



WHITE PAPER

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Top 5 Reasons Enterprises Are Choosing AMD AI PC Solutions

AI PCs are a must-have for any company with modern, enterprise-level competitors. The most advanced platforms provide on-device neural processing to accelerate real-time AI workloads. With Windows 10 end of support looming in mid-October 2025, IT leaders must decide: Modernize their PC infrastructure or risk being stuck with operational, security and maintenance deficiencies.

This time of change is a perfect opportunity for businesses to refresh their fleets with Windows 11 PCs supercharged with Microsoft Copilot+ PCs AI enhancements. Copilot+ PCs embed AI directly into hardware to transform workflows, automate complex processes and improve decision-making.

AMD stands at the forefront of AI PC evolution, working closely with Microsoft to optimize AMD

Ryzen™ AI and AMD Ryzen™ AI PRO systems for next-generation enterprise applications. With AMD AI-powered solutions, businesses benefit from a comprehensive portfolio of AI PCs ready to get the most out of Microsoft Copilot+ PCs.

Why are IT leaders choosing AI PCs equipped with AMD processors over the competition? Here are the top 5 reasons.

No. 1: Future-ready AI performance for business workloads

AI PCs powered by AMD Ryzen™ AI PRO processors deliver industry-leading AI acceleration, real-time automation and enterprise-grade AI execution.

What the market says:

The rapid adoption of AI PCs is reshaping enterprise IT, with 82% of businesses¹ planning to integrate AI PCs by 2025. AI-powered applications have massive potential, with studies showing up to a threefold increase in productivity when using generative AI tools.²

The AMD advantage:

AMD Ryzen™ AI PRO processors feature the most powerful NPU for enterprise AI PCs.³ This means fast automation, intelligent search and real-time collaboration. Unlike traditional architectures, AI-powered systems from AMD are engineered to balance CPU, GPU and NPU workloads, improving efficiency across enterprise applications.

Proof point:

With up to 50+ TOPS⁴ of AI compute power, AMD Ryzen™ AI and Ryzen™ AI PRO processors accelerate AI-driven workflows and deliver real-time business intelligence.

Why it matters:

As AI workloads become more complex, traditional PCs struggle to keep up. AMD AI PC solutions offload AI tasks to dedicated neural compute units. And by deeply integrating Copilot+ features, PCs powered by AMD Ryzen™ AI future-ready your business for higher levels of productivity.



No. 2: AMD AI PC solutions provide cutting-edge security features, designed to defend sensitive data

On-device AMD AI PC processing is designed to reduce cybersecurity risks and protect sensitive data. Critical workloads can be 100% locally processed without relying on external cloud infrastructure.

What the market says:

Seventy-five percent of IT leaders cited data protection as a primary concern when selecting AI PCs.⁵ Cloud-based AI models, while powerful, can introduce cloud-related data-privacy leaks, increasing exposure to cyberthreats and regulatory risks. Shifting AI processing to the local device can mitigate cloud vulnerabilities.

The AMD advantage:

AMD AI PC solutions minimize cloud reliance while maintaining high-performance local workloads. And Windows 11 Secured-core PC compatibility enforces security by providing advanced protection for firmware, identity and system integrity. Multilayer security keeps systems safe from the hardware level through the OS and system levels via features such as hardware-enforced stack protection and AMD Shadow Stack. Meanwhile, AMD PRO Manageability delivers the highest compliance with open standards for remote system management.⁶ This enables you to maintain security across a distributed workforce while streamlining fleet management.

Proof point:

AMD PRO Technologies implements TLS 1.3 encryption — versus the outdated TLS 1.2⁷ — giving strong encryption protocols and low latency for enterprise communications.

Why it matters:

Risk reduction is of the utmost importance for all modern enterprises. By integrating advanced encryption, hardware-level security and remote manageability, AMD Ryzen™ AI PRO processors provide an enhanced security framework designed to protect sensitive business data while improving system management and maintenance.

No. 3: Lower total cost of ownership and higher ROI

Investing in PCs powered by AMD Ryzen™ AI can lower long-term costs, extend device life spans and reduce IT overhead. AMD AI-enhanced infrastructure delivers both immediate efficiency gains and sustained financial benefits.⁸

What the market says:

As AI PCs become a business imperative, 87% of enterprises⁹ said they were preparing to measure their AI PC return on investment (ROI). Many IT decision-makers are willing to pay a premium for AI PCs that deliver higher productivity and lower operational costs.

The AMD advantage:

AI PCs enhanced with AMD Ryzen™ AI PRO processors provide significant total cost of ownership advantages over competing systems.¹⁰ AI PC fleets based on these processors can realize up to \$50 million in potential cost savings and efficiency benefits compared with alternative commercial solutions.

Additionally, AMD offers more next-generation AI PC models supporting the Microsoft Copilot+ PC program than any other competitor.¹¹

AMD AI PC solutions generate real savings through optimized business performance and lower long-term IT expenses. And enhanced reliability gives you peace of mind with 18-month software stability and 24-month hardware availability.

Proof point:

AI PCs with AMD Ryzen™ AI PRO processors are durable, resilient, and are designed to reduce hardware refresh costs. The AMD Ryzen™ AI PRO processor lifecycle lasts up to five years before refresh compared with the competition's three-year refresh cycle.¹²

And with nine models supporting 40+ TOPS NPU performance required for Copilot+ PCs, AMD provides the largest offering of mobile processors with this capability among all PC processor manufacturers.¹³

Why it matters:

The value of any AI PC refresh must extend beyond initial deployment. AMD AI PC solutions combine industry-leading AI capabilities with enterprise-grade durability and reduced management overhead.

From laptops and desktops to mobile workstations, AMD offers the most diverse selection of AI PC models to match machine capability to employee needs.¹⁴

No. 4: Optimized for IT efficiency and manageability

As organizations scale up AI adoption, IT teams need faster, more efficient ways to deploy, monitor and maintain their PC fleets. AMD bakes in superior management capabilities for enterprise AI PCs via AMD PRO Technologies' suite of manageability, security and deployment tools.

What the market says:

In a recent survey, 73% of respondents said that the release of AI PCs sped up their organization's PC refresh plans.¹⁵ IT leaders face growing pressure to integrate AI PCs without increasing administrative overhead, making zero-touch deployment and centralized fleet management a top priority.

The AMD advantage:

With AMD PRO Manageability, IT teams gain access to remote fleet management, automated deployment and real-time system monitoring. Beyond deployment, AI-powered diagnostics and predictive maintenance help minimize downtime and proactively resolve system issues before they disrupt business operations.

Proof point:

With AMD PRO Manageability, seamless Windows Autopilot integration accelerates device setup, reducing deployment times up to 41%.¹⁶

Why it matters:

For enterprises to stay competitive, IT teams must deploy faster, maintain systems more efficiently and maximize operational uptime. AMD AI PC solutions enable a proactive approach where resources are spent more on innovation and less on constant troubleshooting.

No. 5: Enhanced employee productivity and AI-powered workflows

AI PCs enhanced with AMD Ryzen™ AI fundamentally transform the way employees collaborate, innovate and engage with day-to-day work. By automating low-value tasks, teams can maximize the impact of their strategic and creative efforts. And with AMD Ryzen™ AI 300 Series processors powering Copilot+ PCs, your systems will be ready for next-generation AI experiences.

What the market says:

AI is rapidly becoming a core driver of workplace efficiency, with 77% of enterprises¹⁷ citing AI-driven personalization as a key factor in AI PC adoption. At the same time, concerns such as privacy and security are among the top reasons organizations haven't moved more quickly in deploying cloud-based AI applications.¹⁸

The AMD advantage:

AMD Ryzen™ AI PRO processors support the full suite of Microsoft Copilot+ PC features and can take advantage of AI capabilities such as Cocreator and live captioning, utilizing local AI processing for additional privacy.

Proof point:

Compared with the competition, AMD Ryzen™ AI PCs offer up to 261% faster AI video editing and image generation.¹⁹

Why it matters:

As AI becomes an integral part of enterprise productivity, organizations that embrace AI PCs gain improved workforce efficiency and collaborative agility. By enhancing the employee experience, AMD PRO processors unlock human potential to give your business a definitive edge.

"Our entire business in the Australian region will be run on AMD."

—Mark Roles

ANZ ICT Operations Manager, ACCIONA

"HCL Tech's collaboration with AMD signifies a pivotal advancement in delivering AI-driven workplace solutions. By leveraging AMD's cutting-edge Ryzen™ AI technologies, we are poised to offer our clients unparalleled performance, enhanced security and seamless user experiences, empowering them to thrive in the evolving digital landscape."

—Rakshit Ghura

Senior Vice President, Global Head – Digital Workplace and Unified Service Management Business, HCL Tech

Seize the advantage with AMD Ryzen™ AI PCs

The AI-driven workplace is here, and enterprises must move fast to stay competitive. As Windows 10 nears end of support, upgrading to AI PCs isn't just an option — it's a necessity.

The future of business computing today relies on industry-leading AI acceleration, enterprise-grade security and unparalleled efficiency. AMD Ryzen™ AI PRO processors feature the most powerful NPU for next-generation AI enterprise PCs.²⁰

AMD AI PC solutions go beyond workload performance by reducing total cost of ownership and optimizing fleet management. Designed for scalability, security and long-term reliability, AMD Ryzen™ AI PRO processors give organizations a solid foundation for future AI-powered success.

References

1. IDC. [Accelerate Your Organization's AI Strategy by Deploying High-Performance AI PCs](#), 2025.
2. Hartley, J.; F. Jolewski; V. Melo; and B. Moore. "The Labor Market Effects of Generative Artificial Intelligence," Dec. 18, 2024. Available at [SSRN](#).
3. Based on AMD product specifications and competitive products announced as of October 2024. AMD Ryzen™ AI PRO 300 Series processors' NPU offers up to 55 peak TOPS. This is the most TOPS offered on any system found in enterprise today. AI PC is defined as a laptop PC with a processor that includes a neural processing unit (NPU). STXP-06.
4. Trillions of Operations per Second (TOPS) for an AMD Ryzen processor is the maximum number of operations per second that can be executed in an optimal scenario and may not be typical. TOPS may vary based on several factors, including the specific system configuration, AI model and software version. GD-243.
5. IDC. [Accelerate Your Organization's AI Strategy by Deploying High-Performance AI PCs](#), 2025.
6. Compared with Intel vPro, AMD PRO Manageability implements more profiles of the DASH Management Initiative to support multivendor management for desktop and mobile systems. KRKP-7
7. AMD PRO Manageability supports the latest security standard, which offers better performance and security (compared with solutions based on earlier standards). Compared with Intel vPro, AMD PRO Manageability implements a newer version of the TLS (Transport Layer Security) protocol, which provides higher levels of security and lower latency (TLS 1.3 vs. TLS 1.2). KRKP-8
8. Testing as of December 2024 by Signal65 (third party) on a Lenovo® ThinkPad® T14s Gen 6 with an AMD Ryzen™ AI 7 PRO 360 processor @22W, Radeon™ 880M graphics, 32 GB RAM, 512 GB SSD, VBS=ON, Windows 11 Pro vs. a Dell Latitude 7450 with Intel Core Ultra 7 165U processor @15W (vPro enabled), Intel Iris Xe Graphics, VBS=ON, 32 GB RAM, 512 GB NVMe SSD, Microsoft Windows 11 Enterprise and an IT image(s) on both systems. Calculation of total cost savings includes comparing the following for an example organization with 25,000 employees: Initial system acquisition cost (per employee) and time value savings per employee (using multitasking performance on typical office workloads). STXP-35.
9. IDC. [Accelerate Your Organization's AI Strategy by Deploying High-Performance AI PCs](#), 2025.
10. Testing as of December 2024 by Signal65 (third party) on a Lenovo ThinkPad T14s Gen 6 with an AMD Ryzen™ AI 7 PRO 360 processor @22W, Radeon™ 880M graphics, 32 GB RAM, 512 GB SSD, VBS=ON, Windows 11 Pro vs. a Dell Latitude 7450 with Intel Core Ultra 7 165U processor @15W (vPro enabled), Intel Iris Xe Graphics, VBS=ON, 32 GB RAM, 512 GB NVMe SSD, Microsoft Windows 11 Enterprise and an IT image(s) on both systems. Calculation of total cost savings includes comparing the following for an example organization with 25,000 employees: Initial system acquisition cost (per employee) and time value savings per employee (using multitasking performance on typical office workloads). STXP-35.
11. Based on AMD's product specifications and competitive products announced as of January 2025, AMD's lineup of mobile processors for enterprise use offering 40+ TOPS NPU performance required for Copilot+ PCs consists of 9 models within the Ryzen™ AI PRO 300 and Ryzen™ AI Max PRO Series. It represents the largest offering of mobile processors with this capability among all PC processor manufacturers. An AI PC is defined as a laptop PC equipped with a processor that includes a neural processing unit (NPU). KRKP-9
12. Testing as of September 2024 by AMD performance labs using a HP EliteBook X G1a (14in) with an AMD Ryzen AI 9 HX PRO 375 processor (54W), Radeon 890M graphics, 32 GB RAM, 512 GB SSD, VBS=ON, Windows 11 Pro vs. a Dell Latitude 7450 with Intel Core Ultra 7 165H processor (28W) (vPro enabled), Intel Arc Graphics, VBS=ON, 16 GB RAM, 512 GB NVMe SSD, Microsoft Windows 11 Pro in the application(s) (Balanced Mode): PCMark 10 Extended. Laptop manufacturers may vary configurations yielding different results. STXP-19.
13. Based on AMD's product specifications and competitive products announced as of January 2025, AMD's lineup of mobile processors for enterprise use offering 40+ TOPS NPU performance required for Copilot+ PCs consists of 9 models within the Ryzen™ AI PRO 300 and Ryzen™ AI Max PRO Series. It represents the largest offering of mobile processors with this capability among all PC processor manufacturers. An AI PC is defined as a laptop PC equipped with a processor that includes a neural processing unit (NPU). KRKP-9
14. Based on AMD's product specifications and competitive products announced as of January 2025, AMD's lineup of mobile processors for enterprise use offering 40+ TOPS NPU performance required for Copilot+ PCs consists of 9 models within the Ryzen™ AI PRO 300 and Ryzen™ AI Max PRO Series. It represents the largest offering of mobile processors with this capability among all PC processor manufacturers. An AI PC is defined as a laptop PC equipped with a processor that includes a neural processing unit (NPU). KRKP-9
15. IDC. [Accelerate Your Organization's AI Strategy by Deploying High-Performance AI PCs](#), 2025.
16. 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 November 2023 by third-party performance labs on a Lenovo ThinkPad T14 Gen 4 laptop with AMD Ryzen™ 7 PRO 7840U processor, AMD Radeon™ 780M graphics, 16 GB RAM, 256 GB SSD, Windows 11 Enterprise x64 v. 22621 and HP EliteBook 845 14in G10 Notebook with AMD Ryzen 7 PRO 7840U processor, AMD Radeon™ 780M graphics, 64 GB RAM, 2 TB SSD, Windows 11 Enterprise x64 v.22621 vs. Lenovo ThinkPad T14 Gen 4 laptop with Intel Core™ i7-1365U vPro processor, Intel UHD Graphics, 16 GB RAM, 1 TB SSD, Windows 11 Enterprise x64 v. 22621 and HP EliteBook 840 14" G10 Notebook with Intel Core i7-1365U vPro processor Intel UHD Graphics, 16 GB RAM, 512 GB SSD, Windows 11 Enterprise x64 vs. 22621. When calculating the following: Time to deploy operating systems with Windows 11 Enterprise x64 vs. 22621 autopilot. PHXP-87.
17. IDC. [Accelerate Your Organization's AI Strategy by Deploying High-Performance AI PCs](#), 2025.
18. IDC. [Accelerate Your Organization's AI Strategy by Deploying High-Performance AI PCs](#), 2025.
19. Testing as of spring 2024 by AMD Performance Labs using the following benchmarks: DaVinci Resolve AI test bench, Procyon AI WinML, and Stable Diffusion Olive-0.4.4 Configuration for AMD Ryzen™ AI 9 365 processor (45W): AMD reference board, Radeon™ 880M graphics, 32 GB RAM, 1 TB SSD, VBS=ON, Windows 11. Configuration for Intel Core Ultra 9 185H processor (45W): MSI Prestige 16 AI Evo, Intel Arc Graphics, 16 GB RAM, 1 TB SSD, VBS=ON, Windows 11. Laptop manufacturers may vary configurations yielding different results. STX-30.
20. Based on AMD product specifications and competitive products announced as of October 2024. AMD Ryzen™ AI PRO 300 Series processors' NPU offers up to 55 peak TOPS. This is the most TOPS offered on any system found in enterprise today. AI PC is defined as a laptop PC with a processor that includes a neural processing unit (NPU). STXP-06.



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