May 16, 2011

AMD Highlights State of Cloud Adoption and Emerging IT Demands in Europe and Asia

New Research From AMD Sheds Light on Varying Attitudes Towards Cloud Computing Around the World

SUNNYVALE, CA -- (MARKET WIRE) -- 05/16/11 -- At this week's Cloud Computing Summit in Abu Dhabi, the China Cloud Computing Conference in Beijing and the Enterprise Cloud Computing and Virtualization Conference (ECCV) in London, AMD (NYSE: AMD) is leading the discussion on the infrastructure demands facing businesses deploying cloud computing solutions worldwide.

Raed Hijer, senior technical advisor, AMD, is speaking on May 16 at Europe's Cloud Computing Summit on building the most cost- and power-efficient cloud computing infrastructure, while Margaret Lewis, Software Product Marketing director, will also be in the region to provide an end to end view of cloud computing and deployment strategies on May 18 at the ECCV. Separately, Bob Ogrey, cloud technology evangelist and fellow, AMD Server Platform Architecture, and Brent Kerby, power efficiency strategist at AMD will be speaking about AMD's cloud computing strategy on May 18 at the China Cloud Computing Conference. At these events, AMD will be previewing a global cloud computing research study that will be unveiled in its entirety later this quarter. Regional highlights include:

Europe

- 37% of cloud customers in Europe estimate they store more than $250,000 worth of data in the cloud
- 42% of businesses considering deploying cloud solutions are doing so as a necessity to reduce IT costs
- 59% of businesses see security as the primary risk of cloud computing, but only 32% see reliability of their Internet connection as a risk

Asia/Pacific

- 67% of businesses that have moved to the cloud are already seeing business value
- 54% of businesses believe increased efficiency one of the greatest benefits of cloud computing, more so than hardware cost savings or scalability
- Finance and accounting applications are the applications most commonly found in the cloud, with 57% of respondents indicating they are already hosting these apps in a cloud environment

"The rise of cloud computing is fundamentally shifting demands on the IT department, but different regions of the world are facing very different cloud challenges," said Patrick Patla, vice president and general manager, Server and Embedded divisions, AMD. "We are

committed to providing the right balance of price, performance and power for all types of cloud deployments around the world and are working closely with partners and customers to ensure organizations are reaping maximum benefits from this new computing model."

The full research study reached 1,500 IT decision makers across the United States, Asia/Pacific and Europe, uncovering a wide variety of global perspectives on cloud computing. This information will be fully released later in the second quarter of 2011.

About AMD
AMD (NYSE: AMD) is a semiconductor design innovator leading the next era of vivid digital experiences with its groundbreaking AMD Fusion Accelerated Processing Units (APUs) that power a wide range of computing devices. AMD's server computing products are focused on driving industry-leading cloud computing and virtualization environments. AMD's superior graphics technologies are found in a variety of solutions ranging from game consoles, PCs to supercomputers. For more information, visit http://www.amd.com.

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