

Empower Your Business

The HP, AMD, and Windows 11 Pro¹ Advantage

The Ultimate Solution for Modern Business Challenges



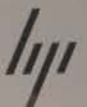
Connection
we solve IT™



AMD



Windows 11



Agenda

The evolving business landscape

Why refresh & Why HP and AMD

Windows 11 Pro¹ with HP and AMD

Performance

Collaboration

Security

Innovation

Portfolio

Why now

Transition and migration

Summary and next steps



The evolving business landscape



Navigating the modern business landscape

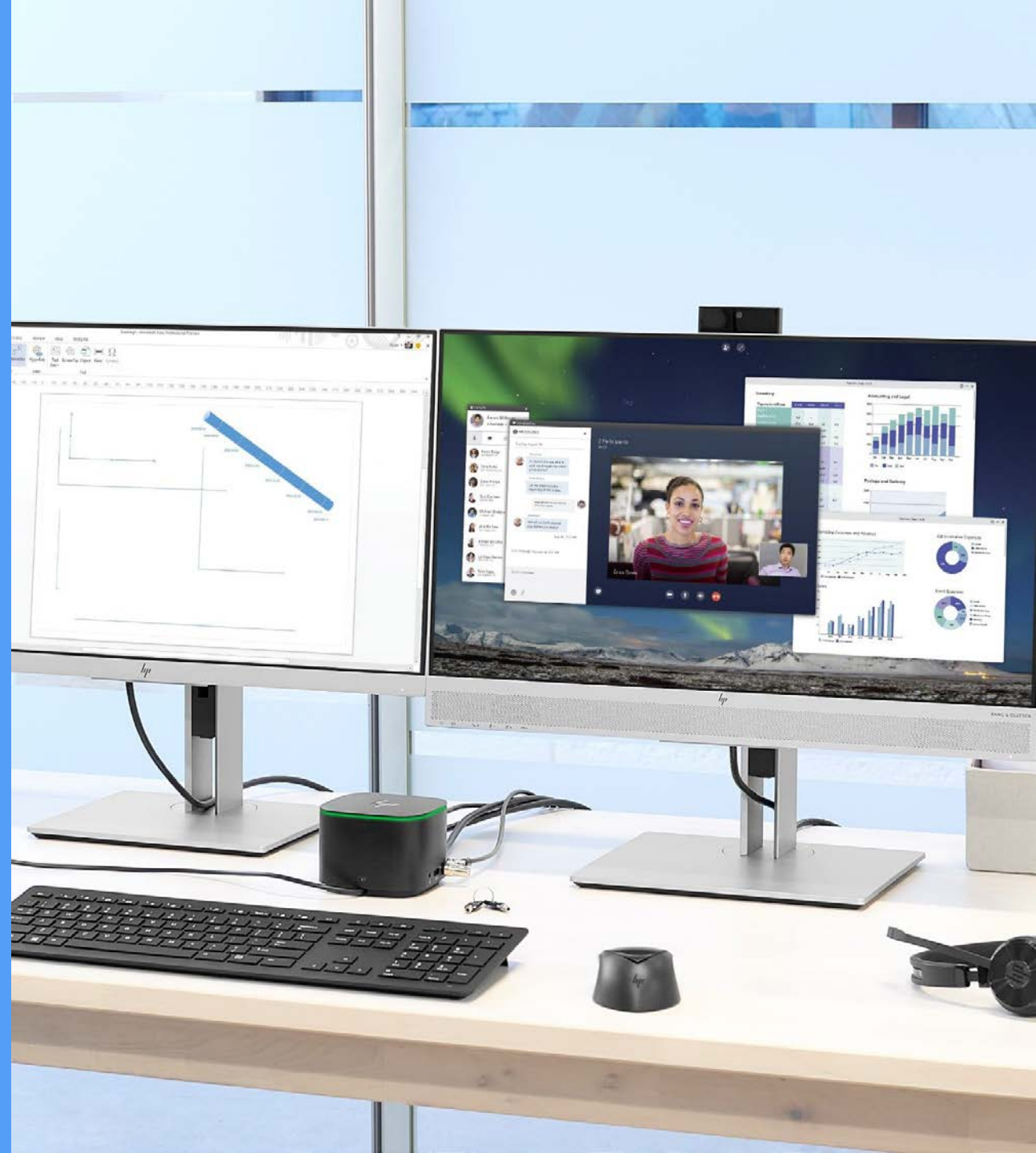
As technology advances at an unprecedented rate, businesses are faced with the daunting task of navigating an increasingly complex environment while dealing with limited resources and expertise.

Key challenges:

- Harnessing the power of AI while managing its fast-paced evolution and integration
- Rapid shift to remote and hybrid work models
- Increasing sophistication of cybersecurity threats
- Growing importance of ESG considerations in business decisions



Why Refresh?



Your business
is trusting you
to enable the
workforce to work
from anywhere
without worry.

Old devices
won't suffice.



AMD

Windows 11

Enhancing productivity with modern technology

In today's fast-paced business environment, every second counts.

Outdated devices slow down employees & create ripple effect across the business

Refreshing your technology is investing in your company's efficiency, security & success.

89%

of employees acknowledge that old technologies are hurting their company's productivity²



The growing importance of AI and security

As businesses adapt to new work models, two critical factors are shaping the future of workplace technology: Artificial Intelligence and enhanced security measures.

AI in the workplace:

70%

of employees say they would use AI to lighten their workload³.

86%

of surveyed employees will use AI to find the right answers³

Security in the digital age:

97%

of cyberthreats target human error, highlighting the need for robust, user-friendly security solutions⁴

70%

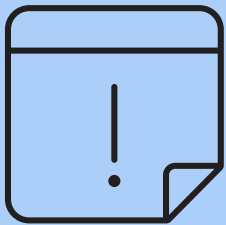
of successful breaches start at the endpoint, emphasizing the importance of securing individual devices⁵

Streamline your workflow

If interrupted, it takes on average

23 mins

to get back on task.⁶



Minimize interruptions and maximize productivity with faster processing speeds. Keep your team in their flow state and focused on what matters most – driving your business forward.



The hidden costs of outdated technology

Outdated technology is more than just an inconvenience—it's a liability for your business.



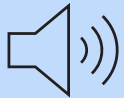
Limited AI capabilities



Slow start-up and processing



Limited battery life



Inefficient audio experience



Ineffective collaboration



Doesn't meet security requirements



Empower your workforce to work from anywhere without worry with the world's most secure PCs⁷ in the market

Windows 11 Pro¹ is the next step in our evolution of the PC.

- Experience smarter video conferencing – 18% better responsiveness^{HWKP-23}
- Intelligent productivity with AI – up to 69% better productivity^{HWKP-26}
- Unparalleled security with the most secure Windows¹

AMD Ryzen™ PRO 8040 Series processors⁸ with AMD Ryzen™ AI⁹ offers the most comprehensive AI experience for business.

Choose Experience. Choose Expertise. Choose an AMD Ryzen™ AI⁹ Processor.

AMD
RYZEN AI



Why Refresh with HP and AMD?



Only HP, AMD and Windows 11 Pro¹ combine to deliver an unrivaled ecosystem for unparalleled productivity, seamless collaboration and robust security.

Empower your business to thrive in the AI-driven future – today.



HP, AMD, and Windows 11 Pro¹ Deliver

Unparalleled productivity:



Harness the power of up to 8 high-performance "Zen 4" CPU cores⁸ and AI-enhanced⁹ features for unparalleled efficiency and productivity.

Uncompromising connectedness:



Experience seamless collaboration with advanced audio, crystal-clear visuals, and robust connectivity options for effective teamwork from anywhere.

Resilient hybrid security:



Protect your business with multi-layered security from silicon to software, safeguarding against both cyber and physical threats in hybrid work environments.

AI-powered innovation:



Leverage cutting-edge AI technologies⁹ to streamline workflows, enhance decision-making, and boost overall productivity across your organization.



Performance



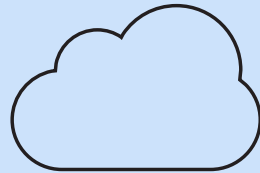
The Future of Windows business laptops starts with AMD Ryzen™ AI⁹

AMD Ryzen™ AI⁹ aims to deliver such AI experiences on the laptop with incredible battery life, speed, and quiet operation.

Today:

- Running inference in the cloud
- Very high costs that can be unsustainable for scaling

Today



Running inference
in the Cloud

Very high costs that can
be unsustainable for scaling

Future



Processing on the PC will play a big role
in the Hybrid AI world

Future:

- Speed
- Privacy
- Security
- Personalization and customization
- Low latency

Hybrid AI is critical for generative AI to scale – and PC could play a big role

Processing On the PC Will Play a Big Role in The Hybrid AI World

Ryzen™ AI⁹ in the hybrid AI era revolutionizes the PC experience

Advanced collaboration

All New AI Driven Collaboration Advantages – consumes up to 77% less power across teams with AI enabled^{HWKP-29}

Accelerated multitasking

Unburden CPU and GPU and Unlock Its Potential – consumes up to 64% less power Improved Efficiency^{HWKP-54}

Improved efficiency

Improved Battery Life with AI Experiences and Workloads

Increased productivity

Access to Next-Gen AI Models and Experiences

Enhanced security

Local Processing of Data Means Fewer Attack Vectors



86%

Up to 86% responsiveness increase
compared to Intel Core Ultra 7
155H^{HWKP-15}



Multitask up to 83% Faster with Ryzen™ AI^{PHXP-38}

With 8 high-performance cores⁸ and AMD Ryzen™ AI⁹, AMD Ryzen™ PRO 7040 series processors accelerate Windows 11 performance using MS Office apps while running Teams conference call with Windows Studio AI Effects¹⁰ turned on.

Up to 83% Faster^{PHXP-38} (AMD Ryzen™ 7 PRO 7840U compared to Qualcomm SQ3 processor)

Teams Video Conference with Windows Studio¹⁰
AI Experiences + Microsoft Office Apps

Equip yourself with AMD Ryzen™ AI⁹ powered PCs as you delve into the world of forthcoming Windows AI applications.



83%

Multitask up to 83% Faster
with Ryzen™ AI^{PHXP-38}

Windows 11¹ delivers 99.7% app compatibility¹¹

Microsoft takes responsibility for compatibility

Guaranteed by App Assure¹¹: <https://aka.ms/appassure>

837,699 Number of apps evaluated

99.7% Application compatibility

90M Unblocked endpoints

44M Helpdesk calls prevented (est)

\$7.6B Estimated customer cost savings

App Assure remediates issues for: Customer Developed Line of Business (LOB) Applications, Independent Software Vendor (ISV) Applications + Microsoft First-Party Products

App Assure is available to all Microsoft customers. FastTrack eligibility criteria doesn't apply to App Assure services and is subject to Microsoft's discretion.

Collaboration



Further enhanced collaboration with Windows 11 Pro¹

Elevating virtual collaboration

Microsoft Teams integration:

Chat, call, and collaborate from the taskbar

Windows Studio Effects¹⁰:

Background blur, eye contact correction, automatic framing

Enhanced screen sharing:

Share individual windows for focused presentations

Intelligent noise cancellation:

Ensure clear audio in any environment

Multiple desktops:

Easily switch between work and personal spaces



Windows 11

Impact of seamless collaboration

75% of end-users believe video quality matters for job success¹²

56% of employees concerned about office noise impacting productivity¹³

50% Teams integration reduces app switching by 50%¹⁴



Security



Enhanced security - multilayered defense

HP Wolf Security for Business¹⁵:

Hardware-enforced, always-on defense

AMD Ryzen™ PRO¹⁶ Security:

Full memory encryption, Memory Guard, Shadow Stack

Windows 11 Pro¹:

TPM 2.0, Virtualization-Based Security (VBS)

Phishing Protection:

Microsoft Defender, SmartScreen

Physical Security:

HP Tamper Lock¹⁷, HP Sure View¹⁸



HP Wolf Security¹⁵: your proactive defense

Multi-layered security approach:

HP Wolf Security¹⁵ creates a hardware-enforced, always-on, resilient defense.

Key features:

1. **HP Sure Start¹⁹**: The world's only self-healing BIOS, automatically recovering from firmware attacks.
2. **HP Sure Click²⁰**: Provides hardware-enforced isolation, containing malware threats in secure virtual containers.
3. **HP Sure Sense²¹**: Uses deep learning AI to provide zero-day threat protection, identifying and neutralizing never-before-seen malware.
4. **HP Tamper Lock¹⁷**: Protects against physical attacks on PC internals, crucial for devices used in various locations.

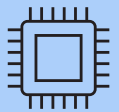
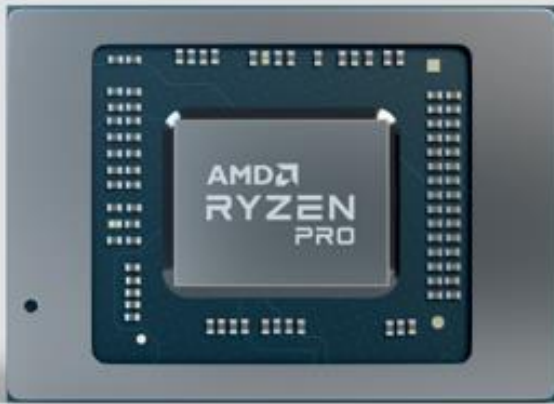
Integration with Windows 11 Pro¹:

HP Wolf Security¹⁵ seamlessly integrates with Windows 11 Pro's built-in security features¹, creating a robust, multi-layered defense system that protects your business data at every level.



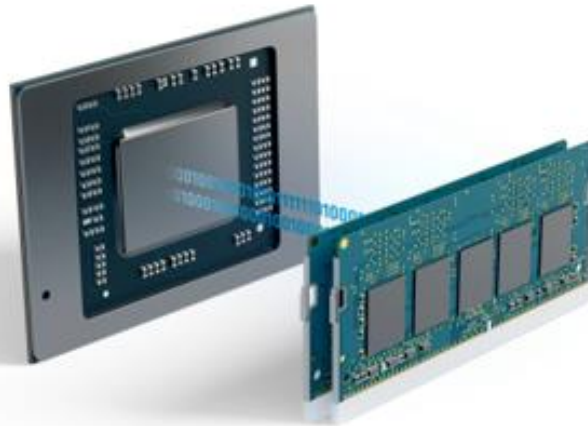
AMD Ryzen™ PRO¹⁶ delivers cutting edge security

Available on every Ryzen PRO processor¹⁶



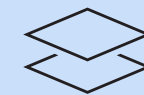
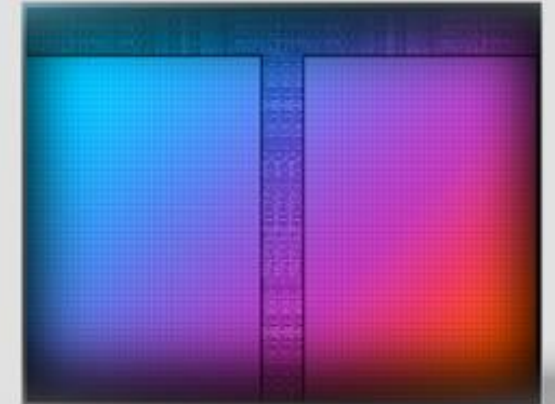
AMD Secure Processor

(a.k.a "ASP") Dedicated **hardware security processor** designed to anchor a **hardware root of trust** & helps boot and initialize the SoC through a secure boot flow and establish an isolated Trusted Execution Environment.



AMD Memory Guard

Real time, **full encryption of system memory** contents – protects customer data which help **defend against physical attacks** should your laptop be lost or stolen.



AMD Shadow Stack

Hardware-based protection to help **thwart control-flow malware attacks** and helps **protect the PC** from attackers trying to gain control of the system by exploiting weakness in the legitimate code.

The impact of enhanced security

3.1x reduction in
firmware attacks²²

58% drop in security
incidents²²

20% increase in security team
productivity²³



Innovation



Tailor-Made Performance for Power Users

From graphics to memory and beyond, Z by HP workstations with AMD processors offer a multitude of configuration options tailored for your most demanding tasks.

Unleash Your Potential

Customize your device to match your ambitions.

- Customizable configurations
- Tool-less upgrades
- AI-ready hardware

Power User Focus

Push the boundaries of what's possible.

- Tackle emerging trends
- Test boundaries
- Explore new possibilities

Key Benefits

Experience the advantages of a tailored system.

Flexibility: Adapt to evolving software demands

Longevity: Future-proof your investment

Efficiency: Optimize for your specific workflows



Innovating for a sustainable future

HP, AMD, and Microsoft are committed to driving positive change through technology. Our solutions help you reduce your carbon footprint without sacrificing performance.

- HP's sustainable materials: Recycled plastics and ocean-bound materials in devices^{24, 25}
- AMD's "Zen 4" architecture energy-efficient processors⁸: More performance per watt
- Windows 11 Pro's¹ intelligent power management: Optimize energy use

Together, we help reduce your carbon footprint while pushing the boundaries of innovation.



95%




of HP's total production supplier spend have gone through a social and environmental assessment²⁶

Portfolio

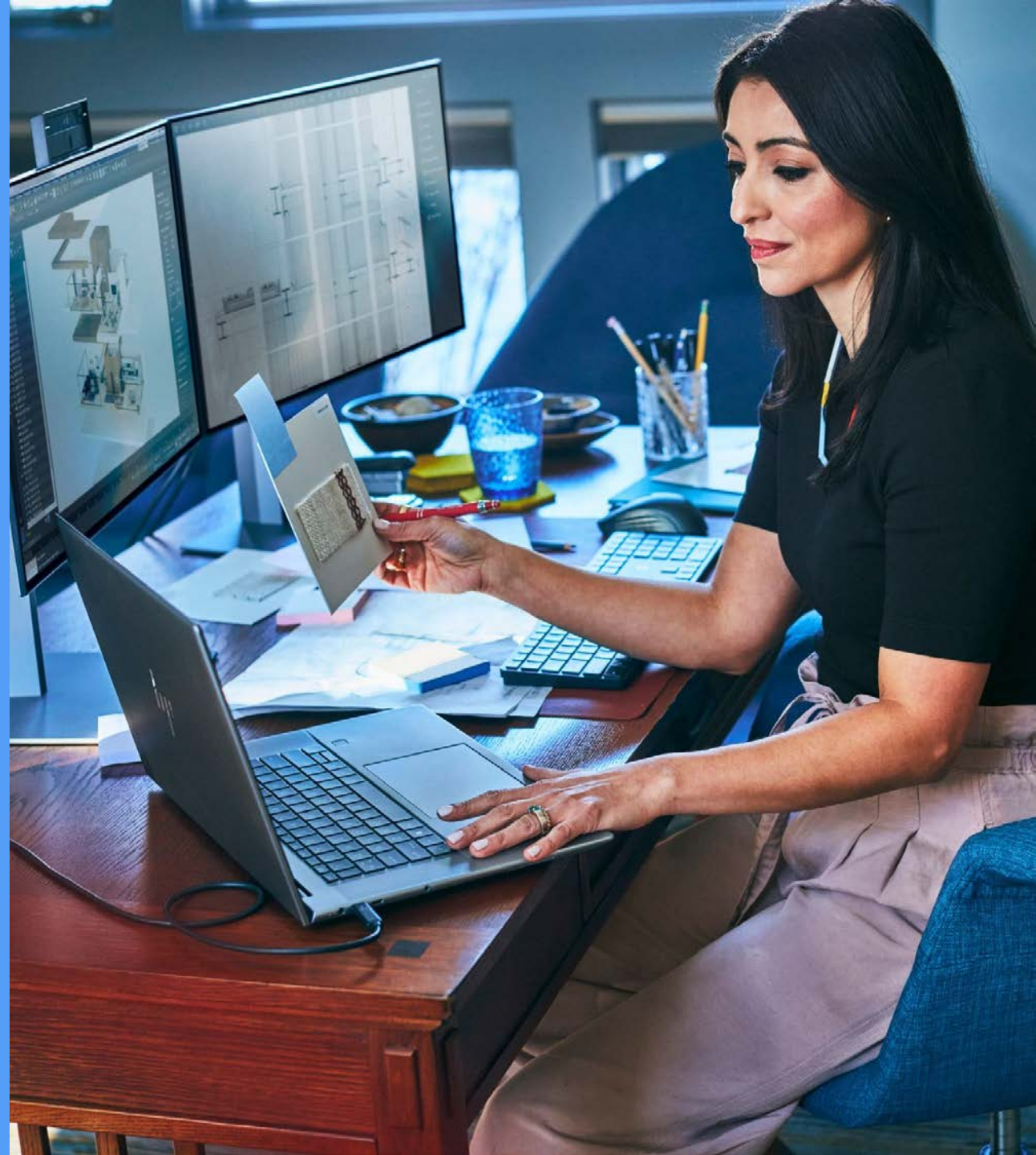


HP AMD commercial line up

Expanding our commercial AMD portfolio even further with new platforms & broader coverage in 2024

Workstations	Mobile workstations		Commercial notebooks			Commercial desktops		Thin clients		
										
Z6 G5 A	HP ZBook Power G11 A 16" Clamshell	HP ZBook Firefly 14 G11 A 14" Clamshell	HP EliteBook 805 G11 Series 13/14/16" Clamshell	HP EliteBook 605 G11 Series 14/16" Clamshell	HP ProBook 405 G11 Series 14/16" Clamshell	HP Elite SFF 805 G9	HP Elite Mini 805 G8	HP Elite mt645 G8 Mobile TC 14" Clamshell	HP Elite t755 Thin Client	HP Elite tz655 Trusted Zero Client
Storm Peak	Hawk Point		Rembrandt-R			Phoenix	Cezanne	Rembrandt-R	Embedded	Embedded
AMD Ryzen™ Threadripper™ PRO 7000 WX-Series ⁸	AMD Ryzen™ 8040 Series ⁸		AMD Ryzen™ 7035 Series ⁸			AMD Ryzen™ 8000 G-Series ⁸	AMD Ryzen™ 5000 Series ⁸	AMD Ryzen™ PRO 7035 Series ⁸	AMD Ryzen™ V2546 Quad Core ⁸	AMD Ryzen™ R2314 Quad Core ⁸
PRO ¹⁶	PRO ¹⁶		PRO ¹⁶	Non-PRO		Both	Both	Non-PRO	Non-PRO	Non-PRO
	Ryzen AI ⁹		Ryzen AI ⁹ (opt.)			Ryzen AI ⁹ (opt.)				

Why Now?



Windows 11

Why Now? The Critical Moment for Transition

The Urgency of Now

Time is Running Out

- Windows 10 support ending October 14, 2025
- Increasing security vulnerabilities in older systems
- Risk of non-compliance with data protection regulations

The Cost of Waiting

Missed Opportunities

- Enhanced productivity through AI-powered tools
- Improved collaboration with advanced features
- Competitive advantage from cutting-edge technology

Technology is Evolving Rapidly

- AI and machine learning reshaping business processes
- Remote and hybrid work becoming the norm
- Cybersecurity threats growing in sophistication

Increasing Risks

- Greater exposure to cyber threats
- Potential data breaches and associated costs
- Difficulty in attracting and retaining top talent

End of support for Windows 10

With Windows 10 end of support approaching in October 2025, the window for a smooth transition is closing.

Key implications of delayed upgrade:

- Security patches and updates will no longer be available
- Potential incompatibility with new software and hardware
- Increased IT support costs for maintaining legacy systems
- Difficulty in meeting evolving industry standards and regulations

**1st July
2023**



Windows 11 Pro
downgrade will cost
more

**31st March
2024**



Windows 11 Pro
OEM downgrade
will cease

**14th October
2025**



Windows 10
Support ends

ESU base license will cost
\$61 USD per device for
Year 1.²⁷

Extended Security Updates (ESU) are intended to help you make the transition, read more about your options [here](#).

Windows 11 migration by the numbers¹

250% ROI in less than six months due to factors such as tighter security, faster deployment and fewer helpdesk tickets.

Reduced the risk of
a successful
security attack by

20%

Increased
productivity for
security & IT
teams by

20%

Reduced
incoming help
desk tickets by

80%

Decreased time
for device
deployment by

25%

Increased
end-user
productivity by

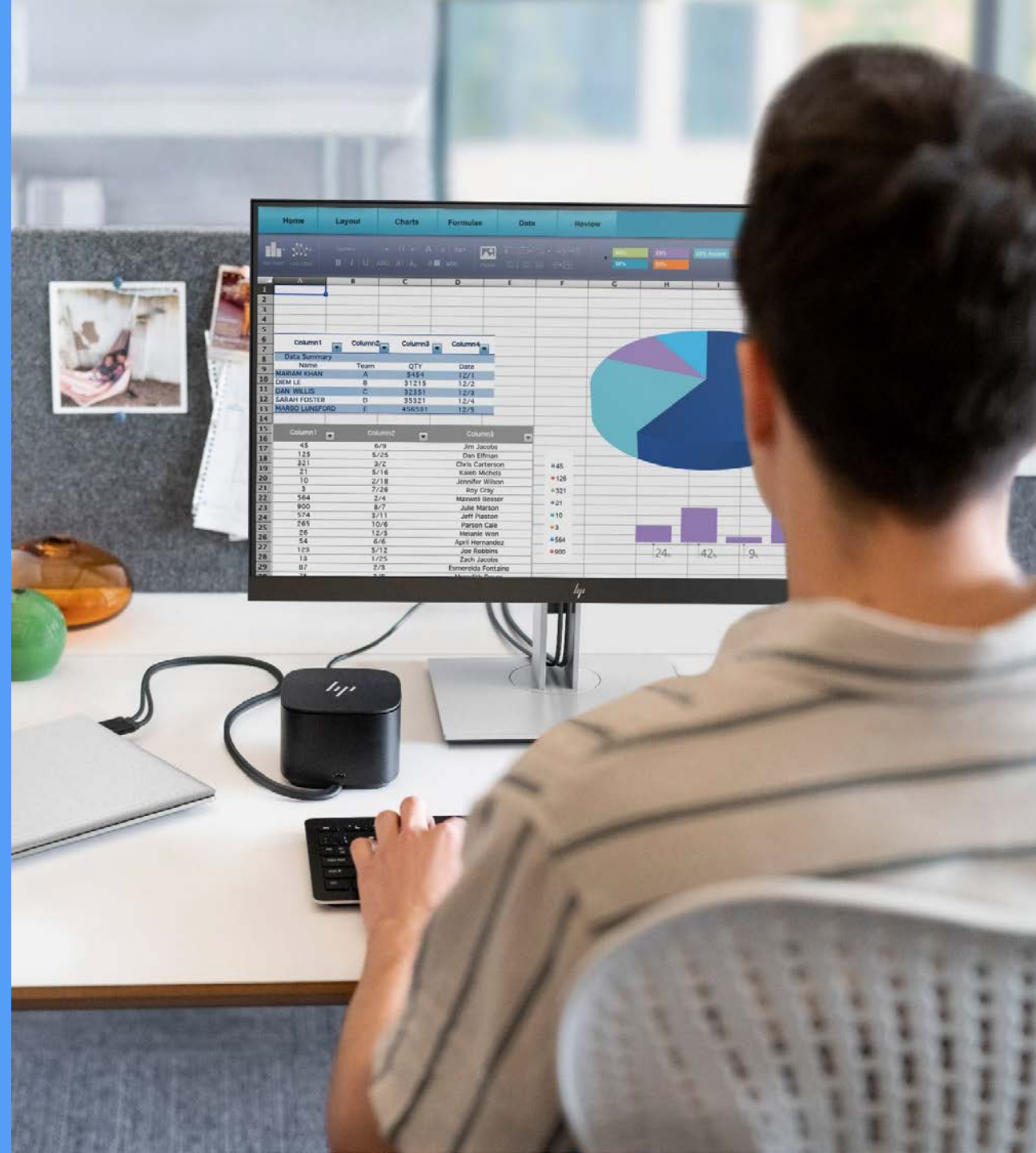
15%

Economic Benefits Calculator:
<https://aka.ms/win11calc>

All data based on commissioned study delivered by Forrester Consulting, “The Total Economic Impact™ of Windows 11 Pro Devices,” December 2022. Note, quantified benefits reflect results over three years combined into a single composite organization that generates \$1 billion in annual revenue, has 2,000 employees, refreshes hardware on a four-year cycle, and migrates the entirety of its workforce to Windows 11 devices.



Summary and next steps



The time for transformation is now

Waiting to upgrade isn't just delaying progress—it's accepting unnecessary risk and missed opportunities:

- **Security imperative**
- **Productivity boost**
- **Competitive edge**
- **Cost efficiency**
- **End of support**



Contact your Connection Account Team for more information.

Business Solutions
1.800.800.0014

Enterprise Solutions
1.800.369.1047

Public Sector Solutions
1.800.800.0019

www.connection.com/AMD



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Disclaimers

1. Not all features are available in all editions or versions of Windows. Systems may require upgraded and/or separately purchased hardware, drivers, software or BIOS update to take full advantage of Windows functionality. Windows 11 is automatically updated, which is always enabled. ISP fees may apply and additional requirements may apply over time for updates. See <http://www.windows.com>.

2. Adobe, "Future of Digital Work Enterprise insights: Productivity is a shared responsibility rooted in tech 2023", August 2023, <https://blog.adobe.com/en/publish/2023/07/27/future-digital-work-enterprise-insights-productivity-shared-responsibility-rooted-in-tech>

3. Microsoft, "Will AI fix Work. Work trends index annual report", May 2023. <https://www.microsoft.com/en-us/worklab/work-trend-index/will-ai-fix-work>

4. Forbes, "5 key insights from Absolute's 2019 endpoint security trends report." Sep 18 2019, <https://www.forbes.com/sites/louiscolombus/2019/09/08/5-key-insights-from-absolutes-2019-endpoint-security-trends-report/>.

5. World Economic Forum, "How To Prevent Cyber Attacks? Here Are Five Tips", 2024, <https://www.weforum.org/videos/5-tips-to-avoid-cyberattacks>

6. Manage Engine, "In 2023, should we still be wrestling with slow computers?", June 2022, <https://blogs.manageengine.com/desktop-mobile/desktopcentral/2022/06/02/in-2022-should-we-still-be-wrestling-with-slow-computers.html>

7. "The world's most secure PCs" claim is based on HP's unique and comprehensive security capabilities at no additional cost among vendors on HP Elite PCs with Windows and 8th Gen and higher Intel® processors or AMD Ryzen™ 4000 processors and higher; HP ProDesk 600 G6 with Intel® 10th Gen and higher processors; and HP ProBook 600 with AMD Ryzen™ 4000 or Intel® 11th Gen processors and higher.

8. Multi-core is designed to improve performance of certain software products. Not all customers or software applications will necessarily benefit from use of this technology. Performance and clock frequency will vary depending on application workload and your hardware and software configurations. AMD's numbering is not a measurement of clock speed.

9. Features and software that require a NPU may require software purchase, subscription or enablement by a software or platform provider, and third party software may have specific configuration or compatibility requirements. Performance varies by use, configuration, and other factors.

10. Eye Contact, Background Blur, and Auto Framing are Windows Studio feature that requires Windows 11 OS and a processor equipped with an NPU.

11. Microsoft App Assure program data. Microsoft, Windows 11 Enterprise, Aug 2024, <https://www.microsoft.com/en-us/microsoft-365/windows/windows-11-enterprise>

12. HP Proprietary Research, 200 end-users in US, Aug 2022.

13. Poly, "Evolution of the Workplace Report Poly Newsroom - Poly Evolution of the Workplace Report Highlights Need for Work Equity and Total Meeting Equality for Hybrid Workers", 2021, <https://www.technologyrecord.com/article/what-are-the-effects-of-bad-audio-in-the-workplace>.

14. New Microsoft Teams Performance Benchmark v1.0, Mar 2023, <https://gigaom.com/report/new-microsoft-teams-performance-benchmark/#post-id-1012929>.

15. HP Wolf Security for Business requires Windows 10 or 11 Pro and higher, includes various HP security features and is available on HP Pro, Elite, RPOS and Workstation products. See product details for included security features.

16. AMD Ryzen™ PRO processors available on select HP Elite PCs.

17. HP Tamper Lock requires a supervisor password be established prior to use.

18. HP Sure View integrated privacy screen is an optional feature that must be configured at purchase and is designed to function in landscape orientation.

19. HP Sure Start is available on select HP PCs and requires Windows 10 Pro and higher.

20. HP Sure Click requires Windows 10. See https://bit.ly/2PrLT6A_SureClick for complete details.

21. HP Sure Sense is available on select HP PCs and is not available with Windows 10 Home.

22. Windows 11 Survey Report. Techaisle, February 2022. Windows 11 results are in comparison with Windows 10 devices. <https://query.prod.cms.rt.microsoft.com/cms/api/am/binary/RWMyFE>

23. Commissioned study delivered by Forrester Consulting. "The Total Economic Impact™ of Windows 11 Pro Devices", December 2022. Note, quantified benefits reflect results over three years combined into a single composite organization that generates \$1 billion in annual revenue, has 2,000 employees, refreshes hardware on a four-year cycle, and migrates the entirety of its workforce to Windows 11 devices. <https://query.prod.cms.rt.microsoft.com/cms/api/am/binary/RE4Vrvx>

24. Recycled plastic content percentage is based on the definition set in the IEEE 1680.1-2018 standard

25. Speaker enclosure component made with 5% ocean bound plastic.

26. 2023 HP Sustainable Impact Report. See <https://www8.hp.com/h20195/v2/GetPDF.aspx/c08980815.pdf>

27. All prices are in US dollars. Regional prices will vary based on foreign exchange rates at the moment of ordering SKUs. Microsoft, "When to Use Windows 10 Extended Security Updates", Aug 2024, <https://techcommunity.microsoft.com/t5/windows-it-pro-blog/when-to-use-windows-10-extended-security-updates/ba-p/4102628#>.



AMD Disclaimers

HWKP-23. The HP EliteBook 845 G11 with AMD Ryzen™ 7 PRO 8840U @15W processor offers up to 18% higher performance when compared to the Dell Latitude 7450 with Intel Core Ultra 7 165U processor @15W and up to 11% higher performance when compared to the Dell Latitude 7450 with Intel Core Ultra 7 165H processor @28W when running the Geekbench v6 Single-Core benchmark.

HWKP-26. The HP EliteBook 845 G11 with AMD Ryzen™ 7 PRO 8840U @15W processor offers up to 69% higher performance when compared to the Dell Latitude 7450 with Intel Core Ultra 7 165U processor @15W and up to 50% higher performance when compared to the Dell Latitude 7450 with Intel Core Ultra 7 165H processor @28W when running the Microsoft Teams + Procyon Office Productivity benchmark simultaneously.

HWKP-29. The HP EliteBook 845 G11 with AMD Ryzen™ 7 PRO 8840U processor @15W consumes up to 77% less power across all Microsoft Teams with AI enabled (Windows Studio Effects) + UL Procyon benchmarks when compared to a Dell Latitude 7450 with Intel Core Ultra 7 165H processor @28W.

HWKP-54. The HP ZBook Power G11 A with AMD Ryzen™ 9 PRO 8945HS processor @45W consumes up to 64% less power across all Microsoft Teams + UL Procyon benchmarks when compared to a Dell Precision 3591 with Intel Core Ultra 9 185H processor @45W.

HWKP-15. Geekbench v5 Single Core (Responsiveness). Testing as of 12/15/23 by AMD Performance Labs on a test system configured with an AMD Ryzen 7 8840U processor (28W) on an AMD Mayan-HPT1 reference board with Radeon 780M graphics, 16GB RAM 7500MHz, Samsung NVMe 980 PRO 1TB SSD, Microsoft Windows 11 Pro vs. an Acer Swift Go system with an Intel Core Ultra 7 155H processor (28W), Intel Arc Graphics BIOS Version V1.01, 16GB RAM 6400MHz, Samsung NVMe 1TB SSD, Microsoft Windows 11 Professional (x64). The following applications were tested on Balanced Mode: Geekbench V5 Single Core, Geekbench V5 Multi Core, 3DMark Wildlife Extreme Graphics, PCMark 10 Extended, Procyon Office Productivity, Procyon Productivity Word, Procyon Productivity Excel, Procyon Video Editing and Procyon Photo Editing. 3DMark and PCMark are registered trademarks of UL Solutions. Results may vary. HWKP-15.

PHXP-38. Testing as of 6/23/23, by AMD Performance Labs using the following benchmark tests: Procyon Overall, Procyon Word, Procyon Excel, Procyon PowerPoint, each while running a simulated 9-person (3:3) Microsoft Teams video conference call with utilizing system configuration for AMD Ryzen 7 7840U @15W TDP: MAYAN FP7-101DRC3INT-230331 (CRB), 16GB RAM, 1TB NVMe SSD, Integrated Radeon Graphics, Windows 11 Pro running in “high-performance mode,” with Advanced Background Blur, eye gaze detection (using a mannequin to simulate the feature) and auto framing enabled via Ryzen AI. System configuration for Qualcomm SQ3 processor: Microsoft Surface Pro 9, 16GB RAM, 512GB NVMe SSD, Qualcomm integrated graphics, Windows 11 Pro running in “best performance mode,” and Advanced Background Blur, eye gaze detection (using a mannequin to simulate the feature) and auto framing enabled via Qualcomm integrated NPU (Neural Processing Unit). System configurations may vary yielding different results.





Work Happy

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