



Unlock Business Potential with AMD Ryzen™ AI

Empowering Productivity and Efficiency

In the ever-evolving business landscape, artificial intelligence (AI) is poised to revolutionise how companies operate. By harnessing AI, businesses can gain deeper insights, enhance work quality, and improve customer experiences. As AI continues to evolve, forward-thinking leaders must embrace its potential. Chip designers and manufacturers are already introducing processor technologies tailored for AI capabilities, and operating system giants are actively participating in this transformation.



AI Driving Business Value

Widespread AI Adoption: Artificial intelligence is no longer a niche technology. It's actively used across industries to tackle complex problems, from identifying fraudulent transactions in finance to assisting with medical diagnoses in healthcare.

Transforming Everyday Work: The next frontier for AI is the workplace. By automating repetitive, time-consuming tasks (data entry, report generation, etc.), AI frees up employees to focus on higher-value activities that require creativity, strategic thinking, and complex problem-solving.

Competitive Advantage: Companies that effectively integrate AI into their workflows are poised to gain a significant edge. This includes better customer service through personalised recommendations, faster decision-making with data-driven insights, and the ability to identify new market opportunities before competitors



Laptop PCs and AI – A Perfect Match

Portability and Versatility: Laptops are the ideal platform for AI applications because they can be used anywhere, anytime. This opens up possibilities for real-time AI assistance in various settings, whether it's a sales meeting, a design brainstorm, or fieldwork.

Balancing AI and Graphics: The challenge lies in the fact that both AI processing and graphics rendering require substantial computational power. Traditionally, laptops have relied on the GPU (graphics processing unit) for both tasks, creating a potential bottleneck.

AMD Ryzen™ AI Engine: AMD's innovative solution is to incorporate a dedicated AI engine directly into their AMD Ryzen™ 7040 Series processors. This separate hardware unit handles AI workloads, freeing up the GPU for graphics and ensuring smooth, responsive performance for both AI and visual tasks.



AMD Ryzen™ AI – The Solution

Advanced Architecture: AMD Ryzen™ processors, particularly the PRO 8040 Series for laptops and the PRO 8000 Series for desktops, are built on cutting-edge x86 architecture. This provides a powerful foundation for AI-driven applications.

CPU + AI Engine: The combination of a high-performance CPU and a dedicated AI engine allows AMD Ryzen™ processors to excel at AI tasks. This translates to faster processing of complex algorithms, more accurate predictions, and quicker insights from data.

Real-World Examples: Businesses can leverage AMD Ryzen™ AI in numerous ways:

- **Marketing:** Analyse customer behaviour to personalize marketing campaigns and product recommendations.
- **Sales:** Predict customer needs and tailor sales approaches accordingly
- **Finance:** Identify patterns in financial data to make better investment decisions.
- **Operations:** Optimise workflows and resource allocation for maximum efficiency.



Unlock Business Potential with AMD Ryzen™ AI

Empowering Productivity and Efficiency

Benefits



Optimised cost

Businesses can optimise AI deployment costs with an upfront investment in PCs advanced by AMD Ryzen™ AI. The power to control your own AI processing opens the AI revolution to open-source software and allows us to envision a future where AI service subscription costs are lower or possibly eliminated when you use dedicated AI processing power in AMD Ryzen™ AI.



Hyper Personalisation

AMD Ryzen™ AI is designed to learn from interactions and adapt over time, tailoring its output to suit each user's individual preferences and needs, enabling every employee to work more creatively and productively.



Cutting Edge Security Features

The dedicated AMD Ryzen™ AI hardware accelerator on the PC can soon allow algorithms for anomaly detection to run independent of the CPU for greater performance. It is designed to isolate any malware threats from the CPU for more safety.



High Speed, Low latency - Leadership Multitasking with AMD Ryzen™ AI

An integrated AI engine can run select AI-optimised applications locally with incredible speed and minimal latency, accelerating critical business processes.



With up to eight high-performance cores and AMD Ryzen™ AI, AMD Ryzen™ PRO 7040 series processors accelerate performance using Microsoft Office applications while running a Microsoft Teams conference with AI effects including advanced background blur, eye gaze correction, and auto framing enabled.

Partnering with XMA for expert solutions

XMA are proud partners of AMD. Their AMD Ryzen™ processors, renowned for their exceptional performance, energy efficiency, and security features, align perfectly with XMA's commitment to providing our customers with the most advanced and reliable technology solutions. This partnership empowers XMA to deliver solutions with outstanding performance and value, ensuring that businesses both public and private can achieve their goals with the power of AMD at their fingertips

Ready to talk? Contact your XMA account manager or contact us at AMD@xma.co.uk