

AI PCs and the Need for Professional Services Have Reset Customers' Requirements for Client Devices

New research reveals how AI innovations and a recognized need for professional services are weighing heavily in the minds of technology decision-makers in the midmarket. Proof points for how both can improve employee productivity, increase IT efficiency, and even bolster cybersecurity are spurring purchase activity. At the same time, the research shows client device attributes like reliability, performance, and a competitive acquisition cost are also seen as non-negotiable.

This Enterprise Strategy Group Infographic was commissioned by Dell and is distributed under license from TechTarget, Inc.

What Buyers Focus on When Evaluating Client Investments

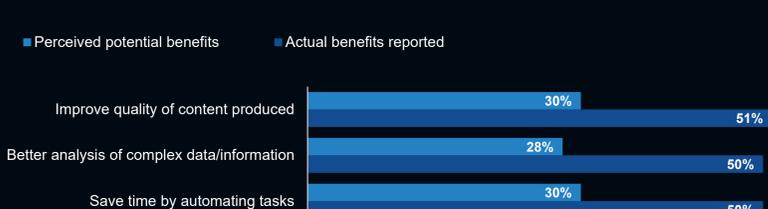
When considering tech trends that will impact upcoming client device purchases, there are two clear leaders: **AI and security**.



Excitement for AI PCs Is Driven by Early Wins

AI's prominence to future device purchases has been driven by early adopters' successes. At organizations using assistants like Microsoft Copilot, respondents report improvements in quality of content produced by employees (51%), better analysis of complex data (50%), time savings (50%), and more.

Additionally, the percentage of early adopters reporting each benefit was far higher than the percentage of non-adopters who expected each benefit would be achieved if Copilot was deployed.



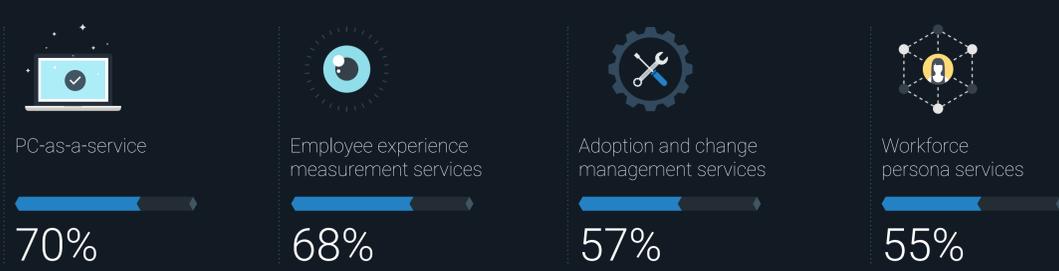
Said another way, the real impact of on-device AI **surpasses expectations.**

Professional Services Help Organizations Secure Their Environments and Delight Users

When it comes to deploying and managing client technologies:



PERCENTAGE OF ORGANIZATIONS INTERESTED IN EACH SERVICE:



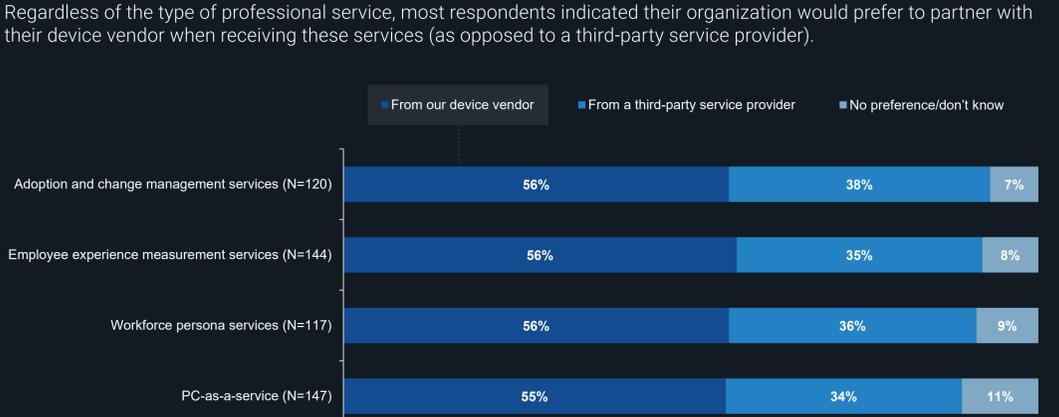
Services Are Seen to Reinforce Security, Optimize Productivity, and Bolster Retention

Different services were seen as helping organizations in different, but complimentary, ways. Here are the benefits most often associated with **each** professional service:



Midmarket Firms Trust Their Device Vendor to Deliver Services

Regardless of the type of professional service, most respondents indicated their organization would prefer to partner with their device vendor when receiving these services (as opposed to a third-party service provider).



Midmarket Buyers Are Also Focused on Tactical Considerations Like Reliability, Performance, and Cost

While AI and professional services are shaping client purchase decisions, they are far from the only considerations. For organizations that had changed vendors in their most recent major refresh, better reliability (44%), performance (42%), and pricing (42%) were most often reported to have catalyzed the change in vendor.



Dell Is Seen as Leading Peers in Key Areas

The survey asked respondents to evaluate pairs of vendors and report which they saw as having the advantage across a range of product attributes. In total, Dell was compared to three competitors. Looking across these comparisons, **respondents tended to give the edge to Dell, including in:**



Conclusion

Given these findings, there are several questions IT buyers should ask themselves as they assess and implement their client device strategies moving ahead:

1. What technology trends are most affecting the next wave of device purchases at our organization?
2. Have we fully explored how managed and professional services for client technology can better position IT to achieve its mission?
3. When was the last time the organization has done a rigorous comparison across device vendors, considering factors like AI expertise, available professional services, and objective measures of reliability and performance?

[LEARN MORE ABOUT AI PCs](#)

DELLTechnologies