What Really Matters When It Comes to PC MANAGEMENT
Introduction

Where and how people work has changed dramatically in 2020. With more end users working from home, and more IT staff having to support those workers remotely – often from their own homes – managing a fleet of PCs has never been more challenging.

That means it has never been more important to make the right choice in purchasing PCs to meet your organization's needs today, and into the future.

In July 2020, AMD, along with Spiceworks Ziff Davis, surveyed 409 ITDMs and administrators from the U.S. and EMEA regions (specifically from the U.K., Germany, and France) about the current landscape of PC purchase priorities and maintenance patterns. Respondents belonged to organizations of all sizes, from SMBs to enterprise organizations (as long as the company had 100+ PCs).

The survey revealed a number of insights that can help IT decision makers (ITDMs) make more informed purchasing decisions.
What ITDMs Want From Their PC Fleet

According to survey respondents, what IT teams value most in a PC are:

1. PERFORMANCE
   54% of respondents chose performance as the most important factor in a PC.

2. COST
   Cost was a major factor for 43% of our respondents.

3. SECURITY
   Interestingly, security emerged as the next priority for ITDMs, with 38% choosing safety.

4. MANAGEABILITY
   Manageability emerged as a distant fourth factor, with 21% saying it was what they looked for in a PC.

MOST IMPORTANT FEATURES OF PCS

- **Performance**: 54%
- **Cost of PCs**: 43%
- **Security**: 38%
- **Manageability**: 21%

To define importance of PC features we asked survey respondents to rank importance of seven features. Percentages indicate number of respondents ranking a feature as their top two most important feature.
The Role of Manageability

In-band management, or managing locally through the network itself, is the most common form of PC management. In our survey, 59% of respondents said they used in-band and direct methods to manage PCs, while only 39% used out-of-band methods. The survey revealed that in-band management continues to be the primary focus of procurement and management efforts.
Survey respondents expressed that three quarters have Intel vPro® actively deployed, while half of total respondents said they have Intel AMT enabled. However, a more revealing insight emerged when analyzing the data in more detail: High and consistent use of Intel AMT is minimal. It turns out that only 14% of those surveyed use Intel AMT on a monthly basis.

Even more surprising, 49% of respondents don’t use Intel AMT at all. IT teams use a variety of tools to manage their PC fleet. The most commonly used tool was Microsoft Intune (used by 32% of total organizations surveyed in 40% of Enterprise organizations surveyed), which provides in-band capability. In fact, 63% of respondents indicated that they spend most of their time using OS-level tools (in-band tools), to troubleshoot a PC while the OS is still running, instead of diagnosing a PC that will not boot. Respondents expressed that 38% use more than one tool, with many businesses also employing additional, complementary tools to enhance and resolve out-of-band manageability issues.
AMD Answers the Priorities of ITDMs

When it comes to what ITDMs are looking for in processors, AMD delivers the goods:

**PERFORMANCE**
AMD specializes in best in class high-performance processors. Ryzen™ Desktop and Mobile Processors with PRO technologies that excel at single-thread, multi-thread, and graphics performance.

**SECURITY**
AMD processors with PRO technologies include leading-edge, multi-layered security features in conjunction with OEMs, designed to keep PC fleets safe for the foreseeable future.

**FLEXIBILITY**
All AMD PRO Processors make the most of any IT budget with built-in longevity features, all backed with adherence to enterprise-grade quality standards.

**MANAGEABILITY**
Each PRO processor contains full-spectrum manageability features that enable efficient deployment, imaging, and management, while maintaining compatibility with current infra-structures, including full support for Microsoft Endpoint Manager.

**NUMBER OF TOOLS USED TO MANAGE PCS**
- 14% Don’t use any tools
- 48% Use one tool
- 38% Use more than one tool
Get the Manageability and Flexibility You Need

It’s time to think about manageability differently. How much more streamlined could your PC fleet be going forward?

All AMD Ryzen PRO and Athlon PRO processors include a robust set of manageability tools across the entire product line that can address the vast majority of use cases. Instead of needing to learn a complex, often redundant set of management tools for each manufacturer, IT administrators can use a unified set of tools to manage systems across multiple vendors. This enables organizations to reduce the cost and complexity of managing heterogeneous environments without reducing IT readiness or security.

AMD’s Manageability Expertise

AMD PRO Processors seamlessly provide built-in manageability features which:

- Bring in-band and out-of-band into one solution
- Support the Desktop and mobile Architecture for System Hardware (DASH) standard
- Simplify patching by powering on all systems prior to commencement
- Reduce desk visits with enhanced remote diagnosis and trouble shooting capabilities

From simplifying deployment to imaging to out-of-band management capabilities, AMD Ryzen PRO processors deliver the manageability features ITDMs not only want, but which they will actually use – along with scalability that grows with their needs.

For the latest in great performance, without compromising on your investment, head over to AMD.com/Business.

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