DROP THE MIC.

AMD EPYC

Selling AMD EPYC™ processors - getting started and handling objection

Conversation starters

- How would it affect your business if we were able to drive down your cost per VM?
- How would your business be impacted if we were able to reduce the cost of server acquisition for large memory-intensive applications by 34%?
- The National Institute of Standards and Technology states, "As cyber-attacks become more sophisticated, the potential for BIOS or other firmware attacks is growing." Have you put a plan in place to address server firmware attacks?
- How are you addressing compliance (for example, NIST, PCI DSS, GDPR) for your infrastructure?

Objection handling

"We don't have budget."

The usual range of Westcoast financial support is available for AMD EPYC processors, from flexible finance deals to trade-ins. EPYC processors also benefit from low consumption and purchasing costs, meaning they might save money in the long term.

"What we have works fine."

Is good enough, really good enough in today's business environment? As cyber-attacks become more sophisticated, the National Institute of Standards and Technology states that the potential for firmware attacks is growing. What's more, post warranty support can be crippling from a cost perspective and not having a warranty can be risky.

"AMD previously dropped out of the server market as they were unable to offer a competitive long-term road map. Does AMD have a long-term road map for the server market?"

AMD is fully committed to the server market and has a long-term road map, with AMD EPYC processors being the first of three new processor designs. Zen 2 and Zen 3 come next and are slated to be available in a few years leveraging 7nm technology at a time when the competition is moving to 10nm.

Visit our website for more information at westcoast.co.uk/brand/AMD