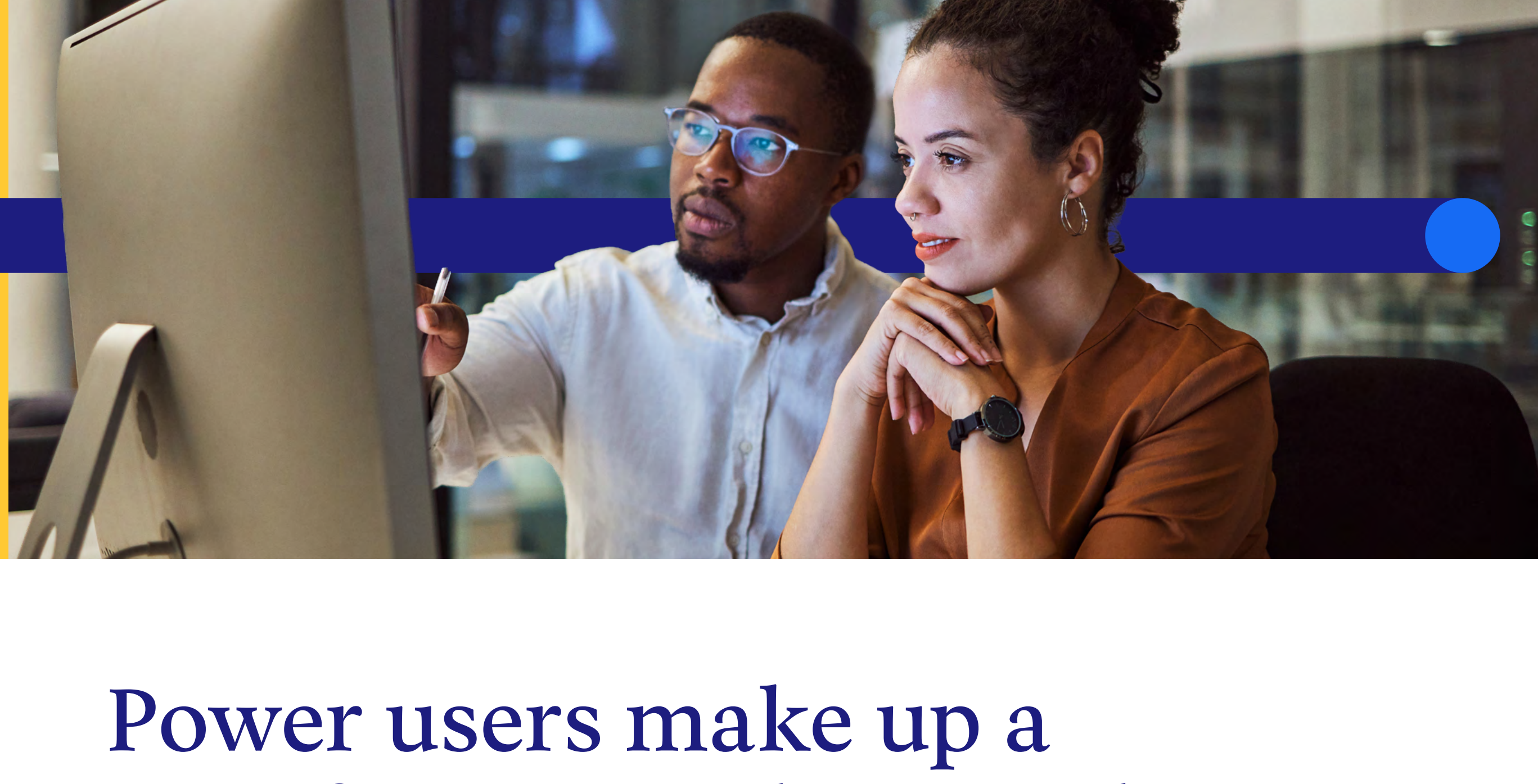


Intelligent Workstations for Power Users

Enable your power users to do more with AI-enabled mobile workstations that last all day

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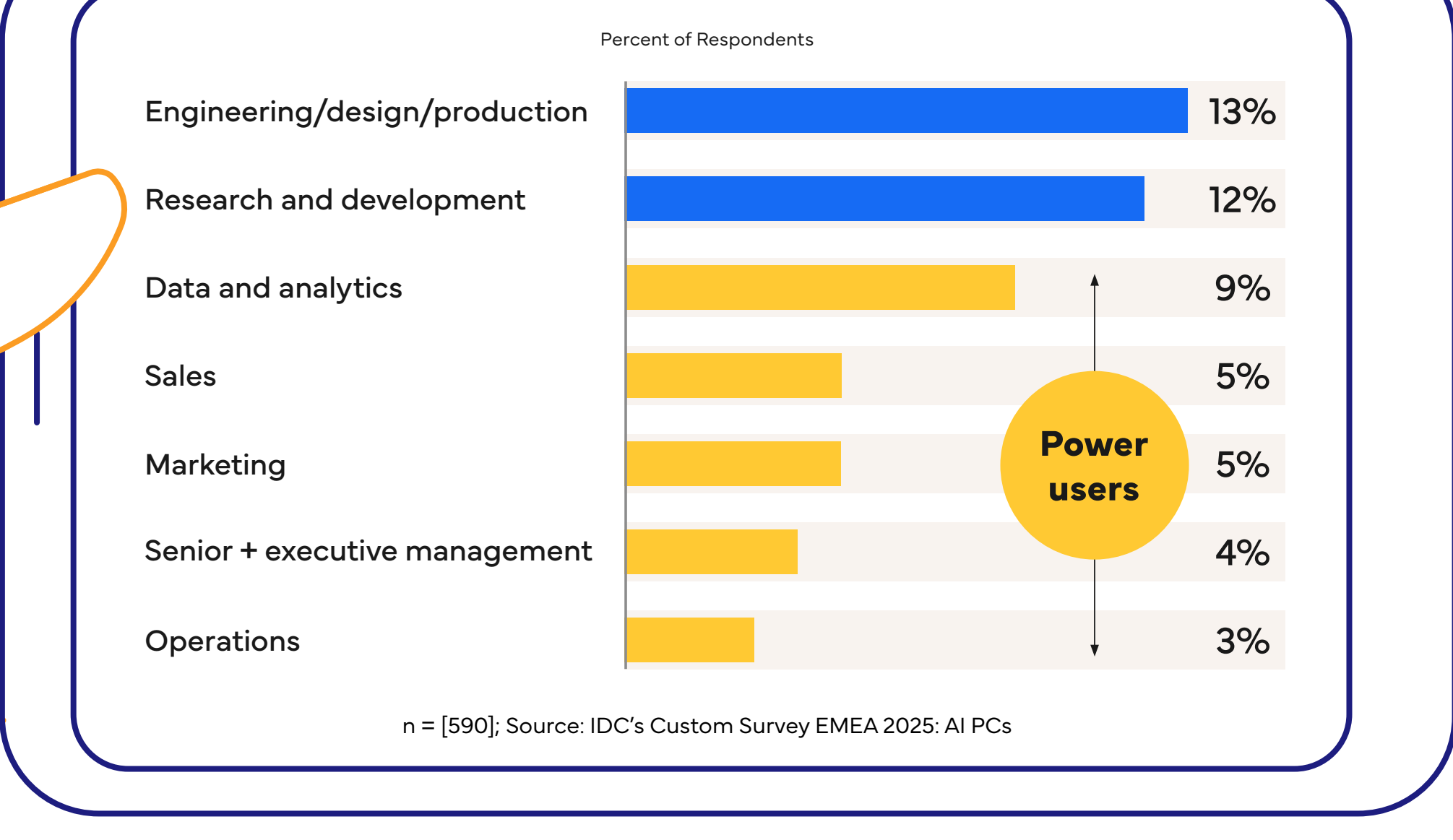


Power users make up a significant user base within many organizations

Power users work with a range of demanding data-driven applications.

Finance, accounting, and sales applications	Supply chain, logistics, and inventory management applications
Analytics and business intelligence software	Customer relationship, marketing campaign, and advertising management applications
Database management applications	Operations management for systems and infrastructure software

Job roles where mobile workstations are the primary devices issued to the user



Mobile workstations with AMD AI PRO processors matter for power users

Power users demand more from their machines.
Power users need computing solutions that deliver a step beyond standard commercial notebooks for sustained performance, dependable reliability, and easy serviceability.

Smart investment value
Mobile workstations cost only from 6% more than standard notebooks with similar configuration — but support much higher platform power due to advanced system engineering. This helps enable major productivity, reliability, and user satisfaction gains that pays back month after month.

Support demanding workflows with leading edge AMD Ryzen AI PRO APUs and NVIDIA RTX Pro GPUs
Commercial notebooks are mainly limited to integrated GPUs or gaming-focused GPUs that do not have key application certifications. Dell Pro Max mobile workstations integrate AMD Ryzen AI PRO CPUs together with NVIDIA RTX Pro GPUs to support the demanding applications and workflows of power users.

Powerful NPU to support AI enhanced applications
Modern power user applications are rapidly gaining AI workflows. AMD Ryzen AI PRO CPUs have a powerful integrated NPU* with up to 50 TOPS** for private, responsive, and efficient AI-based productivity with battery life that can last the whole working day.

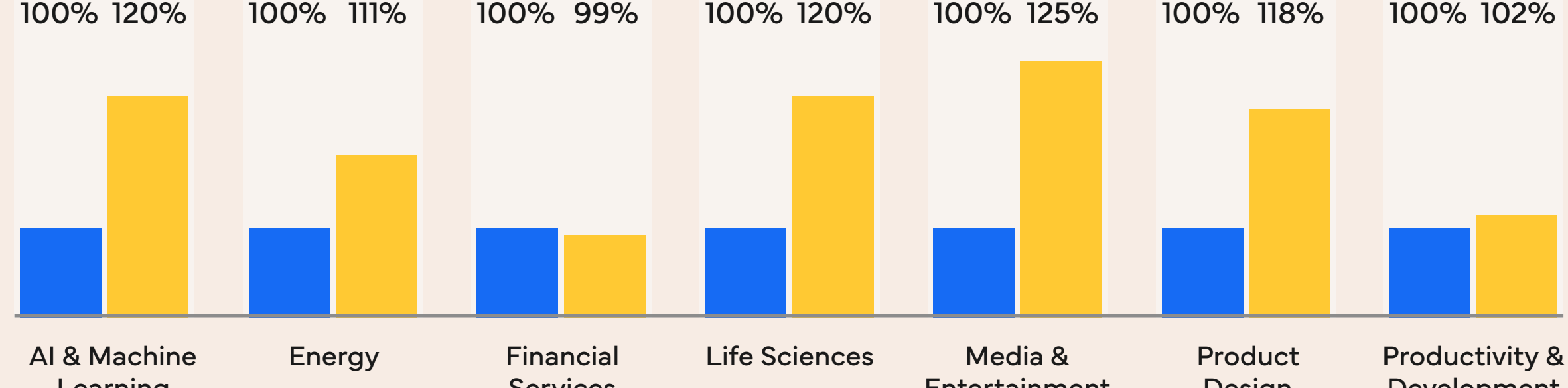
Enhanced media and analytics capabilities
AMD Ryzen AI PRO CPUs support AVX512 instructions in an energy-efficient architecture, making mobile workstations ideal for media processing and advanced analytics even on the move.

*Neural Processing Unit, ** Tera Operations per Second

Power users need dependable performance, not lowest cost PCs

Mobile workstations have beefed-up cooling systems designed to run reliably all day at high-power settings, using both CPU and GPU together. This helps deliver the high level, sustained performance that power users depend on — day in and day out.

*SPECworkstation 4.0 — Industry verticals relative scores



Top 5 user pain points

40% Slow performance	36% Length of time to solve any issues	34% Time between failures	29% Out of memory	27% Poor Wi-Fi and network connectivity
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Commercial notebooks are largely engineered to deliver good-enough performance for mainstream users. Running the demanding workflows of power users on these machines often results in peaky and unpredictable performance, along with noise, heat, and reliability issues.

Source: IDC's 2025 US Workstation Workloads Survey, April 2025, n=347, IDC AMD Custom Survey 2025: AI PCs n=590. * Source: SPECworkstation 4.0 Benchmark Results Summary System 1 - Dell Pro Max 16 MC16255/ AMD Ryzen AI 7 PRO 350 w/ Radeon 860M/ RAM 32G/ Storage 1TB/ PSU 130W System 2 - Dell Pro Max 16 MC16255/ AMD Ryzen AI 7 PRO 350 w/ Radeon 860M/ RAM 32G/ Storage 1TB/ PSU 130W/ NVIDIA RTX PRO 500 Blackwell

The need for an NPU in the mobile workstation fleet is growing

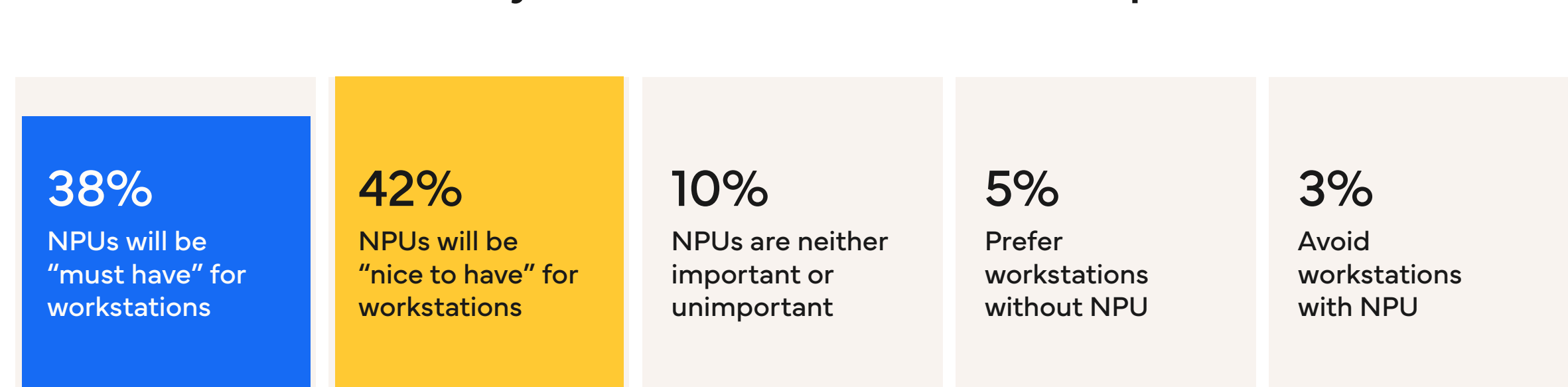


On-device AI is becoming a strategic priority — especially for power users. Copilot+ PCs require NPUs with 40+ TOPS to power features like Studio Effects and Click to Do.

Integrated local AI acceleration was rated as Extremely Important or Very important for:	66% of media creation and production roles	65% of design roles	46% of development roles	42% of marketing roles
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Investing in mobile workstations powered by **AMD Ryzen AI PRO** with integrated NPU offering up to 50 TOPS ensures benefits from faster multitasking, stronger data privacy, and greater energy efficiency, making them ready for the future of AI-driven productivity.

How do NPUs fit into your future workstation roadmap?

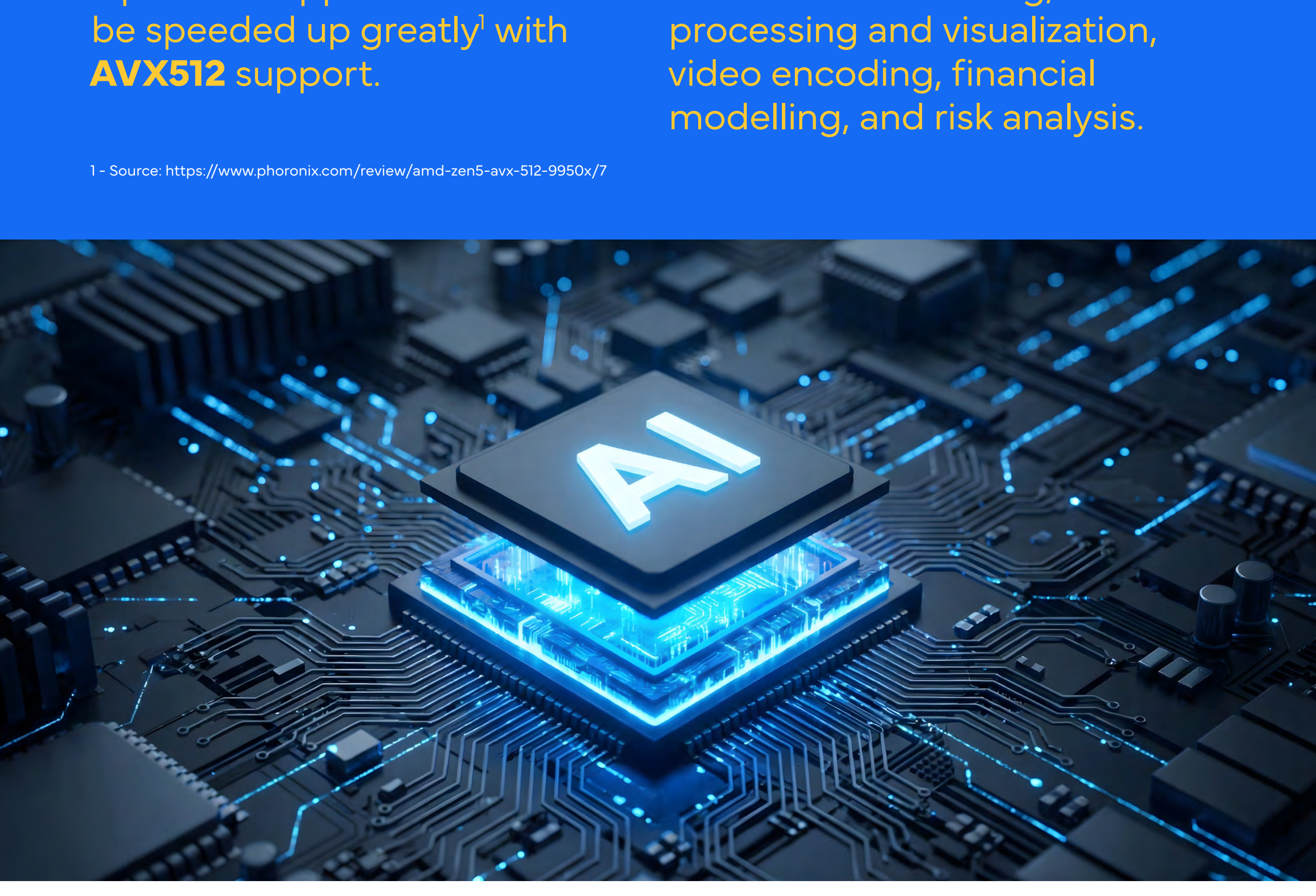


Sources: IDC Custom Survey EMEA 2025: AI PCs, n=590; Source: IDC's 2025 US Workstation Workloads Survey, April 2025, n=347

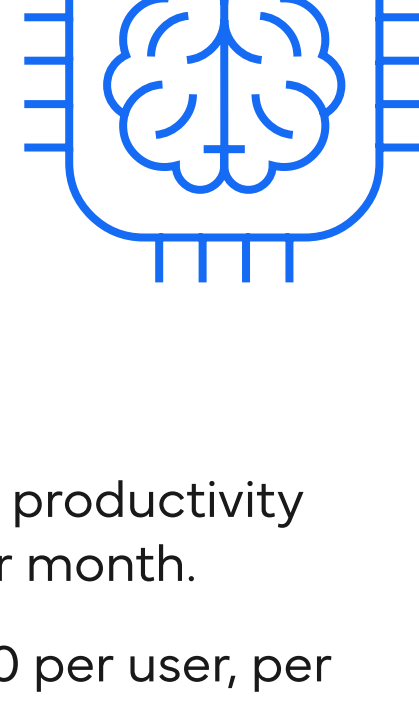
Boost media and AI performance with full AVX512 support

Modern media, data & analytics, and AI performance makes extensive use of vector calculations. Optimized applications can be speeded up greatly ¹ with AVX512 support.	AMD Ryzen AI Pro processors feature full support for AVX512. This helps enhance demanding data-driven applications such as AI inferencing, data processing and visualization, video encoding, financial modelling, and risk analysis.
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1 - Source: <https://www.phoronix.com/review/amd-zen5-avx-512-9950/7>



Focus on the lifetime productivity and value, not lowest cost



- For laboratory researchers in the U.S., investment typically focuses on AI supported, cloud-based productivity tools for summarizing lab notes; analytics tools for biological data analysis; visualization software for identifying trends; and IDEs to automate data cleaning, scripting, and organization. The average lab assistant salary in the U.S. is \$69,628 per year.
- AI-supported cloud-based productivity tools is \$30-35 per user per month.
- Analytics tools are \$150-180 per user, per year. The graphic and statistic software is priced \$40-600 per user per year.
- IDE cost \$250-350 per user per year.
- Device options*:
 - Dell Pro 14 Plus (AMD): \$1,672
 - Dell Pro Max 14 (AMD): \$2,657

Three-year Cost	Salary	Software licence	Device	Total value	Cost difference to commercial notebook	Device share
Commercial AI notebook	\$208,884	\$3,924	\$1,672	\$214,480	-	0.78%
Mobile AI workstation	\$208,884	\$3,924	\$2,657	\$215,465	\$985	1.20%

Top 5 benefits of investing in workstations

#1 Improved end user experience and productivity	#2 Better device configurability and scalability	#3 Reduced downtime due to software issues	#4 Reduced cloud costs due to greater local compute power	#5 Greater peace of mind due to ISV certification
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*dell.com Dell Pro 14 Plus specs: AMD Ryzen AI 7 PRO 350, Win 11 Pro, 32GB LPDDR5x 7500MT/s, 512GB Gen4 NVMe SSD, AMD Radeon 860M Integrated Graphics, Dell Pro Max 14 specs: AMD Ryzen AI 9 HX PRO 370, Win 11 Pro, 64GB LPDDR5x 8000MT/s, AMD Radeon Graphics, 1TB SSD