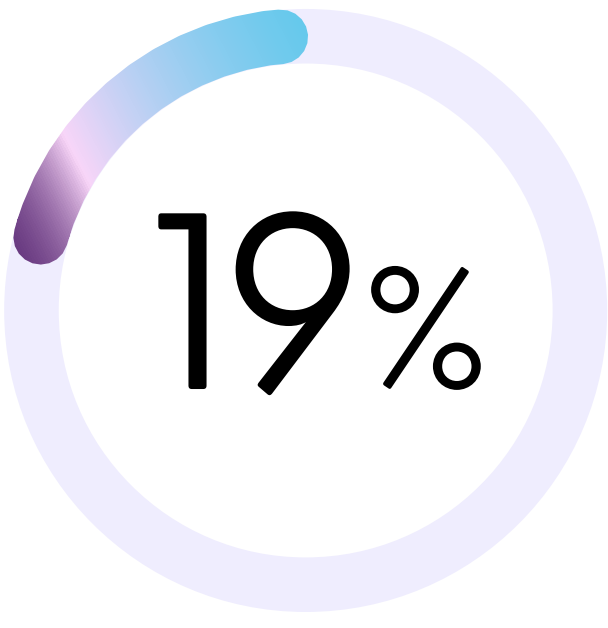


Your next AI advantage may not start in the cloud

Cloud platforms will remain critical, but AI value is increasingly being shaped at the endpoint, where performance, governance and scale meet every day work.

For years, enterprise technology moved further from the user and into centralised platforms. AI is changing that trajectory, bringing intelligence closer to where work happens. As a result, the endpoint is no longer simply a device strategy. It's a business strategy.

AI PCs are moving from pilot programmes to strategic planning

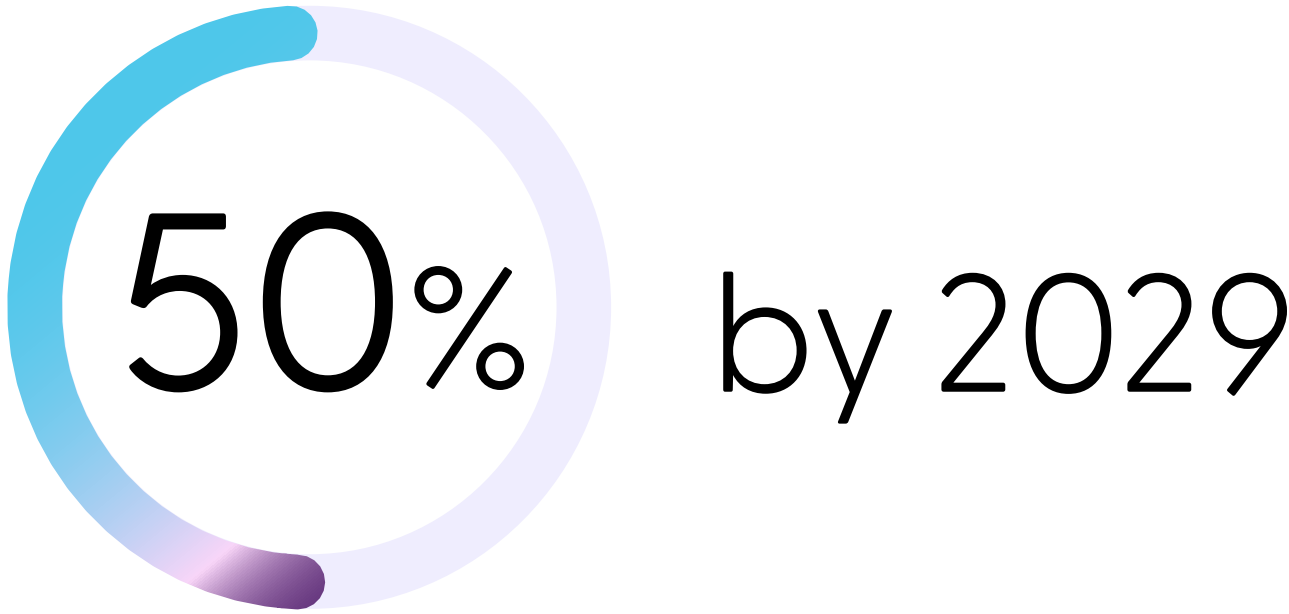


of organisations were already deploying AI PCs in late 2025



expect their entire PC fleet to be AI powered by 2028

Unlocking IT capacity for what matters most



AI-driven device management is projected to autonomously resolve half of all IT tickets, updates, tuning and diagnostics.

For executives, that is a capacity shift: less time maintaining the estate and more time focused on resilience, experience and transformation.

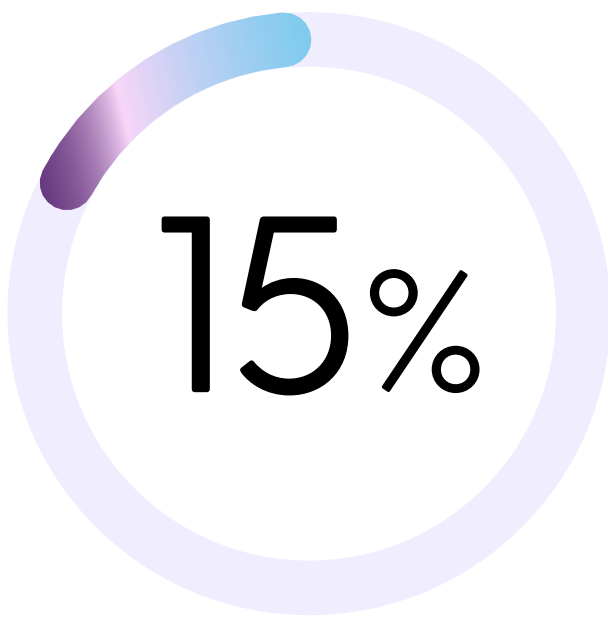
Leadership priorities for the AI era

- **Position** the endpoint as a driver of AI adoption, governance and value creation.
- **Build** endpoint strategy into workplace and technology roadmaps as AI PCs move into the mainstream.
- **Use** intelligent automation to redirect IT capacity towards transformation and innovation.
- **Act** early to accelerate AI outcomes and avoid governance gaps, limited visibility and missed opportunities.

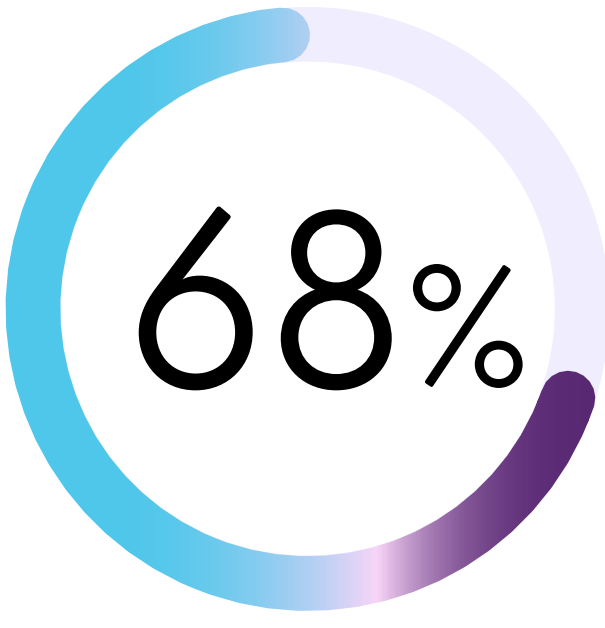
AI value scales when infrastructure, people and security move together.

Make AI readiness a business reality

The challenge: AI-ready endpoints are rising on the strategic agenda just as technology budgets come under pressure. Modernisation now requires a funding model that can keep pace with AI ambitions.



of European firms say workplace solution budgets are immune to reduction



cite tariffs and currency shifts pushing IT costs higher

How Insight helps

Insight helps organisations turn AI ambition into a scalable endpoint strategy. By aligning devices, software, services and commercial models, we create the foundation for AI adoption while improving budget predictability and control.

Leasing and Device as a Service (DaaS) provide a more flexible path to modernisation, shifting investment from CapEx to OpEx, incorporating lifecycle services from day one and freeing IT teams to focus on transformation and innovation.

AI readiness is not just a technology decision. It is a commercial strategy for scaling value without slowing the business.

Download the report

