

# The Rise Of The Micro PC

Security And End User Productivity Needs Drive Micro PC Adoption

## 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 PCs MEET BUYERS' DEMANDS



Increase security



Reduce costs



Reduce clutter for employees



Reduce downtime



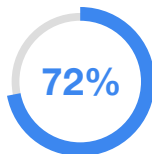
Improve ergonomics, save space



Enhance flexibility of deployment

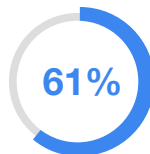
## MICRO PC ADOPTION IS INCREASING AND DELIVERING SIGNIFICANT CUSTOMER / USER BENEFITS

Micro PC investments are growing:



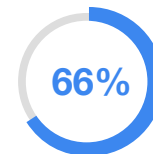
72% of IT decision makers are either maintaining or increasing their spend on micro PCs.

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.



Read the 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.