# Lenovo
## AURA EDITION
imagined with Intel

# Enterprise IT leaders reveal why AI PCs are the future

## AI has arrived. Enterprises can choose to embrace AI PCs and gain a competitive edge or hesitate and risk falling behind.

IT leaders are aware. Lenovo research has revealed that over **80% of IT leaders see the business value of AI PCs** and **65% describe themselves as "excited" about AI PCs.**[1]

With overall spending on AI expected to **increase 2.8x** in the coming year, priorities have shifted from the technology involved in AI itself to specific outcomes from use cases that have proven successful.[2]

As expectations increase for IT leaders to produce improved outcomes, **79% of organizations** are planning to use, or are actively using, AI professional services to bridge internal skills gaps.[2]

**LENOVO RESEARCH KEY FINDINGS**[1]

## IT leaders say AI PCs will be valuable for:

### 88%
Automating mundane tasks

### 87%
Analyzing large data sets

### 86%
Strengthening security

### 84%
Improving power management

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## Smarter technology for all

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# Productivity is the top priority

**ITDMs say improving employee productivity is the #1 business priority for investing in AI.[2]**

AI PCs will play a crucial role, with 90% of organizations planning or exploring AI-powered PC rollouts.[2]

AI PCs boost productivity and the user experience with advanced features to streamline and customize their workflows.

## 90%
of organizations are planning or exploring AI-powered PC rollouts.[2]

## 42%
of organizations believe AI-powered devices enhance employee productivity and experience.[2]
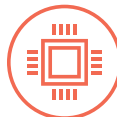
**Productivity can't happen without reliable devices[2]**

Before employees can experience the advances of AI PCs, they must have reliable, long-lived devices. In fact, IT professionals' biggest concern right now is the **longevity of their devices**.[3]

Non-AI PCs average a three-year refresh cycle.[3] These frequent refreshes can lead to interruptions in productivity, higher costs, and increased generation of e-waste. To push beyond the three-year refresh cycle, IT professionals want:[3]

**High-quality build materials, designed to withstand daily wear and tear**

**High-quality internal components that won't break down prematurely**

**Support and serviceability so devices are easy and fast to fix**

ITDMs are demanding high-quality devices, equipped to fully realize AI-driven productivity, with an ecosystem of products, services, and support behind them.
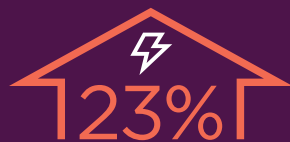
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# The experience matters

**23%** Organizations with more engaged employees have seen 23% higher profits than their competitors.[4]

The employee experience is also very important to IT professionals, since greater engagement can mean greater productivity. Organizations with more engaged employees have seen 23% higher profits than their competitors, driven by less absenteeism, turnover, shrinkage, safety incidents, and errors – combined with higher productivity and customer loyalty.[4]

## Currently, only 1 in 5 employees say they are fully engaged at work, so there's work to do.[5]

To improve the employee experience, IT professionals are looking for devices with:

**Ease of use to reduce the time needed to complete day-to-day tasks**

**A clean interface without contextually unnecessary distractions**

**Integration with the organization's ecosystem so sharing can happen seamlessly across devices**

**91%** 91% of employees surveyed say they use generative AI at work.[6]

IT leaders need to increase this engagement while meeting the demand for AI-capable devices.

**80%** of AI users bring their own tools to work.[7]

So far, IT teams have struggled to keep employees equipped for generative AI. 80% of AI users bring their own tools to work to keep productive, creating security issues and missing opportunities to take advantage of IT-optimized AI PCs.[7]

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# How Lenovo Aura Edition elevates the AI PC experience

Lenovo Aura Edition AI PCs offer premium options by tapping into the latest Intel® Core™ Ultra processors for smarter productivity, security, and employee experiences.

## Personalized

Harness capabilities that adapt to each user's individual preferences and work habits. With Smart Modes, users can activate modes for different scenarios to automate common tasks and settings, and to optimize system performance.

## Productive

Intel® Core™ Ultra processors with up to 48 TOPS performance and locally processed AI workloads not only increase productivity for the organization but also provide a seamless employee experience. Lenovo Smart Share, powered by Intel® Unison™, provides users an instant, secure connection for sharing between phone and PC.

## Protected

Strengthen your defenses with predictive and proactive security, fraud detection, data privacy, and cyber-resiliency. Lenovo ThinkShield and Intel vPro® safeguard Lenovo Aura Edition AI PC devices with layered end-to-end protection, AI-driven threat detection, and BIOS self-healing firmware. Shield Mode enhances online security and privacy through auto prompt VPN, privacy alert, and privacy guard features.

### Sources

1   Lenovo Quantitative Commercial Study, January 2025
2   IDC, "CIO Playbook 2025 Survey," commissioned by Lenovo, February 2025
3   Lenovo Qualitative Commercial Study, January 2025
4   Gallup, "World's Largest Ongoing Study of the Employee Experience," September 2024
5   ADP, "People at Work 2025: A Global Workforce View," January 2025
6   McKinsey, "Gen AI's next inflection point: From employee experimentation to organizational transformation," August 2024
7   Microsoft and LinkedIn, "2024 Work Trend Index Annual Report," May 2024

### Disclaimers

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## Meet your Lenovo ThinkPad® Aura Edition Series

✓  **The Lenovo ThinkPad® X9 14 Aura Edition**, imagined with Intel, has a unique, sleek style for an AI PC with this level of power.

✓  **The Lenovo ThinkPad® X1 2-in-1 Gen 10 Aura Edition**, imagined with Intel®, brings flexibility and AI-enabled power to a new generation of enterprise's favorite devices.

## IT leaders have spoken. Lenovo and Intel listened.

Lenovo Aura Edition AI PCs go above and beyond to deliver on the needs of ITDMs with premium employee experiences, Intel vPro® security features, energy efficiencies, and extended lifecycles.

**Ready to future-proof your workforce? Get a custom AI PC roadmap and a free consultation with a Lenovo AI expert today.**

**Schedule now**

**Smarter technology for all**