

Speed, power consumption, protection: What matters most when choosing a PC for business?



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Give a data scientist a business PC with enough processing power and there's almost no limit to the insights they unlock. Arm frontline staff with a system that effectively manages power consumption and their productivity will know no bounds. A machine with a best-in-class GPU will empower designers and developers to create innovative digital experiences the rest of us would never have imagined.

Choosing a business-ready PC is an essential part of delivering a great employee experience. Beyond the conversations that happen in conference rooms and other meeting spaces, it's how much of the daily work gets done. That makes it one of the most important investments an IT department can make.

One of the challenges in choosing the right PC is the gap between what everyday employees want out of a device and what they know about its components. Knowledge workers might seek to work all day without having to recharge their machines, for instance, but don't have a deep understanding of the factors that affect power consumption. Even programmers might underestimate the processing speed they need to accomplish their tasks with maximum efficiency.

This means it's up to IT professionals to balance specific users' unique demands with overall business goals, as well as issues like PC manageability that impact their own team. Consider the following steps to make the best possible PC purchasing decisions for your company.

Evaluate your current PC fleet

Unless you're a brand-new startup, chances are you're not starting from a blank slate when you're choosing business PCs. Legacy IT can be a burden to maintain, especially if the total cost of ownership is high.

Most PCs have an average life cycle that can help you plan the right time to upgrade or replace them. The business case for purchasing new PCs should also take into account potential security vulnerabilities in aging equipment that can put your organization at greater risk of an incident.

Assess your workforce and its needs

The days of providing everyone with the same standard desktop are long gone. A successful business strategy depends upon recognizing the differences in computing requirements across business functions and team roles. This includes thinking about the current degree of hybrid work and travel within your company, where employees might require better power consumption features to support work outside the office.

Seek direct input from those who will be using the systems you provision early on in this process, either through a survey or in meetings with each department. Ask about the number and variety of applications they typically use, as well as the file types and sizes of content that are part of their day-to-day activity. Use this feedback to identify use cases that will require a baseline configuration (for admin staff, for instance) versus a more high-end configuration to support knowledge workers and power users.



CHOOSE THE PERFECT BUSINESS PC

- Tailoring computing power: Business PCs cater to different user needs.
- Critical for employee experience: Selecting suitable business-ready PCs significantly impacts productivity and employee satisfaction.
- Balancing user demands: IT professionals must align individual user preferences with business objectives.

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Conduct a similar exercise with your senior leadership team. Understand the organizational goals or targets around productivity, efficiency, collaboration, and sustainability. Then it's a matter of finding the business-ready PCs that will align with them. All of this will have to be weighed against IT budget allocations for other infrastructure and application development projects.

Check for the specs that deliver performance and value

No matter the business function, most employees are juggling productivity applications, [videoconferencing](#) tools, and more. That means they'll need a fast CPU like the [AMD Ryzen™ PRO 6000 Series](#) that can handle modern workloads.

Memory and storage are also critical for most jobs: 8GB of RAM is a good baseline, but think about the number of virtual machines that will need to be supported as well. At least 1TB per non-volatile memory express (NVME) drive is not uncommon for everyday business use.

Power consumption is another typical consideration, especially with more people working remotely or for extended periods. The AMD Ryzen™ 7 PRO 6800U Series processor offers up to 26 hours of [uncompromising battery life on a premium business laptop](#), meaning employees can work all day without recharging. Couple power consumption capabilities with easy connectivity: Look for devices that can handle WiFi® 6E, Bluetooth® 5.2, and USB4®.¹ Don't forget to check for HDMI ports too.

For employees working with video, animation, and other graphics-intensive jobs, a specialized, purpose-built component like a GPU will help them bring their visions to life. These team members are also good examples of those who might require touch screens with high resolution, as well as support for color and contrast.

Safeguard against cybersecurity threats

As the hub of knowledge work, PCs are a critical business asset, which can make them a target for cybercriminals. The only way to mitigate the variety of risks is with a multilayered approach to security at the silicon, OS, and platform levels.

An original equipment manufacturer will include some baseline security features, for example, but also look for a CPU that incorporates advanced capabilities such as the Microsoft Pluton Security Processor² and Secured-core PC to help mitigate physical attacks. Remember that most rogue actors aren't just trying to gain access but also to steal data. Real-time memory encryption with AMD Memory Guard³ is a good way to avoid those scenarios.

Reduce the potential PC management burden

It can be overwhelming to stay on top of all the latest security patches, warranty information, and other details about PCs across the business.

Opting for machines with built-in manageability features, including enhanced wireless manageability and support for endpoint management tools, will reduce stress on the IT department. AMD Ryzen™ PRO processors offer wireless support for up to 33 widely used Dynamic Adaptive Streaming over HTTP (DASH) profiles.

With the right speed, storage, power consumption capabilities, and other business-ready PC features, IT leaders can equip employees with everything they, and their companies, need to be successful.

- 1 WiFi® 6E, Bluetooth® 5.2 and USB4® availability varies by laptop manufacturer and are system configuration dependent. Check with your laptop manufacturer for compatibility information. GD-149.
- 2 Microsoft Pluton is a technology owned by Microsoft and licensed to AMD. Microsoft Pluton is a registered trademark of Microsoft Corporation in the United States and/or other countries. Learn more here. Microsoft Pluton security processor requires OEM enablement. Check with the OEM before purchase. AMD has not verified the third-party claim. GD-202.
- 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.

