Snapdragon



The IT leader’s guide to high-performance PCs

The questions to ask when making your decision

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Work is poised for a refresh

64% of employees say they struggle with having the time and energy to do their jobs. They're also 3.5x more likely to face challenges with innovation and strategic thinking.[1]

We've clearly reached a tipping point, and something has to change. And something *has* changed with the introduction of groundbreaking AI PCs, an entirely new category of Windows PCs designed specifically for on-device AI.

But not all AI PCs are created equal—some deliver capabilities that others cannot. This new compute platform features a Neural Processing Unit (NPU), which drives AI to unlock exceptional levels of productivity.

Employees are increasingly turning to AI over colleagues because of:[2]



24/7 availability
(42%)



Machine speed and quality
(30%)



Unlimited ideas on demand
(28%)





What to look for when choosing AI PCs for your company

As an IT leader, you want to know whether your next PC fleet will meet the demands of your organization, both now and over the next three to four years. When making this critical decision, you'll want to cover all your bases. To check off all the necessary boxes, you can start by looking for PCs that deliver these four benefits:

- Future-ready your business
- Empower your hybrid workforce
- Revolutionize IT management
- Intensify your security

Future-ready your business

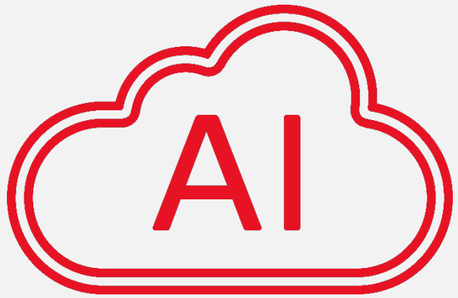
Turns out, the hype surrounding AI PCs is real. As an IT decision-maker, you may want to think about upgrading your organization's PC fleet to stay ahead of the curve, because this latest class of PCs coincides with a tsunami of AI-powered apps designed for faster processing speeds.

It's worth repeating: Not all AI PCs are the same, not even close. In other words, there are AI PCs, and then there are the extraordinary PCs powered by Snapdragon® X Series processors. Armed with a turbocharged NPU, 45 TOPS, 16 GB memory, and 256 GB storage, these PCs are engineered to accelerate tasks with on-device AI and deliver powerful app responsiveness.

PCs powered by Snapdragon processors: Armed for today and tomorrow

Thanks to a collaboration with Microsoft and other key software providers, Snapdragon X Series processors support many of the most-used apps for enterprise businesses. With the release of Windows 11 Pro, new AI-enabled experiences are now available on Snapdragon X Series processors, including Teams, Cephable, djay Pro, and DaVinci Resolve. The future looks bright for PCs powered by Snapdragon processors, as excitement builds in the software development community and more software developers create applications that leverage on-device AI.

Right now, Snapdragon X Elite processors deliver an impressively fast 45 TOPS performance. While many Windows PCs currently have under 40 TOPS, new AI apps requiring more power are already launching. It's important to choose an AI PC with NPU performance headroom so that users can run apps concurrently without impacting system performance or battery life.



5 BIG QUESTIONS TO ASK

1. What are the core apps your end users need to use?
2. Does this PC have enough AI performance headroom to maximize its useful life?
3. How many screens can this processor run concurrently?
4. Is multi-day battery life a consistent request from your end users?
5. Do you have corporate ESG goals that would benefit from more energy-efficient PCs?

AI benefits can be tremendous—but there’s a catch

AI systems can help automate routine tasks, identify patterns, support data-driven decisions, and much more. But many employees don’t yet know how or when to use it. Organizations must focus on cultivating AI education and familiarity to realize the full potential of AI and its associated benefits.

47% of leaders say upskilling their existing workforce with AI-specific training is a top priority in the next 12–18 months.[2]



Empower your hybrid workforce

According to Upwork, an estimated 32.6 million Americans will be working remotely in 2025, which equates to about 22% of the workforce.[3]

As the hybrid workforce grows, so too will the demand for businesses and IT to deliver peak performance and sustained power to their on-the-go workers, no matter where they are. For example, many of the apps that content creators (or devs) use require their machines to be plugged in, which severely limits their productivity.

Snapdragon X Series processors: Max performance when unplugged

PCs powered by Snapdragon processors give your hybrid workforce the ability to work on and share complex files. With a best-in-class 12-core Qualcomm Oryon™ CPU, Snapdragon X Elite processors can easily handle the most advanced workflows—such as video transcoding, large dataset analysis, or coding—giving your teams an edge.

Better, more productive workdays are now possible. With multi-day battery life,* Snapdragon X Elite processors help your employees no matter where they're working. And because of next-level privacy and security, sensitive data can remain on the device, reducing cloud-related vulnerabilities.

Additionally, Snapdragon X Elite processors deliver premium camera and audio technology with AI enhancements for superior video conferencing experiences, keeping your workforce better connected than ever.

Snapdragon X Elite processors deliver power, intelligence, and efficiency—with a longer battery life to help you support your on-the-go employees.

* Battery life varies significantly based on device, settings, usage, and other factors.



5 BIG QUESTIONS TO ASK

1. How mobile is your workforce?
2. Are teams working in places that may not always have adequate, accessible power outlets (e.g., airports, shared workspaces, etc.)?
3. Are teams equipped to handle requests and issues that come up when they're away from the office?
4. How confident are you in the current quality of audio and video for virtual conference calls (Teams, Zoom, etc.)?
5. Is the battery life of your current PC fleet sufficient?

53% of leaders report that productivity must increase.

Yet **80%** of the global workforce says they're lacking sufficient time or energy to do their work.[2]



Revolutionize IT management

According to Forbes, "...employers and employees alike have realized we cannot return to working how we used to. However, most companies now see that everybody being 100% remote does not work either. We must have a hybrid workplace."[4]

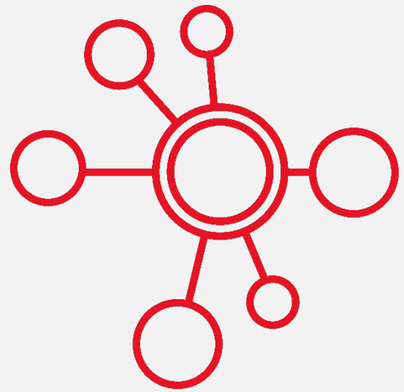
In many instances, the new workplace structure isn't entirely clear yet. Unfortunately for IT managers, much of the burden is falling on them to sort it out and make it work.

Snapdragon X Series processors: Built for simpler, smarter management

AI is poised to transform workforces. And that's good news for IT teams who are currently experiencing burnout in epidemic proportions.

IT teams can now be equipped with tools for device management and other tasks that can improve their workday in a big way. AI can ease the worry of cyberattacks by improving privacy and security with chip-level safeguards that help defend against sophisticated threats. And bringing AI out of the cloud and putting it directly onto the device can help keep budgets in check.

Snapdragon X Elite processors are engineered for modern and traditional deployment and management workflows, so you can quickly deploy endpoints through tools such as Microsoft Autopilot and use familiar SCCM workflows.



5 BIG QUESTIONS TO ASK

1. Do you need to manage users on the go?
2. Is your current setup powerful enough to manage multiple apps across multiple users at any one time?
3. Can you easily manage and update security on remote devices?
4. Are you already streamlining processes with automation?
5. Are you able to manage risk without impacting day-to-day operations?



AFTER DEPLOYING PCs POWERED BY SNAPDRAGON X ELITE PROCESSORS, YOU CAN EASILY:

- Harness cloud-based tools for zero-touch provisioning to onboard employees from any location
- Manage policies, push software patches, and get GPS coordinates for devices, even when they're out of Wi-Fi range, maintaining compliance and avoiding update fragmentation
- Make faster, more intelligent decisions with optional real-time telemetry through a connection over 5G, 4G LTE, or Wi-Fi[5]

Intensify your security

According to Help Net Security, 89% of IT leaders are concerned about security risks tied to third-party AI integrations, and 75% say they present a bigger risk than current threats.[6]

In today's hybrid work world, employees and their laptops are everywhere. Unfortunately, so are threats. The new era of AI will present both opportunities and challenges for IT teams. For example, while cybersecurity solutions promise to be far quicker, more efficient, and more effective, cybercriminals will be taking advantage of the same power and technology.

Naturally, as an IT decision-maker, you want to improve security and privacy to protect company data and personal information.

Snapdragon X Series processors: Secured from chip to cloud

By default, PCs powered by Snapdragon processors are Secured-core PCs, hardened with Microsoft Pluton chip-to-cloud security. Snapdragon X Elite processors are built with robust security features, including the Qualcomm® Secure Processing Unit and personalized privacy controls that help workers safeguard what's important. They also include zero-trust sensors for location, identity, biometric connection, and device-health management to reinforce security.

Always-connected PCs powered by Snapdragon X Elite processors have built-in device resilience and recovery to help detect, protect, and recover from firmware and BIOS attacks as a first line of defense. Users have the option to connect securely over cellular networks to reduce risks of insecure public Wi-Fi.

> Qualcomm Secure Processing Unit supporting Microsoft Pluton TPM

> Layered Secure Boot and runtime memory

> Remotely detect, wipe, and image devices through out-of-band management



5 BIG QUESTIONS TO ASK

1. **Do your end users access sensitive customer data on their PCs?**
2. **How much IP leaves the company?**
3. **How well managed is your end-user privacy?**
4. **How quickly can your current endpoint security identify and respond to threats?**
5. **Do your users ever connect to public Wi-Fi?**

Learn how Snapdragon X Series processors can propel your business into the future

As an IT decision-maker, you want to keep your organization ahead of the competition. We hope you're now prepared to make an informed choice.

When weighing your options, just remember that PCs powered by Snapdragon X Series processors set the standard for the new generation of AI PCs. In fact, Snapdragon X Elite is the most powerful, intelligent, and efficient processor ever created for Windows in its class.[7] Its game-changing performance and multi-day battery life will help your workers become more focused, productive, and innovative.

For the information you need on Snapdragon X Series processors:

Contact your rep



1. Microsoft, "Work Trend Index Annual Report: Will AI Fix Work?" May 9, 2023.
2. Microsoft, "The 2025 Annual Work Trend Index: The Frontier Firm Is Born." April 23, 2025.
3. Enrich, "Updating Employer Obligations to Meet the Needs of a Remote Workforce." May 27, 2024.
4. Forbes, "The State of Hybrid Workplaces in 2024." January 24, 2024.
5. Device features and functionality may vary based on OEM design.
6. Help Net Security, "Today's biggest AI security challenges." March 7, 2024.
7. Qualcomm, "Snapdragon X Elite." accessed July 21, 2025.

Device features and functionality may vary based on OEM design. Battery life varies significantly based on device, settings, usage, and other factors.

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