



HPE Smart Choice solutions with AMD-powered HPE ProLiant Compute servers

Modern compute for demanding SMB workloads—from virtualization and data analytics to edge computing, automation, and emerging AI-ready services.





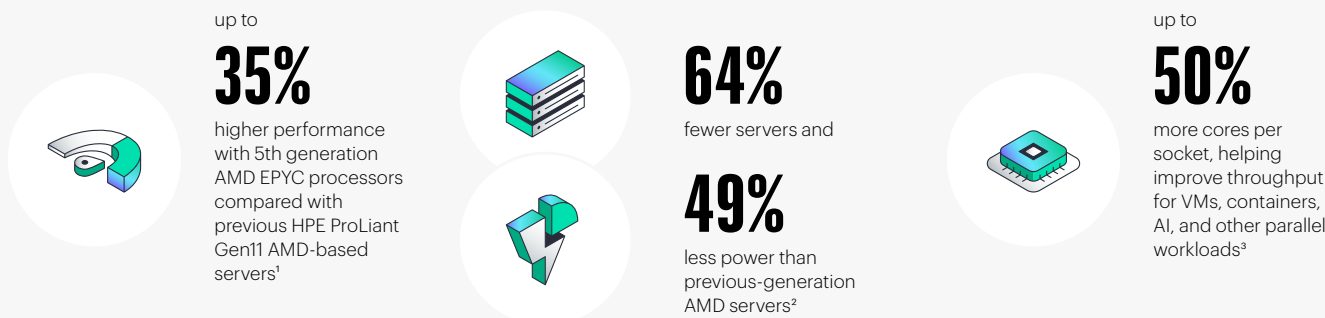
Power your business with performance, efficiency, and confidence

Small and medium-sized businesses are under pressure to modernize IT while controlling cost and complexity. Many now need to run more applications, support more users, and process more data. They must also prepare for analytics, automation, and AI-driven services, often without large internal IT teams.

HPE ProLiant Compute servers powered by AMD EPYC™ processors are purpose-built to meet these demands. Combining **high core density, advanced security features, and exceptional energy efficiency**, they help SMBs optimize workloads from virtualization and data analytics to edge computing and AI.

With up to **35% higher performance**, reduced infrastructure footprint, and significantly lower power consumption compared to previous generations, these solutions help businesses achieve more with fewer resources.

Built on decades of innovation, HPE delivers enterprise-grade capabilities in a right-sized approach—allowing SMBs to scale as they grow while maintaining control over costs, complexity, and performance.



1. Up to 35% performance increase compared to HPE ProLiant Gen11 servers based on 4th Gen AMD EPYC processors. SPEC and the names SPEC CPU, SPECrate, SPECspeed are registered trademarks of the Standard Performance Evaluation Corporation (SPEC). The stated results are published as of 10-10-24; see spec.org

2. HPE ProLiant Compute Gen11 Servers With AMD EPYC Processors, May 2024

3. AMD moved from 128-core EPYC 9004 processors to 192-core EPYC 9005 processors

Key challenges for SMBs

The challenges SMBs face today

SMBs are expected to support more users, applications, data, and digital services. At the same time, they often have limited budgets, small IT teams, and little tolerance for complexity. Their infrastructure must keep pace with modern business needs while remaining affordable, secure, efficient, and easy to manage.



Keeping up with modern workload demands

Virtualization, databases, analytics, and collaboration tools all place growing pressure on compute infrastructure. So do remote access, automation, and emerging AI-enabled applications. Older or underpowered systems can create bottlenecks, slow down users, and limit the ability to introduce new services.

As applications become more distributed and data-driven, SMBs also need to support more background services. These include APIs, databases, orchestration, middleware, and caching. These demands may not always be visible to users, but they increase the need for responsive, reliable compute capacity.



Controlling cost and efficiency

Cost remains one of the biggest concerns for SMBs. Infrastructure sprawl can increase hardware spend, maintenance effort, and power consumption. It can also add cooling requirements, software licensing costs, and day-to-day management overhead.

When workloads are spread across too many ageing systems, IT becomes harder to manage, less efficient, and more expensive to scale.



Scaling for growth without unnecessary complexity

SMBs need infrastructure that can grow with the business without forcing a full redesign every time requirements change. Common growth pressures include more users, more applications, and larger data volumes. They also include hybrid work, analytics, edge locations, and selected automation or AI-ready workloads.

The challenge is to avoid both underinvesting in systems that quickly become limiting and overbuying infrastructure that adds cost and complexity before it is needed.



Strengthening security and compliance

SMBs need to protect customer data, business applications, remote access environments, and internal systems against increasingly sophisticated threats. At the same time, many do not have large, dedicated security teams.

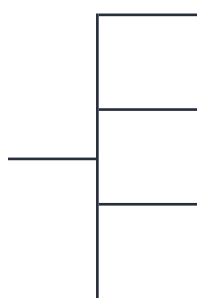
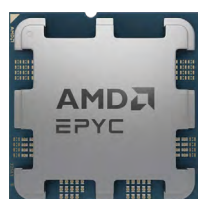
This makes it harder to maintain strong protection across hardware, firmware, applications, and users without adding excessive operational burden.



How HPE and AMD help SMBs modernize

HPE ProLiant servers powered by AMD EPYC processors support modern SMB infrastructure needs through performance, efficiency, security, and simplified management.

Together, these capabilities help businesses run everyday applications confidently while providing headroom for more demanding workloads as requirements grow.



performance

efficiency

security

simplified management

Simpler server selection with HPE Smart Choice

HPE Smart Choice configurations help simplify server selection by offering popular, preconfigured HPE ProLiant systems. This reduces complexity, speeds up purchasing, and makes it easier to match infrastructure to common workload needs. These include virtualization, edge deployments, data management, and remote worker support.



Performance for modern workloads

AMD EPYC processors offer high core density and strong parallel processing capability. This enables more workloads to run on the same physical system. For virtualized environments, that can mean more virtual machines per server. For analytics and databases, it can mean faster response. For automation and AI-supported services, it can mean more capacity for concurrent tasks.

Modern infrastructure should support many simultaneous services, users, data flows, and automation tasks. HPE ProLiant servers with AMD EPYC processors provide the core density and platform flexibility needed for that direction, including strong VM density, integer performance, and performance per watt for HPE Morpheus VM Essentials environments.



Simplified management for lean IT teams

SMBs need infrastructure that is manageable without excessive complexity. HPE iLO and HPE Compute Ops Management help simplify deployment, monitoring, and lifecycle management across server environments. HPE Morpheus VM Essentials also helps simplify virtual machine provisioning and management from a single interface, supporting lean IT teams as virtualization estates grow.

Easier monitoring, remote management, VM management, and lifecycle control help reduce downtime. They also improve response times and make infrastructure easier to support across central sites, branch locations, and remote environments.



Efficiency through consolidation

Efficiency is not only about power consumption. It is about helping businesses do more useful work with fewer physical resources. HPE ProLiant servers powered by AMD EPYC processors help consolidate workloads, improve utilization, reduce server count, and simplify the overall infrastructure footprint.

This directly supports SMBs trying to control cost and complexity. In suitable workloads, high-core-count AMD EPYC processors can support potential 2:1 socket consolidation, allowing a single-socket AMD system to take on work that previously required a two-socket configuration. This can help reduce server footprint, power use, cooling needs, maintenance effort, and per-socket licensing pressure.

For SMBs, this can reduce total cost of ownership, ease server-room pressure, simplify maintenance, lower energy usage, and create a more efficient refresh path for virtualization and mixed workloads.



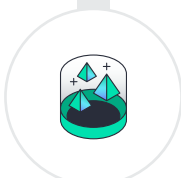
Security built into the platform

HPE and AMD provide layered security capabilities that are especially important for SMBs with limited internal expertise. HPE Silicon Root of Trust helps protect server firmware integrity. AMD Infinity Guard provides processor-level security features, creating a stronger foundation against both internal and external threats.

Security at the infrastructure level is valuable because it reduces reliance on software-only protection. It gives businesses a trusted foundation for workloads such as databases, remote access, virtualization, edge locations, and business-critical applications.



SMB workloads



Workloads supported by HPE ProLiant with AMD

HPE ProLiant servers powered by AMD EPYC processors support a broad range of SMB workloads. This matters because most SMBs need platforms that can support a mix of applications, users, data, and growth over time.

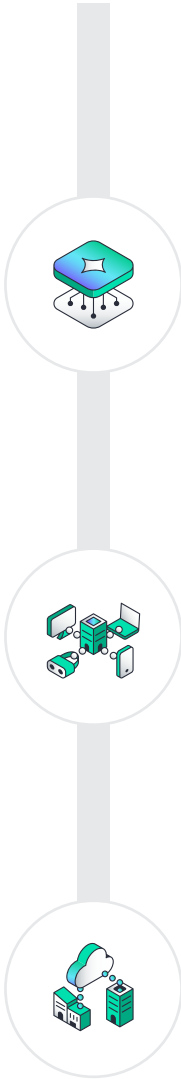
Virtualization and containers

Virtualization remains one of the most important ways for SMBs to modernize without adding unnecessary infrastructure. It helps consolidate applications, improve resource use, and simplify operations. AMD-powered HPE ProLiant systems provide the core density and memory capacity needed to support more virtual machines and containerized applications efficiently, while HPE Morpheus VM Essentials gives businesses a simpler way to provision and manage virtual machines from a single interface.

For businesses reviewing their virtualization strategy, this connects directly to the challenges of workload growth, cost control, and lean IT teams: higher VM density, strong performance per watt, and potential socket consolidation can all contribute to lower cost, easier management, and a more efficient refresh path.

Data, analytics, and business applications

SMBs increasingly depend on data to improve customer service, operations, reporting, and decision making. Business applications and databases need responsive compute, memory bandwidth, and reliable infrastructure. HPE ProLiant AMD-based servers support these needs with models designed for data management, analytics, database, and application workloads.



AI-enabled and automation-ready workloads

For SMBs, AI readiness starts with practical needs such as analytics automation, customer insights, workflow support, and intelligent applications. As these use cases grow, infrastructure must also support surrounding services, including databases, APIs, orchestration, middleware, and control-plane services.

As automation and AI-ready services expand, databases, APIs, caches, middleware, orchestration, and control-plane services all add demand. Strong, efficient compute performance becomes increasingly important as usage scales.

This makes strong CPU performance, memory capacity, and energy efficiency valuable even where AI is not yet the primary workload.

Remote work and VDI

Remote and hybrid work require secure, reliable access to business applications. HPE ProLiant AMD-powered systems support VDI and remote worker use cases. They enable businesses to centralize applications and data while maintaining user productivity.

Edge computing

For businesses with branch locations, retail environments, manufacturing sites, or remote offices, edge computing addresses the need to process data closer to where it is created. The HPE ProLiant DL145 Gen11 is a compact AMD-powered platform for distributed environments, certified for Microsoft Azure, and suitable for local analytics, retail operations, manufacturing systems, automation, and CPU-based AI inferencing where a dedicated GPU is not required.



HPE ProLiant AMD portfolio for SMBs

Server	Ideal for
 HPE ProLiant DL145 Gen11	A compact AMD-powered platform for edge and remote environments. It is suited to SMBs that need reliable compute outside a central data center, such as branch offices, retail sites, manufacturing environments, or locations where space and operational simplicity matter. The DL145 Gen11 is a 2U rack- or wall-mountable system powered by AMD EPYC 8004 processors, with configurations supporting up to 64 cores. It is also a strong differentiator for Microsoft Azure-certified edge deployments and CPU-based AI inferencing at the edge, especially where customers want to avoid the cost and complexity of adding a GPU.
 HPE ProLiant DL325 Gen11	A cost-optimized single-socket platform for virtualization, software-defined compute, containers, hybrid cloud, and remote worker scenarios. DL325 Gen11 configurations support AMD EPYC 9005 or 9004 processors, up to 160 cores, and up to 3 TB memory.
 HPE ProLiant DL345 Gen11	A storage- and data-focused platform for SMBs that need larger capacity, high I/O, analytics, backup, data management, or software-defined storage. DL345 Gen11 configurations can support up to 20 LFF, 34 SFF, or 36 EDSFF storage form factors, depending on configuration.
 HPE ProLiant DL365 Gen11	A dense 1U dual-socket system for virtualization, VDI, and compute-heavy environments. It is well suited to scenarios where core density and memory capacity are important. DL365 Gen11 configurations support AMD EPYC 9005 or 9004 processors, up to 320 cores total, and up to 6 TB DDR5 memory.
 HPE ProLiant DL385 Gen11	A high-performance 2U dual-socket system for AI, machine learning, analytics, database, and demanding compute or storage workloads. DL385 Gen11 configurations support up to 320 cores total, up to 6 TB memory, and accelerator options up to 8 single-wide or 2 double-wide GPUs.

A trusted foundation for SMB growth

Enterprise performance. SMB simplicity. Future-ready infrastructure.

HPE ProLiant servers powered by AMD EPYC processors provide SMBs with a trusted foundation for modern IT. They help organizations improve performance, consolidate infrastructure, strengthen security, and simplify management. They also help prepare for future workloads, including AI-enabled and automation-driven services.

The result is a platform that supports business growth today while giving SMBs a practical path towards tomorrow's more data-driven and intelligent workloads.

Promotional offer:

Get a **1-year HPE Morpheus VM Essentials** license on AMD

Purchase a **HPE ProLiant AMD platform** with a **1-year HPE VM Essentials license** and benefit from a **\$500 post-purchase rebate** to cover the cost of the license.

Increase your rebate even further by adding **HPE Zerto Migration Services** and benefit from up to **\$2,550 rebate**.

Complete your purchase and claim at amdhperebates.com

Key promotional details:

- Eligible purchase: System includes a qualifying HPE ProLiant with an AMD EPYC Processor deploying HPE Morpheus VM Essentials.
- Valid for purchases between July 1st and December 31st.
- Rebate limit:
 - VM Essentials Rebate maximum \$500 per server, maximum 3 servers and \$1500 per customer.
 - HPE Zerto Migration Services maximum \$175 per VM, 2 VMs per server, 6 VMs total \$1,050 per customer.
- Rebate funds are limited—claim ends when funds are exhausted.

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