# AMD accelerates AI push with MI400 and billion-dollar acquisitions to challenge Nvidia



AMD is boldly repositioning itself in the fiercely competitive AI landscape, notably against its long-time rival Nvidia. The chip designer has unveiled plans to accelerate the development of its Instinct data centre GPUs, with the upcoming MI400 being a focal point of this strategy. Scheduled for an announcement at the Advancing AI 2025 event next Thursday, AMD's trajectory has been significantly bolstered through a series of strategic acquisitions that the company has undertaken over the past three years.

CEO Lisa Su reported strong early feedback on the MI400, suggesting it represents a major advancement in AMD's Instinct roadmap. This, she noted during last month’s earnings call, has prompted an expansion of AMD’s AI accelerator total addressable market as customers increasingly look to integrate a broader range of Instinct products into their AI infrastructure.

In recent years, Nvidia has gained a competitive edge, largely driven by the rise of generative AI solutions that have seen its data centre business soar. Acknowledging this, Forrest Norrod, head of AMD’s data centre solutions unit, observed that Nvidia's decision to expedite its GPU roadmap appears to be a direct response to the intensifying competition, particularly from AMD. In response, AMD has announced its own ambitious timeline, with the MI325X set for launch in 2024 and subsequent models, like the MI350, moving into production soon.

Notably, AMD’s strategy to enhance its AI capabilities is underscored by its acquisition spree, which started with software firms such as Mipsology and Nod.ai in 2023, followed by significant purchases like the AI lab Silo AI and data centre infrastructure provider ZT Systems last year. The recent acquisition of Enosemi, a startup specialising in silicon photonics technology, is particularly strategic, allowing AMD to compete with Nvidia in light-based interconnect technology which promises greater speed and efficiency in data processing.

The $4.9 billion acquisition of ZT Systems marks one of AMD's largest moves. This New Jersey-based firm provides custom computing infrastructure for leading AI hyperscalers, including Microsoft, Meta, and Amazon. Expected to close in early 2025, this acquisition is set to enhance AMD's existing capabilities in AI infrastructure and further solidify its position in a market that is rapidly growing.

AMD's broader acquisitions, including those of Xilinx and Pensando in 2022, have allowed the company to tap into new product offerings and market opportunities. Each of these strategic decisions highlights AMD's commitment to developing a comprehensive suite of products to compete not just with Nvidia, but across the evolving AI landscape.

As the countdown to the Advancing AI 2025 event continues, the industry watches closely, eager to see how AMD’s expanded capabilities will alter the competitive landscape and whether the company can reclaim lost ground in the burgeoning AI arena.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.crn.com/news/ai/2025/9-amd-acquisitions-fueling-its-ai-rivalry-with-nvidia), [[2]](https://www.crn.com/news/ai/2025/9-amd-acquisitions-fueling-its-ai-rivalry-with-nvidia)
* Paragraph 2 – [[1]](https://www.crn.com/news/ai/2025/9-amd-acquisitions-fueling-its-ai-rivalry-with-nvidia), [[5]](https://time.com/7012704/lisa-su-2/)
* Paragraph 3 – [[3]](https://www.tomshardware.com/tech-industry/semiconductors/amd-acquires-enosemi-to-enter-photonics-race-chasing-nvidia-into-light-based-interconnect-tech), [[4]](https://cincodias.elpais.com/companias/2024-08-19/amd-compra-zt-systems-por-4900-millones-de-dolares-para-competir-con-nvidia.html), [[6]](https://www.ft.com/content/f00c0e11-b0dd-419a-a11a-f2cc586bba08)
* Paragraph 4 – [[7]](https://www.axios.com/2024/08/19/advanced-micro-devices-zt-systems-buy)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.crn.com/news/ai/2025/9-amd-acquisitions-fueling-its-ai-rivalry-with-nvidia> - Please view link - unable to able to access data
2. <https://www.crn.com/news/ai/2025/9-amd-acquisitions-fueling-its-ai-rivalry-with-nvidia> - This article discusses AMD's strategic acquisitions aimed at enhancing its AI capabilities to compete with Nvidia. It highlights AMD's plans to unveil its next-generation Instinct GPUs, including the MI400, and details nine acquisitions over the past three years, such as Mipsology, Nod.ai, Silo AI, ZT Systems, Enosemi, Brium, and the team from Untether AI. These moves are intended to bolster AMD's position in the AI data centre market, focusing on providing comprehensive AI solutions and infrastructure.
3. <https://www.tomshardware.com/tech-industry/semiconductors/amd-acquires-enosemi-to-enter-photonics-race-chasing-nvidia-into-light-based-interconnect-tech> - AMD has acquired Enosemi, a Silicon Valley-based startup specialising in photonic integrated circuits (PICs), to enhance its silicon photonics capabilities. This acquisition aims to rival Nvidia's advancements in light-based interconnect technology, offering higher speed, bandwidth, and energy efficiency compared to traditional electronic circuits. The move aligns with AMD's strategy to provide end-to-end AI solutions and strengthen its position in the AI infrastructure market.
4. <https://cincodias.elpais.com/companias/2024-08-19/amd-compra-zt-systems-por-4900-millones-de-dolares-para-competir-con-nvidia.html> - AMD has agreed to acquire ZT Systems, a data centre infrastructure provider, for $4.9 billion. This acquisition is part of AMD's strategy to enhance its AI capabilities and compete more effectively with Nvidia. The deal is expected to close in the first half of 2025 and includes an additional $400 million contingent on certain milestones. ZT Systems will integrate into AMD's Data Center Solutions, with its executives assuming key roles under AMD's leadership.
5. <https://time.com/7012704/lisa-su-2/> - This article profiles Lisa Su, CEO of AMD, highlighting her leadership in transforming the company into a formidable competitor in the semiconductor industry. Under her guidance, AMD has focused on CPUs, GPUs, and strategic acquisitions, including Xilinx and Pensando, revitalising the company and boosting its share price. The piece also discusses AMD's heavy investment in the AI sector, with successful products like the MI300 AI chips, and plans for further growth through new AI products and key acquisitions.
6. <https://www.ft.com/content/f00c0e11-b0dd-419a-a11a-f2cc586bba08> - AMD has announced the acquisition of ZT Systems, an AI infrastructure group, for $4.9 billion in a cash and stock transaction. This move is part of AMD's strategy to challenge Nvidia's dominance in the AI data centre market. ZT Systems, a New Jersey-based company, provides custom computing infrastructure for major AI hyperscalers such as Microsoft, Meta, and Amazon. The deal is expected to close in the first half of 2025, pending regulatory approval.
7. <https://www.axios.com/2024/08/19/advanced-micro-devices-zt-systems-buy> - Advanced Micro Devices (AMD) has announced an agreement to acquire ZT Systems, a company specialising in server equipment, for $4.9 billion in cash and stock. This strategic move aims to boost AMD's capabilities in AI tech infrastructure, a field currently dominated by Nvidia. Following the acquisition, AMD will integrate ZT Systems' U.S.-based data centre infrastructure manufacturing while retaining its system design business. The deal underscores AMD's focus on advancing its position in AI, which CEO Lisa Su highlights as the company's next major strategic focus.