

SPECIAL REPORT | MARCH 2025

Turning AI PC Promise Into End-User ROI



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Introduction

The rise of AI PCs has coincided with the sunsetting of Windows 10. With many IT decision-makers planning their next refresh cycle, executives face new questions about the returns, benefits, and use cases these devices might unlock.

This report presents **Computing's** research findings on the market's stance on AI PCs today and features insights from Intel's Tom Pieser on turning AI PC potential into end-user ROI.

Pieser, who leads Intel's large enterprise sales strategy globally, understands the critical factors IT leaders consider when selecting devices: security, manageability, stability, performance, reliability and long-term value.

This report delves into attitudes towards AI PCs among IT decision-makers: their adoption plans, the influence of factors in the wider IT landscape, and their confidence levels when it comes to achieve the all-important return on investment. ■

Attitudes towards AI PCs

AI PCs are equipped with specialised hardware, including high-performance CPUs, GPUs, and Neural Processing Units (NPUs), to enable local AI processing and AI-enhanced features such as digital assistants. These devices have been heralded as transformational for the PC market, but adoption is still in its early stages.

Some experts predict that AI PCs will become the default for personal computing in the near future, but others remain cautious, wary of the inevitable hype that comes with emerging technologies. The truth likely lies somewhere in between, with adoption progressing at different speeds across industries and use cases.

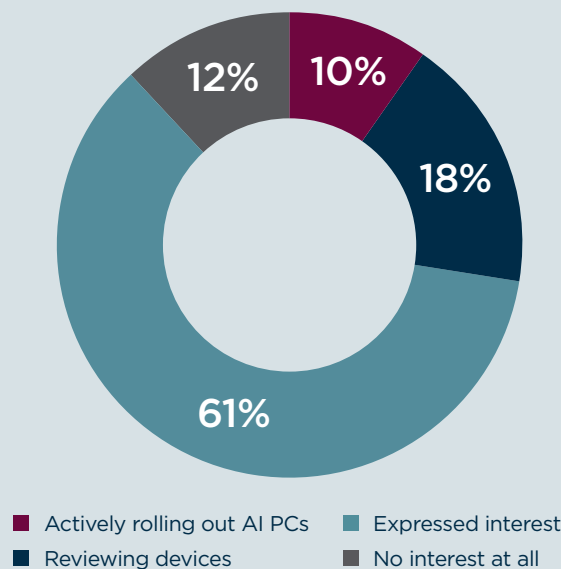
To better understand market attitudes, Computing surveyed global endpoint estate decision-makers about AI PC adoption. While only 10 percent are actively rolling out AI PCs and 18 percent are reviewing devices, 61 percent expressed interest without concrete deployment plans. Just 12 percent had no interest at all. These findings suggest that while adoption is in its infancy, enthusiasm is growing.

The survey also revealed that organisations view accelerated workflows and improved productivity as the biggest advantages of AI PCs. However, upfront costs and uncertainty around ROI remain significant barriers to adoption. More than a third of respondents cited a lack of understanding of AI PC benefits and challenges in building a business case as reasons for their hesitancy.

However, respondents anticipate adoption rates will increase in the near future. Almost a third of organisations anticipate that within two years all

“SOME EXPERTS PREDICT THAT AI PCs WILL BECOME THE DEFAULT FOR PERSONAL COMPUTING IN THE NEAR FUTURE.”

AI PC adoption



Source: Computing

new devices deployed will be AI PCs by default. Almost three-quarters of respondents agree that “the core value and payback in AI PCs will be over the next few years, rather than at launch.”

Tom Pieser, Large Enterprise Sales Strategy Specialist at Intel, said: “Many of our customers are making decisions that impact the next three or four years.

“They’re looking for technology that will serve them well, not only now, but for years to come.” ■



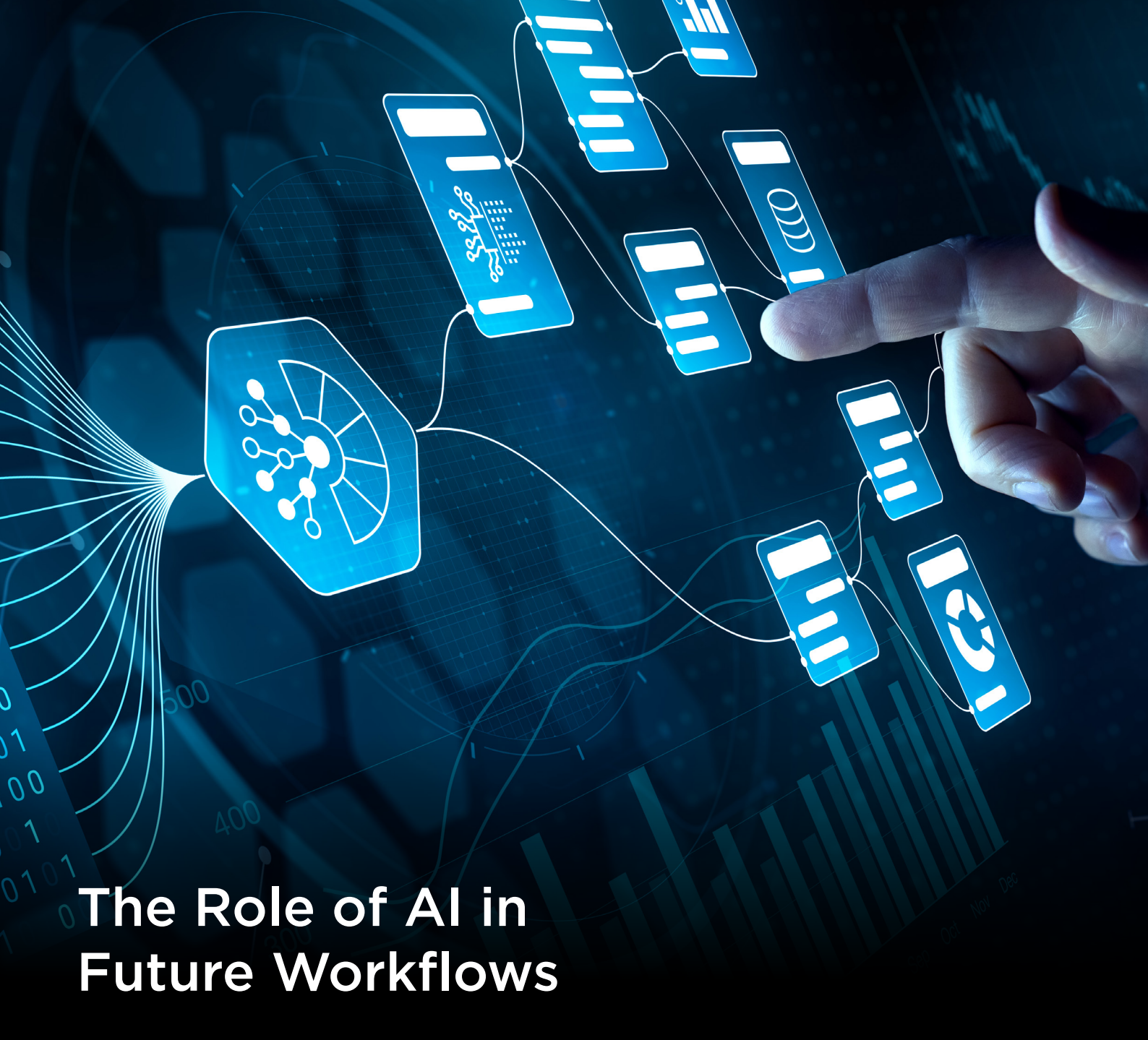
The End of Windows 10 Support

The impending end of Windows 10 support on October 14, 2025, is accelerating PC refresh discussions. Businesses that continue using Windows 10 beyond this date will be faced with making a decision between paying fees to Microsoft to keep Windows 10 systems or risking security vulnerabilities, a lack of software updates and compliance risks. This will drive many to move to Windows 11. However, Windows 11's stricter hardware requirements mean many older devices won't be eligible for the upgrade, prompting widespread hardware assessments and refresh planning.

While security and performance are always top considerations during a refresh cycle, the growing role of AI in computing is adding a new layer of complexity to these decisions.

Tom Pieser echoed this: "There are a lot of AI solutions you can ultimately implement. You can pick and choose your hardware, your software stack, your solutions, etc. The challenge with AI is that if you don't know the outcomes and the use cases you're trying to solve, you might end up over-provisioning or under-provisioning."

This underscores the importance of choosing hardware that not only meets Windows 11's baseline requirements but also aligns with future AI-enabled functionalities. The challenge for decision-makers is to cut through AI marketing hype and focus on enterprise-grade AI solutions that deliver tangible productivity gains while ensuring compatibility with legacy applications and cost-effectiveness. ■



The Role of AI in Future Workflows

As AI-powered tools become more integrated into business applications, the role of AI PCs in enterprise environments will continue to expand. AI PCs are not just about hardware; they represent a shift towards more intelligent and adaptive computing, enabling features like real-time transcription, advanced cybersecurity defences, and automated content generation.

Windows 11 introduces built-in AI functionalities, including Microsoft Copilot, which streamlines workflows and enhances productivity. However, these capabilities require modern processors, sufficient RAM, and dedicated NPUs to function optimally. Companies investing in AI PCs today

are not just upgrading hardware, they are future-proofing for future AI advances. And some of the biggest companies in the world, like [Adobe](#), [CrowdStrike](#) and [Zoom](#), are leveraging these PC for a wide range of use-cases. ▀

“AI PCS ARE NOT JUST ABOUT HARDWARE; THEY REPRESENT A SHIFT TOWARDS MORE INTELLIGENT AND ADAPTIVE COMPUTING.”

AI-powered assistants can summarise meetings, automate routine administrative tasks, and provide real-time insights from large datasets, allowing employees to focus on more strategic work. This automation extends to IT management, where AI-driven tools can predict system failures and optimise network performance. These features have the potential to boost productivity and efficiency, and organisations risk missing out if their device fleet does not have the necessary processing power.

The business case for AI PCs also extends to security. AI-powered security features can detect threats in real time without consuming excessive system resources. Furthermore, all AI PCs are enabling more AI to be processed locally, rather than solely in the cloud. This is particularly important in industries such as finance and healthcare, which may be subject to strict requirements around where data can be stored and processed.

Processing AI on the PC also offers significant advantages across performance, cost and sustainability. By handling AI tasks locally, latency is reduced, and CPU performance improves as workloads are offloaded to the GPU and NPU. This approach is also more cost-effective than cloud processing, which requires expensive infrastructure.

From a sustainability standpoint, NPUs also tend to consume significantly less energy than cloud-based alternatives, making AI on PCs far more efficient.

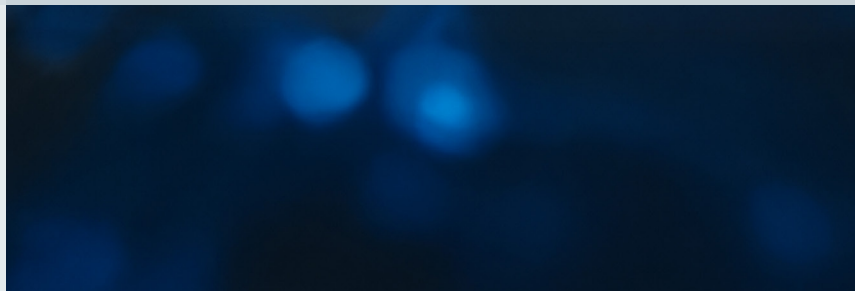


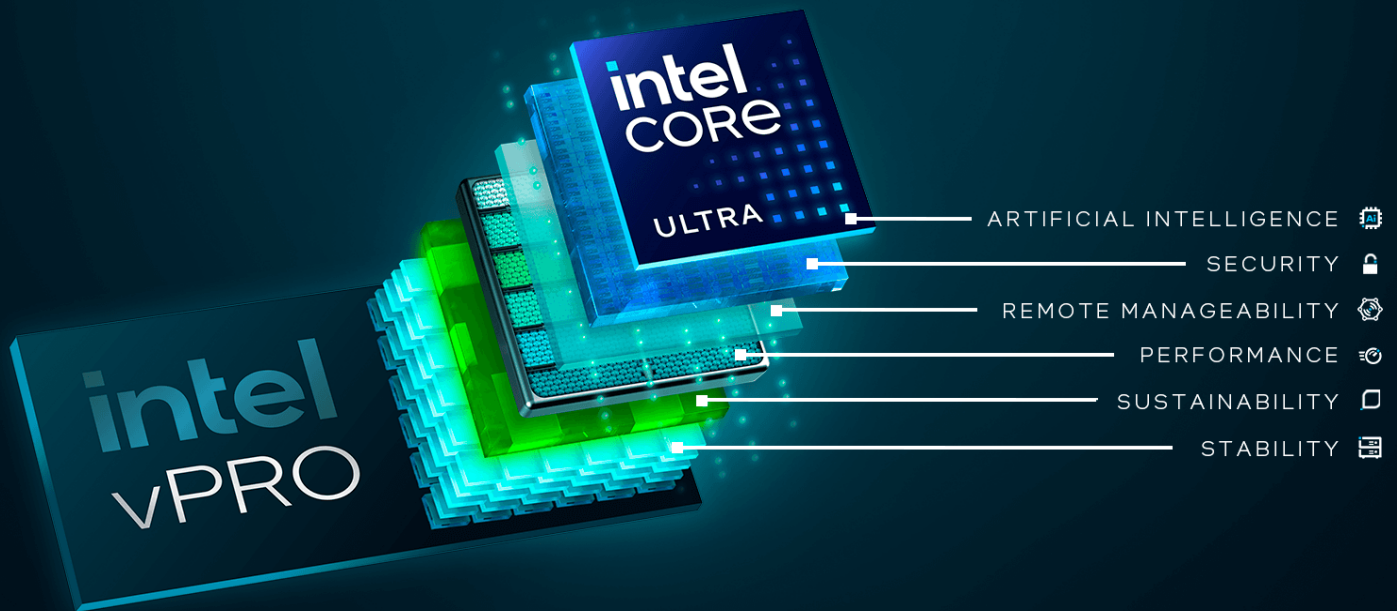
160%

In contrast, data centers supporting cloud-based AI solutions are experiencing significant growth in energy consumption. Estimates suggest that data center power demand will grow by 160% by 2030, with AI workloads contributing to this increase.

Source: Goldman Sachs

As organisations refine their digital transformation strategies, AI PCs will serve as a cornerstone of modern workflows. The ability to process AI workloads locally further reduces latency, improves application performance, and provides users with a seamless experience. ■





Ensuring ROI with AI PCs

As organisations embrace AI-driven solutions, ensuring a strong return on investment (ROI) remains critical. AI holds the promise of transformative benefits, but without a clear strategy, businesses risk over-provisioning, under-provisioning, or failing to align technology with long-term goals.

Investing in AI PCs is not just about keeping pace with technological evolution, it is a strategic decision with long-term implications. To maximise ROI, organisations must align their AI PC investments with clear business objectives and future computing demands.

Key strategies for maximising AI PC value include defining AI use cases, selecting scalable infrastructure, leveraging platform advantages, and reducing cloud dependency. AI-powered tools such as local language models, contract analysis, and automated workflows can streamline operations, enhance security, and improve efficiency.

Without well-defined use cases, organisations risk underutilising AI capabilities. Businesses must consider how AI will evolve over the next four to five years and invest in technology

“AI PCS REDUCES RELIANCE ON DATA CENTERS, CUTTING CLOUD PROCESSING COSTS AND ENHANCING DATA PRIVACY.”

that can scale as opportunities emerge. Intel's broader platform benefits, such as [Intel vPro manageability and security](#) features, x86 architecture, and extended battery life, offer cost savings and long-term efficiency across the refresh cycle. Running AI workloads locally on AI PCs reduces reliance on data centers, cutting cloud processing costs and enhancing data privacy.

Security is another critical factor. Traditional security scans can slow down system performance, but AI PCs equipped with dedicated NPUs can offload security processes, enabling real-time threat detection without degrading usability. “With AI PCs, a great security experience doesn't have to come at the cost of performance,” Pieser explains. ▀



“BY TAKING A STRATEGIC APPROACH, ALIGNING AI INVESTMENTS WITH LONG-TERM BUSINESS GOALS, AND LEVERAGING THE RIGHT PLATFORM ADVANTAGES, ORGANISATIONS CAN ENSURE STRONG ROI.”

Beyond security, AI PCs are poised to deliver competitive advantages by improving efficiency and enabling new levels of automation. Many organisations see AI PCs as a way to optimise operational costs over time, particularly in industries that rely heavily on data processing and analytics.

AI PC adoption will ultimately be driven by killer use cases and the availability of compelling AI-powered applications. Vendors, device manufacturers, and OEMs must provide clear value propositions that justify the investment in new hardware. This includes offering resources to bridge knowledge gaps, pinpointing specific use cases, and demonstrating how AI PCs align with industry-specific needs.

“Organisations ultimately have a variety of choices of Intel processors in the PCs that are offered to them by companies like Dell, HP, Lenovo, and others, as well as channel partners,” says Pieser.

By taking a strategic approach, aligning AI investments with long-term business goals, and leveraging the right platform advantages, organisations can ensure strong ROI. As Pieser concludes, “At the end of the day, what really matters is the total cost of ownership and the return on investment.

“That is how you bring long-term success.” ■



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