Strategic PC Refresh
Navigating Security, Manageability, and AI

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Many organizations are focused on refreshing PC fleets in preparation for Windows 10 end of service in October, 2025[1]. These large-scale PC refreshes are an opportunity for asset managers to address today's business computing needs and to usher their organizations into the future. Enhancing productivity ranks high on the list of priorities, along with addressing current and future requirements for security, manageability, and AI-powered capabilities.

This paper describes key technology trends, supported by data from a recent survey by Informa TechTarget's Enterprise Strategy Group[2], and explains how organizations can incorporate them strategically into their PC refresh—and why they should.

Shortly after AI PCs and other AI-enabled endpoints entered the market, the Enterprise Strategy Group survey found that respondents were eager to deploy them.

80%
of respondents had slightly or significantly accelerated their PC refresh cycles.

58%
had already started deployments.

33%
were planning deployments.

Current Technology Landscape

The PC refresh comes as adoption of AI applications is accelerating. The concurrence of these two events is an opportunity to address today's operational demands and prepare for the future.

PC refresh checklist

A PC refresh can—and should:

- ✓ Strengthen security to combat cyber threats.
- ✓ Include modern manageability capabilities to streamline IT operations and support changing workstyles.
- ✓ Support next-generation AI capabilities to improve efficiency and automate workflows.

The right PCs can deliver all these benefits to your organization.

1. Microsoft, Windows 10 EOS with Windows 11, Windows 365, and ESU, 2023
2. Enterprise Strategy Group, AI at the Endpoint: The Impact of AI on End Users and Endpoint Devices, 2025.

Stronger Security

Robust security is essential to address escalating cyber threats. As AI evolves, threats are likely to become more sophisticated and the consequences of data breaches more severe. Security is so foundational, in fact, that for some respondents to the Enterprise Strategy Group survey, it was the *most* important feature when purchasing an endpoint device.

The survey also noted that **32%** of respondents will look at enhanced security incident detection and response times to measure the success or value of AI tools. **34%** say they have already realized enhanced security through AI-powered threat detection—or expect to.

Intel vPro® provides built-in, hardware-based security with Intel® Threat Detection Technology (Intel® TDT), which uses AI to uncover cyberattacks that evade traditional methods.

In a recent study, Intel TDT detected **93%** of top ransomware variants from the silicon sensor, bolstering overall detection efficacy by **24%** over software alone.[3]

Streamlined Manageability

Remote management tools, such as Intel® Active Management Technology (Intel® AMT), streamline IT operations and reduce downtime, particularly when outages occur. Intel vPro offers organizations the flexibility to choose from a menu of manageability options.

Today's IT resources are being asked to manage a PC fleet running increased workloads under ever-changing security threats. Streamlined device management is foundational to a resilient and efficient IT strategy, especially for organizations supporting workers spread across sprawling campuses, hybrid and remote workers, or even PCs that are used at home—or on the road—only occasionally.

To address these challenges, organizations are looking to emerging technologies. According to the Enterprise Strategy Group survey, AI is already showing positive results. For **56%** of respondents, self-service led by AI assistants streamlined IT. **49%** said they will look for a reduction in IT support tickets as a metric to validate the success or value of AI tools—more than any other metric cited.

3. "SE Labs Intelligence-Led Testing: Enterprise Advanced Security (Ransomware)," SE Labs, February 2023.
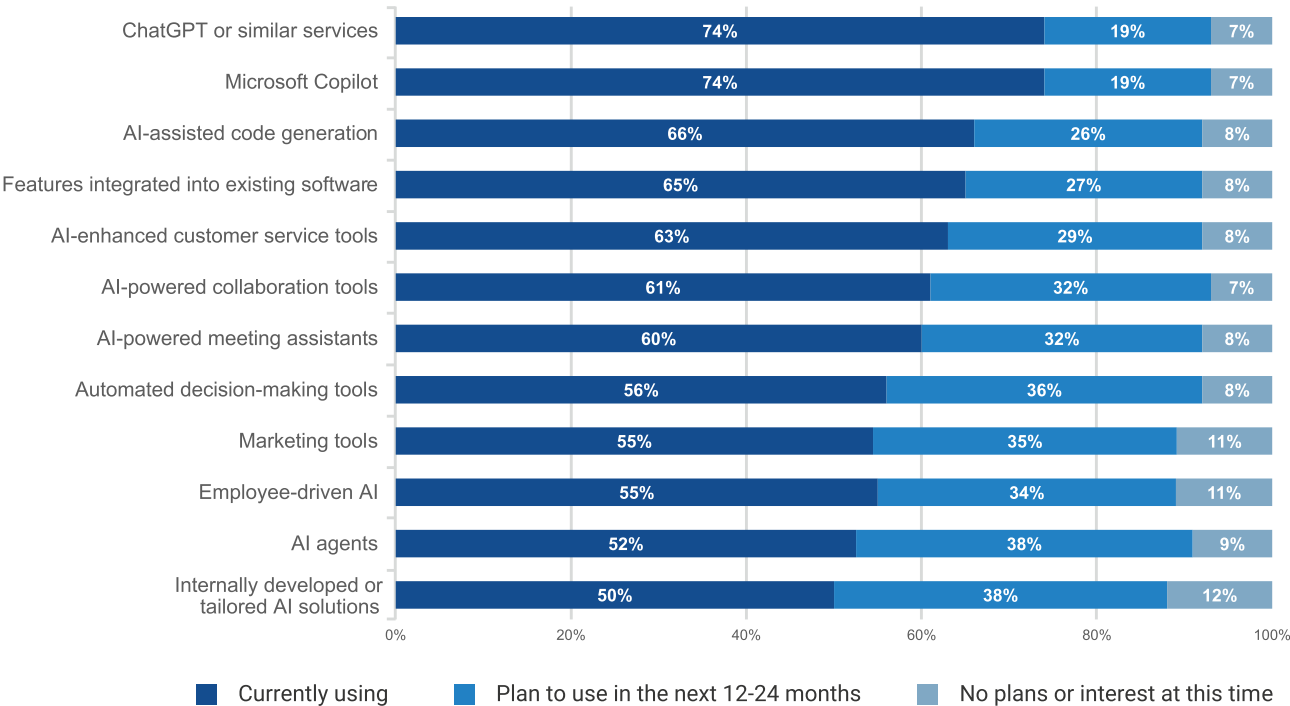
AI-Powered Performance and Productivity

AI use in the workplace has become commonplace, along with AI-based applications. As IT teams consider their current and future business needs, AI PCs with neural processing units (NPUs) are increasingly appealing. These devices can run AI workloads locally, providing real-time processing and insights, reducing latency and power usage, and keeping private data out of the cloud.

Intel vPro devices with Intel® Core™ Ultra processors deliver the benefit of AI-ready computing supported by NPUs.

- AI-accelerated applications, improving efficiency in tasks like data analysis and content creation.

- Adaptive performance, allocating workloads intelligently for optimal efficiency.

- Automated threat detection, to proactively identify and mitigate cybersecurity risks.

Organizations expect AI on modern PCs to optimize workflows, enhance collaboration, deliver a more responsive computing experience, and more. According to the Enterprise Strategy Group survey, organizations are adopting AI with little hesitation. Specifically, nearly three-quarters (**74%**) are already using chat services, such as ChatGPT and Microsoft Copilot, and **19%** more expect to use them within the next two years. Only **7%** have no adoption plans.

Ways organizations are providing AI tools to end users

Tool	Currently using	Plan to use in the next 12-24 months	No plans or interest at this time
ChatGPT or similar services	74%	19%	7%
Microsoft Copilot	74%	19%	7%
AI-assisted code generation	66%	26%	8%
Features integrated into existing software	65%	27%	8%
AI-enhanced customer service tools	63%	29%	8%
AI-powered collaboration tools	61%	32%	7%
AI-powered meeting assistants	60%	32%	8%
Automated decision-making tools	56%	36%	8%
Marketing tools	55%	35%	11%
Employee-driven AI	55%	34%	11%
AI agents	52%	38%	9%
Internally developed or tailored AI solutions	50%	38%	12%

Legend: ■ Currently using ■ Plan to use in the next 12-24 months ■ No plans or interest at this time

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Key Considerations for IT Decision Makers

A PC refresh is more than an upgrade—it's a strategic opportunity to modernize IT operations, device and data security, and user experience. As Windows 10 approaches end of service, the best PC fleet strategy is a transition to AI enabled PCs with modern manageability and security features.

Intel vPro has you covered with robust security, manageability, and performance in a modern computing environment. With built-in hardware security, remote management, and enhanced performance, Intel vPro is the ideal platform for organizations looking to meet the evolving demands of today's digital workplace and preparing for the future.

> Choose Intel vPro with Intel Core Ultra processors to support a seamless upgrade, with long-term value that delivers on IT leaders' priorities:
> - Security features that offer hardware-based protection.
> - Manageability features that streamline IT operations.
> - AI capabilities that drive innovation and efficiency.
>
> Learn why IT is adopting endpoint devices with built-in AI capabilities. Read the **Enterprise Strategy Group report.**

Learn more about Intel vPro with Intel Core Ultra processors.

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