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How Can You Support the Future of Work?

What will employees need to be productive in today's changed work environment?

We commissioned Forrester to survey more than 600 global director, IT decision-makers (ITDMs) at organizations of all maturity levels. We asked them about the state of their work and how their fleet PC purchasing decisions have changed to support their employees in the new environment. Put their answers to work to help you with your end-user PC purchasing decisions.

1

The Workplace Has Changed

When COVID-19 hit, employees who used to go to work in offices found themselves working from home or other remote locations. And that trend is expected to continue, with a hybrid approach of working at home, on the job, on the road, and just about anywhere. Almost 50% of ITDMs from highly mature organizations expect most of their employees will be working remotely full time in the future. For employees to be productive and connected in all those locations, one thing must be constant: the quality of their PCs.

The trouble is, in many cases, current PCs create challenges. When the ITDMs in the Forrester study were asked about the most significant complaints employees have regarding their computers, networking issues, short battery life, slow speed, and cumbersome security were mentioned the most—a common list across the workforce.
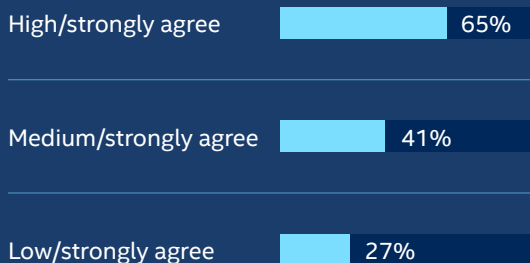
2

A Shift in PC Buying

As a result of the move to remote work and the challenges that move brings, many organizations, including 87% of ITDMs from the survey, are thinking about PC device purchasing differently. That trend is highest among the most mature organizations: 65% of highly mature organizations strongly agree that they are thinking about PC purchasing differently, given their high number of remote workers, compared to only 41% of medium and 27% of low maturity organizations.

What are they thinking about? Now more than ever, computer performance, security for remote connectivity, and stability/reliability are key factors when considering PCs. From the survey, 86% of ITDMs agree that hybrid work requires high-performance PCs; 78% see endpoint security as the top priority for the next 12 months; and 87% of the ITDMs recognize that hybrid work requires stable PCs.
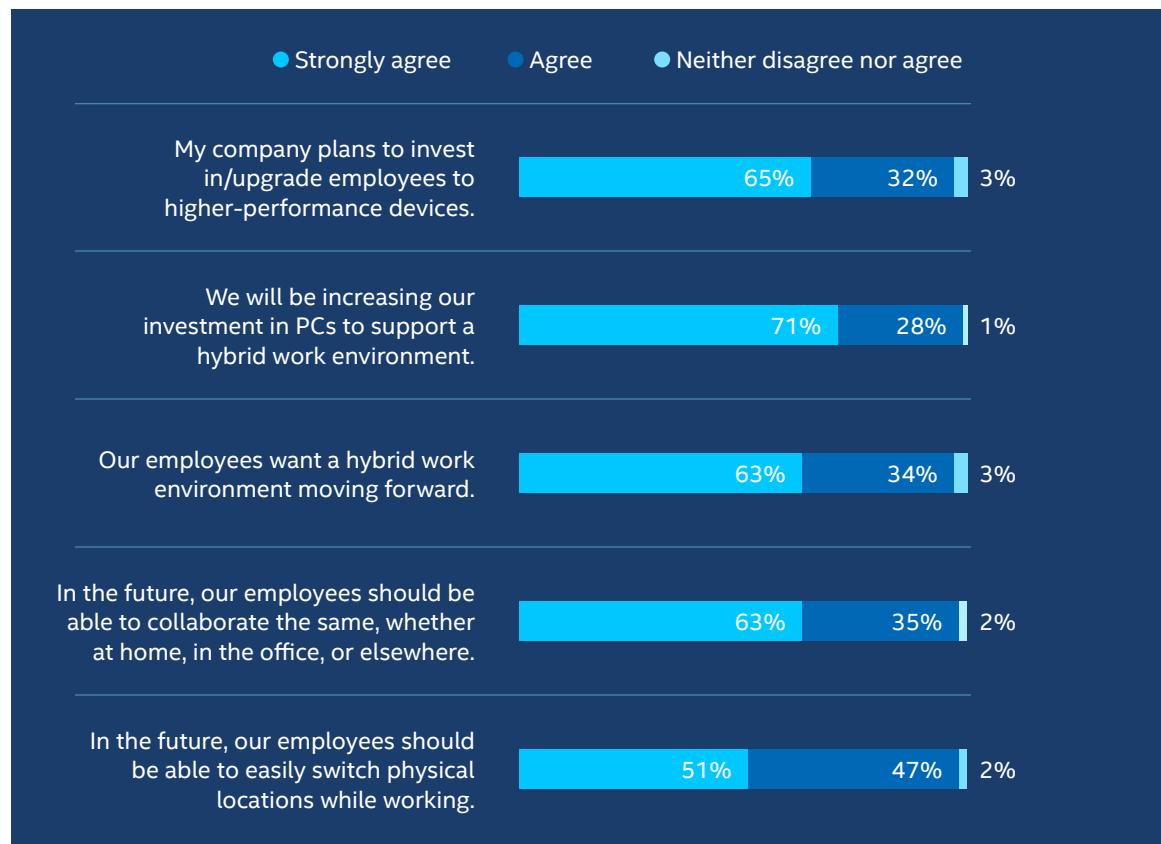
Highly mature organizations are significantly more likely to recognize the importance of those device qualities with remote workers not having the benefit of IT assistance readily available. From the survey, 62% of ITDMs from highly mature organizations rate performance a top factor and 57% rate security as a top factor, followed by reliability in terms of a long-lasting battery and reliability in general.

We are thinking about PC device purchasing differently in light of the hybrid work world.

High/strongly agree	65%
Medium/strongly agree	41%
Low/strongly agree	27%

3

More Are Investing

Organizations are also investing more in PCs. From the survey, 87% of ITDMs are increasing their investment to support hybrid work, with highly mature organizations much more likely to increase their investments than younger businesses. And 71% of ITDMs from highly mature organizations strongly agree, as indicated by the chart below.

	Strongly agree	Agree	Neither disagree nor agree
My company plans to invest in/upgrade employees to higher-performance devices.	65%	32%	3%
We will be increasing our investment in PCs to support a hybrid work environment.	71%	28%	1%
Our employees want a hybrid work environment moving forward.	63%	34%	3%
In the future, our employees should be able to collaborate the same, whether at home, in the office, or elsewhere.	63%	35%	2%
In the future, our employees should be able to easily switch physical locations while working.	51%	47%	2%

Consider the ITDMs' criteria as you shop for PCs to support your employees.

4

Stability

Of the survey respondents, 90% recognize that reliable PCs improve the employee experience, and 90% believe PC reliability/stability is the most important purchasing factor.

It makes sense. Remote employees can't just pop over to the IT department for a quick fix. They need a rugged device that can work in all locations and keep on going. An enterprise-grade, fully integrated, and validated solution featuring the latest technologies can offer that dependability.

90% of ITDMs believe PC reliability/ stability is the most important purchasing factor
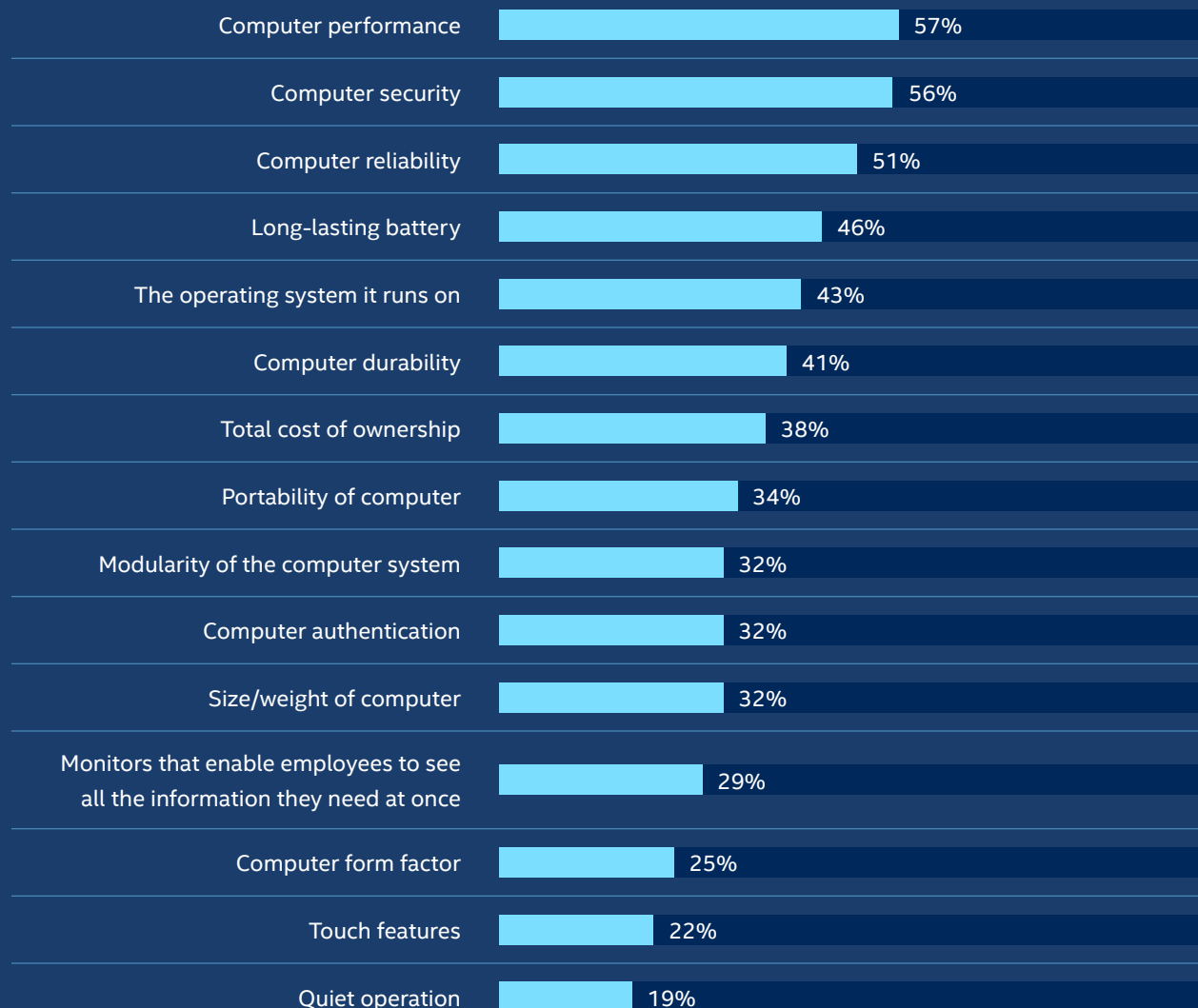
5 High Performance

PCs are the engines that enable remote work. Yet 61% of ITDM survey respondents note that their current ability to support hybrid work is inhibited by poorly performing PCs. Sound familiar? It's no surprise that computer performance is another critical factor the ITDMs consider for their PC selections.

ITDMs want devices that give employees the processing power and speed to handle data-hungry applications as well as provide a long battery life and reliable connectivity from a variety of locations. Look for those features in your selection to align with your employees' needs and drive successful experiences.

When selecting end-user PC devices for your employees, which of the following factors matter in your selection process? (Select all that apply.)

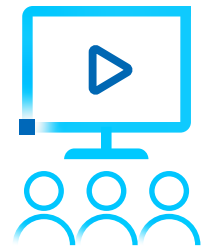| Factor	%
Computer performance	57%
Computer security	56%
Computer reliability	51%
Long-lasting battery	46%
The operating system it runs on	43%
Computer durability	41%
Total cost of ownership	38%
Portability of computer	34%
Modularity of the computer system	32%
Computer authentication	32%
Size/weight of computer	32%
Monitors that enable employees to see all the information they need at once	29%
Computer form factor	25%
Touch features	22%
Quiet operation	19%

6 Security

Today, the average data breach can cost an organization millions of dollars, not to mention brand reputation and customer loyalty. With employees working from home or on the road, the risk of a security breach increases.

As mentioned earlier, of the survey respondents, 78% see improving endpoint security as essential in the next 12 months. How can you protect your PCs? Consider shifting from desktops to laptops to make sure proper security measures are in place for your mobile workforce. Add tools such as VPNs. Choose PCs with built-in hardware-based security, advanced threat detection, and below-the-OS protection.

7 High-Quality Video Conferencing

With the pandemic, video conferencing has become the leading form of corporate communication, but, unfortunately with mixed results. Frozen screens. Bad resolution. Jittering images. Those can be the signs of many issues, including an underpowered PC. According to 59% of the ITDMs, their employees have experienced video fatigue because of poor-quality viewing.

When IT leaders were asked about their wish list for PCs, a high-quality video conferencing camera and computing power to render virtual backgrounds during video calls and recordings topped the list, with the highest percentage of responses coming from highly mature organizations (52%).

8

Long Battery Life

In the survey, 46% of ITDMs rate a long-lasting battery as another important factor when selecting a PC for employees; 55% of ITDMs of highly mature organizations include that factor in their decision, as indicated below.

After all, plugging a PC into a wall socket is not always possible, especially when traveling or out in the field. Short battery life combined with a PC's inability to handle power consumption effectively can be a big drain on productivity.

When selecting end-user PC devices for employees, ITDMs of highly mature organizations reported the following factors matter in their selection process:

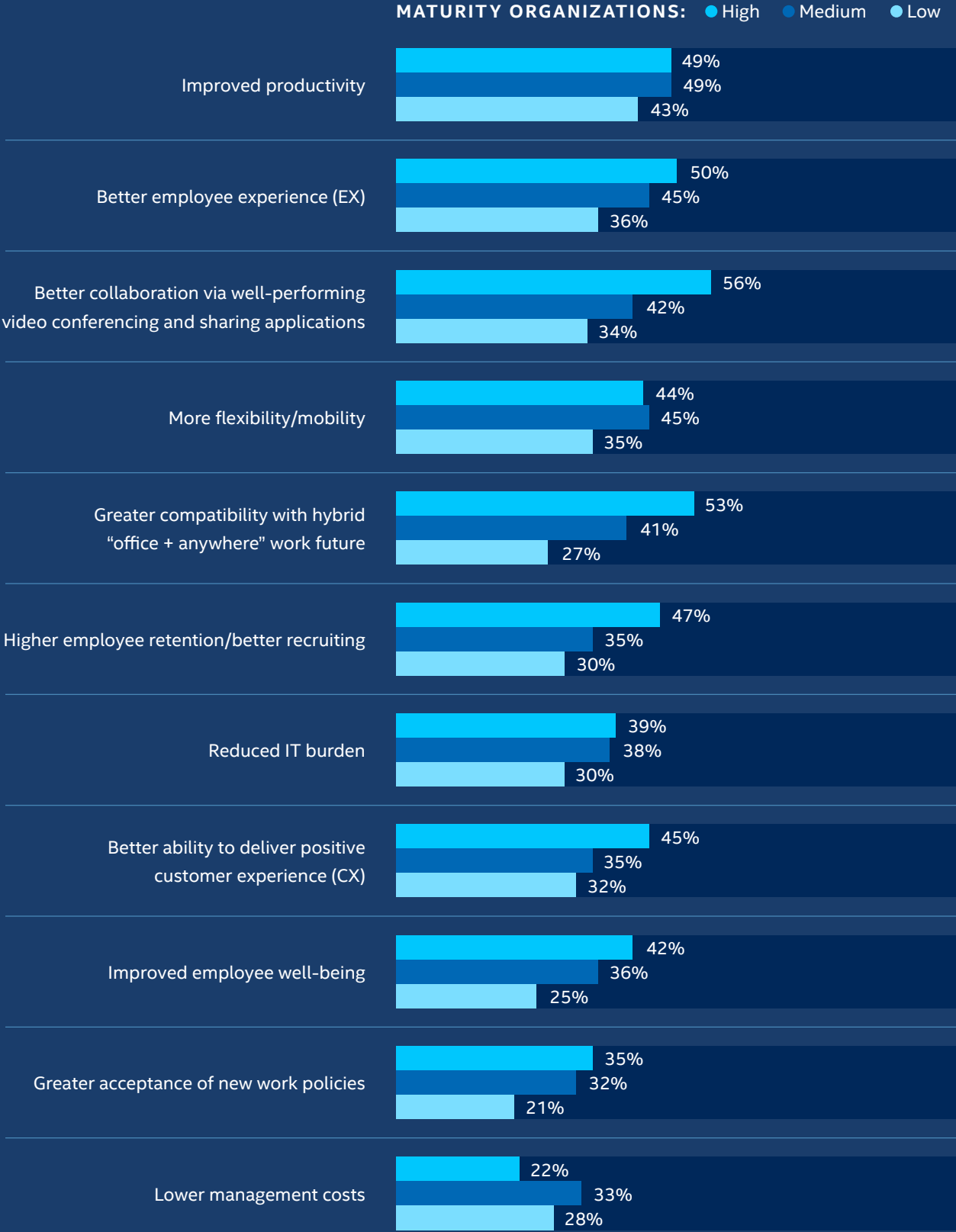| Factor	Percentage
Computer performance	62%
Computer security	57%
Long-lasting battery	55%
Computer reliability	47%
The operating system it runs on	46%

9

The Employee Benefits of Purchasing Decisions

What can all those features mean for employees and their organizations of all maturity levels—for your organization?

IT leaders can see big benefits by investing in high-performance, stable, and secure PCs. From the survey, organizations are reaping many employee benefits, especially highly mature organizations that are replacing devices on a regular basis.

Employees can be more productive and collaborate better. PCs are improving the employee experience, resulting in increased satisfaction and retention, and minimizing the IT burden of managing PCs remotely. Of the ITDMs from highly mature organizations, 56% see better collaboration as a top employee benefit, followed by greater compatibility with their hybrid "office + anywhere" work future (53%), a better employee experience (50%), and improved productivity (49%).

What are the employee-focused benefits of investing in PCs that are both high performing and stable for hybrid work?

MATURITY ORGANIZATIONS: ● High ● Medium ● Low

Improved productivity
- 49%
- 49%
- 43%

Better employee experience (EX)
- 50%
- 45%
- 36%

Better collaboration via well-performing video conferencing and sharing applications
- 56%
- 42%
- 34%

More flexibility/mobility
- 44%
- 45%
- 35%

Greater compatibility with hybrid "office + anywhere" work future
- 53%
- 41%
- 27%

Higher employee retention/better recruiting
- 47%
- 35%
- 30%

Reduced IT burden
- 39%
- 38%
- 30%

Better ability to deliver positive customer experience (CX)
- 45%
- 35%
- 32%

Improved employee well-being
- 42%
- 36%
- 25%

Greater acceptance of new work policies
- 35%
- 32%
- 21%

Lower management costs
- 22%
- 33%
- 28%

For the IT departments of the surveyed organizations, allowing IT teams to work on higher-value projects and increasing IT job experience rate the highest in terms of benefits. Highly mature organizations strongly agree, with 77% listing the top benefit as higher-value work and 67% choosing the benefit of improving the IT experience.

The Business Benefits for Organizations

Productivity is again seen as a top benefit for organizations of all maturity levels. That's followed by security and employee experience. Highly mature organizations see better endpoint security as being the top business benefit for their organizations, which fits with the high percentage of remote workers and use of home networking solutions. That's followed by a better employee experience and improved productivity.

With the right PC, the future of work can be the future of success for your business.

Read the full Forrester report to learn how IT decision-makers are managing their PC purchasing decisions in a hybrid work environment.

[1] Intel Stability/Performance Thought Leadership Study, a commissioned study conducted by Forrester Consulting on behalf of Intel, November 2021. Survey respondents consisted of 611 global directors (C-level executive, vice president, director) with responsibility over technology selection strategy and device (PC/laptops) investment for their organization. Maturity distribution: high maturity organizations, 24%; medium maturity organizations, 52%; low maturity organizations, 24%. Respondent countries included: United States, United Kingdom, China, India, Germany, and Japan.