The Rise Of The Micro PC

Forrester[®]

Security And End User Productivity Needs Drive Micro PC Adoption

MICRO PCs MEET BUYERS' DEMANDS



Increase security



Reduce costs



Reduce clutter for employees



Reduce downtime



Improve ergonomics, save space



Enhance flexibility of deployment

KEY FACTORS FOR EVALUATING PC DEVICES

Improving security:

90% of PC buyers cite security as a top requirement.



Reducing cost:

76% of PC buyers prioritize cost requirements.



Increasing productivity through space optimization:

54% of PC buyers cite clutter and **52%** cite space utilization as top challenges of traditional desktops.



MICRO PC ADOPTION IS INCREASING AND DELIVERING SIGNIFICANT CUSTOMER / USER BENEFITS

Micro PC investments are growing:

72%

72% of IT decision makers are either maintaining or increasing their spend on micro PCs.

Micro PCs improve performance and usability:



61% agree micro PCs improve usability, employee productivity, and the employee experience.

Micro PCs are fully functioning desktops that require less space:



66% of IT decision makers agree that micro PCs are fully functioning desktop PCs.



full study

Methodology: Dell commissioned Forrester Consulting to conduct a custom study with 103 business and IT PC decision makers or influencers in North America. The study was completed in December 2016.

Base: 103 IT and business professionals responsible for PC strategy and deployment within North America. *Base: 53 IT professionals responsible for PC strategy and deployment within North America.