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:



agree that AI PC will fundamentally change how employees work.



agree that when making PC purchase decisions, Al capabilities are a top criterion.



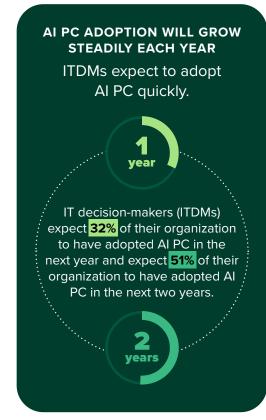
said security is a critical priority in their organization's PC selection.



said employees with AI PCs will outperform those without AI PCs.



said better performance of CPU/GPU by offloading through dedicated AI chips was the top reason for AI PC.



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 Al applications locally

AI PC BENEFITS THE **ENTIRE ORGANIZATION**

Al 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 Al-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