Is AI driving a PC revolution?

In 2025, prioritising workplace investments is not just an option – it's a necessity. With Windows 10 support ending on October 14, 2025, upgrading your systems is essential to ensure security, efficiency and future readiness.

Device refresh feels like a constant challenge, yet major transitions like this are always back loaded to the last minute. This time is no different, estimates from Microsoft suggest there are 450m devices still running Windows 10, of which 270m are incapable of upgrade to Windows 11.

At the same time there is a market evolution - the emergence of the "AI PC" driving a new product category. Midst the wider AI hype, this is driving an 'inflection point' in the devices market, but many are questioning value and timing of this new technology.

Workplace is the 'front window' of IT, so currency and security are critical. However, there are also new opportunities to deliver enhanced innovation, productivity and effectiveness of employees. Typically, the challenge of desktop platform refresh is highly cost centric, doing just enough to be compliant and retain a fit-for-purpose estate to conserve resources for perceived higher value initiatives elsewhere.

Could this be the moment that enables a wider transformation of how and when your people work?

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Establishing a vision for your modern workplace

We believe workplaces are "Designed for People, Engineered for Business". We have a vision for the future of workplace, and the AI PC revolution is compatible with our stated ambitions - Personalised Experiences, Intelligence at Your Fingertips, and Immersive Collaborative Work.

As AI becomes a business-critical tool, it supports our fourth ambition of a Secure, Sustainable Business. Whilst we design for, and focus on people, the device technology is critical in the workplace environment – and hence the focus of this paper.

Designed for People, Engineered for Business

Secure, sustainable business

Intelligence at your fingertips

Future of Workplace

Embrace the intelligent Edge

Empower the Frontline

Enable the HQ

Personalised experiences

Immersive Collaborative Work

Why should the move to Windows 11 be a 2025 priority?

This topic is not centred solely on the move to Windows 11 as other platforms such as Apple continue to make traction – but the transition from Windows 10 to Windows 11 is an inevitability for most. The focus on this typically centres on currency and compliance – to retain patching support or avoid extended support costs. This therefore resigns this issue to the category of technology burdens rather than a business enabler.

Treating this as an opportunity, the move to the latest platforms does offer benefits, particularly in hardware performance and functionality, that can be additive to user productivity and effectiveness. Often these are difficult to quantify but are 'real' when supported by effective adoption techniques that unlock the functionality for users. The security enhancements should also be perceived through the lens of being a business enabler, in an increasingly mobile and hybrid world, securing the front end of IT with improved native security functionality is a key win and will eradicate some older known and unknown vulnerabilities in organisational security posture.

Understanding the AI PC revolution

Who needs an AI PC and why? Is it for everyone or just for high end users?

Let's start by explaining what an AI PC is.

An AI PC (as distinct from a traditional PC) includes an Neural Processing Unit (NPU), in addition to a classic CPU and GPU, which enables it to effectively undertake AI processing. Not unique to the Windows platform, Apple also has AI technology embedded in its devices, however, Microsoft have gone a step further with the marketing around "Copilot+ PC". This is an AI PC which achieves a level of performance (measured in TOPS) to underpin the experience that Microsoft want to assure.

We've seen lots of new products come to the market from the OEMs, and notably, in January 2025 Nvidia announced its foray into this market with their Project Digits PC solution – so this area is clearly a battleground in the wider AI war. Over the past 12 months we have seen the market waiting as the silicon manufacturers unveiled their AI PC products. Observers suggest this held up the Windows 10 to Windows 11 transition, "Why buy into last generation technology with new solutions coming to the market?" There may be some truth to it, but we always seem to end up dealing with these transitions at the last minute, so we are where we are, but acceleration is now required.

As the application and wider ecosystem is only just starting to emerge, many of the initial advantages have been in areas such as battery life, enabling all-day use and for making ultra mobility a reality for many workstyles. There are conceptual performance and security benefits from device based (local) AI

processing, but the ecosystem needs to unlock these with native AI PC apps. Copilot is the most prominent example right now, but notwithstanding the major question from early pilots as to whether Copilot delivers a viable business case, there are wider questions still as to whether an AI PC is required or will deliver a demonstrable difference for many user personas.

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And even though only 2 years old, we're seeing the market evolve from the de-facto concept of LLMs towards SLMs (Small Language Models) which provide a perfect use case for the AI PC and may reduce some of the wider barriers to adoption of AI through better, more focussed use cases – aligned to industry or use case.

Amid all these dynamics and considerations, how extensively should we pursue an AI PC-based refresh? Sustainability is a crucial factor influencing our refresh strategies and has been integral to our push towards concepts like Performance-Based Refresh.

We've seen many customers selectively pilot these new devices and **feedback has been highly encouraging.**

How other customers are addressing the challenges of workplace refresh

In recent years the market has evolved from the cyclical refresh programmes. The move to Evergreen management, out of the box deployment enabled by the cloud being two key examples. Another major dynamic relates to a continued lack of appetite for large costly refresh programmes, and, if such initiatives are necessary - a more iterative approach to refresh – "flattening the curve" of in-year expenditure.

We have seen various approaches deployed, with the concept of Performance-Based Refresh evolving. Using personas, this approach leverages analytics tools and concepts like XLA to evaluate when a device is no longer meeting the needs of particular user groups, and then using that as a trigger for refresh on high end users (VIPs, revenue generators etc). Their older devices are then cascaded through other roles in the business whose needs are lesser, and for whom the original device would suffice.

The disruption in the market caused by the likes of Qualcomm has excited businesses too. There are obvious concerns and some barriers to a mass transition from Intel platforms to ARM based platforms, particularly around app compatibility – but we've seen many customers selectively pilot these new devices and feedback has been highly encouraging.

Whilst many customers have commenced deployments of Windows 11 through a more BAU refresh approach, indeed the approach being undertaken in Computacenter, we see many customers with significant refresh activity to conclude before October this year.

Our view on adoption

We view this latest evolution to the workplace market as a positive development, crucial for realising the potential of AI in enterprise organisations. Whilst the AI PC technology is new, and use cases and the application ecosystem need to mature, the benefits of driving innovation, productivity, new ways of working and enhanced security are all worth exploring further. It is likely that AI PCs are not required for every persona, and right now the pricing would support a considered buying motion for those personas that can directly benefit from identified functionality. But we see the AI PC moving into mainstream use in coming years and adoption now can start the path of understanding the benefits and a smoother transition.

Our reputation in workplace means that we're already supporting many customers navigate these considerations or helping them execute a more traditional refresh programme. We see this as a part of a wider Modern Workplace transition, but a focus on personas/workstyles to drive better outcomes continues to be key for many customers. We have invested heavily in our own Device Lifecycle Management (DLM) solution to help customers with the end-to-end management of their technology and help with commercial challenges around in year capital expenditure. We've also partnered closely with the likes of Qualcomm and the associated OEMs to help deliver assessment and transition services for those customers looking to transition to a new architecture.

Midst all this, and in closing comments – one thing is critical is that customers move quickly on their Windows 10 eradication programmes before October or incur significant additional charges – taking budget that could be invested for progressive activities or opening themselves up to security and compliance exposures that no organisation can afford in the current climate.

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Our complete Workplace portfolio

Experience Optimisation							Service Desk		Adjacent Solution Areas
	User Adoption	New Work Advisory	Workstyle Analysis	Digital Experience Management	End User Analytics			Service Desk	

Field & Onsite Services							
	Tech Center	Vending	Lockers	Predictive Support	Deskside Support	Advanced Exchange	Maintenance

Productivity & Teamwork								
	M365 Productivity	M365 Data Governance	Microsoft Collaboration	Voice and Video Transformation	Managed Teams Rooms	Smart Meeting Spaces	Microsoft Copilot	Microsoft Power Platform

Modern Endpoint								
	Windows 11	Mac in Enterprise	Enterprise Mobility	Desktop Virtualisation	Unified Endpoint Management	Directory & Tenant Services	Application Packaging	Endpoint Security

Device Lifecycle Management		IT Asset Management			Managed Print	
	Device Lifecycle Management		Hardware Asset Management	Software Asset Management		Managed Print

Technology Sourcing							
	Sustainability Assessment	Procurement Services	Specialist Services	Software Services	Logistical Services	Technical Services	Circular Services

Cloud & Applications · Data Center · Networking · Security

Computacenter