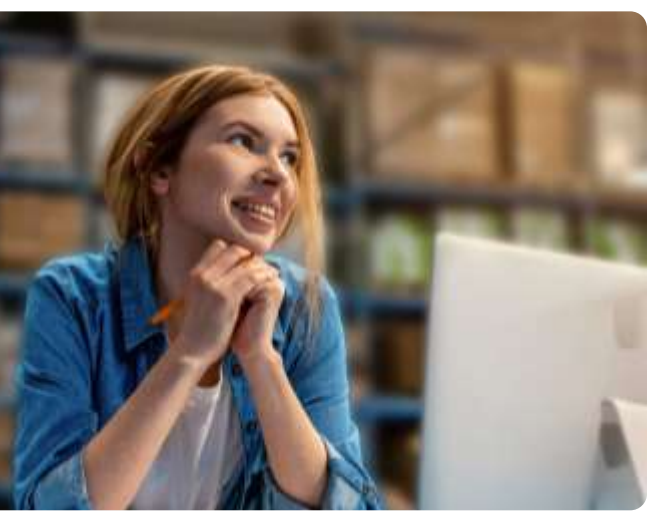
Snapdragon

A day in the life of the next big e-comm player



See how PCs powered by Snapdragon® X Series processors reduce friction and maximize productivity hour-by-hour.

For leaders focused on growing their business, the right technology isn't a luxury. It's a must—a competitive advantage that fuels growth, empowers employees, and wins over customers.

Take the hypothetical fast-growing retail company below as an example. With a major product launch just days away, outdated PCs would have meant spinning wheels and stalled momentum. Instead, PCs powered by Snapdragon X Series can keep everyone moving at full speed.

8:30 AM
Business Development Leader

As the leader of a fast-growing retail business, Alicia spends her morning multitasking on her PC.

Before:
Her outdated laptop processed sensitive information on the cloud and froze when juggling multiple apps.

After Snapdragon:
Alicia can now multitask with ease. She can securely analyze sensitive financial data using on-device AI with an app like AnythingLLM. She can also work without hassle on platforms like Shopify and tackle tasks across Canva, Figma, and Slack without lag.

Key Apps



Powered by Snapdragon X SERIES

The #1 reason smaller businesses adopt new tech is to boost employee productivity[1]



11:00 AM
Creative Lead

Mark is at a shoot for an upcoming product launch and wants to see how the footage cuts together.

Before:
His old PC would overheat and slow down when trying to render 4K footage.

After Snapdragon:
Now those renders are **quick, cool, and quiet.** Plus, he can access AI features on Windows 11 and apps like DaVinci Resolve thanks to the built-in Snapdragon **NPU with up to 80 TOPS.**

Key Apps

1:30 PM
Partnerships Manager

Between coffee shop meetings and local pop-ups, Drew is working on the go.

Before:
His meetings would end up with lag and garbled audio while burning through his PC's battery.

After Snapdragon:
The sound on Zoom and Teams calls is now next level with **AI-powered noise cancellation**. And he gets battery for days[2]—which means he doesn't have to huddle by an outlet or hope someone unplugs so he can power up.

Key Apps



Snapdragon X Series delivers up to 22 hours of battery life on a single charge[2]



3:30 PM
Logistics & Operations Manager

Isabel is busy rolling out an AI-based tool that tracks inventory to ensure she can meet customer demand on launch day.

Before:
Integrating systems and syncing large datasets would slow her old PC to a crawl.

After Snapdragon:
Even with 50+ browser tabs, AI agents running in the background, and multiple files open across OneDrive and PowerPoint, her PC powered by Snapdragon keeps **integrations running smoothly**, so the rollout stays on track.

Key Apps

6:30 PM
eCommerce Specialist

Amy is prepping the store for an early-access sale ahead of tomorrow's launch.

Before:
Handling sensitive payment data and last-minute updates on her old laptop led to slowdowns and security gaps.

After Snapdragon:
Built-in security and **native AI** keep sensitive information safe, while **remote manageability** lets her IT team deploy updates from virtually anywhere, so that the sale runs as smoothly as her PC.



A launch worth celebrating

Launch day went off without a hitch. Promo videos were posted, orders flowed in seamlessly, and the release sold out in hours. Thanks to the fast, powerful performance of Snapdragon X Series, the whole team could move full speed ahead from start to finish.

Snapdragon X SERIES

Work smarter. Grow faster.

PCs powered by Snapdragon give teams the AI capabilities, powerful performance, and long battery life they need to keep momentum high—from prep to launch day and beyond.

Learn more

1 - Qualcomm, "ITDM & Buyers A&U US Topline Research Report," December 2025.
2 - Battery life varies significantly with device, settings, usage, and other factors.

Internal
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