

 AMD | CLOUDERA

# Cloudera + AMD Sales Play

Cloudera and AMD bring the right data platform and hardware architecture to deploy data, analytics and artificial intelligence (AI) across both on-premises and cloud environments.

AMD EPYC™ processors deliver leading compute performance and exceptional energy efficiency for the modern datacenter.

Cloudera is the industry's only true hybrid platform with an identical experience for public and private cloud. With over 26 exabytes of data under management, Cloudera is the ninth-largest database in the world.

## Elevator Pitch

AMD and Cloudera open a world of possibilities for organizations to accelerate the processing of real-time and high-volume data to stay agile in a dynamic data world. For cloud, IT and data decision makers, AMD EPYC CPUs combined with Cloudera's Data Platform deliver the right hardware on the right data platform. We enable customers to create new insights from the wealth of data they have at their fingertips on a unified, high-performance platform with baked-in security features from chip to edge. And with a commitment to sustainability that's not only good for business, but good for the planet.

## Partner Offer – Aggregated Solutions

AMD provides the right computing platform, paired with Cloudera's data and AI platform, allowing you to bring data all the way from the edge through different parts of the lifecycle to find the capabilities and use cases that will scale your cloud journey — no matter where your data resides.

## Target Partner Profile

- Large data practice
- Focused on enterprise customers of \$1 billion and up
  - All verticals but primarily Financial Services, Manufacturing, Healthcare, Public Sector
- 100+ employees **or** \$100 million in revenue
- Data and Internet of Things (IoT) focus

## Customer Conversation Starters

Do you have customers:

- Who have data both on-premises and in the cloud and need a unified view of their data?
- Who want to migrate workloads back on-premises because of costs and/or regulatory challenges?
- Whose cloud spend is out of control?
- Who want security, governance and lineage as they migrate data?
- Who would like to leverage a multi-cloud and on-premises strategy?

## Key Verticals

**Financial Services:** Commerce is what makes the world go around. From financial institutions to Wall Street to individual, everyday people, the need for technology-backed innovation in this space is paramount. We help financial services organizations perform in a constantly changing environment with security and performance in mind.

**Healthcare:** Over the past two years, the healthcare industry at large achieved remarkable — borderline miraculous — feats. Acceleration to get vaccines to market, innovation in telehealth and more have created a new speed limit. We help healthcare enterprises sustain this pace with security and performance.

**Manufacturing:** Our world is more connected than ever. The proliferation of data generated by both man and machine needs to be harnessed with today and tomorrow in mind. Cloudera and AMD offer a futureproof solution to ensure your performance is sustainable and secure for what is to come.

## Use Cases

### Relieve pressure of risk with always-on security and governance from chip to software

The position we occupy today is one where data is created at every corner, placing pressure on the need to innovate faster with the constant threat of cybersecurity attacks. Maintaining this balance while ensuring technology's role in powering business objectives is critical. You have to take risks, but how far can you push? Cloudera's SDX and AMD's Infinity Guard help protect customers via Cloudera's comprehensive security benefits and AMD's advanced security features from the chip to data platform level, for you to stay at the forefront of development and security concerns.

### Lower technical debt for you. A cleaner planet for all

Enterprise IT accounts for a significant portion of global CO2 emissions, with datacenters accounting for nearly one percent of the world's energy demand.<sup>1</sup> Many organizations have yet to realize the triple bottom line opportunities brought by adopting cloud computing, all while keeping certain types of workloads and data on-premises. A lack of tools and expertise makes it hard to realize opportunities. Balancing this with server needs to run critical workloads creates trade-offs we don't yet know how to navigate. AMD servers create operational efficiencies by reducing heating and cooling costs. Paired with Cloudera's comprehensive data services, to save teams from technical debt accrued by operating various systems, you can continue to run critical workloads while positively impacting teams and the world at large.

## Cloudera + AMD Resources

- [Answering the Call: The ESG Imperative — How the Healthcare Industry Can Become ESG-Powered](#)
- [Cloudera Featured Partner Solutions](#)
- [Growth and ESG, Not Growth or ESG: How the Manufacturing Industry Can Use Technology to Become Forward-Thinking](#)

### For more information:

Reach out to your TD SYNnex Business Development Manager Andrea Lindsey at [Andrea.Lindsey@tdsynnex.com](mailto:Andrea.Lindsey@tdsynnex.com).

[Click here ▶](#) to dive deeper into TD SYNnex's data, AI and IoT solutions.

<sup>1</sup> Berkeley Lab. United States Data Center Energy Usage Report. <https://eta.lbl.gov/publications/united-states-data-center-energy>. June 2016.