

A man and a woman are standing in a server room, looking at a laptop. The man is wearing a light blue shirt and glasses, and the woman is wearing a dark blue shirt. They are both looking at the laptop screen. The background shows rows of server racks with blue lights.

OVERCOMING TODAY'S PC MANAGEMENT CHALLENGES IN APPLICATION DEPLOYMENT

AMD 
together we advance_

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INTRODUCTION

While changes in technology and business needs can be difficult to predict, it's safe to assume one thing about the future: Organizational success will depend on IT departments that are ready to juggle a host of opportunities and challenges.

Just think about how integral IT management has been to keeping businesses running smoothly over the past three years. Almost overnight, employees who were once desk-bound needed to be equipped to work from home or elsewhere. Economic pressures have required IT leaders to optimize costs by shifting applications and infrastructure workloads to the cloud. And the use of digital channels has exploded as organizations seek to enhance the customer experience.

The list of new projects and priorities for technology professionals has become so long it could be easy to overlook more traditional areas where IT departments must continue to spend their time. This includes managing installed PC fleets – the foundation for what constitutes knowledge work in any organization and where employee needs are only growing in scope and complexity.



THE LINK BETWEEN PC FLEET MANAGEMENT AND STRONG EMPLOYEE EXPERIENCES

Depending on the size and age of the installed PC base, for instance, much has probably changed since devices were initially deployed. IT departments can't count on software that was tested and validated to keep working indefinitely.





Many changes in PC components and drivers underpin application performance for that. In some cases, the total cost of ownership (TCO) may even need to be recalculated based on the time and effort it will take to retest and check for compatibility between drivers and applications.

At the same time, organizations are recognizing that knowledge workers want the ability to customize their devices and use the latest innovations. They want to bring their best selves to work, regardless of where they do it. IT departments, therefore, have to grapple with modernizing their device fleets while contending with longstanding frustrations that can damage employee experiences.

Many companies are working with technology that is at least five years old. If companies invested more in technology and support, the majority of those companies would see an increase in employee satisfaction and retention.

Addressing PC fleet management with an eye toward increased stability and predictability could be the best place to focus as organizations embrace hybrid work models and adopt innovative business applications.

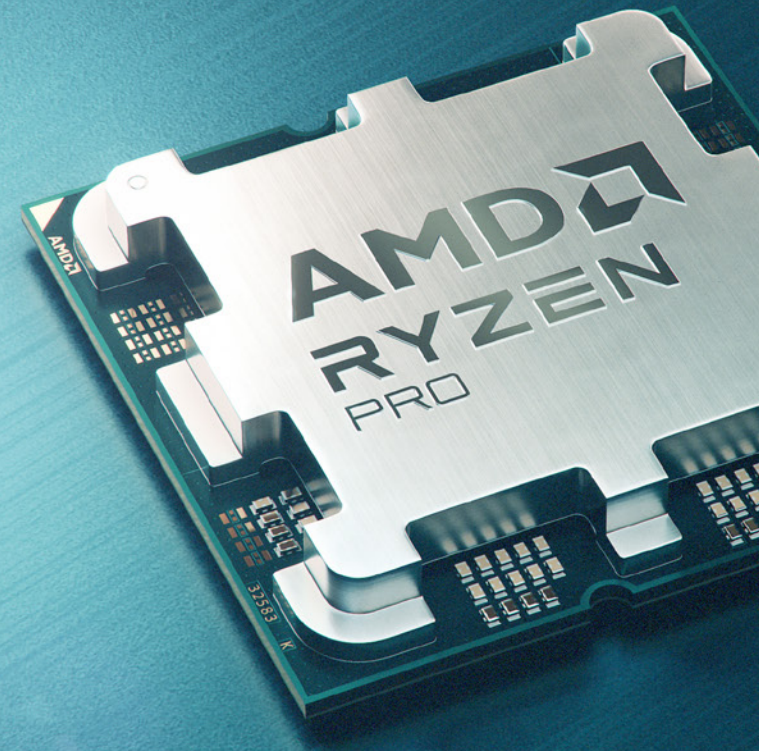


SOLUTIONS FOR A CRITICAL IT MANAGEMENT IMPERATIVE

[AMD PRO Manageability](#) is offering IT administrators a response to these needs with a unified set of tools that provides advanced support for ever-growing and changing PC fleets.

Included with [AMD Ryzen™ PRO processors](#), AMD PRO Manageability sets organizations on a journey of simplified deployment, imaging, and management from the moment devices are set up to when they're retired.

This e-book will walk through some of the most common barriers to successful PC fleet management and where AMD PRO Manageability can provide a viable solution.





Flexibility to make the best IT decisions possible

Technology professionals may have a lot more domain expertise and experience with complicated tools than the average person. But they share at least one quality with everyday shoppers: the freedom to choose means everything.

The unique nature of many businesses, for example, means IT departments want to be able to pick the hardware and software that will meet or even exceed expectations. That's not always the way their relationships with vendors have panned out, however.

Vendor lock-in is inconvenient and frustrating for IT professionals. It also makes management more complicated because it can require looking for short-term workarounds

rather than long-term improvements. Vendor lock-in also has cost implications because switching to an alternative may be too expensive, or extra budget dollars are required to maintain an older solution.

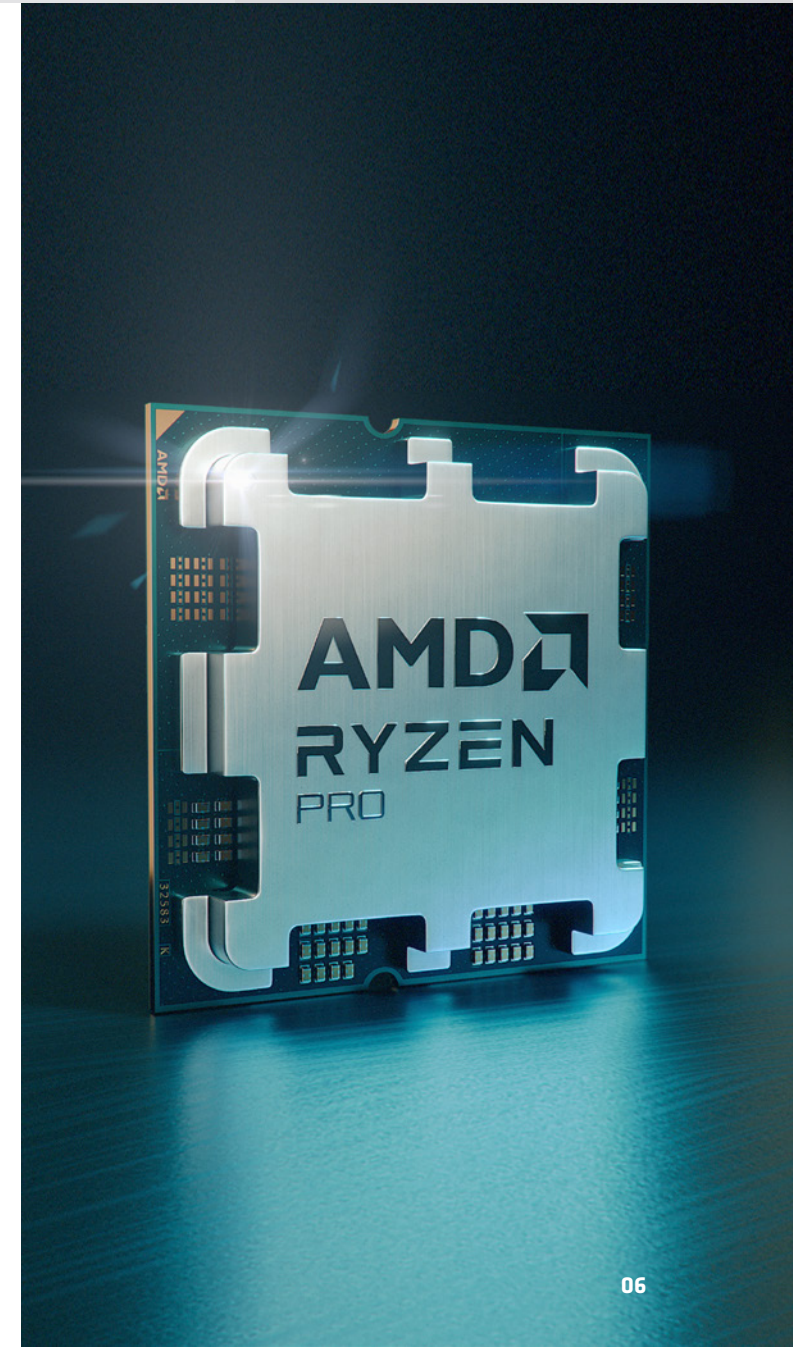
AMD PRO Manageability was designed to overcome vendor lock-in challenges by offering multivendor OEM support. As a result, IT departments can focus on the information presented about their fleet on their console tools without worrying about whether a PC is running on an AMD processor or a competing processor. This leads to a more rapid response to business demands. It also means companies can pay for PC and application capabilities on an as-needed basis.

2

Fast, seamless deployment that ensures employees hit the ground running

Loading the operating system, installing software, imaging, testing ... all these steps in deploying a new Windows-based PC take time. Errors – which are easy to make when new processes or applications are thrown into the mix – can stretch the timeline to hours or even days. PC deployments are a fundamental area that IT admins should have mastered by now.

Seamless Windows deployment is now possible, however, thanks to AMD PRO Manageability. In fact, AMD commissioned a study with Principled Technologies that shows [laptops powered by AMD Ryzen PRO are a great choice](#) in terms of deployment time and for adaptations to pre-existing Windows 10 Pro image deployment processes.





Anytime, anywhere PC troubleshooting to sustain employee productivity and collaboration

It's 10 a.m. Do you know where your organization's employees are?

Answering that question would have been relatively easy for IT departments a few years ago. Employees were most likely at their desks, in a conference room, or perhaps on vacation. In fact, IT pros most likely wouldn't have needed to answer the question because if there was a problem with an employee's PC, the onus was on the employee to bring it in for repair or troubleshooting.

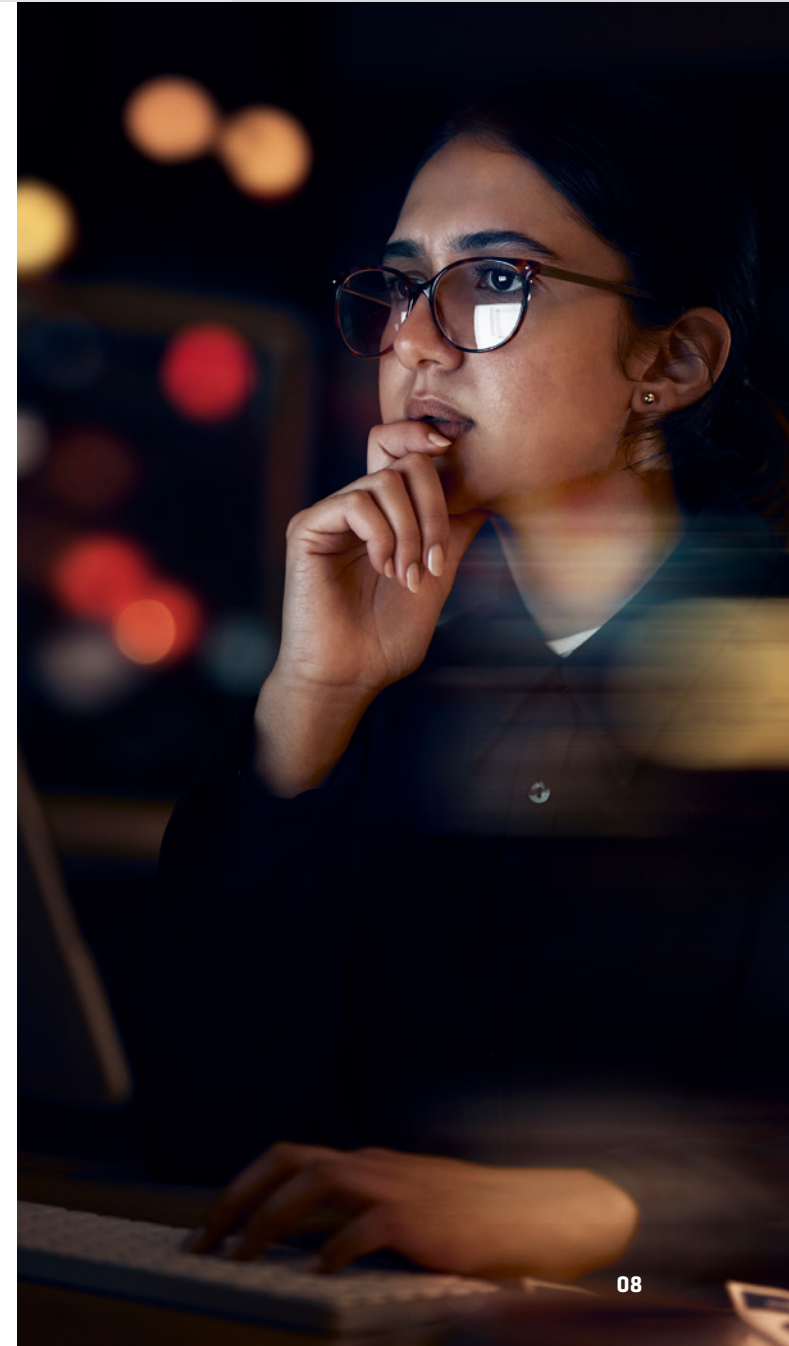
This could be a major lift in organizations with many endpoints and where hybrid work policies allow employees to work outside the office for most of the week. Problems might not only stem from the PC itself but peripherals like microphones and cameras that are now critical to everyday collaboration.



Without visibility into their fleet at all times, IT departments can find themselves hamstrung when employees have an emergency that could jeopardize a sale, damage a client relationship, or lead them to miss a project milestone.

Instead of being stuck in a more reactive mode, IT departments can use solutions like AMD PRO Manageability to keep PC fleets current by pushing out firmware updates over the air. They can also use it to remotely repair and restore broken devices, whether client issues are in-band or out-of-band.

Many organizations have already tried to get one step ahead of troubleshooting via enterprise mobility management (EMM) platforms. AMD PRO Manageability offers full EMM support for solutions such as Microsoft Endpoint Manager and Microsoft Intune, as well as wireless assistance for more than 32 widely used open standards-based DASH profiles. This is in addition to an integrated AMD Manageability Processor built into AMD Ryzen™ Pro processors.¹



WHAT 'FUTURE OF WORK' PLANNING SHOULD NEVER FORGET

Line of business leaders and those in the C-suite may have a natural inclination to emphasize initiatives such as digital transformation as Job 1. IT departments know, however, you'll never reach the ideal "future of work" scenarios without first getting PC fleet management in order.



Beyond stability and predictability, IT leaders are also ensuring technology infrastructure and applications remain well protected.

A multilayered data protection strategy needs to include technologies such as AMD PRO security. This includes the AMD Shadow Stack, which helps defend against control-flow malware, and AMD Secure Processor², which helps mitigate the risk of system hijacking. IT departments can also help their firm prevent a physical attacker from reading sensitive data in memory via AMD Memory Guard.³

Another prerequisite to innovation is having an underlying platform that IT can depend on in terms of longevity and a consistent user experience across generations. You can have it with AMD PRO business ready systems, which offer 18 months of planned software stability, 24 months of planned availability, and enterprise-grade quality assurance and reliability.



- ¹. AMD Manageability Processor requires OEM enablement. Check with the system manufacturer prior to purchase. GD-193
- ². The AMD Secure Processor is a dedicated on-chip security processor integrated within each system-on-a-chip (SoC) and ASIC (Application Specific Integrated Circuit) designed by AMD. It enables secure boot with root of trust anchored in hardware, initializes the SoC through a secure boot flow, and establishes an isolated Trusted Execution Environment. GD-72.
- ³. Full system memory encryption with AMD Memory Guard is included in AMD Ryzen PRO, AMD Ryzen Threadripper PRO, and AMD Athlon PRO processors. Requires OEM enablement. Check with the system manufacturer prior to purchase. GD-206.

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