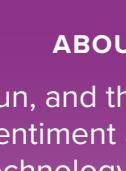


Considering AI PCs Today for a More Productive Tomorrow



Tom Mainelli
Group Vice President,
Device and Consumer Research, IDC

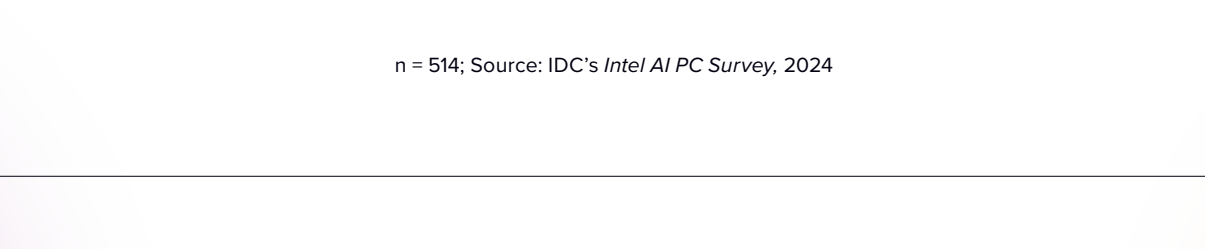
ABOUT THIS INFOGRAPHIC

The era of the AI PC has begun, and this infographic looks at research conducted by IDC and Intel to look at ITDM's early sentiment around the category, the features they find compelling, and the impact the technology could have on their company and employees.

Today's Enterprises Have Already Broadly Embraced Artificial and Generative AI

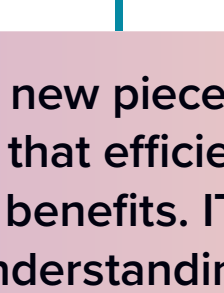
Across many industries, **84%** of organizations already leverage generative AI services to enhance employee productivity and job satisfaction.

Does your company currently support the use of GenAI services such as Microsoft CoPilot or ChatGPT for some or all of your employees?



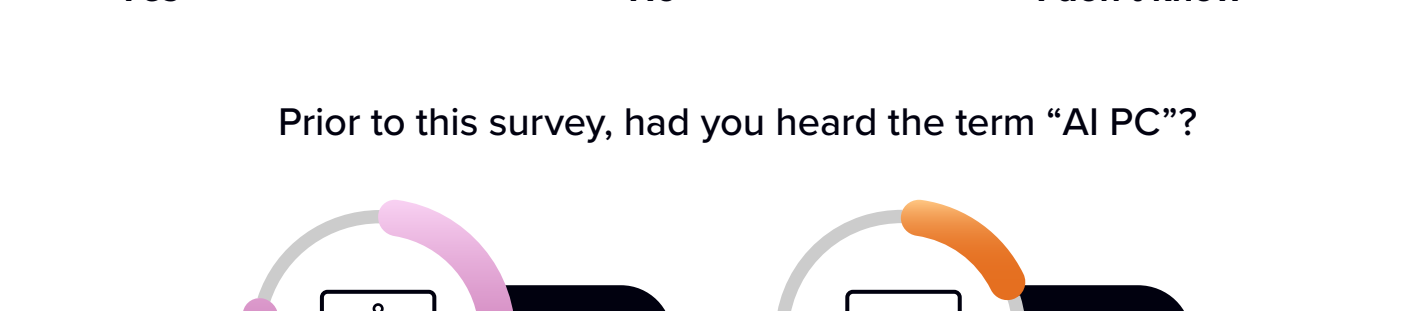
n = 514; Source: IDC's Intel AI PC Survey, 2024

The AI PC Promises to Bring AI Features and Functionality Down from the Cloud to the Device

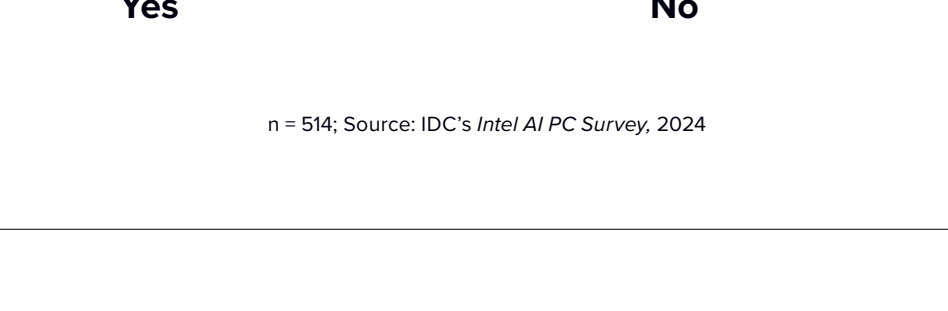


The latest PCs include a new piece of silicon called a neural processing unit (NPU) that efficiently runs AI workloads locally, driving a range of benefits. IT decision-makers (ITDMs) already show broad understanding of AI PCs and NPUs.

Prior to this survey, had you heard of the term "neural processing unit (NPU)"?



Prior to this survey, had you heard the term "AI PC"?

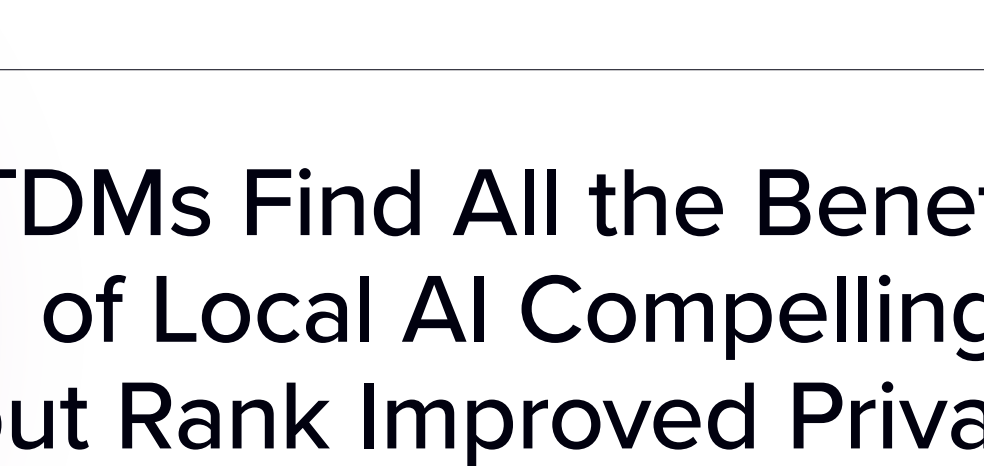


n = 514; Source: IDC's Intel AI PC Survey, 2024

Survey Shows a very Strong Level of Interest in AI PCs from ITDMs

Although AI PCs were quite new to the market when we ran this survey, respondents showed a high level of interest, with **58%** saying they were very or extremely interested.

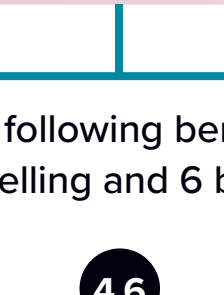
What is your company's current level of interest in AI PCs?



n = 410; Source: IDC's Intel AI PC Survey, 2024

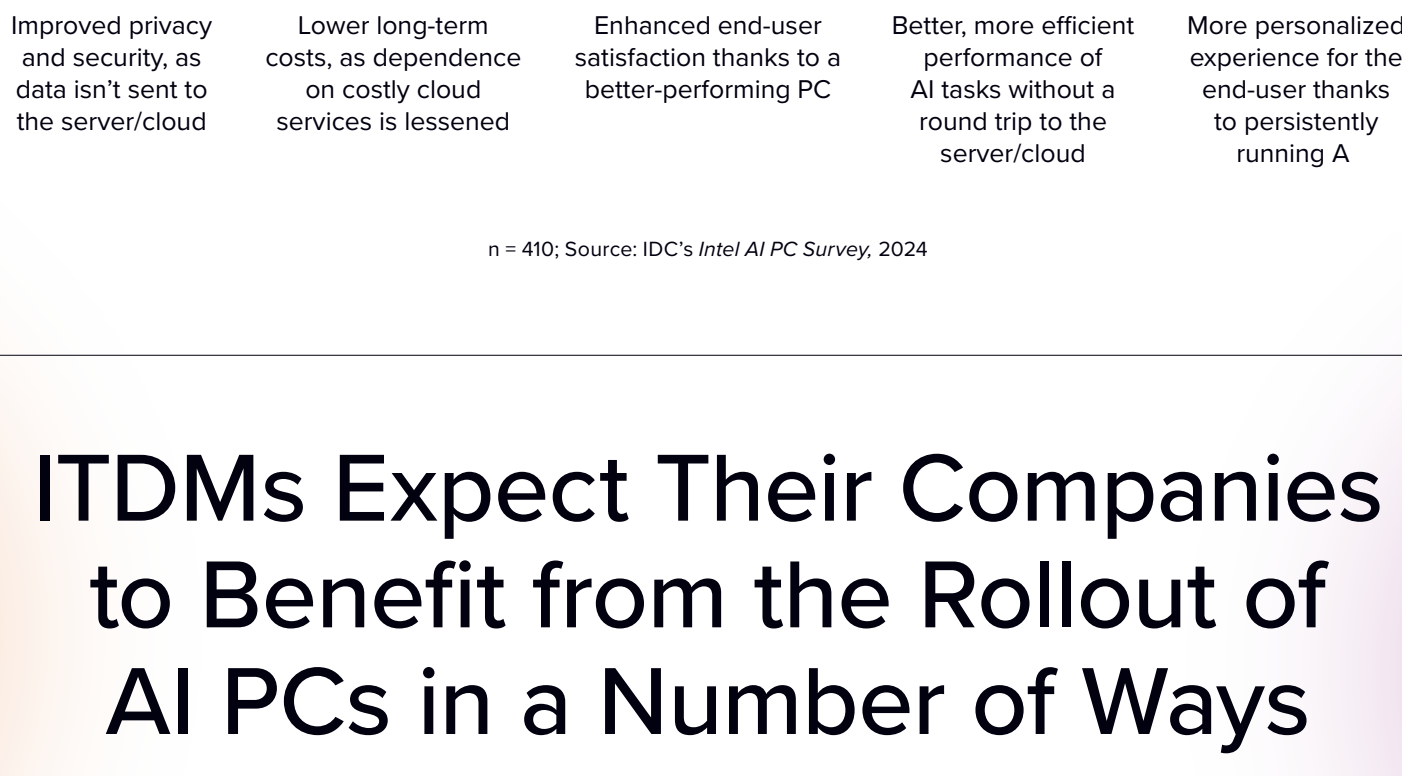
ITDMs Find All the Benefits of Local AI Compelling but Rank Improved Privacy and Security at the Top

By shifting AI workloads from the cloud to the client, companies expect many benefits, including lower costs, improved satisfaction, better performance, and more personalized experiences.



In addition to enabling new features on the PC, the NPU is expected to bring a list of other potential benefits to AI and GenAI workloads performed on the PC versus only in the cloud.

How would you rate the following benefits on a scale of 1 to 6, with 1 being not at all compelling and 6 being extremely compelling?

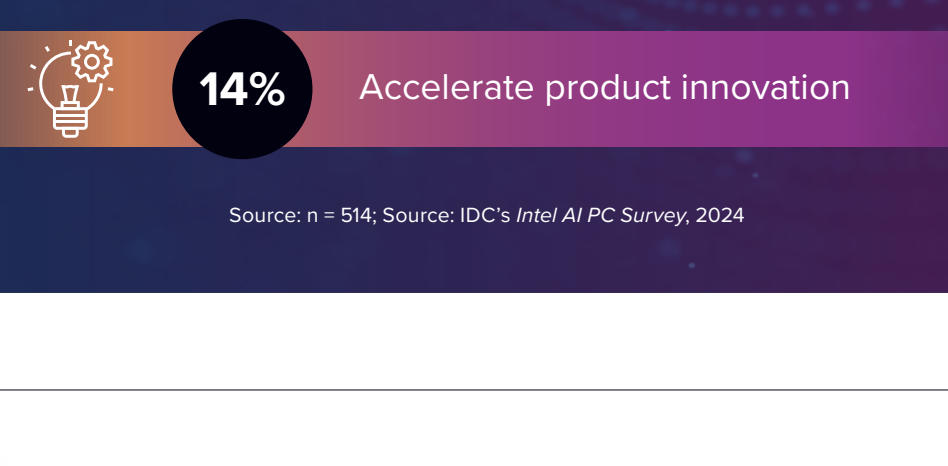


n = 410; Source: IDC's Intel AI PC Survey, 2024

ITDMs Expect Their Companies to Benefit from the Rollout of AI PCs in a Number of Ways

AI PCs carry a premium over non-AI PCs, but forward-thinking ITDMs believe the benefits to the company will be numerous.

Which features of AI PCs would your company derive the most benefit from?

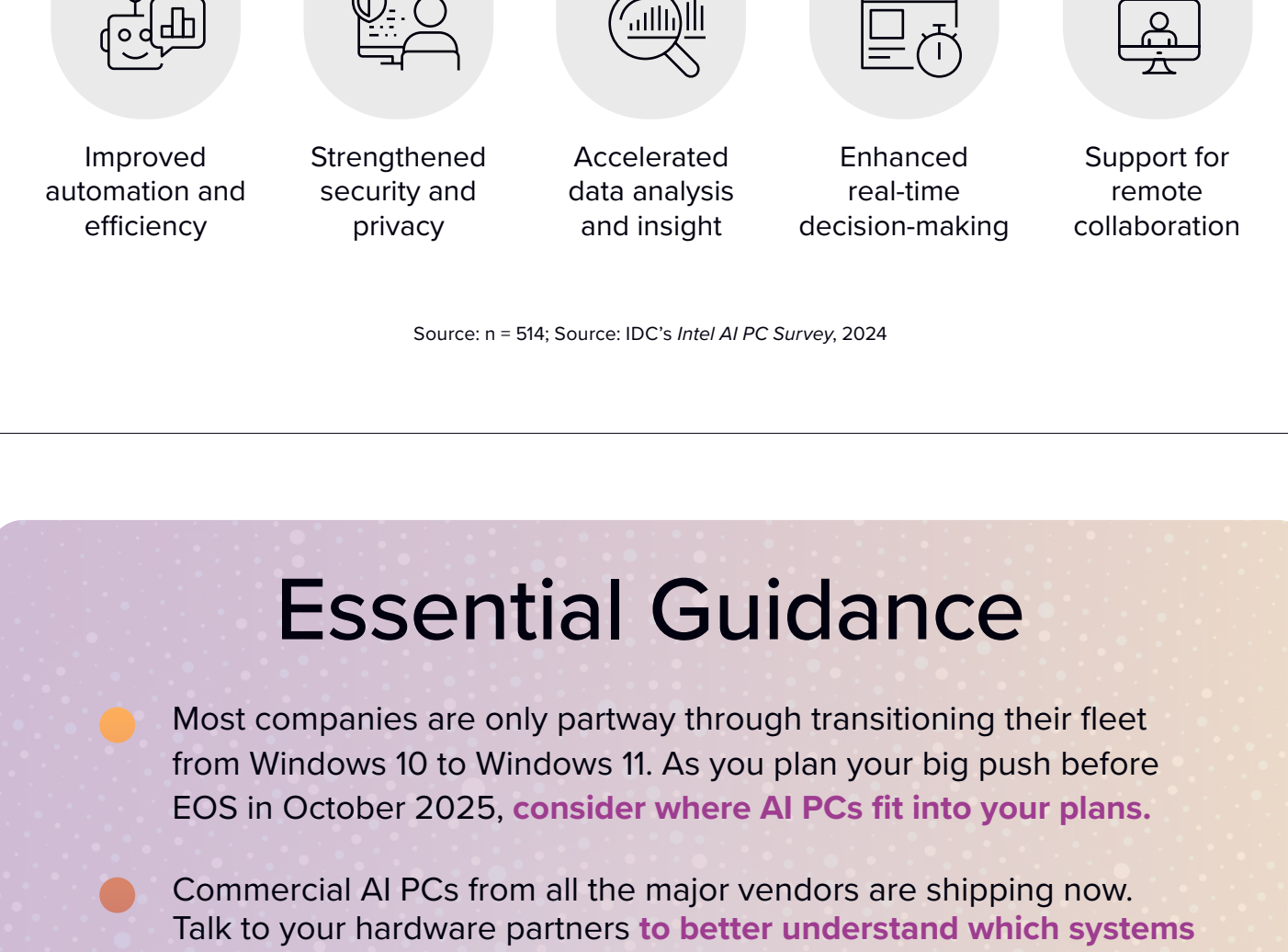


Source: n = 514; Source: IDC's Intel AI PC Survey, 2024

Employees Will Benefit from AI PCs, Too

IT recognizes that the right technology can drive employee benefits, too, including increased efficiency and improved collaboration.

Which features of AI PCs would your company derive the most benefit from?



Source: n = 514; Source: IDC's Intel AI PC Survey, 2024

Essential Guidance

- Most companies are only partway through transitioning their fleet from Windows 10 to Windows 11. As you plan your big push before EOS in October 2025, **consider where AI PCs fit into your plans.**
- Commercial AI PCs from all the major vendors are shipping now. Talk to your hardware partners **to better understand which systems best suit your needs, and remember that one size doesn't fit all.**
- Talk to your most important independent software vendors (ISVs) **to better understand their roadmap for bringing NPU-enabled AI features to the software your employees use every day.**
- Examine the costs associated with the cloud-based AI services** your company is using today and forecast ahead to where you might find savings by deploying AI PCs.
- Finally, remember that the PCs you deploy now will be in your installed base for years. **Plan for a future state where on-device AI is plentiful,** and you won't have regrets down the road.

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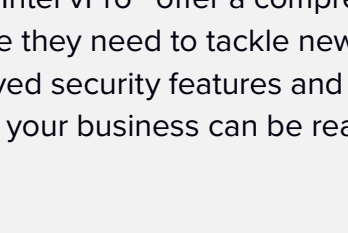
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