Snapdragon



Snapdragon is your PC's first line of defense.

Why growing businesses need devices with built-in security.

Here's a not-so-fun fact: In 2024, **90% of data breaches were from businesses with fewer than 1,000 employees.**[1] But modern PCs have been built like modern fortresses against attackers. And it all starts with their processor.

Small businesses lost an average of $115,000 per breach in 2025, highlighting the need for built-in PC security.[2]

Security starts with silicon

For years, many leaders considered cybersecurity to be primarily a software issue. In other words, it was a post-purchase afterthought. It was something that could be addressed with solutions like antivirus apps or firewalls. **Not anymore.**

Today, **true chip-to-cloud security** starts at the hardware level... at the silicon.

You can think of the processor as the steel framework of a safe: its strength comes from the way it's built, not just from a lock added to the outside. With security designed into the device's core, protection is much stronger.



It's what enables features like **Secure Boot:**

- When an employee turns on their laptop, the silicon performs a one-second "handshake." It checks the system for intruders before the screen even lights up.
- This process stops threats that software-only solutions can't see because the software isn't "awake" yet.

By choosing PCs with the right silicon, organizations reinforce the very structure of their digital foundation.

Built for modern threats

Today's security threats go far beyond what passwords alone can manage. Solutions like on-device biometrics, secure authentication, and hardware-backed identity protection are becoming **the rule rather than the exception**. Devices must be built from the ground up with these capabilities in mind so organizations can safeguard their people, data, and momentum.

PCs powered by Snapdragon® X Series processors enable advanced, AI-driven biometric security, including on-device facial recognition and fingerprint authentication.





What makes this approach different?

It features the **Qualcomm® Secure Processing Unit** (**SPU**). This is a dedicated, isolated hardware core that acts like a vault for your biometric data, encryption keys, and digital identities. Because Qualcomm SPU operates independently of the main CPU, it is designed to help keep sensitive data private, stored on the device, and shielded from attacks that target the main system.

A processor that can handle powerful software

Additional security software—such as CrowdStrike, Bitdefender, or VPNs—is still absolutely essential. But on legacy PCs they frequently come with a "security tax," meaning noticeable slowdowns and reduced battery life.

This forces employees with legacy PCs to choose between disabling security features to remain productive or enduring PC lag.



Securing the future

Ambitious organizations are moving fast, and **PC security should not slow them down.** Instead, strong built-in security empowers teams to confidently pursue growth and blaze new trails.

When evaluating the next PC refresh, organizations should remember they are not just buying devices—they are **investing in the ability to grow with confidence**. With the next-generation Snapdragon X Series processors, businesses benefit from a powerful, silicon-level foundation that enables both operations and future ambitions.

Snapdragon X SERIES

How do you secure your business without slowing down your team?

Snapdragon. That's how.

Learn More

1 - Verizon, "2025 Data Investigations Report," April 23, 2025.
2 - Coalition, "Insights from Coalition's 2025 Cyber Claims Report," May 8, 2025.

Internal
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