

SPECIAL REPORT | MARCH 2025

Turning AI PC Promise Into End-User ROI

Sponsored by



Table of contents

03	Introduction
04	Attitudes towards AI PCs
05	The End of Windows 10 Support
06	The Role of AI in Future Workflows
08	Ensuring ROI with AI PCs
10	About the sponsor - Intel



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.

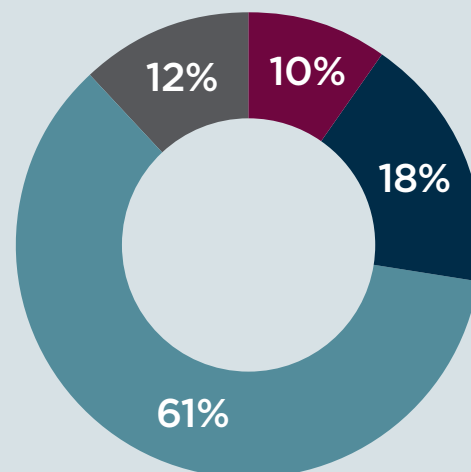
To better understand market attitudes, Computing surveyed global endpoint estate decision-makers about AI PC adoption. While only 10 percent are actively rolling out AI PCs and 18 percent are reviewing devices, 61 percent expressed interest without concrete deployment plans. Just 12 percent had no interest 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



■ Actively rolling out AI PCs ■ Expressed interest
■ Reviewing devices ■ No interest at all

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.” ■