

# AI at the Heart of Productivity: Turning a Device Refresh into an Enterprise AI Advantage



**Matthew Wilkins**  
Research Director,  
European Services, IDC



Artificial intelligence (AI) is no longer confined to the cloud or data centre. It is moving to where work happens. Organisations are beginning to realise that the next productivity frontier lies in bringing intelligence directly to employees' devices. For many, this is not about following hype; it is about unlocking measurable improvements in productivity, satisfaction, and security.

Organisations that have not yet migrated to the Windows 11 operating system face a choice. They can replace older systems with like-for-like PCs or consider AI PCs, which, through the inclusion of additional hardware, can maximise the new AI features of Windows 11. The same choice applies to organisations already running Windows 11. Are their current systems able to take full advantage of the new AI features of the operating system?

IDC research indicates that businesses are considering that choice. According to IDC's *GenAI Pricing Model Survey, 2024*, **one in two U.S. firms has already considered deploying AI PCs.**

IDC defines an AI PC as a system that combines CPU, GPU, and neural processing unit (NPU) capabilities on a single chip. These processors execute AI workloads locally, meaning that sensitive data can be analysed securely and instantly, without constant cloud dependency. According to an IDC survey conducted among GenAI adopters, the benefits are clear: **Enhanced employee productivity, higher satisfaction, improved security, and enhanced privacy.**

## From cloud to desk

AI's promise has long been strategic. Now it is becoming practical. Results from IDC's *Global*

*Employee Experience Survey, 2025* indicate that **54% of employees believe AI will save them 3–10 hours per week**, while **57% say increased AI use will improve their work experience**, and **49% believe it will bridge the worker digital divide.**

Yet an adoption gap remains. **Almost half of employees use free AI tools for work, but only 23% use employer-provided tools**, creating compliance and data-governance risks. AI PCs can close this gap by embedding AI capabilities – such as transcription, summarisation, translation, and intelligent content generation – directly into secure enterprise-managed devices. These localised features give employees access to real-time insights while protecting sensitive information and reducing reliance on external or unsanctioned services.

## Procurement's AI opportunity

For procurement leaders, this transition presents an opportunity to turn a routine refresh into a component of enterprise transformation. IDC research shows that, when organisations reallocate budgets to fund AI initiatives, **PC spending is rarely reduced** – an indication that devices are seen as integral to the business, both today and tomorrow.

When it comes to spending, alternative finance and operating models (e.g. leasing and device-as-a-service approaches) offer predictable costs and built-in maintenance support, which can free up IT teams from hardware upkeep. This flexibility helps businesses reduce their reliance on capex-heavy purchasing models, moving to opex-oriented models to optimise cash flow while scaling AI adoption at pace.

In other words, the combination of opex purchasing models with AI PCs can make the procurement function a catalyst for innovation, financing a technology shift that directly enhances employee output and business agility.

## Integration, not just installation

Yet success with AI PCs depends on more than acquiring new hardware. Integration is essential. IDC's *EMEA IT Services Survey, 2025* found that the leading areas in which organisations seek assistance from expert partners include **tailoring AI models to specific business use cases, training staff, prioritising AI investments by business function, and determining which processes can be automated or augmented by AI.**

The same study shows that companies increasingly rely on expert partners, such as service providers, to support AI use cases in the areas of **process optimisation, intelligent agents and chatbots, advanced data analytics, and automated document processing**, with the last two being workloads that AI PCs can accelerate when properly deployed and managed.

**Partners** play a critical role here. Trusted AI integration partners can help organisations design AI PC and broader AI strategies that align with enterprise goals. This can include selecting the right procurement models and integrating endpoints with data and collaboration platforms, along with dedicated adoption and

change management programmes – ultimately, seeking to bridge the gap between the potential of AI and people-powered performance. Lifecycle management capabilities can ensure that deployments remain secure, efficient, and sustainable throughout their lifespan.

## The measurable value of AI adoption

IDC's research underscores why acting now is crucial. **Four in ten European businesses report cost savings from AI; one in three has achieved faster decision-making; one in three spends less time on menial tasks; and nearly one-third cite improved customer responsiveness and stronger trend detection.** The cumulative effect can be transformative.

IDC refers to this as the **"reality of missing out (ROMO)"** – a shift from the fear of missing out to the tangible disadvantage that firms face when they delay AI adoption. Businesses that fail to operationalise AI across their workforces risk falling behind those that already harness it for productivity, responsiveness, and insight.

### IDC's point of view

AI PCs must be a key part of the enterprise AI strategy, combining local intelligence, enhanced security, and measurable ROI. Organisations looking to upgrade their PC fleet to Windows 11, or those already running Windows 11 PCs but without the hardware to maximise the AI features of the operating system, face a choice as to whether to seize the opportunity to embed AI into the predominant employee tool, the PC. IDC believes that integrating AI PCs within a broader AI strategy is essential for achieving scalable and secure transformation, saving costs, and accelerating decision-making and menial tasks.

## Message from the sponsor



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