


THRIVING IN A CHANGING WORLD

Keep Up with the Pace
of Change

Adapt to an evolving workplace with
Windows 10 Pro with AMD Ryzen™
PRO Processors.

AMD
RYZEN
PRO

 Windows 10





MEET THE FOUNDATION OF THE MODERN WORKPLACE

As day-to-day business practices evolve and the pace of change continues to accelerate, many companies are looking for ways to boost productivity and collaboration, thereby enabling employees to work from virtually anywhere. One way to leap forward is to adopt the best hardware and software available for future flexible workplaces.

This eBook explores how modern devices with Windows 10 Pro, partnered with AMD Ryzen™ PRO Processors, can provide your business with elite management tools, industry-leading security features, and the latest business-class software that empowers your team to work seamlessly from anywhere. Windows 10 Pro software paired with AMD Ryzen™ PRO Processors provide the power, protection, and speed for your business to work even smarter.

“Given the changing dynamics of businesses today and their work environment, SMBs are recognizing the need for more robust and flexible mobile PC solutions to empower their employees to stay productive and engaged. AMD Ryzen™ PRO Mobile Processors deliver ultimate performance with long battery life, while providing multi-layered security and seamless remote manageability, which are core modern business PC features, that SMBs prioritize when choosing sleek ultra-thin business notebooks.”

Vinay Sinha

Managing Director - India Sales
AMD



FOR YOUR MOST DEMANDING WORKDAYS

Responsive multi-core performance for multi-tasking

Speed matters in business. Whether team members share and download large files, conduct long calls or switch between multiple documents and browsers, companies need quick and responsive performance.

Older Windows 10 devices experience 2.5X more application performance issues—application and disk drive crashes, slow to boot up, and battery depletion than newer Windows 10 modern devices.*

Windows 10 Pro paired with AMD Ryzen™ PRO Processors can help speed up your business processes and prolong your productivity. With increased high-performance compute and graphics performance, Windows 10 Pro with AMD Ryzen™ PRO Processors ensure teams stay up and running the entire workday with all-day battery life.

Often organisations waste time and money keeping old PCs up and running when upgrading their PCs to Windows 10 Pro with AMD Ryzen™ PRO Processors could significantly benefit their bottom line. According to a Techaisle India survey, businesses with PCs over four years old lost an average of **132 hours per year***. That is over 16 full working days!



95% of the SMBs surveyed agreed that adopting new PCs has reduced overall maintenance costs, and 83% of them has seen higher productivity benefits.*

Case Study



“(Microsoft helped our organisation with) easier collaborations. It was beneficial, particularly dealing with larger data sets.”

Swetabh Pathak - Co-founder, Elucidata

Elucidata is a biomedical data management corporation. Collecting, analysing and processing data on the molecular behaviour of diseases.

Summary

With Windows 10 Pro and AMD Ryzen™ PRO Processors, your employees can create, consume, and collaborate more efficiently and seamlessly.

- Stay productive for longer with all-day battery life
- Boost productivity with up to 6X with faster performance than older devices†
- Switch seamlessly between applications with greater multi-tasking
- Help simplify deployment, imaging and management with the latest hardware and device innovation



SAFEGUARD YOUR COMPANY WITH MULTI-LAYERED SECURITY

Built-in protection for modern businesses

There are two conflicting challenges businesses are facing. On the one hand, many organisations are experiencing budget cuts due to business uncertainty, with IT decision-makers made to do more with less. Research conducted by Microsoft found that the cost of new PCs (41%) and budget constraints (38%) were the top two reasons SMBs had not replaced older Windows 10 PCs.‡

However, on the other hand, businesses need to invest in modern devices as older machines expose their dispersed workforce to sophisticated security breaches and cyberattacks. The question is then, how do you protect your business from new and evolving security threats?

Older devices are 3X more likely to experience malware attacks and 3.5X more phishing attacks.**

According to the India SMB Tech Insights Report by Techaisle and Microsoft, over one-third of small and medium businesses use PCs more than four years old. And nearly two-thirds (66%) said they did not have a PC refresh policy or were actively pursuing one.* Therefore, businesses need to ensure their endpoints are secure and their remote workforce feels supported.

However, businesses that invest in industry-leading software are investing in the future of their business—both security and profit.

Summary

For solid protection for your operating system at a processor level, equip your business with Windows 10 Pro modern devices with AMD Ryzen™ PRO Processors

- Designed with the latest data, hardware, and identity protection built-in
- Give your team full support for modern endpoint tools.
- Ensure your remote workforce feel supported.
- Help reduce overall PC administration and maintenance costs



SETUP MADE SIMPLE WITH MODERN MANAGEABILITY TOOLS

Advanced support with Windows Autopilot, AMD Pro Manageability and Microsoft Endpoint Manager

A common misconception of business leaders is their existing software applications will be incompatible with a new operating system. In reality, Windows 10 Pro is the most app-compatible version of Windows ever, and with AMD Ryzen™ PRO Processors, companies can deploy with Windows Autopilot and keep their existing infrastructure intact.

Often when setting up new IT infrastructure, the device provisioning cycle is a lengthy 2-to-3 week process. Windows Autopilot takes the manual work out of deployment.

Windows 10 Pro with AMD Ryzen™ PRO Processors reduces the process to just up to 3 to 4 days with the automated zero-touch setup.#

Additionally, AMD Ryzen™ PRO Processors come with a robust manageability feature set for simplified deployment, imaging, and management. Compatible with nearly every infrastructure, businesses can easily control power remotely and receive remote diagnostics and automated security updates.

AMD Ryzen™ PRO Processors also fully supports Microsoft Endpoint Manager—a unified cloud-based management solution that helps businesses monitor mobile devices, computers, virtual machines, embedded devices and servers. Microsoft Endpoint Manager makes it easy for companies to secure access and quickly respond to data security risks.



Windows 10 Pro with AMD Ryzen™ PRO Processors reduces the process to just up to 3 to 4 days with the automated zero-touch setup.#

Case Study



“The key factor for choosing Microsoft is the familiarity with the technology. How the variety of applications (are) all tied together (and) all the technologies work hand-in-hand and help us perform.”

Amar Dave - Partner at Innoventix Solutions

Innoventix Solutions help clients make the most of Microsoft 365 solutions, improve the efficiency of their business devices, and increase the quality of their computer applications, software and network.

Summary

Help set your business up for success with Windows 10 Pro and AMD Ryzen™ PRO Processors

- Remotely update and repair networked devices from virtually anywhere
- Monitor, restore, and upgrade systems with Microsoft Endpoint Manager
- Simplify remote device deployment, reset, and repurposing with Windows Autopilot for a zero-touch IT experience



DESIGNED FOR DOING BUSINESS BETTER

Streamline business operations and tap into long-term cost savings

A recent survey of current PC and software purchasing trends* identified three top business concerns of small and medium businesses:

1. Increasing business growth
2. Increasing workforce profitability
3. Reducing operational costs

Companies who use modern devices with Windows 10 Pro and AMD Ryzen™ PRO Processors can increase productivity and elevate business growth without the trade-off of expensive operational costs. For example, older PCs can cause IT managers to lose **8 hours**** per month on device maintenance and security. New PCs reduce IT maintenance costs while boosting performance and reliability – giving businesses the tools they need to meet the challenges of a rapidly changing marketplace.

Businesses that invest in modern devices with Windows 10 Pro and AMD Ryzen™ PRO Processors can not only rely on improved processing power and greater performance, but they can also reduce long-term operational costs.

“Technology can be a real enabler for businesses, both small and large, and SMBs need to recognise the value that IT investment can bring to their present and future growth. SMBs employ over 110 million people in India, significantly contributing to India’s economic growth. Microsoft is helping SMBs in India realise their ambitions and succeed in this competitive marketplace.”

Farhana Haque

Group Director – Devices

Microsoft India

Benefits of modern devices with Windows 10 Pro and AMD Ryzen™ PRO Processors



Give your devices real power and strengthen device performance to help improve profitability

AMD Ryzen™ 5000 Series Mobile Processors are up to 90% higher multi-thread performance vs the competition^{††}



Start fast and stay responsive with modern, easy-to-manage technology

87% of SMBs say newer PCs makes managing easier and improves IT efficiency*



Simplify security with improved protection against the ever-evolving cyber-attacks and data thefts

Not upgrading your technology will leave you vulnerable. PCs 4+ years old are 3.8x more likely to need repairs*



Upgrading PCs will cut maintenance costs helping you save time and money

95% of SMBs say new PCs reduced IT maintenance costs*

Summary

With Windows 10 Pro with AMD Ryzen™ PRO Processors, help your businesses bottom line by empowering employees to remain more productive and secure.

- Elevate business growth
- Improving workforce productivity
- Improve processing power for better performance
- Reduce operational costs

References

† Testing by AMD Performance Labs as of 07/31/2020 utilizing reference systems with AMD Ryzen™ 7 PRO 4750U processor and an AMD PRO A12-9800B processor respectively, in the Cinebench R15 (nT) benchmark test. Performance may vary. RNP-36

‡ New Windows 10 PCs are a strategic investment in productivity and security for SMBs in the modern world of work, a Techaisle SMB Survey Research Paper, study commissioned by Microsoft, May 2020

[The Microsoft 365 Partner Opportunity-A Total Economic Impact™ Partner Opportunity Analysis commissioned by Microsoft](#), Forrester, July 2020

†† Testing as of 12/8/2020 by AMD Performance Labs utilizing Dell-XPS-13-9310_2-in-1 with Intel® Core i7-1165G7 processor, Intel(R) Iris(R) Xe Graphics, 16 GBytes RAM - 4267 MHz, KBC40ZPZ1T02 NVMe KIOXIA 1024GB Drive with Win Pro vs. AMD Reference design with a Ryzen™ 7 PRO 5850U processor, Radeon integrated graphics, 16GB LPDDR4 RAM - 4266, Samsung 970 Pro 512GB Drive with Win Pro, using the following tests: CineBench R201-thread, CineBench R20 n-thread, Geekbench v5 (5.3.1) Multi-Core Score (64-bit), Passmark 10 CPU Mark, PCMark® 10 Benchmark, PCMark® 10 APP Performance Overall. PC manufacturers may vary configurations yielding different results. Results may vary. PCMark® is a registered trademark of Futuremark Corporation. CZP-28

* [India SMB Tech Insights Report](#) (September 2019) by Techaisle and Microsoft

** [New Windows 10 PCs are a strategic investment for SMBs in the modern world of work](#), Techaisle, October 7, 2020.