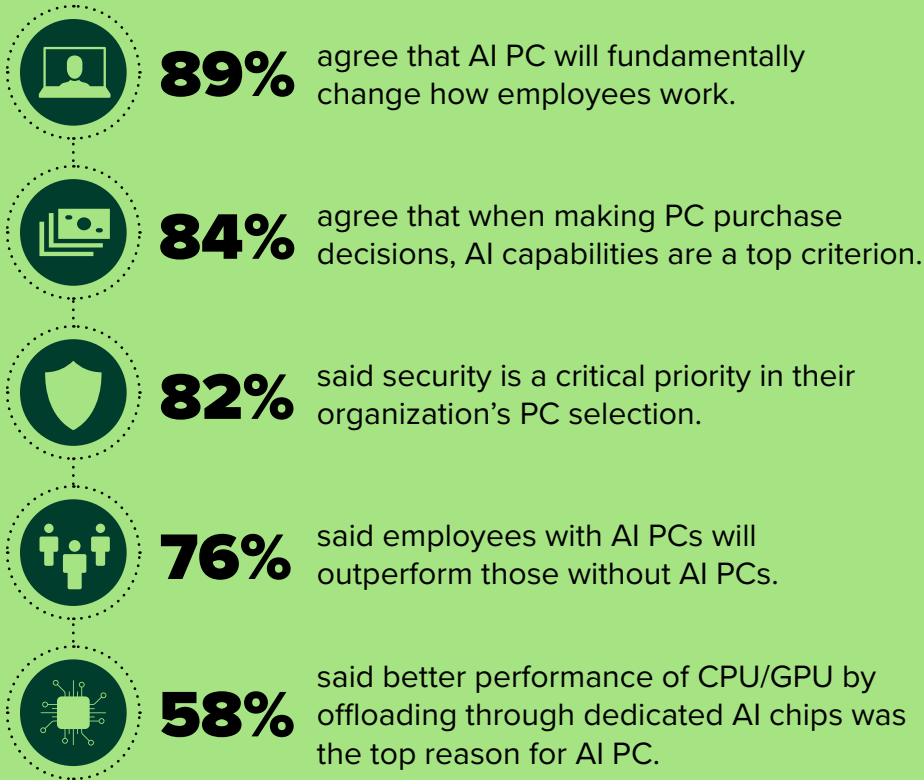


Security And Performance Drive AI PC Adoption

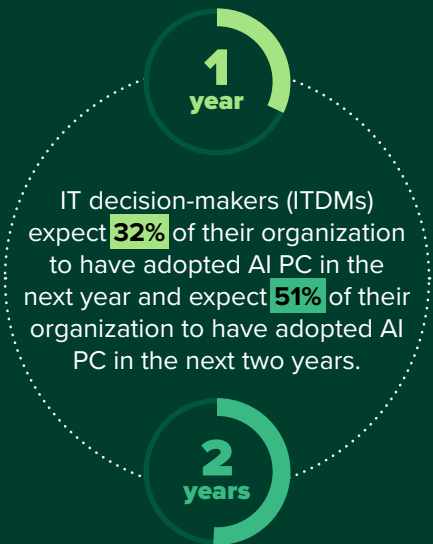
AI PC IS KEY TO STAYING COMPETITIVE AND SECURE

Surveyed IT decision-makers see AI PC as key to future success:



AI PC ADOPTION WILL GROW STEADILY EACH YEAR

ITDMs expect to adopt AI PC quickly.



SECURITY IS TOP OF MIND

While security is most critical when selecting PCs, it's also the biggest challenge with current PCs.

Top current PC challenges:

53%

Improved security

40%

High latency

40%

Subpar battery life

39%

Inability to run AI applications locally

AI PC BENEFITS THE ENTIRE ORGANIZATION

AI PC will unlock key benefits for IT admins, IT ops, and end users.

72% of respondents expect IT admins/ops to experience improved security through AI-assisted anomaly detection.

60% of respondents expect end users to unlock improved performance and stability.

73% of respondents expect their organization to unlock streamlined IT operations.

Base: 205 manager-level and above ITDMs responsible for AI PC strategies in North America
 Source: A commissioned study conducted by Forrester Consulting on behalf of Dell Latitude, February 2024