Verticals addressed: Enterprise, SMB, Public Sector.

COLLABORATIVE MESSAGING PROCESS





RESEARCH REVIEW

CARRIZO MESSAGING DISCOVERY

Discovery interviews were conducted with the individuals listed below. In addition to the interviews, Dialog also reviewed the documents listed below to better understand AMD's positioning for Carrizo and identify opportunities that can be leveraged in the sales process.

INTERVIEWEES

Core Team:

- Yvonne Bourquin, Global Commercial Client Go-To-Market Manager
- Victoria Louis, Creative Programs Manager
- Sarah Currie, Global Commercial Client GTM Manager
- Leslie Wade, WW Product Marketing Manager - Commercial

BU Stakeholders:

- Ryan White, Client Commercial Business Development Manager
- Nilesh Narayan, Product Planning and Marketing Manager
- John Hampton, Director – Commercial Client Products (input shared via team members)

Product

- Tony Salinas, Engineering Manager

AMS Sales:

- Dan Marowitz, Business Development Executive
- Hanif Mawji, Director – Americas Commercial
- Rick Indyke, Federal Business Development Manager (unable to attend, sent input by email)
- Steven McIntosh, Business Development Executive

Regional Sales and Marketing Input

- Roberto Dognini, Director of Sales – Commercial Go to Market EMEA
- James Blackman, UK Channel / EMEA Channel Lead
- Stephen Robotham, UK Channel – Business Development Executive

Dialog Participants

- Susan Craft, Group Director
- Hadley Hempel, Account Director

DOCUMENTS

AMD Documents:

- Commercial Client Campaign – Review with NA 8-11-14 (with accompanying campaign assets)
- HP Elite with AMD APU Category Source Messaging
- HP_EliteBook_725_G2_(Licorice)_Source_Messaging_04-17-2014
- HP_EliteBook_745_G2_(Tootsie_14)_Source_Messaging_04-17-2014
- HP_EliteBook_755_G2_(Tootsie_15)_Source_Messaging_04-17-2014
- HP_EliteDesk_705_G1_Desktop_Mini_(Wasp)_04-15-2014
- HP_EliteDesk_705_G1_MT_SFF_(Batgirl)_04-15-2014
- HP_EliteOne_705_G1_AiO_23_NT_Gladiator_Source_Messaging_04-15-2014
- AMD PRO Playbook
- Kaveri Commercial Brand Brief
- Carrizo Value Prop Template_Updated
- AMD_Commercial_Client_Client_Manageability_PPT
- UNTITLED_DIANE (info on security)
- Manageability White Paper
- Updated CPM Slides V2

Lenovo Documents:

- M78DSEN
- ThinkPad-X140e-Datasheet
- Thinkpad-t440-datasheet
- Lenovo Federal Messaging Themes_V8
- Lenovo Federal Messaging Architecture_FINAL_03072013_mission_added_one slide

CRITICAL THEMES FROM INTERVIEWS

- **Trust is an issue for Commercial**, specifically large Enterprise ITDMs
 - Commercial clients must trust that AMD is credible and committed to their space
 - Highlight length of company history, focus on innovation & investment in technology for commercial space
 - AMD continues to focus and build relationships with major OEMs and leverage design wins
 - AMD must prove it meets table stakes, then promote Carrizo level benefits
 - Need to combat past issues, such as overheating
- **Confusion is an ongoing issue**
 - Carrizo message must be simple and memorable so it doesn't get lost through all of the sales chains
 - Past messaging has been overly complicated and technical – gets lost
 - Messaging should focus on benefits, not speeds and feeds
 - SMB needs and focus are different from ENT and Public Sector
- **Performance and Design** benefits may be helpful support
 - Major increase in battery life – tie to ENT benefits
 - Up to 30% reduction in power consumption – something the competition struggles with
 - HGVC new media playback provides smooth, visually superior video playback, but not as relevant in commercial space yet – don't overstate
 - Carrizo has more HSA features, but only relevant if we can tie to ENT needs

CRITICAL THEMES FROM INTERVIEWS

- **Price / value** equation is key
 - At the end of the day, the customer has to be confident that AMD delivers as good or better performance and functionality that fits their needs
 - HP is fine with positioning AMD lower priced in some regions than others – countries are given flexibility in how they price AMD and Intel systems. Lenovo is expected to take the opposite approach and price them the same or similarly.
 - There is potential to win with aggressive pricing in North America
- **Flexibility** is an advantage for AMD, along with enhanced features
 - Intel often locks the customer into their solution that includes features that only work with high-end products – we can gain an advantage by showing how we are enabling more flexibility on the manageability side
 - AMD supports Accelerated Encryption Standard on more processors – more value, more features at more parts of the stack
- **Manageability & Security** are areas where AMD is beginning to differentiate, but not there yet
 - A lot of security features are the same as Kaveri, but Carrizo has new security processor
 - PSP may replace TPM in the future, but do not overstate value now
 - Manageability advantage – can update all products at one time versus one-by-one

COMPETITIVE MESSAGING SUMMARY

Processor Name	Intel® Core™ i3 processors	Intel® Core™ i5 processors	Intel® Core™ i7 processors
Messaging Themes	High performance Responsive Battery life Multitasking	Speed <i>RealSense™ technology</i> Security Superior image and video editing	Top-of-the-line Smart performance Customizable system specs Overclocking
Key Differentiators	<i>Fast, responsive, and immersive PC experience through dual-core processors. Effortlessly move among applications with smart multitasking from Hyper-Threading Technology. With improved battery life, it's possible to go even longer without plugging in and recharging.</i>	<i>Empower innovations like Intel RealSense technology combining features such as gesture control, 3D capture and edit, and innovative video capabilities. Stunning visuals, built-in security, and an automatic burst of speed with Intel Turbo Boost Technology</i>	<i>Performance advancements including vastly improved graphics, battery life, and security. Hyper-threading technology allows each processor core to work on two tasks at the same time for smoother multitasking.</i>
	AMD A8 Advantage	AMD A10 Advantage	AMD A12 Advantage
	Integrated graphics Power efficiency and maximum performance per watt Quad core better suited for multi threaded apps	APU-enabled stellar graphics Radeon 7660G fuels better performance Immersive multimedia experience	Better performance per price First fully HSA-compliant processor in the industry Increased energy efficiency

EXISTING COMMERCIAL MESSAGING AND VALUE PROPOSITION FRAMEWORK

AMD COMMERCIAL MESSAGING

AMD

Keep the Message Simple

Easy to Remember Message

Tailor Message for Audience



P - Performance

R - Reliability

O - Opportunity

➤ Performance

➤ Reliability

➤ Opportunity

1 | PRESENTATION TITLE | FEBRUARY 6, 2015 | CONFIDENTIAL

*Incremental focus for 2015 AMD PRO

AMD PRO OVERVIEW

AMD

AMD PRO

Features that IT Pros need and the experiences that business users want

MESSAGE	PERFORMANCE	RELIABILITY	OPPORTUNITY
	Delivering more productivity performance at each price point Price-Performance Leadership	▲ Quality ▲ Lifecycle ▲ Stability ▲ Warranty	▲ Win More Business with AMD ▲ AMD Unlocks More Value ▲ Industry Standard Solutions ▲ Business Tools
PROOF POINTS	▲ Wins in PCMark, 3DMark benchmarks ▲ Wins in productivity applications ▲ All-Day Working Battery Life ▲ Price-Performance advantages at silicon and solution level ▲ Adding new performance part to top of stack	▲ Extended testing on commercial products ▲ 18 month image stability ▲ 24 month longevity ▲ 36 month warranty	▲ Lower TCO via AMD open standards DASH manageability solutions (Broadcom & Realtek) ▲ Security solutions backed by ARM-Trustzone, TPM enablement ▲ Added value of new PRO Business SW ▲ Enable lower cost, differentiated solutions for acquisition while maintaining margins

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MESSAGING ARCHITECTURE RECOMMENDATIONS

RECOMENDED CARRIZO MESSAGING THEMES

Pillar Name	MEANINGFUL INNOVATION IN PERFORMANCE AND	UNMATCHED DEPTH OF DEPENDABILITY	FUTURE-FOCUSED CHOICE
Pillar Themes	Pioneer in Processors Innovation Across Devices Video and Collaboration as a Priority	Reliability Software-stability Built for Manageability Superior Support	More affordable Open Standards Designed for New Processor Workload
Positioning Statement	<i>Our leadership as a proven technology pioneer drives a relentless focus on meaningful innovation aimed squarely at today's IT landscape, transforming the enterprise portfolio from daily desktop to mission-critical mobility platforms. Breakthrough APU architecture, media and collaboration-focused performance gains, and efficiency optimized for real-world computing – AMD expertise delivers.</i>	<i>We designed AMD Pro for superior business-ready computing experiences backed by unmatched end-user reliability and organization-wide platform stability and support. Our products are engineered for today's all-day, everywhere workforce with mobile-ready features, unbeatable battery life, and built in security and manageability that drive legendary AMD productivity and peace of mind.</i>	<i>AMD Pro matches customer productivity needs with a dollar-smart processor portfolio offering maximum performance multiplied by maximum choice. We design for the evolving workloads of processors, users, and organizations, ensuring customers are never locked into standards that narrow IT choices or features that add cost but no meaningful benefit.</i>
Bottom Line	AMD Pro builds on AMD expertise with performance built specially for new demands.	AMD Pro gives both end-users and IT a responsive computing and management experience.	AMD Pro gives technology decision makers lots of powered options, ensuring right-sized IT innovation and investment.

FULL PROOF POINTS

IN PERFORMANCE AND DESIGN

- *Responsive Turbo Core power efficiency: performance as you need it, ready for unique demands of mobile devices.*
- *Media-optimized performance through TrueAudio, AMD Radeon, Picture Perfect, and Steady Video.*
- *Responsive, reduced time to task with AMD Start Now.*
- *Up to 12 new cores*
- *Collaboration-focused productivity – smoother virtual sharing with minimized impact on local productivity.*
- *Longer battery life than previous AMD products and competitors, especially on critical media-driven benchmarks.*

UNMATCHED DEPTH OF DEPENDABILITY

- *Reliable connectivity, especially on crowded networks (AMD Quick Stream).*
- *Intelligent bandwidth management matches priorities and resources (Quick Stream)*
- *Integrated security – ARM based PSP helps protect HW, SW, and data.*
- *Longer image stability – industry leading 18-month cycle.*
- *Extended testing on commercial grade products*
- *Excellent warranty support – 36-month OEM warranty support*
- *Product longevity – 24-month lifecycle.*

FUTURE-FOCUSED CHOICE AND VALUE

- *Easy desktop customization per user, task, or team.*
- *Superior performance per dollar marries productivity and priority.*
- *Open-standard, CPU-agnostic DASH device management platform.*
- *TruManage for robust in-band, out-of-band, and out-of-service manageability and remote administration.*
- *Support for HAS, HVEC, and other emerging standards and feature sets.*
- *Maximum forward HW compatibility with FM2+ socket APU design.*
- *Commitment to 25X performance gain for APU by 2020.*

AMD POSITIONING STATEMENT

The AMD Pro series was designed for breakthrough real-world performance and dependability, built on a portfolio of solutions optimized for new workplaces and workloads and the promise of emerging standards and features.

Driven by a groundbreaking APU architecture optimized for richer media, more robust efficiency, and longer-range productivity, AMD Pro delivers smarter, sustainable IT advantages across your business.

CUSTOMER PROMISE

A portfolio of dollar-smart products that build on proven innovation to unlock new technology advantages, reduce costs and enable users to be even more productive.



DETAILED MESSAGING ARCHITECTURE RECOMMENDATIONS

AMD Carrizo Messaging

Meaningful innovation in performance and design

Unmatched depth of dependability

Future-focused choice and value

POSITIONING STATEMENT

The AMD Pro series was designed for breakthrough real-world performance and dependability, built on a portfolio of solutions optimized for new workplaces and workloads and the promise of emerging standards and features. Driven by a groundbreaking APU architecture optimized for richer media, more robust efficiency, and longer-range productivity, AMD Pro delivers smarter, sustainable IT advantages across your business.

CUSTOMER PROMISE

A portfolio of dollar-smart products that build on proven innovation to unlock new technology advantages, reduce costs, and enable users to be even more productive.

VOICE OF THE CUSTOMER

C-Level:

AMD Pro was designed for success in today and tomorrow's workplace, giving me confidence that I can buy today and still be ready tomorrow.

ITDM:

The AMD Pro gives me an amazing performance baseline with strong upgrade paths, all with security and manageability built right in.

PILLAR STATEMENT AND PROOF POINTS

Our leadership as a proven technology pioneer drives a relentless focus on meaningful innovation aimed squarely at today's IT landscape, transforming the enterprise portfolio from daily desktop to mission-critical mobility platforms. Breakthrough APU architecture, media and collaboration-focused performance gains, and efficiency optimized for real-world computing – AMD expertise delivers.

Proof Points (abbreviated):

- Superior end-user productivity
- Turbo Core power efficiency
- Media-optimized performance
- Ultra responsive, reduced time to task
- Collaboration-focused productivity
- Longer, smarter battery life

VOICE OF THE CUSTOMER

C-Level:

AMD performance balances mobility challenges with traditional processor and performance needs, giving me confidence in the entire portfolio.

ITDM:

The AMD APU architecture was purpose built-for the evolving challenges of end-users, mandates, and management. I can reduce IT spend while still giving my users every ounce of performance they need – and I don't sacrifice manageability along the way.

PILLAR STATEMENT AND PROOF POINTS

We designed AMD Pro for superior enterprise-ready computing experiences backed by unmatched end-user reliability and organization-wide platform stability and support. Our products are engineered for today's all-day, everywhere workforce with mobile-ready features, unbeatable battery life, and built-in security and manageability that drive legendary AMD productivity and peace of mind.

Proof Points (abbreviated):

- More reliable network connectivity
- Intelligent bandwidth management
- Built-in tools for device/security management
- 18-month image stability
- 36-month warranty support
- 24-month product longevity

VOICE OF THE CUSTOMER

C-Level:

AMD has been here forever, it's a brand we can trust, and they've got a long record of proven performance that gives me confidence in everything they do.

ITDM:

AMD Pro was built for happier end-users and saner IT folks. From media and mobile-ready reliability and battery optimization to easy support for my management, security, and virtualization choices, every detail matters.

PILLAR STATEMENT AND PROOF POINTS

AMD Pro matches customer productivity needs with a dollar-smart processor portfolio offering maximum performance multiplied by maximum choice. We design for the evolving workloads of processors, users, and organizations, ensuring customers are never locked into standards that narrow IT choices or features that add cost but no meaningful benefit.

Proof Points (abbreviated):

- Customizable per user, task, or team
- Superior performance per dollar
- CPU-agnostic DASH standard
- Windows, Android, and virtualization-ready
- Support for emerging standards and features
- Committed to 25X APU gains by 2020

VOICE OF THE CUSTOMER

C-Level:

AMD was always a value choice, but AMD Pro brings new advantages with a new series of processors that are proven superior where it really counts. The decision is even easier than before.

ITDM:

The broad range of AMD Pro choices lets me carefully match my user needs while preserving IT budget and the interoperability that's so critical to how we operate.



ENTERPRISE VARIATION

AMD Carrizo Messaging for Enterprise

Meaningful innovation in performance and design

Unmatched depth of dependability

Future-focused choice and value

POSITIONING STATEMENT

The AMD Pro series was designed for enterprise-strength performance and dependability, built on a portfolio of solutions optimized for new workplaces and workloads and the promise of important emerging standards and features. Driven by a groundbreaking APU architecture optimized for stronger collaboration, more robust efficiency, and longer-range productivity, AMD Pro delivers smarter, sustainable IT-driven advantages that resonate across the entire organization.

CUSTOMER PROMISE

A portfolio of dollar-smart products that build on proven innovation to unlock new technology and business advantages, reduce costs and enable users to be even more productive.

VOICE OF THE CUSTOMER

C-Level:

AMD Pro was designed for success in today and tomorrow's business, giving me confidence I can meet today's performance needs with solutions that will sustain us in the future.

ITDM:

AMD Pro gives me a solid performance baseline with strong upgrade paths that allow me to ensure we meet performance needs for a wide range of enterprise users.

PILLAR STATEMENT AND PROOF POINTS

Our leadership as a proven technology pioneer gives enterprise meaningful innovation aimed squarely at today's IT challenges, transforming their computing portfolio from daily desktop to mission-critical mobility platforms. Breakthrough APU architecture, media and collaboration-focused performance gains, and efficiency optimized for real-world computing – AMD expertise gives enterprise real-world IT advantages today and tomorrow.

Proof Points (abbreviated):

- Superior end-user productivity
- Turbo Core power efficiency
- Media-optimized performance
- Ultra responsive, reduced time to task
- Collaboration-focused productivity
- Longer, smarter battery life

VOICE OF THE CUSTOMER

C-Level:

AMD product design balances mobility challenges with traditional "back office" IT needs, giving us a broad portfolio of solid technology options for any task.

ITDM:

The AMD APU architecture was purpose built for the evolving challenges of my users and my environment. I can reduce IT spend while still giving my users every ounce of performance they need – and I don't sacrifice security or manageability along the way.

PILLAR STATEMENT AND PROOF POINTS

We designed AMD Pro for superior enterprise-ready computing experiences backed by unmatched end-user reliability and organization-wide platform stability and support. Our products are engineered to help business empower today's all-day, everywhere workforce with mobile-ready features, unbeatable battery life, and built in security and manageability that gives IT easier ways to do more.

Proof Points (abbreviated):

- More reliable network connectivity
- Intelligent bandwidth management
- Built-in tools for device/security management
- 18-month image stability
- 36-month warranty support
- 24-month product longevity

VOICE OF THE CUSTOMER

C-Level:

AMD has been here forever, it's a brand we can buy with confidence, and they've got a long record of proven performance to give me even more confidence.

ITDM:

AMD Pro was built for happier end-users and saner IT folks. From media and mobile-ready reliability and battery optimization to easy support for my management, security, and virtualization choices, every detail helps me ensure our IT investments stay manageable and productive.

PILLAR STATEMENT AND PROOF POINTS

AMD Pro matches enterprise productivity needs with a dollar-smart processor portfolio offering maximum performance multiplied by maximum choice. We design for the evolving workloads of processors, users, and organizations, ensuring enterprise is never locked into standards that narrow their IT choices or features that add to business budgets without bringing meaningful benefit.

Proof Points (abbreviated):

- Customizable per user, task, or team
- Superior performance per dollar
- CPU-agnostic DASH standard
- Windows, Android, and virtualization-ready
- Support for emerging standards and features
- Committed to 25X APU gains by 2020

VOICE OF THE CUSTOMER

C-Level:

AMD was always a value choice, but AMD Pro expands on that with a new series of processors that are proven superior where it really counts. This makes AMD an easier choice than ever before.

ITDM:

The broad range of AMD Pro choices lets me carefully match my user needs while preserving IT budget and the future-proof interoperability and performance that's so critical to how we operate.

PRIORITIZED PROOF POINTS FOR ENTERPRISE

MEANINGFUL INNOVATION IN PERFORMANCE AND DESIGN

- Superior end-user productivity across wide range of tasks
- Responsive Turbo Core power efficiency: performance as you need it, ready for unique demands of mobile devices.
- Media-optimized performance through TrueAudio, AMD Radeon, Picture Perfect, and Steady Video.
- Responsive, reduced time to task with AMD Start Now.
- **Up to 12 new cores**
- **Collaboration-focused productivity – smoother virtual sharing with minimized impact on local productivity.**
- **Longer battery life than previous AMD products and competitors, especially on critical media-driven benchmarks.**

UNMATCHED DEPTH OF DEPENDABILITY

- Reliable connectivity, especially on crowded networks (AMD Quick Stream).
- Intelligent bandwidth management matches priorities and resources (Quick Stream)
- **Integrated security – ARM based PSP helps protect HW, SW, and data.**
- **Longer image stability – industry leading 18-month cycle.**
- Extended testing on commercial grade products
- **Excellent warranty support – 36-month OEM warranty support**
- Product longevity – 24-month lifecycle.

FUTURE-FOCUSED CHOICE AND VALUE

- Easy desktop customization per user, task, or team.
- **Superior performance per dollar marries productivity and priority.**
- **Open-standard, CPU-agnostic DASH device management platform.**
- **TruManage for robust in-band, out-of-band, and out-of-service manageability and remote administration.**
- Support for HAS, HVEC, and other emerging standards and feature sets.
- Maximum forward HW compatibility with FM2+ socket.
- Commitment to 25X performance gain for APU by 2020.



SMB VARIATION

AMD Carrizo Messaging for SMB

Meaningful innovation in performance and design

Unmatched depth of dependability

Future-focused choice and value

POSITIONING STATEMENT

The AMD Pro series was designed for business-ready performance and dependability, built on solutions optimized for new workloads, growing businesses, and the promise of important emerging standards and features.

Driven by a groundbreaking APU architecture optimized for stronger collaboration, more robust efficiency, and longer-range productivity, AMD Pro delivers smarter, sustainable advantages that boost productivity where it matters most.

PILLAR STATEMENT AND PROOF POINTS

Our leadership as a proven technology pioneer gives SMB all flavors innovation aimed squarely at their challenges, transforming their IT from back-office to business-critical mobility. Breakthrough APU architecture, media and collaboration-focused performance gains, and efficiency optimized for real-world computing – AMD expertise gives SMB real-world business and IT advantages today and tomorrow.

Proof Points (abbreviated):

- Superior end-user productivity
- Turbo Core power efficiency
- Media-optimized performance
- Ultra responsive, reduced time to task
- Collaboration-focused productivity
- Longer, smarter battery life

PILLAR STATEMENT AND PROOF POINTS

We designed AMD Pro for superior computing experiences backed by unmatched end-user reliability designed to maximize your precious IT spend. Our products are engineered to empower your all-day, everywhere workplace with mobile-ready features, unbeatable battery life, and built in security and manageability that lets businesses manage IT with speed, simplicity, and confidence.

Proof Points (abbreviated):

- More reliable network connectivity
- Intelligent bandwidth management
- Built-in tools device/security management
- 18-month image stability
- 36-month warranty support
- 24-month product longevity

PILLAR STATEMENT AND PROOF POINTS

AMD Pro matches business and personal productivity needs with a dollar-smart processor portfolio offering maximum performance multiplied by maximum choice. We design for today's evolving workloads and user expectations, ensuring your IT choices never lock you into standards that narrow your choices or add features that stress your budget without adding meaningful benefit.

Proof Points (abbreviated):

- Customizable per user, task, or team
- Superior performance per dollar
- Helpful tools for managing IT challenges
- Windows and Android ready
- Support for emerging standards/features
- Committed to 25X APU gains by 2020

CUSTOMER PROMISE

A portfolio of dollar-smart products that build on proven innovation to unlock new technology and business advantages, reduce costs, and help you focus on guiding and growing your dream.

VOICE OF THE CUSTOMER

Business owner:

AMD Pro offers easily understandable choices that give me confidence that I can meet my technology needs today and as I grow my business.

IT decision maker/manager:

AMD Pro gives me a solid, worry-free performance baseline with strong upgrade paths that allow me to carefully match my business needs with the right technology choices.

VOICE OF THE CUSTOMER

Business owner:

AMD product design is aimed at a wide range of end-user and performance needs. From our back office to people working out and around the world, we can ensure our users always have the latest and greatest, whatever the task might be.

IT decision maker/manager:

The AMD APU portfolio was purpose built for the evolving challenges faced by my users and our business. I can spend less while still giving my users the performance and usability they expect from today's technology.

VOICE OF THE CUSTOMER

Business owner:

AMD is a brand we're comfortable with and can depend on. And the new features and performance built into AMD Pro makes the decision even easier.

IT decision maker/manager:

AMD Pro was built to make productivity easy and simple, giving us more time to focus on growing our business and serving our customers. It's optimized for collaboration and media-rich productivity, which best match our IT and business needs task for task, with manageability and security built right in.

VOICE OF THE CUSTOMER

Business owner:

AMD has always been the "value choice", but AMD Pro expands on that with new features and improvements that support performance where it matters most.

IT decision maker/manager:

I need technology that boosts productivity without adding to my workload. The AMD Pro gives me maximum choice without sacrificing the must-haves, letting us invest and innovate with confidence.

PRIORITIZED PROOF POINTS FOR SMB

MEANINGFUL INNOVATION IN PERFORMANCE AND DESIGN

- **Superior end-user productivity across wide range of tasks**
- Responsive Turbo Core power efficiency: performance as you need it, ready for unique demands of mobile devices.
- Media-optimized performance through TrueAudio, AMD Radeon, Picture Perfect, and Steady Video.
- **Responsive, reduced time to task with AMD Start Now.**
- Up to 12 new cores
- Collaboration-focused productivity – smoother virtual sharing with minimized impact on local productivity.
- **Longer battery life than previous AMD products and competitors, especially on critical media-driven benchmarks.**

UNMATCHED DEPTH OF DEPENDABILITY

- **Reliable connectivity, especially on crowded networks (AMD Quick Stream).**
- Intelligent bandwidth management matches priorities and resources (Quick Stream)
- Integrated security – ARM based PSP helps protect HW, SW, and data.
- Longer image stability – industry leading 18-month cycle.
- **Extended testing on commercial grade products**
- **Excellent warranty support – 36-month OEM warranty support**
- Product longevity – 24-month lifecycle.

FUTURE-FOCUSED CHOICE AND VALUE

- **Easy desktop customization per user, task, or team.**
- **Superior performance per dollar marries productivity and priority.**
- **Open-standard, CPU-agnostic DASH device management platform.**
- TruManage for robust in-band, out-of-band, and out-of-service manageability and remote administration.
- Support for HAS, HVEC, and other emerging standards and feature sets.
- Maximum forward HW compatibility with FM2+ socket APU design.
- Commitment to 25X performance gain for APU by 2020.



PUBLIC SECTOR VARIATION

AMD Carrizo Messaging for Public Sector

Meaningful innovation in performance and design

Unmatched depth of dependability

Future-focused choice and value

POSITIONING STATEMENT

The AMD Pro series was designed for breakthrough real-world performance and dependability, built on solutions optimized for new workloads and IT challenges as well as the promise of emerging standards and features. Driven by a groundbreaking APU architecture optimized for richer media, more robust efficiency, and longer-range productivity, AMD Pro empowers institutions and agencies to transform how they serve their communities.

CUSTOMER PROMISE

A portfolio of dollar-smart products that build on proven innovation to unlock new technology advantages, reduce costs, and transform how you work and serve.

VOICE OF THE CUSTOMER

C-Level:

AMD Pro was designed to support our IT needs for today and tomorrow's workplace, giving me confidence I can buy today without sacrificing future readiness.

ITDM:

AMD Pro gives me a solid performance baseline with strong upgrade paths, with mission-critical and security and manageability built right in.

PILLAR STATEMENT AND PROOF POINTS

Our leadership as a proven technology pioneer drives a relentless focus on meaningful innovation aimed squarely at today's IT landscape, transforming the technology from daily desktop to mission-critical mobility platforms. Breakthrough APU architecture, media and collaboration-focused performance gains, and efficiency optimized for real-world needs and budgets – AMD expertise delivers.

Proof Points (abbreviated):

- Superior end-user productivity
- Turbo Core power efficiency:
- Media-optimized performance
- Ultra responsive, reduced time to task
- Collaboration-focused productivity
- Longer, smarter battery life

VOICE OF THE CUSTOMER

C-Level:

AMD performance balances mobility challenges with traditional processor and performance needs, giving us ready-today productivity and helping us transform how our organization works.

ITDM:

The AMD APU architecture was purpose built for the evolving challenges of end-users, mandates, and management. I can reduce IT spend while still giving my users every ounce of performance they need – preserving my precious budget along the way.

PILLAR STATEMENT AND PROOF POINTS

We designed AMD Pro for superior computing experiences backed by unmatched end-user reliability and organization-wide platform security, stability and support. Our products are engineered for today's all-day, everywhere workforce with mobile-ready features, unbeatable battery life, and budget-friendly manageability that drive legendary AMD productivity and peace of mind.

Proof Points (abbreviated):

- More reliable network connectivity
- Intelligent bandwidth management
- Built-in tools for device/security management
- 18-month image stability
- 36-month warranty support
- 24-month product longevity

VOICE OF THE CUSTOMER

C-Level:

AMD is a brand we can trust, from end-user productivity to the more difficult long-term strategic IT investment and innovation choices

ITDM:

AMD Pro was built for productive end-user and IT folks. From media and mobile-ready reliability and battery optimization to easy support for my management, security, and virtualization choices, we can give users better tools that integrate easily into our larger IT ecosystem.

PILLAR STATEMENT AND PROOF POINTS

AMD Pro matches your productivity needs with a dollar-smart processor portfolio offering maximum performance multiplied by maximum choice. We design for the evolving demands of new workloads, changing users, and evolving mandates, ensuring organizations stay productive without being locked into proprietary standards that narrow choices or redundant features that weight down critical IT budgets.

Proof Points (abbreviated):

- Customizable per user, task, or team
- Superior performance per dollar
- CPU-agnostic DASH standard
- Windows, Android, and virtualization-ready
- Support for emerging standards/features
- Committed to 25X APU gains by 2020

VOICE OF THE CUSTOMER

C-Level:

AMD was always a value choice, but AMD Pro's new product choices are proven superior where it really counts, making them the ideal match for strained IT budgets and the need for impactful IT innovation.

ITDM:

AMD Pro's broad product portfolio lets me carefully meet end-user needs today while strengthening the security, manageability, and interoperability that's so critical to how we operate.

PRIORITIZED PROOF POINTS FOR PUBLIC SECTOR

MEANINGFUL INNOVATION IN PERFORMANCE AND DESIGN

- Superior end-user productivity across wide range of tasks
- Responsive Turbo Core power efficiency: performance as you need it, ready for unique demands of mobile devices.
- Media-optimized performance through TrueAudio, AMD Radeon, Picture Perfect, and Steady Video.
- Responsive, reduced time to task with AMD Start Now.
- **Up to 12 new cores**
- Collaboration-focused productivity – smoother virtual sharing with minimized impact on local productivity.
- Longer battery life than previous AMD products and competitors, especially on critical media-driven benchmarks.

UNMATCHED DEPTH OF DEPENDABILITY

- Reliable connectivity, especially on crowded networks (AMD Quick Stream).
- Intelligent bandwidth management matches priorities and resources (Quick Stream)
- **Integrated security – ARM based PSP helps protect HW, SW, and data.**
- **Longer image stability – industry leading 18-month cycle.**
- **Extended testing on commercial grade products**
- Excellent warranty support – 36-month OEM warranty support
- Product longevity – 24-month lifecycle.

FUTURE-FOCUSED CHOICE AND VALUE

- Easy desktop customization per user, task, or team.
- Superior performance per dollar marries productivity and priority.
- Open-standard, CPU-agnostic DASH device management platform.
- Trumanage for robust in-band, out-of-band, and out-of-service manageability and remote administration.
- Support for HAS, HVEC, and other emerging standards and feature sets.
- Maximum forward HW compatibility with FM2+ socket APU design.
- Commitment to 25X performance gain for APU by 2020.

