

TOP TIPS

FOR SELLING WINDOWS 11 DEVICES ADVANCED BY AMD RYZEN™



Capture the device refresh opportunity with Lenovo and HP

When your customers upgrade to Windows 11 they benefit from enhanced security, connectivity and productivity features. Plus, Microsoft Copilot AI capabilities.

But with an estimated 10 million devices¹ unable to support Microsoft's latest operating system, these users will be left open to vulnerabilities when Windows 10 End of Support arrives in October 2025. Now is the perfect time for these customers to make the move to Windows 11-ready devices.

Advanced by AMD Ryzen™ processors, Lenovo and HP's range of PCs help users get professional-grade productivity from Windows 11, plus the power to efficiently run AI capabilities.

5 ways to nurture customer conversations

Not every customer will understand the benefits of choosing an AMD Ryzen™ powered PC. Use these five common questions/objections and responses to support your device refresh conversations.

1. I'm quite happy with our existing processors and don't see the benefit of switching to AMD Ryzen™.

AMD Ryzen™ PRO processors bring a next-level experience to Lenovo and HP PCs, offering the fastest and most-efficient CPUs. Through AMD's performance, your users will be their most productive, while AMD PRO technologies give your business peace of mind, thanks to heightened security features and ease of manageability.

2. Security and manageability are important to our business. How can AMD Ryzen™ processors support with this?

AMD Ryzen™ PRO processors come equipped with AMD PRO technologies, offering a comprehensive suite of features essential for today's modern business. IT decision-makers benefit from advanced security, powerful manageability tools, and enterprise-grade stability and reliability. With AMD PRO technologies, AMD Ryzen™ processors deliver fast, dependable performance, ensuring an exceptional business computing experience and complete peace of mind.

3. I'm not sure AMD is right for us. Is it suitable for commercial use?

AMD PRO technologies are designed specifically for commercial environments, offering robust reliability, streamlined manageability, and multilayered security features. With AMD PRO, you'll have access to open-standards and industry-backed solutions comparable to Intel vPro, including AMD KVM for BIOS management. Plus, advanced security features like AMD Memory Guard ensure data protection through memory encryption, giving you peace of mind in today's challenging cybersecurity landscape.

4. Do AMD Ryzen™ PRO processors help protect against security threats?

AMD PRO security is designed to provide multilayered protection at the hardware, operating system and system levels, helping you safeguard your business from potential risks. To maximise security, we recommend following industry best practices by ensuring operating systems are regularly updated (which is why moving to a Windows 11-ready device is so crucial), maintaining the latest versions of platform software (such as BIOS, BMC/TSM and firmware), adopting safe computing practices, and consistently running reliable antivirus software. These steps, combined with AMD PRO security features, give you the tools to confidently protect your IT environment.

5. We want to future-proof our business with AI-ready technology. What does an AMD Ryzen™ advanced device offer us?

Windows 11-ready Lenovo and HP PCs advanced by AMD Ryzen™ processors bring extraordinary performance and next-generation AI capabilities to transform how your users work. Built for Microsoft Copilot, they provide instant access to powerful AI experiences in Windows and Microsoft 365, including enhanced video calling with AI-powered Studio Effects in Teams or Zoom, effortless content summarisation in Microsoft Outlook, Word or Edge, and creative tools like Designer for generating images with simple text prompts. With integrated AI, you can get answers to complex questions using Bing, all designed to make everyday tasks smarter and faster.

AMD Ryzen™ advanced laptops are equipped with a cutting-edge 16 TOPS NPU for on-device AI acceleration, which works seamlessly alongside powerful CPUs and GPUs. This enables advanced features in popular creative apps like Adobe Premiere Pro, where AI elevates photo and video editing through noise reduction, sharpening and upscaling. Tools like Topaz Labs and ArkRunr bring additional enhancements, including AI-powered content creation and background removal for virtual environments.

And, because Lenovo and HP devices advanced by AMD Ryzen™ processors are purpose-built to be lightweight with long-lasting battery life, your users get to utilise AI capabilities while on the go.

Discover new possibilities with Westcoast

We want you to succeed with the Windows 11 device refresh opportunity. Take a deeper dive into the benefits of AMD Ryzen™ processors in our sales guide, which you'll find on our dedicated Windows 11 Resource Hub.

GET GUIDE

Alternatively, book a meeting with your Westcoast Account Manager to find out how we can support you with device sales.

Source
1 https://www.youtube.com/watch?v=s_PvQ7RQfG&t=1s

