Creative, Authentic, Cross-Functional Green Communications
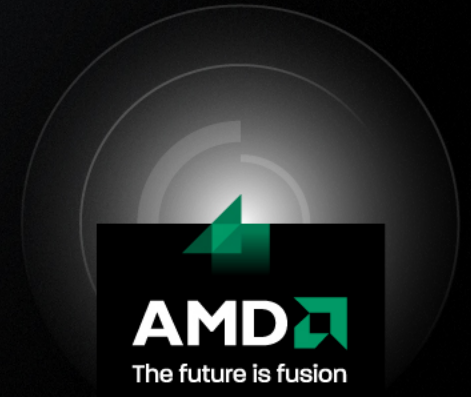
Andrew Fox | Senior Manager, Global Communications
October 7, 2008

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Brief Overview of AMD

- Founded in 1969

- Approximately 16,000 employees

- Global presence with more than 80 offices

- Headquartered in Sunnyvale, CA with locations in Austin, Canada, across EMEA and APAC

- Key brand attributes

  - Open, collaborative innovation

  - Design excellence

  - Real and necessary alternative for the market

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The Market & The Opportunity

- Market pushing towards "Green" for economic, environmental reasons

- Backlash created by brands who don't appear authentic or credible

- Lessons learned at AMD – a cross-functional approach, insights from across the company, and collaboration with varied network of technology, industry and government partners

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What's Green got to do with it?

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The New Computing Spectrum:
All the Screens in Your Life

Energy-Efficient Processing
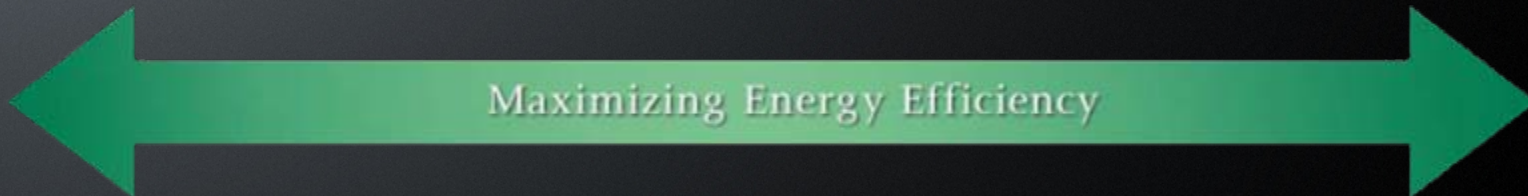
Server and HPC — Desktop Gaming — Notebook — Home Media — Game Console — HDTV — Handheld

Maximizing Energy Efficiency

Home Media Server — Mainstream Desktop — Home Cinema — Home Media Emerging Markets — Digital STB/PVR — Mobile Media — Handheld

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Phase One: Defining Green in AMD's Terms

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Defining Green in AMD's Terms

From products to corporate initiatives, AMD needed to create an end-to-end story that aligned with our business and made sense to our customers.

Global Climate Protection Plan (GCPP) Emissions
reductions
a leader in the industry

Products that put
efficiency
on the map

Corporate
commitment
to environmental responsibility

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Phase Two: Developing the Team — "AMD Green"

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Developing the Team – "AMD Green"

- Product Marketing
- Environmental Health & Safety
- Public Relations
- Public Affairs

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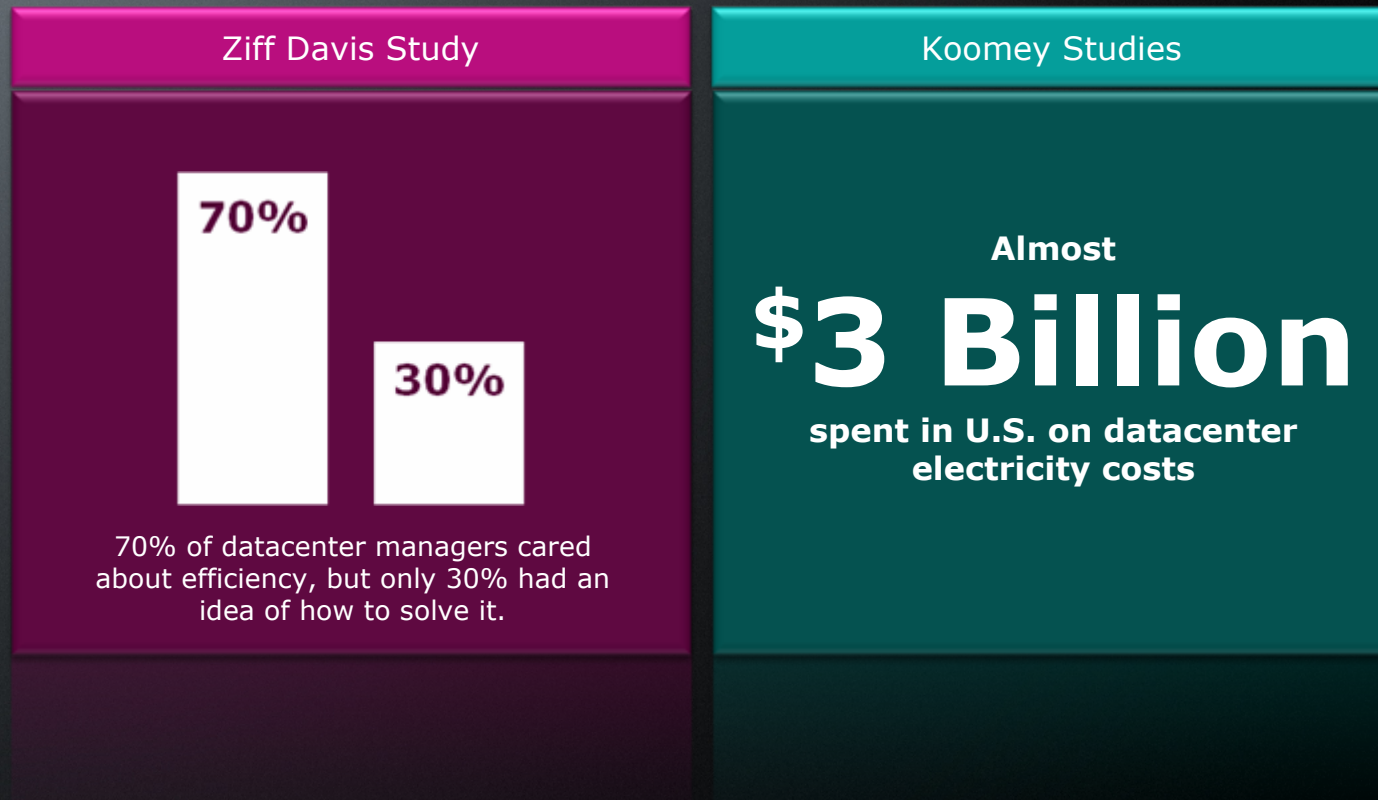The future is fusion

Phase Three: Building AMD's Story, from End-to-End

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Education & Awareness Building

Pursued educational studies to quantify issues

Ziff Davis Study

70%

30%

70% of datacenter managers cared about efficiency, but only 30% had an idea of how to solve it.

Koomey Studies

Almost
$3 Billion

spent in U.S. on datacenter electricity costs

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Communicating Corporate Successes, with the Right Tone

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Walking the Walk

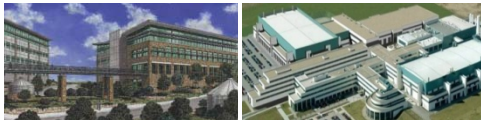# AMD 's Green IT Initiatives

Leadership in Products based on technologies that address the need to optimize energy use

Sustainable Manufacturing and Design

Leadership in Operational Behaviors that address responsibility related to energy & the environment

Leadership in Initiatives that address improved energy-efficient solutions and influence public policies

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Overall Efficiency Key to Strategy

AMD's migration from dual-core to quad-core processors

- Doubled the number of cores within same power and thermal envelope

- Twice the processing power with a 6-9% decrease in power/cooling requirements

Overall performance-per-watt is critical

- Total platform power consumption, not just the processor

System Performance-per-Watt

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AMD's Data Center Design

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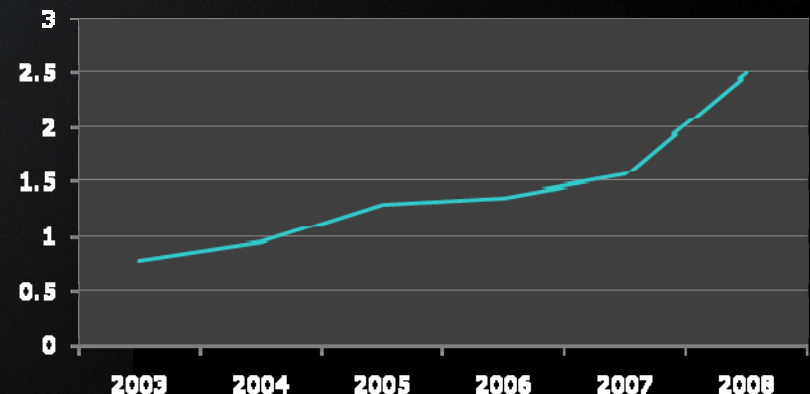
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Meeting AMD's Engineering Data Center Capacity Needs

Retrofit existing facilities with aisle isolation for improved cooling efficiency

- Implemented in Austin, TX

- 12% additional compute capacity supported with no additional cooling

Currently expanding an existing data center to support additional 30,000 cores

- High-efficiency UPS and Power Distribution systems

- Quad-core processor-based systems

New Data Center under construction in Bangalore

- Advanced floor airflow regulation

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The Power of Collaboration

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Looking Back & Moving Forward

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Measuring Green ROI: Looking at the Results

- Increased commercial acceptance
- Increase in mindshare
- Website traffic

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Lessons Learned

- Working cross-functionally to tell an end to end story
- Being authentic, and transparent
- Creating partnerships to extend reach
- Changing the thinking

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