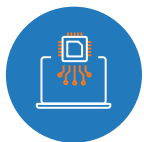


The Transformative Power of AI PCs



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The Transformative Power of AI PCs: Enhancing Workforce Productivity and Satisfaction

As organisations around the world move towards a more digitally integrated future, the role of artificial intelligence (AI) in reshaping the workplace is becoming increasingly evident. PC systems are evolving. They are now able to run AI workloads locally (so called AI PCs), and operating systems are being adapted, too. The latest Windows 11 update is a testament to this evolution, embedding AI capabilities directly into the operating system to enhance user experience and productivity.



AI Integration in Windows 11

Windows 11 has introduced several AI-driven features designed to streamline workflows and improve efficiency. From intelligent task management to advanced security protocols, these updates will change how employees interact with their PCs. The integration of AI in Windows 11 not only consists of adding new features, but it also transforms the entire user experience to make daily tasks more intuitive and less time-consuming.

One of its standout features is the AI-powered task management system. This system can predict and prioritise tasks based on user behaviour, ensuring employees focus on the most critical activities. Additionally, AI-enhanced security measures provide robust protection against cyberthreats, safeguarding sensitive information and maintaining data integrity. These advances are crucial for businesses aiming to create secure and efficient digital workspaces.



Impact on Workforce

By automating mundane tasks, AI PCs free up valuable time for employees to engage in more strategic and creative activities that drive innovation and growth. This efficiency boost can lead to faster project completion times and improved overall performance, driving career advancement, among others. The results of IDC's *GenAI Pricing Model Survey* confirm this, with 52% of interviewed IT leaders rating "enhanced employee productivity" as an extremely compelling benefit of AI PC adoption. In addition, on-device querying that precludes sensitive information being uploaded to the cloud will likely be another key selling point for IT decision makers – in particular, in security-conscious industries and businesses with flexible work models.

A significant benefit of AI PCs is their ability to enhance employee satisfaction. Nearly half (47%) of surveyed IT decision makers believe improved satisfaction is a significant benefit of AI integration. This shift in sentiment is crucial for organisations aiming to retain top talent and foster a positive work environment. Happy employees are more likely to be productive, engaged, and committed to their roles, contributing to the overall success of the organisation.

Overall, the adoption of AI PCs is expected to have a profound impact on the workforce. According to IDC's recent *Employee Experience Survey*, 75% of EMEA employees anticipate that AI will significantly affect their job roles by 2026. This shift is not merely about automation but also about augmenting human capabilities to achieve higher productivity levels.

Key data points:



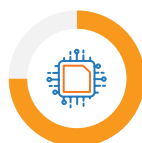
52% of IT decision makers expect improved employee productivity to be an extremely compelling benefit of AI PCs.

Source: IDC's *Global GenAI Pricing Model Survey*, 2024



47% of IT decision makers expect compelling benefits such as enhanced security and employee satisfaction from AI PCs.

Source: IDC's *Global GenAI Pricing Model Survey*, 2024



75% of European employees expect at least part of their jobs to be impacted by AI by 2026.

Source: IDC's *Global Employee Sentiment Survey*, March 2025

Moreover, 55% of employees estimate that AI will save them at least three hours per week. This time-saving potential is crucial for businesses looking to optimise their operations and reduce overhead costs.



From Cost to Value

The 14th of October 2025 is the official end-of-service (EOS) date for Windows 10. Many businesses have delayed capital expenditures by extended PC lifecycles.

Thus, many of these Windows PCs are more than four years old, acquired before the pandemic. And, while some existing Windows 10 systems in enterprise fleets may meet the requirements to support an in-place Windows 11 upgrade, most will need to be replaced with a new futureproof system that will likely be in place for another four years.

Traditionally, the conversation around new technology investments has centred on cost. However, organisations' perceptions of AI PCs are evolving from "expensive devices" to "workforce productivity and employee satisfaction tools". The initial investment in AI PCs can be offset by long-term gains in efficiency, organisational growth, and innovation. A case can also be made that device-based AI decision-making will alleviate the costs associated with running AI queries exclusively in cloud data centres. Businesses that embrace this technology will not only see a return on investment, but they will also position themselves as leaders in innovation and employee well-being.



Device as a Service: A Strategic Approach

For organisations seeking to maximise ROI and safeguard their budgets against inflation, device lifecycle services (DLS) – offered through device-as-a-service (DaaS) models – present a solution for adopting AI PCs. Rather than making large

upfront investments, companies can provision the latest AI-enabled devices on a subscription basis, shifting from a traditional ownership mindset to a flexible usage model similar to mobile phone or streaming service subscriptions. This approach not only delivers financial agility and predictable costs; it also ensures employees always have access to fully supported and up-to-date technology. As a result, cost justification discussions move beyond simple purchase price, focusing instead on total cost of ownership (TCO) and total contract value (TCV), as well as the reliability of the DLS provider.

Ultimately, device lifecycle services are becoming more common for equipping teams with cutting-edge devices, empowering finance teams to meet their objectives while future-proofing the organisation's technology strategy. This continuous improvement cycle helps maintain high productivity levels and keeps the workforce motivated.

Conclusion

The integration of AI into PCs, in parallel with migration to the latest Windows 11 upgrade (with Windows 10 reaching end of service in October 2025), will play a significant role in the transformation of the workplace. By enhancing productivity, saving time, and improving employee satisfaction, AI PCs offer a compelling value proposition for businesses across Europe. With device-as-a-service solutions, organisations can adopt this technology in a cost-effective manner.

As we approach 2026, organisations that leverage these technologies will be better equipped to navigate the evolving digital landscape and achieve sustainable growth. The shift from viewing technology investments as mere expenses to recognising their value in driving productivity and satisfaction is essential for future success. Embracing AI PCs and DaaS solutions will enable businesses to stay ahead of the curve, fostering a dynamic and efficient work environment that benefits both employees and the organisation.

Message from the Sponsor



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