Discover 2014

It’s time to build a better enterprise. Together.
Please give me your feedback

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The CYOD Phenomenon

The number of connected devices will double every five years...

2010:
6.8 Billion connected devices
12.5 Billion connected devices

2015:
7.2 Billion population
50 Billion connected devices by 2020

1 Source: Cisco “Internet of Things”, July 2011
Changing How We Work

- Work from Anywhere with Any Device
- Increased use of Data Analysis for Decision Support
- Utilizing Data Visualizations and Graphic Presentations to Convey Ideas
- More Virtual Collaboration across the Globe
- Blurring Home and Work Life on Multiple Devices
Challenges We Face

Maintain Data Security and Compliance
Simplify Deployment and Manageability

Minimize TCO on Data Center and Client Investments
Maximize Power and Space Efficiency with Client Devices and in the Data Center
Deliver Professional-Grade Performance and Visual Experiences Across Devices
Transforming Enterprise IT

- Exponential increase in demand for compute, networking, and storage
- Need new technology, solutions, and configuration models
- “One size fits all” server and client solutions won’t work anymore
What’s Required for the Modern IT Organization

- New architectural approach
- Heterogeneous/Ambidextrous Computing
- Radically smarter and ultra-efficient hardware in the data center and with client devices
AMD’s 45th Anniversary Highlights

1969
AMD incorporates with $100,000; establishes headquarters in Sunnyvale, California

1970
AMD introduces its first proprietary device: the Am2501 logic counter

2000
First to break the historic 1GHz (one billion clock cycles per second) with the AMD Athlon™

2003
World’s first x86-64 bit architecture – AMD Opteron

2004
World’s first x86 dual-core processor

2006
AMD breaks teraflop performance barrier with the Accelerated Computing platform
AMD merges with ATI to create a new, innovative processing powerhouse

2009
AMD unveils revolutionary ATI Eyefinity multi-display technology
AMD Breaks 1GHz GPU Barrier With Radeon HD 4890

2011
Launch of the APU – the greatest advancement in processing since the introduction of the x86 architecture more than 40 years ago

2012
Unveiling of industry’s first quad-core x86 SoCs
First company to announce design of 64-bit ARM® technology-based processors

2013
AMD’s technology featured inside every major next generation gaming console: Microsoft’s Xbox One, Sony’s PS4™, and Nintendo’s Wii U

2014
AMD’s Mantle groundbreaking graphics API transforms the world of game development
HP + AMD End-to-End Solutions

Combined engineering excellence to deliver purpose-built technology solutions built for the modern enterprise.

* x86-based servers
* APU based servers and client devices
* ARM-based servers
Deploy Performance that Matters

65% of common enterprise workloads do not use maximum compute power available.
Resource-efficient x86 Server Solutions

- Right-sized performance
- Proven technology – industry leading architecture built on technologies you know
- Lower server acquisition costs

Price vs. Performance
Performance Per Watt
Performance Per Dollar
Total Cost of Ownership
Target Industries
AMD APU Technology

- System on a Chip (SoC)
  Handle server and client workloads on a single integrated circuit

- Accelerated Process Unit (APU)
  Tuned for media-intensive applications and workloads to deliver rich and vibrant user experiences

- Low-power Consumption
  Built for lower power consumption and longer battery life

The World’s First Accelerated Processing Unit
HDI supports power users and mobile knowledge workers who require the security benefits of a virtual desktop with the performance of an actual PC.
The HDI Advantage

- Dedicated APU and SSD for each user
- Improved HD video and PDF scrolling (Up to 6x faster graphics frames per second versus traditional VDI)²
- Streamlined desktop administration lowers support costs and complexity (Up to 44% lower TCO vs. traditional desktops)³
HP® ConvergedSystem 100 for Hosted Desktop with AMD Opteron™ X2150 APU

- 180 PCs-on-a-chip on a single chassis
- No SAN or virtualization layer to install and manage
- Fast and easy integration with Citrix® XenDesktop (Up to 90x faster deployment vs. traditional PC)
AMD APU-Based HP Thin Clients

HP t620 and t520 for a powerful, seamless desktop experience

HP mt41 mobile thin client for on-the-go work styles
Designed for graphically-rich performance

- Fully customizable
- Simple and affordable
The Push for Low Power Parallel Processing

Explosive demand for mobile devices requires fundamental shifts in server deployment models
Get to Know AMD A-Series Processors

Introducing the industry’s only 64-bit ARM-based server SoC from a proven server processor supplier

Density-Optimized

Open Source Driven

Maximum Choice and Flexibility
The Need for Graphics Accelerated Business Applications

- 97% of information workers regularly view, edit or create documents, spreadsheets or presentations\(^5\)
- 88% of information workers frequently use web conferencing or video conferencing\(^5\)
- 35% of enterprise users use more than one monitor\(^6\)

Source: Forrester
AMD Commercial Client Solutions

Revolutionary Architecture

Better Graphic Experience

Professional-Grade Performance and Visual Experiences Across Devices

APU

Longer Battery Life

Prepared for Future Demands

Long Term Value You Can Depend On
AMD Elite Series Showcase
Bet on HP + AMD

Extreme Technological Innovation

Workload-Optimized, Right Sized Performance

Perfect Balance of Data Security and Rich, PC-like Experiences Across Devices

Improve ROI on Data Center and Client Investments

Maximum Compute, Power, Space Efficiency
Learn more

- Visit the AMD Booth at 2232
- www.amd.com
Q and A
Thank You
Sources

1  Source: Cisco “Internet of Things”, July 2011

2  Up to 6x faster graphics frames per second versus traditional VDI - Based on internal testing, October, 2013. Results from running 3D-Glaze on m700 (Glenn) AMD cartridge and a single vCPU Virtual Machine on a BL460c Gen8 Server Blade.

3  44% lower TCO vs. traditional desktops - Based on internal testing. October, 2013. Calculations are based on comparisons between the HP ProLiant m700 Moonshot server cartridge and the Compaq 4300 SFF desktop model. Comparisons were based on 1800 total desktops for calculations purposes with a total 3 year per user support total of $971.73 for the HP ProLiant m700 Moonshot server cartridge and $2,301.20 for the Compaq 4300 SFF desktop. Total 3 year productivity losses due to self-repair were $789.58 for the HP ProLiant m700 Moonshot server cartridge and $2,133.99 for the Compaq 4300 SFF desktop. Total 3 year hardware, software and power costs were $1,661.62 for the HP ProLiant m700 Moonshot server cartridge and $1,376.67 for the Compaq 4300 SFF. This amounts to 3 year total costs of $3,422.92 for the HP ProLiant m700 Moonshot server cartridge and $5,811.86 for the Compaq 4300 SFF. This results in a cost savings of 42% for the HP ProLiant m700 Moonshot server cartridge over the traditional Compaq 4300 SFF desktop.

4  Up to 90x faster deployment versus traditional PC - Based on internal testing, October, 2013. Calculations are based on a conservative one hour minimum to reimage a standard PC; and multiplied by the 180 desktops contained in the HP ConvergedSystem 100 for Hosted Desktops chassis. Calculating total time from unboxing to completed images integrated into a Citrix environment and ready for use on 180 nodes took 2 hours. 180 divided by 2 hours = 90 times faster.

5 Source: Forrester
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