

# ASAHI SHOKUHHN ENHANCES WORKFLOWS AND BOOSTS EMPLOYEE SATISFACTION WITH AMD RYZEN™ PROCESSORS

How Asahi Shokuhin empowered its remote workforce with laptops powered by AMD Ryzen processors



## CUSTOMER



Asahi Shokuhin

## INDUSTRY

Wholesale

## CHALLENGES

Aging tech, slow performance, remote work

## SOLUTION

Transition to PCs powered by AMD Ryzen processors

## RESULTS

Boosted productivity, enhanced remote work, improved employee satisfaction

## AMD TECHNOLOGY AT A GLANCE

AMD Ryzen™ 5000 Series processors

## TECHNOLOGY PARTNER



**As a leader in Japan's food distribution industry, Asahi Shokuhin recognized the critical role of cutting-edge technology. With an aging fleet of desktops and laptops, the company faced various challenges, from slow boot-up times to frequent thermal runaways that disrupted work.**

Needing a technology overhaul, Asahi Shokuhin turned to AMD Ryzen™ 5000 Series processors. Renowned for high performance and efficiency, these processors became the linchpin in Asahi Shokuhin's strategy to elevate employee computing experience and productivity. By transitioning to laptops equipped with AMD Ryzen processors, the company upgraded its hardware and achieved significant gains in employee satisfaction and operational efficiency.

### Navigating a digital bottleneck

As the need for seamless remote work capabilities intensified, Asahi Shokuhin's existing fleet of employee PCs struggled to keep up. Employees faced slow PCs and frequent disruptions during crucial web conferences. Shinya Murata, the systems administrator for Asahi Shokuhin, elaborated, "Our previous PCs couldn't handle the demands of Microsoft Teams and Microsoft 365. The high CPU usage led to frequent slowdowns and disruptions."

These limitations were more than mere technical inconveniences; they became significant barriers to productivity and

effective collaboration, internally and with clients. "The thermal issues were so severe that they would often freeze the screen or shut down web conferences altogether," Murata added.

### Balancing performance, price, and support

Asahi Shokuhin's hardware refresh cycle offered a unique opportunity to address the company's technology needs. Murata explained, "We were at a crossroads. Our older PCs were not up to the task,

and we had to make a choice that would serve us well for the years to come. We sent specifications to several PC manufacturers, including our incumbent vendor, and obtained evaluation machines from them."

*"The AMD Ryzen CPU-based PCs outperformed the competition by a significant margin."*

*Shinya Murata,  
systems administrator,  
Asahi Shokuhin*

"We spent about three months verifying their performance in day-to-day business," Murata continued. "We ran performance comparisons using applications like web conferencing and Microsoft 365. The AMD Ryzen CPU-based PCs outperformed the competition by a significant margin. For example, an Excel spreadsheet that used to take about 15 seconds to open now opens in only one or two seconds."

This rigorous testing phase helped upper management, developers, and longstanding employees see the benefits of AMD CPUs firsthand. "Without revealing the price of each PC, we asked upper management, 'Which product would you like to use for the next five years?' They chose AMD Ryzen without hesitation," Murata shared.

With about 120 locations to support across Japan, Murata emphasized, “On-site support is critical for us.” The company valued that HP Japan sends service teams to each site for repairs, eliminating the need for salespeople to return their PCs.

### A ripple effect from the workplace to personal space

As Asahi Shokuhin transitioned to laptops powered by AMD Ryzen processors, the benefits became immediately apparent. “The new PCs boot up in just a few seconds, compared to the five minutes it took on our old PCs. This alone has made a significant difference in our daily operations,” said Murata. “Before switching to AMD Ryzen CPU-powered PCs, our employees had to arrive early to log in on time due to slow boot-up speeds. Now, they can log in just 30 seconds, making their mornings less stressful.”

The implementation was not just about hardware; it also impacted the company’s approach to connectivity. “Before AMD Ryzen processors, thermal issues even affected our Wi-Fi connectivity. After the switch, these problems disappeared,” Murata noted.

Moreover, the new PCs have had a transformative effect on employee satisfaction. “The stress of dealing with slow, unreliable PCs has been eliminated. Now, our employees can focus on what truly matters: their work,” Murata emphasized.

Murata’s strong support for AMD can be traced back to an earlier opportunity. He had received an invitation from HP to speak at

an AMD event. While preparing, he reviewed each step of the evaluation process and why he chose AMD Ryzen processors. He not only created a compelling presentation, but he was reminded of the CPUs many benefits and became that much more of an AMD enthusiast in the process.

The impact of the AMD Ryzen processors extended beyond the office environment. “Now that employees know more about the performance of AMD Ryzen processors, they’re choosing PCs with Ryzen CPUs for their personal use as well,” Murata noted. “I now have an AMD Ryzen CPU-powered PC at home myself!”

### Looking ahead

Asahi Shokuhin is already considering future technological needs. “When Windows 10 faces its end of life, we’re ready to upgrade to Windows 11,” Murata stated. This forward-thinking approach ensures that the company is well-prepared for future software transitions, further solidifying the long-term value of its investment in AMD Ryzen processors.

The transition to AMD Ryzen processors has resolved the immediate technical challenges and set the company on a path for future growth and innovation. “We’re now in a much better position to adapt to

new technologies and work environments, thanks to the flexibility and performance of our AMD Ryzen CPU-powered PCs,” Murata concluded.

*“The stress of dealing with slow, unreliable PCs has been eliminated. Now, our employees can focus on what truly matters: their work.”*

*Shinya Murata,  
systems administrator,  
Asahi Shokuhin*



### About Asahi Shokuhin

Asahi Foods Co., Ltd. (headquartered in Kochi) is a leading food wholesaler founded in 1923. The company offers a range of services to its customers, such as retail support, product development, information system, logistics, and overseas business. For more information visit [www.asask.co.jp](http://www.asask.co.jp).

### About HP

HP Inc. (NYSE: HPQ) is a global technology leader and creator of solutions that enable people to bring their ideas to life and connect to the things that matter most. Operating in more than 170 countries, HP delivers a wide range of innovative and sustainable PCs, services and subscriptions for personal computing, printing, 3D printing, hybrid work, gaming, and more. For more information, please visit [hp.com](http://hp.com).

### About AMD

For more than 50 years AMD has driven innovation in high-performance computing, graphics, and visualization technologies. Billions of people, leading Fortune 500 businesses, and cutting-edge scientific research institutions around the world rely on AMD technology daily to improve how they live, work and play. AMD employees are focused on building leadership high-performance and adaptive products that push the boundaries of what is possible. For more information about how AMD is enabling today and inspiring tomorrow, visit the AMD (NASDAQ: AMD) [website](#), [blog](#), [LinkedIn](#), and [Twitter](#) pages.

All performance and cost savings claims are provided by Asahi Shokuhin and have not been independently verified by AMD. Performance and cost benefits are impacted by a variety of variables. Results herein are specific to Asahi Shokuhin and may not be typical. GD-181

©2023 Advanced Micro Devices, Inc. All rights reserved. AMD, the AMD Arrow logo, Ryzen, and combinations thereof are trademarks of Advanced Micro Devices, Inc. Other product names used in this publication are for identification purposes only and may be trademarks of their respective companies.