



3 ways the right PC processors move your business forward

Explore the surprising link between silicon choice and key business goals.

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For years, there seemed to be little difference between the processors available in your organization's PCs. But that has changed. Choosing the right processors can enable a wealth of new possibilities—while the wrong processors can rob your business of productivity, innovation, and ROI.

Let's explore three ways the PC processors you choose impact your business goals.



BUSINESS GOAL

Engaged and productive employees

Many IT leaders recognize the rapidly evolving technology landscape and the influx of a new generation of workers, and they understand the critical need to empower their teams with cutting-edge tools to stay ahead of the curve.

THE SILICON CONNECTION

New SoC architecture fuels faster, smarter performance

The processor in your team's PCs plays a key role in employee engagement and productivity. And with AI at the forefront of business transformation, your employees are more eager than ever to harness new tools and applications to optimize their workflows. At the same time, top enterprise apps are rapidly incorporating advanced AI features to enhance user engagement and productivity. This convergence highlights the critical need for PCs that deliver superior performance and reliability.

New silicon, such as Snapdragon® X Series processors, offers a more integrated and efficient approach. With its unique system-on-a-chip (SoC) architecture, tasks are intelligently offloaded across dedicated engines to achieve new levels of performance and battery life that address long-standing limitations of traditional Windows devices. The result is up to 90% faster performance than other processors when unplugged, plus multi-day battery life,¹ helping your workforce stay productive and engaged from anywhere.

Employee engagement
can boost productivity by

18%

and profitability by

23%²

BUSINESS GOAL

Continuous innovation

Leading companies prioritize innovation at the core of their business—especially in IT, where forward-thinking leaders are responsibly embracing cutting-edge AI tools to gain a significant competitive edge. Keeping pace with today's AI-driven, data-heavy landscape demands more from your technology. To stay ahead, teams need PCs built for advanced computing, demanding applications, and intensive AI workloads.

**By the end of 2026, 100% of enterprise
PC purchases will be AI PCs³**

THE SILICON CONNECTION

Modern silicon moves your business forward

Not all AI PCs are created equal. Windows on Snapdragon delivers a modern, future-ready platform with 45 trillion operations per second (TOPS) of on-device AI acceleration in every PC so that your entire workforce is equipped for the AI era.

At the core of each Snapdragon processor is a powerful Neural Processing Unit (NPU) that handles AI workloads independently, freeing up the CPU and GPU for other tasks. That means faster, more efficient AI processing to help your teams work smarter, think bigger, and innovate at full speed.

50+ NPU-powered AI experiences are already native to Snapdragon—with more on the way. [Learn more >](#)



**Snapdragon X Elite processors
deliver up to 20% higher NPU
performance than Intel Core Ultra 7,
while staying cool⁴**



BUSINESS GOAL

Lower IT costs and extend device lifespans

With device fleets growing and budgets tightening, IT leaders are under constant pressure to reduce operational costs—without sacrificing performance or reliability. That means investing in PCs that can ease the support burden, minimize tech interruptions, and extend device refresh cycles without falling behind on capability.

THE SILICON CONNECTION

Enterprise-grade hardware minimizes costs and maximizes ROI

The silicon powering your PCs directly impacts business costs. Devices that draw less power and run cooler tend to generate fewer support tickets, require fewer battery replacements, and stay in service longer. But hardware efficiency is just part of the equation. For IT teams, easy deployment and streamlined device management are equally important.

PCs powered by Snapdragon fit that profile. They deliver competitive performance at lower power levels,⁵ ship with Windows 11 right out of the box, and are built for seamless fleet-wide rollout. Plus, with enterprise-grade security, advanced connectivity, and modern device management support, they reduce operational complexity while driving long-term ROI.

Snapdragon X Elite processors use 28% less power on average than Intel Core Ultra 7 for everyday tasks⁵

- Teams video calls
- Web browsing
- Local video playback
- Microsoft 365 apps

Get the most future-ready platform for business

When your PCs perform better, last longer, and are equipped for the future, every part of your business benefits. That's why Snapdragon X Series processors deliver a major competitive edge—because they drive productivity, fuel innovation, and support long-term ROI through better, faster, longer-lasting PCs.⁶

Snapdragon powers Copilot+ PCs—the fastest, most intelligent Windows PCs ever built⁷

Explore more Snapdragon advantages

[Learn more](#)





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1 CPU Performance is based on Geekbench v6.2 Single-Core on Windows 11 OS run in October 2024. Snapdragon X Elite (X1E-80-100) was tested using a Dell XPS 13 (9345) on "Balanced" Power Mode in Windows and "Optimized" in Dell Power Manager. Intel Core Ultra 7 256V was tested using a Dell XPS 13 (9350) on "Balanced" Power Mode in Windows and "Standard mode" in Windows and "Optimized" in Dell Power Manager. The AMD Ryzen AI 9 HX 370 was tested using an ASUS VivoBook S14 (M5406WA) on "Balanced" Power Mode in Windows and "Standard mode" in MyASUS. Power and performance comparison reflects results based on measurements and hardware instrumentation of given devices. Battery life varies significantly with device, settings, usage, and other factors.

2 Gallup, ["The Benefits of Employee Engagement,"](#) January 7, 2023.

3 Gartner, ["Gartner Forecasts Worldwide AI Chips Revenue to Grow 33% in 2024,"](#) May 29, 2024.

4 Performance & device temperature measured while running UL Procyon AI Computer Vision on the NPU in Windows 11 in October 2024. Snapdragon X Elite (X1E-80-100) was tested using a Dell XPS 13 (9345). The Intel Core Ultra 7 256V was tested using a Dell XPS 13 (9350). On battery performance measured on "Balanced" Power Mode in Windows and "Optimized" in Dell Power Manager for both devices. Power, thermal, performance comparison reflects results based on measurements and hardware instrumentation of given devices .

5 Tasks tested include Teams video calls, local video playback, YouTube streaming, web browsing, and Microsoft 365. Battery life rundown was measured while running UL Procyon Battery Life Office Productivity run in Windows 11 in October 2024. Snapdragon X Elite (X1E-80-100) was tested using a Dell XPS 13 (9345). The Intel Core Ultra 7 256V was tested using a Dell XPS 13 (9350). On battery performance measured on "Best Power Efficiency" Power Mode in Windows and "Optimized" in Dell Power Manager for both devices. Power and performance comparison reflects results based on measurements and hardware instrumentation of given devices.

6 As compared to other premium tier processors for AI PCs. Power, thermal, performance and battery life comparisons reflect results based on measurements and hardware instrumentation of given devices. Battery life varies significantly with device, settings, usage, and other factors. CPU performance comparisons based on Geekbench v6.2 Single-Core, Geekbench v6.2 Multi-Core, Cinebench R24 Multi Core and Cinebench 2024 CPU Multi Core Test. Snapdragon X Elite was tested using a Dell XPS 13 and a Qualcomm Reference Design. Intel Core Ultra 7 256V was tested using a Dell XPS 13 and Intel Core Ultra 9 185H was tested using an Asus ROG Zephyrus G16. AMD Ryzen AI 9 HX 370 was tested using an ASUS Vivobook S 14 and AMD Ryzen 9 7940HS was tested using an Asus ROG Zephyrus G14 2023. Apple M4 was tested using a Apple MacBook Air 15-inch (MC7C4HN/A) on MacOS Sequoia 15.5. Battery life comparisons based on Cinebench Single Core, UL Procyon Battery Life Office Productivity, and Signal65. Snapdragon X Elite was tested using a Dell XPS 13, ThinkPad T14s Gen6, and Surface Laptop 15in. Intel Core Ultra 7 256V was tested using a Dell XPS 13. AMD Ryzen AI 7 Pro 360 was tested using a ThinkPad T14s Gen6. Apple M3 was tested using a MacBook Air 15in. AI inferencing performance based on UL Solutions Procyon AI. Snapdragon X Elite was tested using a Qualcomm reference design. Intel Core Ultra 7 155H was tested using an Asus Zenbook 14 OLED. Apple M3 was tested using an Apple MacBook Pro.

7 Microsoft, ["The fastest, most intelligent Windows PCs ever,"](#) accessed August 26, 2025.

