XMA

Snapdragon

WHITE PAPER

How to Train Your Snapdragon:

Gaining Your Organisational Edge with Snapdragon Processors and XMA Expertise

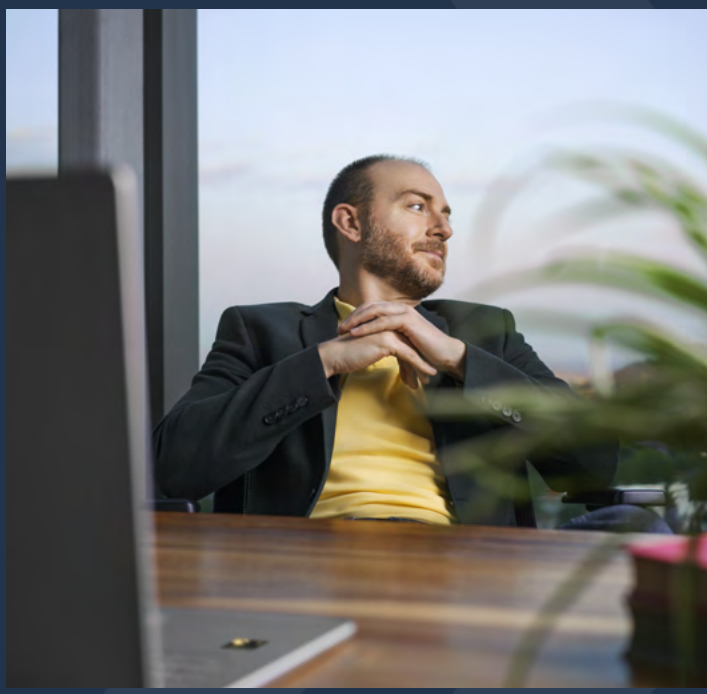
As technology advances exponentially, the way we work is undergoing a fundamental transformation.

Artificial Intelligence (AI) is no longer a futuristic concept but a present-day reality, reshaping industries and redefining productivity. For organisations looking to maintain a competitive advantage, embracing this change is a necessity. At the vanguard of this evolution are AI-powered Personal Computers (AI PCs), and leading the charge are devices powered by cutting-edge Snapdragon® processors. This white paper, brought to you by XMA, explores how these innovative AI PCs can provide your organisation with a distinct operational edge and how XMA's deep expertise and consultative approach can strategically guide your IT decision-making in this dynamic new landscape.

The modern workplace is grappling with significant challenges. Employees often feel overwhelmed, with:

64% reporting they struggle with having the time and energy to do their jobs effectively.

This directly impacts innovation and strategic thinking, with these employees being 3.5 times more likely to face difficulties in these crucial areas.[1] The desire for intelligent assistance is palpable:



80% of employees would welcome AI to help summarise their meetings and action items

86% are open to AI assisting them in finding the right answers and information.[2]

This is precisely where AI PCs, particularly the new wave of Copilot+ PCs powered by Snapdragon X Series processors, step in. These devices represent an entirely new class of Windows PCs, meticulously engineered for on-device AI, promising to unlock new levels of productivity and efficiency. As your trusted IT partner, XMA is here to help you navigate this transition, ensuring you harness the full potential of this transformative technology.

Snapdragon Takes Flight: Redefining Performance and Intelligence

The AI PC landscape is diverse, but not all offerings are created equal. Copilot+ PCs, distinguished by requiring powerful Neural Processing Units (NPUs), are specifically designed to deliver capabilities that legacy systems cannot. Leading the charge are the Snapdragon X Series processors, engineered not only for today's demanding AI workloads but also to be future-ready for the rapidly evolving application ecosystem.

How CoPilot+ PCs Powered by Snapdragon Processors Soar Above The Competition:

- **Unparalleled On-Device AI Performance:**
  The Snapdragon X Series processor features an astounding 45 Trillion Operations Per Second (TOPS) NPU. This is a critical differentiator, as new AI applications demanding significant processing power are continuously emerging. This substantial NPU performance headroom ensures users can run multiple AI-driven applications concurrently without experiencing a slowdown in system performance or a drain on battery life. It's important to note that only laptops with over 40 TOPS on the NPU qualify as Copilot+ PCs, setting a new standard for AI computing.[4]

- **Revolutionary Power Efficiency & Multi-Day Battery Life:**
  The Snapdragon X Series is powerful whilst also being one of the most efficient Windows PC processors available today, offering the potential for multi-day battery life.[5] This is a game-changer for the increasingly hybrid workforce, allowing your employees to remain productive from any location, without the constant need for a power source.

- **Boosting Productivity and Unlocking Creativity:**
  These AI PCs are built to effortlessly handle the most demanding workflows. Whether it's video transcoding, complex data analysis, or intensive coding, the best-in-class 12-core Qualcomm Oryon™ CPU in the Snapdragon X Series enables smooth and rapid execution.[2]

The impact on productivity is already being seen; early adopters of Microsoft Copilot, report significant improvements, with

77% stating they would not want to revert to working without it.[6]

- **Superior Connectivity and Enhanced Collaboration:**
  When you're communicating across offices (and even different countries), quality audio and video cannot be understated. Snapdragon X Series processors incorporate premium camera and audio technology, further enhanced by AI, to deliver superior video conferencing experiences. Coupled with lightning-fast 5G and Wi-Fi 7 connectivity, your teams can collaborate more effectively, regardless of their physical location.[6]

- **Robust, Layered Security from Chip to Cloud:**
  As cyberthreats become more sophisticated, security is non-negotiable. All Copilot+ PCs are Secured-core PCs by default, fortified with Microsoft Pluton chip-to-cloud security. Snapdragon X Series processors integrate the Qualcomm® Secure Processing Unit, offering personalised privacy controls and advanced zero-trust sensors for location, identity, and biometric authentication. This multi-layered approach helps safeguard sensitive company data and personal information against evolving threats.[2] Furthermore, on-device AI processing inherently enhances security by minimising data transmission to the cloud.

- **Future-Proofing Your IT Investment:**
  The advent of AI PCs is predicted to trigger a significant "super cycle" in the PC market.[2] By investing in PCs powered by Snapdragon, your organisation is not just acquiring new hardware but future-proofing its technological infrastructure. Microsoft and Qualcomm Technologies are working in close collaboration so that Copilot+ PCs powered by Snapdragon X Series processors support a wide array of essential enterprise applications, with new AI-enabled experiences continually being developed and optimised for these processors.[2]

The AI PC Market Surge and the Critical Role of On-Device AI

The AI PC market is experiencing explosive growth, underscoring the rapid adoption of this technology. Market analysts project the global AI PC market to expand dramatically, with one report estimating growth from:

USD 91.23 billion in 2025 to USD 260.43 billion by 2031
reflecting a Compound Annual Growth Rate (CAGR) of:
19.1%.[7]

Another forecast suggests the market could reach nearly
USD 1 trillion (USD 992 billion) by 2035,
with a CAGR of:
32.16%.[8]

This rapid expansion is fuelled by the increasing enterprise and consumer demand for more intelligent, responsive, and personalised computing experiences.

A key driver of this revolution is **on-device AI processing,** which offers compelling advantages for businesses:

- **Enhanced Data Privacy and Security:** Processing sensitive information locally on the device, rather than transmitting it to the cloud, significantly reduces the risk of data breaches and aids compliance with stringent data protection regulations.[9]
- **Reduced Latency and Real-Time Responsiveness:** On-device AI enables near-instantaneous processing and decision-making, crucial for applications requiring real-time responses, without the delays associated with cloud communication.[9]

- **Lower Operational Costs:** By minimising reliance on cloud infrastructure for AI tasks, organisations can reduce costs associated with data transfer, storage, and cloud service subscriptions.[9]
- **Uninterrupted Offline Functionality:** AI models running directly on the device allow critical applications to function seamlessly even when an internet connection is unavailable or unreliable.[9]
- **Deep Personalisation:** On-device AI can learn individual user workflows, preferences, and patterns, leading to a more tailored, intuitive, and efficient computing experience.[10]

XMA is Your Expert Partner for the AI-Driven Future

The transition to AI PCs, while offering immense benefits, also presents new strategic considerations for IT leaders. Selecting the right hardware, ensuring seamless integration with existing systems, providing comprehensive employee training, and developing a robust security posture are all critical elements for a successful deployment. This is where XMA, with over 35 years of experience and a dedicated team of technology experts, becomes your indispensable partner.[11]

At XMA, we recognise that each organisation's journey and requirements are unique. Our highly skilled consultants are committed to providing bespoke advice and strategic guidance, helping you navigate the complexities of IT transformation with confidence. We don't just sell technology; we deliver solutions. Our approach is to understand your specific business challenges and objectives, and then to architect an AI PC strategy that aligns perfectly with your goals. From initial in-depth consultations and meticulous strategic planning through to seamless deployment, proactive management, and continuous support, XMA is dedicated to being with you every step of the way.

Why Choose XMA to Guide Your AI PC Adoption?

- **Unrivalled Expertise:** Our IT professionals possess profound knowledge of the latest technological advancements, including the nuances of AI PCs and the capabilities of Snapdragon processors. We translate complex technical details into clear business benefits for your organisation.
- **Tailored, Strategic Solutions:** We eschew a one-size-fits-all approach. We collaborate closely with your team to conduct thorough needs assessments, recommending and designing AI PC solutions that are precisely tailored to your operational demands and strategic ambitions.
- **Seamless Implementation and Lifecycle Management:** XMA has an exemplary track record of successfully deploying and managing complex IT infrastructures for a diverse range of clients, from small businesses to large enterprises and public sector organisations. Snapdragon X Series processors are designed for both modern and traditional deployment and management workflows, fully compatible with tools such as Microsoft Autopilot and familiar SCCM processes. This facilitates zero-touch provisioning, efficient remote policy enforcement, and access to real-time device telemetry.[2]
- **Unyielding Focus on Security:** We place your organisation's security at the forefront of our strategy. Our solutions leverage the robust, multi-layered chip-to-cloud security features inherent in PCs powered by Snapdragon, so that your data and assets are comprehensively protected.
- **A True Collaboration for Success:** Your success is the ultimate measure of our success. We are passionately committed to helping you harness the transformative power of AI to elevate productivity, foster a culture of innovation, and achieve your most ambitious business objectives.

The era of the AI PC has dawned, promising to fundamentally reshape how we work, create, and collaborate. By choosing AI PCs powered by the groundbreaking Snapdragon processors, your organisation can unlock a significant competitive advantage. And by partnering with XMA, it's not just transactional. You gain a trusted, expert advisor committed to guiding you confidently and strategically into this exciting new technological frontier.

The future of work is intelligent, efficient, and secure.

Let XMA help you build it.

Contact XMA today at

enquiries@xma.co.uk

to discover how AI PCs featuring Snapdragon processors can revolutionise your organisation and to schedule a personalised consultation with our experts.

Footnotes:

[1] Microsoft, "Will AI Fix Work?," May 9, 2023 (Source: Document "Snapdragon X Elite Compute - How to Select The Right AI PC (1).pdf" and "Copilot+ PCs Rethinking Productivity for Commercial Enterprise deck.pdf")

[2] Information derived from https://www.qualcomm.com/snapdragon/laptops-and-tablets/how-to-select-ai-pcs

[4] Copilot+ PCs require a Neural Processing Unit (NPU) capable of at least 40 TOPS. (Source: Document "Copilot+ PCs Rethinking Productivity for Commercial Enterprise deck.pdf")

[5] Snapdragon X Elite is described as one of the most efficient Windows PC processors, offering multi-day battery life. (Source: Document "Snapdragon X Elite Compute - How to Select The Right AI PC (1).pdf" and "Copilot+ PCs Rethinking Productivity for Commercial Enterprise deck.pdf")

[6] Microsoft, "2023 Work Trend Index: Special Report," November 2023, cited in "Copilot+ PCs Rethinking Productivity for Commercial Enterprise deck.pdf" regarding user reluctance to give up Copilot. Connectivity and collaboration features from "Copilot+ PCs Rethinking Productivity for Commercial Enterprise deck.pdf".

[7] MarketsandMarkets™, "AI PC Market worth $260.43 billion by 2031 - Exclusive Report by MarketsandMarkets™," April 25, 2025 (Source: Google Search Result)

[8] Roots Analysis, "AI PC Market Size, Share, Trends & Insights Report, 2035" (Source: Google Search Result, specific publication date not in snippet but forecast period up to 2035)

[9] Benefits of on-device AI processing synthesized from multiple sources including Deloitte, "The Key Benefits of On-Device AI"; Pieces.app, "The Importance of On Device AI for Developer Productivity"; and N-iX, "On-device AI: Benefits, applications, use cases" (Source: Google Search Results)

[10] Personalization benefit of on-device AI (Source: Google Search Result - Pieces.app, "The Importance of On Device AI for Developer Productivity")

[11] XMA, "XMA: Exceptional IT Solutions | Empowering Your Business Growth" - noting over 35 years in business. (Source: Google Search Result)

Disclaimer: Battery life varies significantly based on device, settings, usage, and other factors. Snapdragon and Qualcomm branded products are products of Qualcomm Technologies, Inc. and/or its subsidiaries. Other product and brand names may be trademarks or registered trademarks of their respective owners.