

Why IT teams must plan for the future with their next end-user device refresh



Planning for device refresh

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The past few years have seen a change in how IT is viewed within organisations. With IT decision-makers (ITDMs) responsible for driving the huge shift to digital platforms and services, IT now plays a strategic role within organisations. And with their transition from the back room to the boardroom, IT teams now advise on the digital strategies that underpin every major business decision.

The IT team has also needed to respond to often complex challenges that come from all directions. For example, central to those digital strategies is ensuring the organisation is secure, with IT responsible for tackling the threat of cyber attacks, which are increasing in both sophistication and frequency – according to the [AV-Test Institute](#), 560,000 new pieces of malware are found every single day.

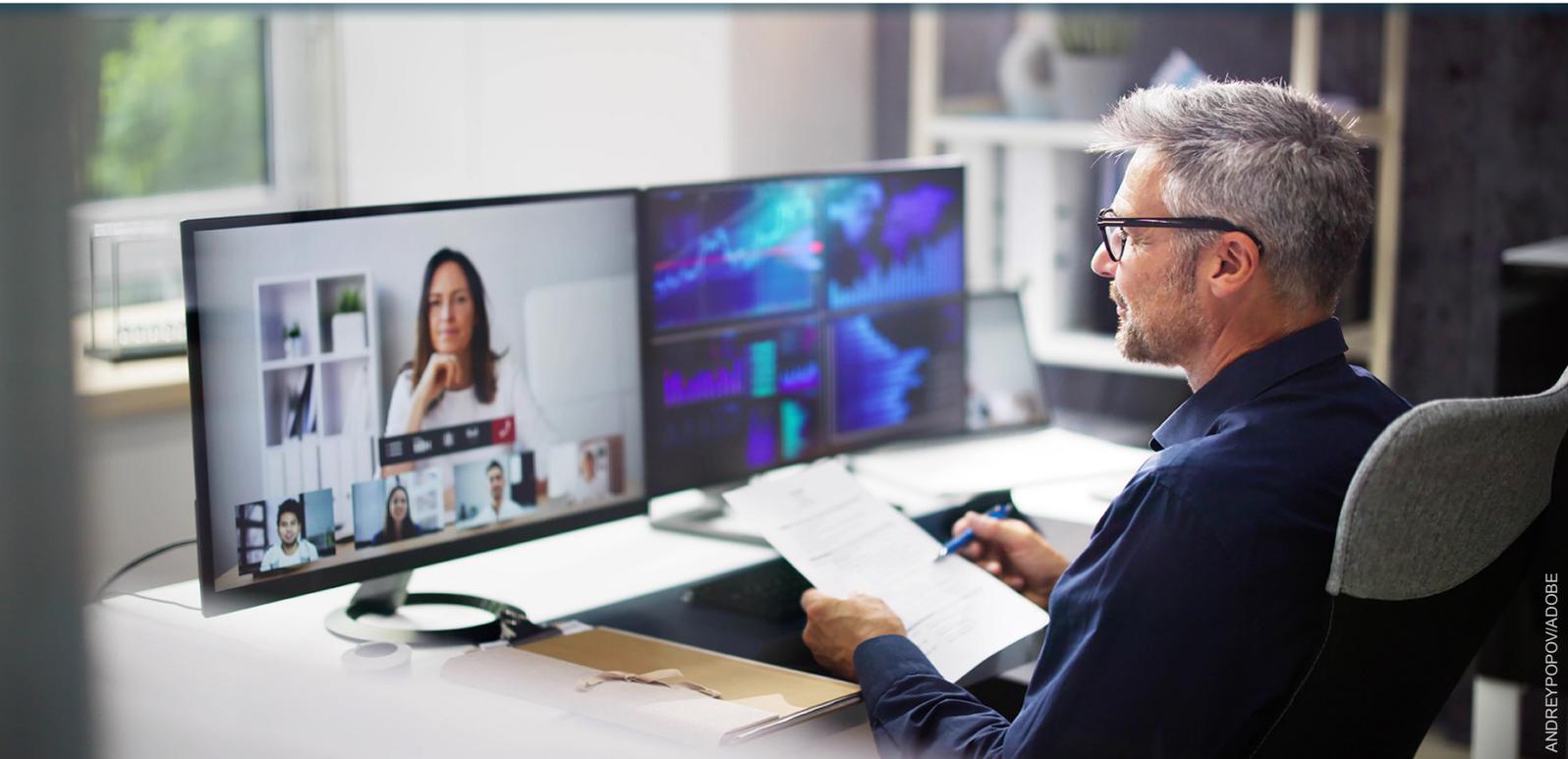
At the same time, ITDMs help ensure their organisations are compliant in the face of

increasing amounts of regulation that impact the running of the business. Similarly, it is IT that is helping organisations facilitate their sustainability strategies, which continue to dominate the corporate agenda.

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Jeff Kilford, director of enterprise and government segment, client category sales, Intel

Internally as well, the IT organisation has had to strike a balance between unleashing the potential of individuals – particularly a new generation of workers that expect amazing



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digital experiences in the workplace – and protecting them. This is especially relevant in the world of hybrid work, where traditional network parameters have disappeared.

Indeed, it was IT that was responsible for standing up the new hybrid workforce during the early days of the Covid-19 pandemic – and it is IT that continues to enable those same employees to be productive from wherever they work.

Choosing the right device

That means device choice is critical. The humble PC is the gateway through which everyone engages with the organisation. It's how employees collaborate with each other in a flexible work environment – and it's how they reach their customers.

“It's critical because almost every single business process has to be consumed through that device. It's our default tool for collaborating and engaging with customers,” says Jeff Kilford, director of enterprise and government segment, client category sales, at Intel.

“When I see organisations make great decisions about devices, where they legislate for running the workloads they have, but also looking towards legislating for the unknowable workloads of the next two or three years, then we see the opportunity for that organisation to deliver experiences and continue to secure the individual and the intellectual property of the company.”

This is key. If an organisation doesn't think about the future – and the nature of future workloads – that's when problems occur, and those devices move from manageable to inadequate very quickly.

Many of those devices hurriedly deployed in the early days of remote working are now nearing time for a refresh, so organisations have an opportunity to think ahead and plan for what's next.

What will be the key criteria for the next generation of hybrid workers' devices? What have IT teams learned from the first phase of hybrid working, and what will they need to look for when deciding on their next desktop or laptop purchases?

Workloads of the future

Remote collaboration will continue to be a key workload for the PC. As such, another area on which many IT teams are focusing is security – with all business processes being run on the PC, and so much valuable corporate data being stored and processed on or through the PC, they need to ensure that it is secured against modern threats.

But perhaps the biggest change comes in the form of artificial intelligence (AI), which many experts predict will bring the biggest revolution in the history of the software industry. There's no missing the fact organisations of all sizes and across all industries are looking to leverage AI for a business advantage. This leaves ITDMs with critical decisions to make when purchasing devices – are they going to be able to run those workloads of the near future?

“As we prepare to launch the AI PC into the commercial environment, we're producing a platform that's ready for that next generation of AI workloads. If you don't make the right decision, then there may be workloads you can't even run, or they run in a very restricted manner,” says Kilford.

“It's a situation we haven't been in for decades, where everything's changing in software, so you have to change in your hardware decision as well.”

Intel aims to power more than 100 million AI PCs by 2025. It is working with more than 100 independent software vendors (ISVs) to enable over 300 AI-accelerated software features on Intel Core Ultra-based PCs as part of its [AI PC Acceleration Programme](#). The combination of the AI ecosystem and Intel will provide organisations with what they need to meet tomorrow's complex business challenges head-on.

With the broadest ISV ecosystem in the PC processor industry, Intel is ushering in a new

class of applications, so PC customers can take full advantage of AI. Whether through enhanced audio, creator and gaming effects or AI assistants, the PC experience will be elevated again.

The Intel vPro Platform

Intel vPro is built on four pillars: performance, security, manageability and stability. This is achieved through co-engineered design, broad open ecosystem enablement, performance optimisations, and validation against strict product specifications.

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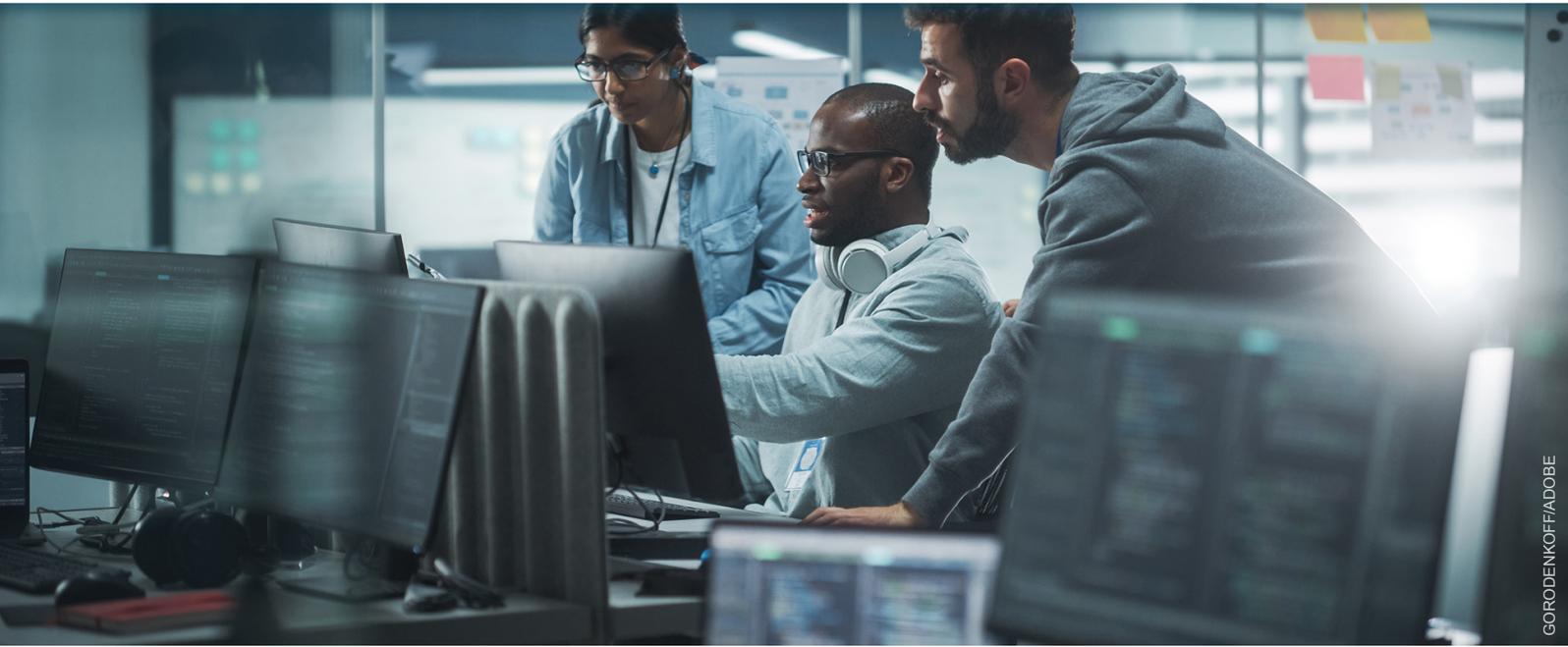
Jimmy Wai, partner technical sales specialist, Intel

“Intel vPro is designed to manage the current and future demands of the IT organisation, whether that is around sustainability, the threat landscape or the complexity of business decision-making and the digital strategy that underpins those decisions,” says Jimmy Wai, partner technical sales specialist at Intel.

Features in each version of Intel vPro are tailored to address the needs of business segments and vertical markets, regardless of size:

- **Performance**

Intel-based PCs can provide a 22% lower cost of lost productivity, PC security and performance issues, [according to IDC](#), compared with other PCs. Intel boasts up to [25% faster business application performance versus Apple](#) for mobile computing.



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“But it’s not just about CPU performance – Intel vPro is about user experience as well,” says Wai. “For example, features like integrated Wi-Fi connectivity, and Thunderbolt which allows users to easily connect many screens and peripherals while charging the laptop with a single cable.”

• **Stability**

Intel works with equipment manufacturers and software vendors such as Microsoft to validate the platform on enterprise workloads. The IT organisation is reassured that the device has been fully tested in an enterprise environment and is going to be compatible and reliable with their workload and IT infrastructure.

Intel also guarantees the supplier of the components for five quarters so that when they qualify a PC model, IT teams know they can buy the exact same model, and the same specification. So, if they’re doing a custom build, they don’t need to worry that it isn’t going to be compatible.

• **Security**

Intel vPro is the only business platform with built-in hardware security to detect ransomware and software supply chain attacks. The latest

generation has an approximately 70% smaller attack surface compared with four-year-old devices. At the same time, Intel-based PCs have a 26% lower risk of major PC-related security events, according to IDC. The analysis also shows that Intel PCs offer built-in security functionality that enables organisations to maintain more robust and efficient PC security environments by proactively preventing attacks that can cause significant financial impact. These were reported to have an average potential cost per instance of \$11.43m based on potential lost revenue, remediation costs and regulatory fines.

“Intel has built next-generation, hardware-based security features into the vPro platform to protect the PC platform, the firmware and the BIOS – which just isn’t feasible at a software level,” says Wai. “Intel’s Threat Detection Technology (Intel TDT) has been shown to increase overall EDR ransomware protection efficacy by 24% over software alone. It also builds in AI capabilities to detect and fight modern threats running on the system, such as ransomware.”

• **Manageability**

Many organisations use some kind of PC management solution, but those software-based

solutions are not workable if that operating system is not running. With Intel vPro, Intel's Active Management Technology (Intel AMT) is built into the platform, which means IT can still remotely manage a PC and support the employee regardless of the location, even outside of the corporate firewall.

Sustainability

Sustainability is now a key consideration for IT organisations when considering device refreshes. In fact, the environmental impact of organisations' tech purchasing decisions is now as important as traditional considerations such as pricing, availability and support. As such, customer requests for proposal (RFPs) have increasing environmental criteria. Research shows that [three-quarters of customer RFPs have sustainability criteria included](#). Meanwhile, 69% of IT service providers say that customer environmental considerations are driving IT investment decisions.

"We're seeing RFPs prioritise sustainability," says Kilford. "It's not an add-on that comes at the end of the RFP, and it's not just the sustainability credentials of your device, battery life, whether it's Energy Star compliant, and so on – it's your supply chain too."

The lifetime of a typical laptop only accounts for 20% of its carbon footprint. The rest is the acquisition of minerals, manufacturing of the device, the shipping of components, and so on. As such, Intel is offering comprehensive reassurance that its devices are sustainable during that operable life. [Intel uses 100% renewable energy and operations in certain countries, and 93% of its energy consumption is renewable](#) globally. Intel also returns more clear water back to the earth than it consumes thanks to its investment in watershed projects.

Elsewhere, Intel AMT means there is no need for unnecessary travel or transportation to fix a PC – it can all be done remotely without the need to generate CO₂ emissions. A further benefit is that this frees up the time and

resources of often overstretched IT teams to work on other projects that provide value to the organisation.

There is also the new Intel Platform Service Record, which can help organisations redeploy devices. It introduces tamper-resistant ledgers for collecting system wear-and-tear data reliably. The IT organisation can quickly see what a device has been exposed to and its condition before redeploying it to another user.

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Jeff Kilford, director of enterprise and government segment, client category sales, Intel

"We want to make it easy for the IT organisation to make decisions about large numbers of devices and make sure they get more out of that device over its natural lifetime, which should be longer," says Kilford.

Conclusion

Intel vPro devices are built to help unleash employees while mitigating fundamental problems that ITDMs face. Intel is part of one of the biggest technology ecosystems in the world to put solutions in place to help IT professionals both delight and protect the end user.

With the time to refresh devices approaching, IT organisations must plan with the future in mind, as it is the next generation of devices that will support the hybrid workforce, and their own business goals.

 [Click here to find out more about Intel vPro.](#)