



# BE EPYC™

**MORE performance. MORE advanced security features. MORE value.**

## LIBERATE BUDGET FOR IT INNOVATION WITH AMD EPYC™ PROCESSORS

### Realize EPYC™ Cost Savings in Your Data Center

Today, IT departments are expected to add strategic value by delivering new services quickly and economically. However, new investments – whether in holistic, smart IT automation, big data and analytics, or the internet of things – can make huge demands on your resources. How can you afford such innovative projects when just keeping the lights on eats up more and more of your funds?

Take server processors. For far too long, the market has lacked choice or competition. Intel's pricing increased by 30% CAGR between 2012 and 2017<sup>1</sup>, yet the performance gains from this extra outlay are marginal, depriving you of the budget you need to drive your business forward.

AMD EPYC™ x86 server processors  
disrupt this status quo.

Now, your enterprise or HPC environment can benefit from a compelling choice of server processors. It's an opportunity to realize deep cost savings from both on-premise and cloud workloads, safe in the knowledge that you're commanding stunning performance at every price point.

#### How You Save

The AMD EPYC architecture is built for today's relentless workloads. With single or dual socket designs, up to 32 cores, 64 threads, 8 memory channels, 128 PCIe<sup>®</sup>3 lanes and up to 2TB memory per socket, it's easy to match processors to workload requirements and achieve the optimum balance of performance and total cost of ownership (TCO).

#### Stop paying more for expensive, redundant features

Choose one or two socket servers powered by AMD EPYC processors and get the cores, processor speed, and memory you need. One socket or two, you still get the full feature set of I/O bandwidth, memory speed, and PCIe lanes.

#### Say goodbye to costly, underutilized dual-socket servers

With AMD EPYC 1P powered servers, there's no need to pay more just to get extra memory, I/O, or enterprise management features – the same capabilities come standard on both AMD EPYC 1P and 2P models.

#### Redefining Single Socket

"No Compromise" 1P AMD EPYC powered servers are designed for enterprise environments and offer the same Reliability, Availability, and Serviceability (RAS) features as EPYC 2P servers. EPYC 1P powered servers offer more features than many 2P Intel Xeon powered servers, delivering 33% more I/O and 33% more memory capacity.<sup>2</sup> 1P AMD EPYC 7551 powered servers can even outperform 2P Intel Xeon Gold 5118 powered servers, so you get many benefits from choosing 1P AMD EPYC processors.<sup>3</sup>

The net gain of transitioning to AMD EPYC processors is that you can achieve the same performance with fewer processors. Put simply, EPYC processors give you more bang for your buck.

**Your peers are finding budget for innovation right now. Take a look at an example of TCO savings that can be achieved by selecting AMD EPYC. Discover why now's the time to switch.**

# High-Impact Savings in Organizations Like Yours

With more memory capacity, more cores, and more memory bandwidth, AMD EPYC processors drive deep and lasting savings across virtualized enterprise data center, cloud, and HPC environments.

## For Enterprise

- Up to 45% lower TCO<sup>4</sup>
- Up to 63% less licensing cost<sup>4</sup>
- 2.7% greater VM density<sup>5</sup>

“The AMD EPYC processors are not only more powerful, they were significantly more affordable as well.”

**SpinVFX**

## For Cloud

- AWS: 10% lower cost than comparable M5 instances<sup>6</sup>
- Oracle: up to 66% lower average cost per core<sup>7</sup>

“Packet clients gain single socket 24-core chip performance with perfect balance of compute and memory at lower TCO. Clients can reduce costs by 50% using AMD EPYC-Based Packet bare metal platform.”

**Packet**

## For HPC

- Analyze larger datasets with industry-leading memory capacity
- Up to 48% higher Computational Fluid Dynamics (CFD) performance<sup>8</sup>

“I’ve reduced my management, I’ve reduced my cost. The return on the servers we currently have with the EPYC is phenomenal.”

**Oregon State University**

## Why Act Now?

Many servers are now way beyond their regular refresh cycles, driving up administration costs by as much as 148% over 5 years.<sup>10</sup>

Replacing 2P Xeon-powered servers with servers powered by 1P AMD EPYC processors in your virtual environment could slash your TCO by up to 45% over three years.<sup>5</sup>

“IT cost optimization in most organizations is now largely focused on business optimization rather than cost cutting... [the] top criterion for selecting cost optimization priorities is business value or benefits realization, rather than the biggest or fastest cost reductions.”

**Gartner, Inc. survey, 2018<sup>9</sup>**

If you saved up to \$200 per VM per year, how would you use all that extra budget to add value to your business? On accelerating digital transformation, applying artificial intelligence and machine learning, or something else? The choice is yours... and with AMD EPYC you’ll have the high-performance, cutting-edge infrastructure to deliver these services too.

### Less Risk, More Reward

Choose AMD EPYC processors with confidence:

- Certified for your favorite enterprise, virtualization, and HPC platforms
- Available on leading public clouds
- Underpinned by our **industry-leading product roadmap**



## Next Steps

**Get in touch** for more information or to speak to a member of the AMD sales team.