



Supermicro + AMD “Better Together” Messaging Development

SUPERMICRO + AMD “BETTER TOGETHER” MESSAGING

VALUE PROPOSITION

SUPERMICRO + AMD HELP YOU BUILD FOR WHAT’S NEXT

Evolving AI and accelerated workload demands aren’t just testing data center constraints, they’re surpassing them. Supermicro and AMD empower IT leaders to do the same. Our shared history has been about choices that set us apart, and the solutions we deliver as partners help businesses get and stay ahead.

Uncompromised choice, unprecedented economics, and unmatched time to outcome—**this is how Supermicro and AMD help you surpass limits and build for what comes next.**

VALUE PROPOSITION PILLARS

BUILD FOR WHAT’S NEXT

SOLUTION CHOICE

From AI workloads to new kinds of edges, the shape of data center demand is changing. Supermicro and AMD empower breakthrough IT flexibility with a combined portfolio of nearly endless solution options, each optimized and ready for day 1 deployment.

Our partnership is always focused on building for what’s next, working with other technology leaders to ensure your business is always ready for the next opportunity.

PERFORMANCE ECONOMICS

Innovation must also transform data center economics. From AMD’s record of beating ambitious efficiency goals to Supermicro’s unique rack-scale build and deploy capabilities, customers get unmatched data center ROI—with breakthrough liquid cooling innovation leading the way.

Whether the goal is foundational modernization or AI everywhere, our breakthrough in both performance and efficiency are resetting the rules on data center economics.

SPEED TO OUTCOME

Technology must always drive faster time to value, especially with opportunities like AI always evolving. That’s why we’re, building, testing, and shipping validated designs faster than other Tier 1 vendors.

We’re also leading the market in rack-scale deployment, giving you the confidence to build at a pace that puts—and keeps—you ahead of the competition and always ready to build for what’s next.

VALUE PROPOSITION PILLAR PROOF POINTS

SOLUTION CHOICE

- Complete solutions
- Deep and broad portfolio
- Building block strategy produces more SKUs w/ deeper customization
- More AMD SKUs than other OEMs
- Ready-now AI CPU and GPU systems
- Championing open systems and solutions interoperability

PERFORMANCE ECONOMICS

- Best performance for price
- Massive modernization gains through consolidation
- Green leadership through lower power and cooling costs due to shared efficiencies and systems of innovation
- More entry points to AI and other accelerated workloads at a lower TCO
- Rack-scale integration services ships big pieces of ready to deploy capability

SPEED TO OUTCOME

- Modular engineering enables flexible configurability to meet exact customer needs
- American design and manufacturing speed time to market and deployment
- Build and ship complete, customized solutions (validated HW + SW) faster than other vendors
- Frequently first to market with new SKUs and solution types
- Building and deploying at rack scale reduces time and costs
- Robust AMD AI ecosystem, including software and foundational tools

The image features a solid blue background with a fine, repeating pattern of small white dots. Centered on this background is a large, thin white circle. Inside the circle, the words "CREATIVE HOOKS" are written in a clean, white, sans-serif font.

CREATIVE HOOKS

VALUE PROPOSITION: TRANSCEND & TRANSFORM

How to win: crafting a faster path to value

AI and other accelerated workloads aren't just challenging traditional data center constraints and architectures. They're also inspiring business leaders to urgently build to realize the enormous AI opportunity.

You need technology that helps you surpass the status quo and transform your future. The **flexibility to find your way plus the speed to get there.**

.

Technology must be a lever for change

Businesses trying to keep pace with AI and other accelerate workloads know that status quo in the data center isn't sustainable. The future belongs to leaders who find ways to transcend technology constraints on way to transforming your business.

Supermicro and AMD collaborate to radically increase density and efficiency of compute, giving you a **powerful lever for technology and business change.**

SUPERMICRO + AMD “BETTER TOGETHER” MESSAGING THEMES/HOOKS

PILLAR ONE – UNCOMPROMISED CHOICE

Opportunity has a new shape: can you build to match?

Almost every promise made by technology has to be answered in the data center. Today’s AI and accelerated workloads aren’t just asking for more of yesterday’s compute, they’re bringing a whole new shape of demand to the data center.

This requires a performance infrastructure that’s built to match and ready to scale. Supermicro + AMD combine to deliver the uncompromised solution choice you need to **build to match the new shape of opportunity.**

Freedom is fundamental: a new scale of demand requires a new scale of choice

Business leaders invest in IT vision—they need partners who can bring it to life. This means maximizing solution choice and getting to new platforms and services faster.

It’s also how businesses are building to meet the growth required from today’s opportunities, matching unique demands with carefully tuned technology capabilities. **Supermicro + AMD build to give you this uncompromising choice.**

PILLAR TWO – UNPRECEDENTED ECONOMICS

Resetting your data center economics

The race isn't for AI but value: how to enable innovation while also meeting budgets? The high demands of AI and accelerated workloads present an inflection point, where incremental increases in performance, or slow gains in efficiency, simply won't do.

That's why Supermicro and AMD work towards unprecedented economics, helping businesses reduce the cost of building for what's next.

Modernization where it matters most

The rise of AI and other accelerated workloads brings new urgency to modernization efforts. Deploying the latest systems enables infrastructure re-use even as innovation accelerates.

This is the deep, dynamic efficiency Supermicro + AMD are building for: breakthrough performance achieved even as costs drop. Breakthrough modernization, at scale, where it matters most.

SUPERMICRO + AMD “BETTER TOGETHER” MESSAGING THEMES/HOOKS

PILLAR THREE – UNMATCHED SPEED

Choose to be a champion: real speed starts real early

Champions don't suddenly find the speed they need in the moment. It's a product of long days of thoughtful planning and relentless preparation. It only comes after completely understanding the challenge and what it takes to overcome it.

That's why Supermicro and AMD engineers collaborate so closely. **Every choice we make as technology partners gives you unmatched business and technology speed.**

The race is on: leaders must build and move faster

The AI opportunity isn't sitting still. It's waiting for businesses to build not just a platform, but a broad path forward. This is how they will quickly move from vision to value.

Everything Supermicro + AMD experts do is aimed at unlocking unmatched speed. Faster applications, faster solution builds, faster deployment, faster time to value: **the race with opportunity is on, and we're helping you win it.**



THANK YOU