



AI PC Adoption Playbook v2

Paola Mariani
AI Experiences
June 2025



Work is being transformed

56% of employees are using AI daily¹.
3x times more than leaders estimate²

70% of the skills used in most jobs will change by 2030³

74% of business leaders say this is a critical time to redefine work⁴





World is
changing

Work is being
transformed

How the
IT leaders are
managing
these changes?





The IT landscape is at a critical turning point



Win10 end of life¹
forcing urgent upgrades

256 Million devices
ineligible for upgrade²

GenAI adoption
accelerating in businesses

71% of organizations
regularly use GenAI³

Security threats
evolving and escalating

87% of organizations have
been hit by AI cyber-attacks⁴

The AI PC is at the center of this digital shift



1 Security is stronger

- ✓ Hardware-backed security features
 - ✓ Protection at CPU / FW level
 - ✓ AI Threat detection, Deepfakes
-

2 Built to handle AI apps

- ✓ AI assistants in every workflow
 - ✓ AI coding for software development
 - ✓ AI-driven analytics to automate processes
-

3 Enabler for rising local AI

- ✓ Microsoft bringing AI capabilities on device
- ✓ Sensitive data processing
- ✓ Lower latency & cost



Improved performance

Real-time response

Much longer battery life

Personalized experiences

Secure and private

Data stay secure on device

Future-ready

Built to run AI locally

Ready for future AI applications

Cost Efficient

No cloud fees dependency

Low power use with NPU

AI to the PC

Go beyond with smart experiences and smarter benefits





AI PCs Are The Future

How do we turn awareness into action?



The AI PC Adoption Playbook

Expert guidance to capture **AI PC value**
and **Why HP** is the best partner



AI PCs Require a New Approach

Objectives are different

Capture Productivity ROI, Cost Saving from local AI, User Satisfaction

New OS stack

Windows AI Foundry to access local built-in models and ready to use APIs

Transformed Workflows

Cultural change, Training Process redesign, Leadership buy-in



The AI PC Adoption Playbook

1. DEFINE

Define objectives and scope your AI strategy



Define AI Objectives
Identify Use Cases
Choose the right AI PC

2. DESIGN



Design your AI application ecosystem and secure it



Enhance existing workflows
Integrate new AI applications
Address security implications



3. DEPLOY

Deploy AI PCs and measure success



Modernize OS deployment
Train for AI Skills
Measure Outcomes

The AI PC Adoption Playbook

1. DEFINE

Define objectives and scope your AI strategy



Define AI Objectives

Identify Use Cases

Choose the right AI PC

Define AI Objectives

Start with **Business Goals**

Improve Customer Experience | Enhance decision making |
Drive revenue growth | Innovate & develop products |
Elevate employee experience

AI PCs will deliver **ROI** on...

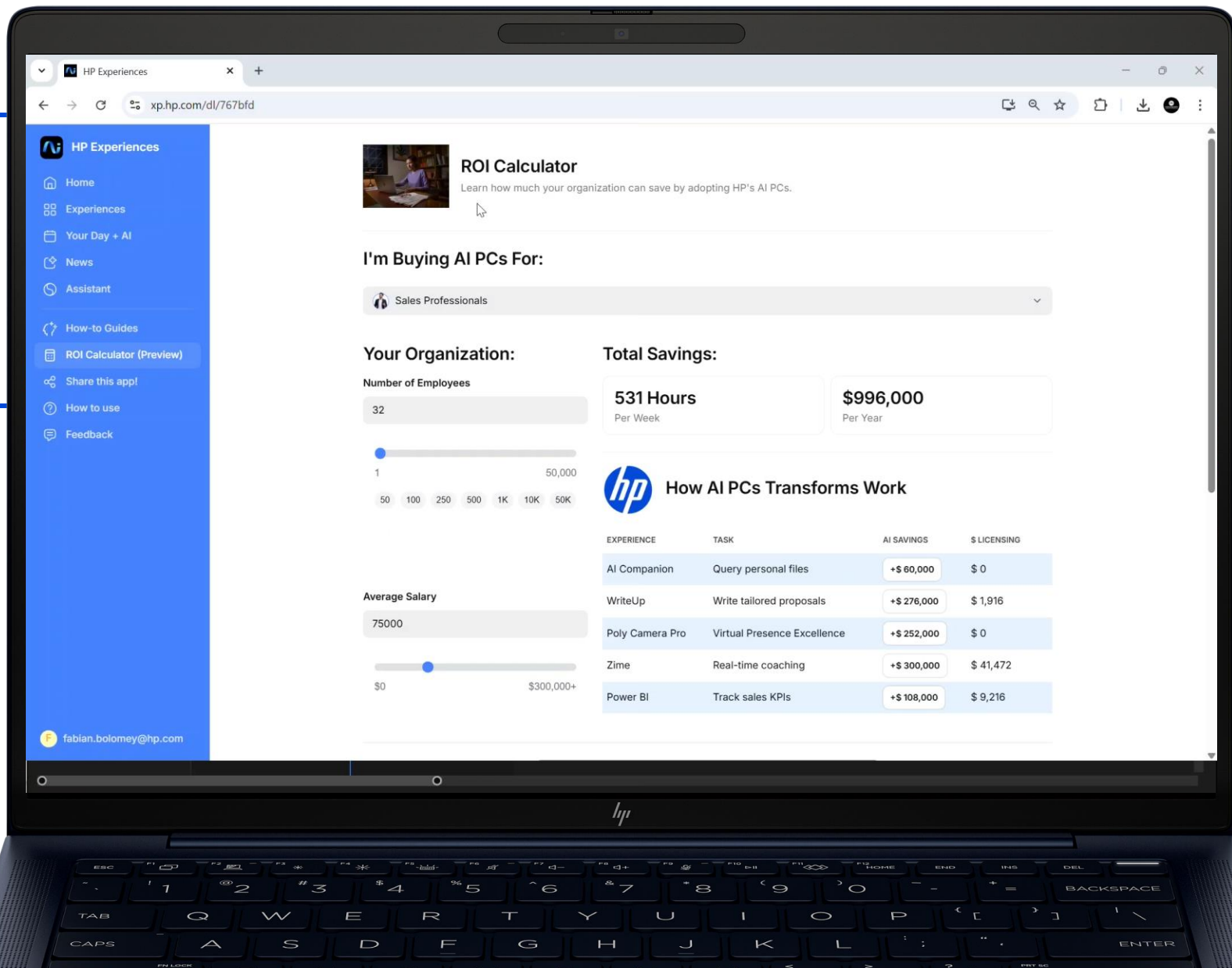
- ⌚ Time saving and productivity increase
→ Number of hours per week
- ⌚ Cost saving from moving AI locally
→ Cloud subscriptions \$\$
- ⌚ Employees satisfaction



Why HP

Introducing the ROI calculator¹

Coming soon





Identify Use Cases

40% of roles can benefit from AI PCs today¹

Role	Use Case
Modern Leader	Meetings and admin overload
Sales Professional	Analyze data and write proposals
Marketing manager	Generate diverse creative content
Business Consultant	Review and compare long documents
Software Developer	Generate code and debug issues
Product Manager	Analyze customer research and feedback

Use Cases – Where to start

1. Leaders to shift culture

- ✓ Deeper Strategic Insights
- ✓ Smarter Meetings
- ✓ Video Centric Communication

2. Roles that work with content

- ✓ Creative teams
- ✓ Product Managers
- ✓ Legal departments





Why HP

Building an AI use cases library for all users

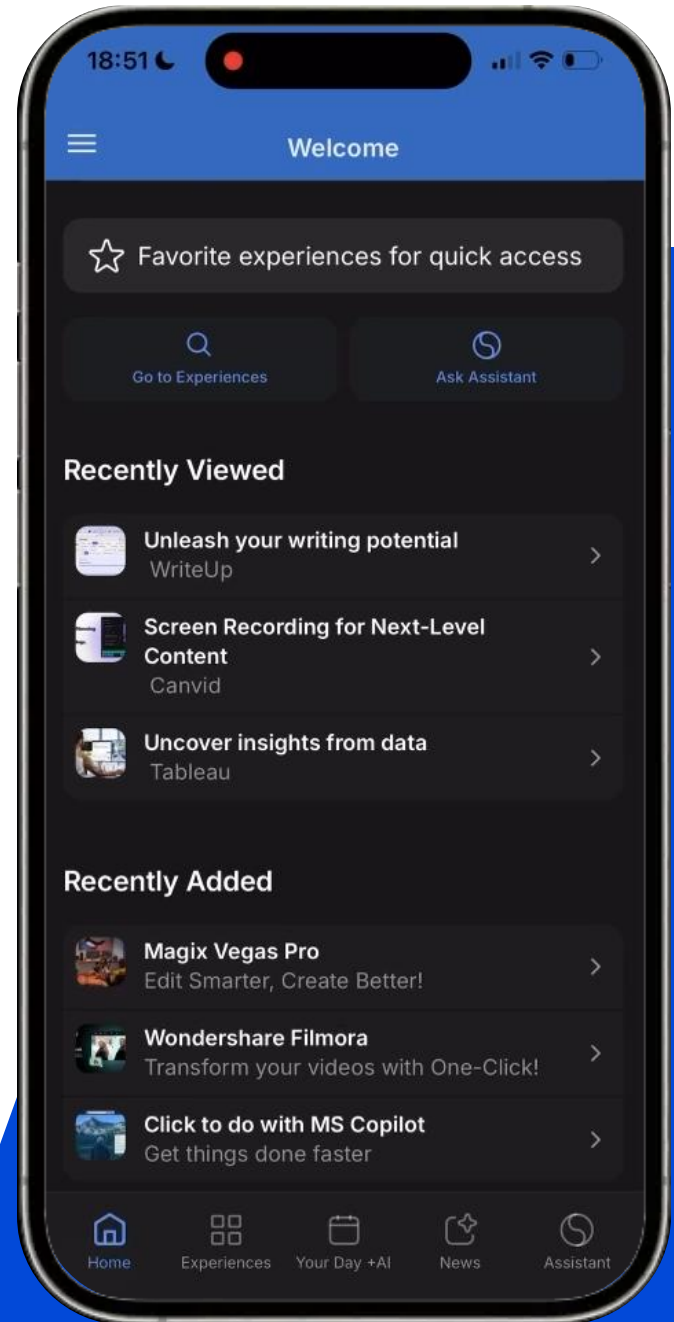
Product Manager
A day in the life with AI

Executive
A day in the life with AI

Sales Professional
A day in the life with AI

Experiences optimized for Intel Core i

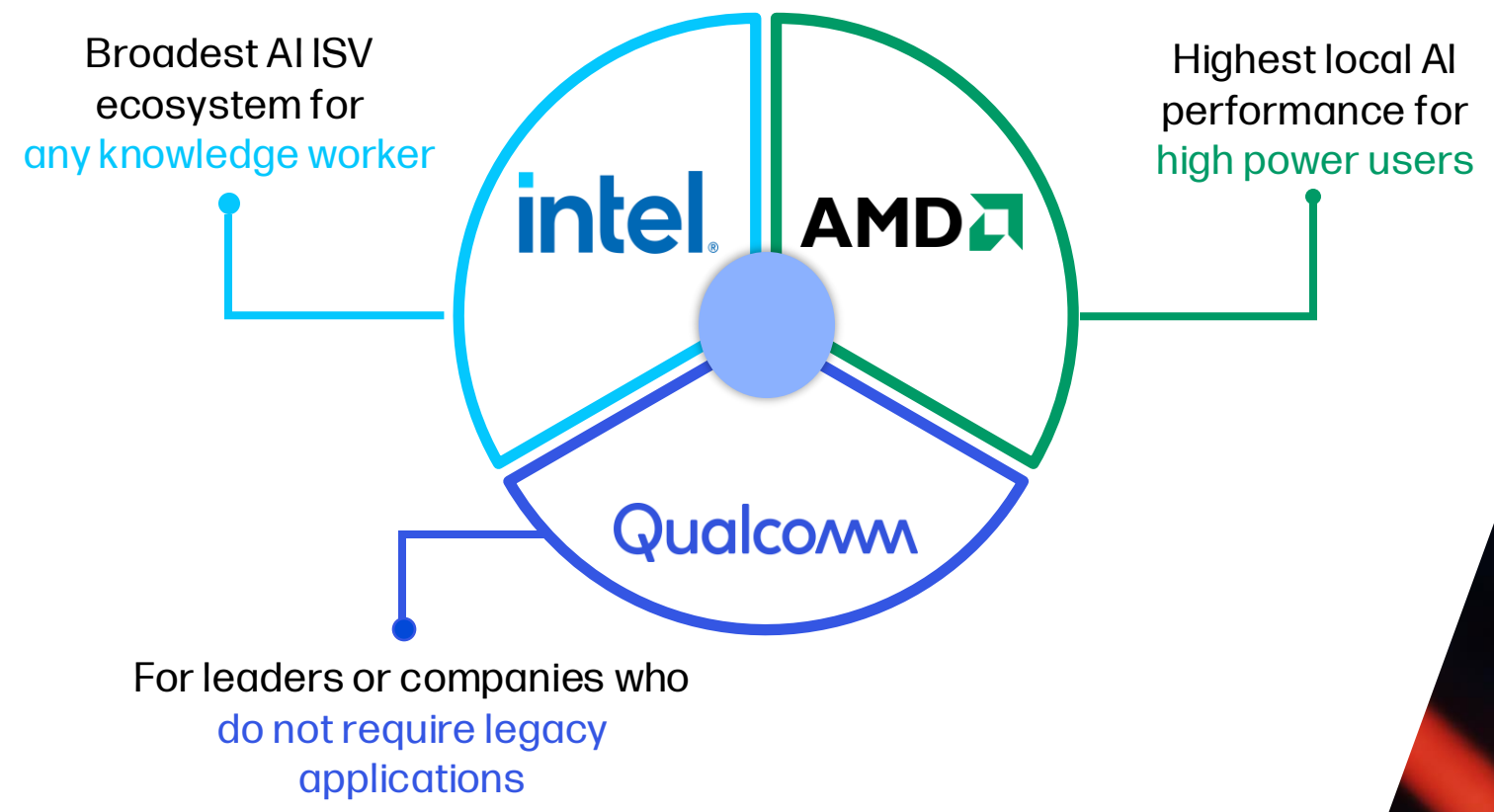
Experiences optimized for Qualcomm Snapdragon X Series, showcasing a Real estate agent role example for the HP EliteBook 6614, announced March 2025.





Choose the right AI PC

Select Silicon





Choose the right AI PC

TOPs and Memory driving AI performance

AI PC



Best fit for:
Early users
exploring AI

- ⌚ <40 TOPS NPU ²⁹
- ⌚ Built to handle many of today's AI applications⁵
- ⌚ Includes Copilot Key ¹⁰

32 GB minimum to run AI models locally

Next-Gen AI PC ³³

Best fit for:
Thought leaders,
embracing AI

- ⌚ 40-60 TOPS NPU ²⁹
- ⌚ Built to run AI locally and handle AI apps of the future ⁵
- ⌚ Copilot+ PC ³² with exclusive AI features
- ⌚ Includes HP AI Companion ³⁴



Choose the right AI PC

Equip for the future of work

Natural inking

Flip form factor vs Clamshell

- ➔ Intuitive notetaking
- ➔ Sketching concepts



Video communication

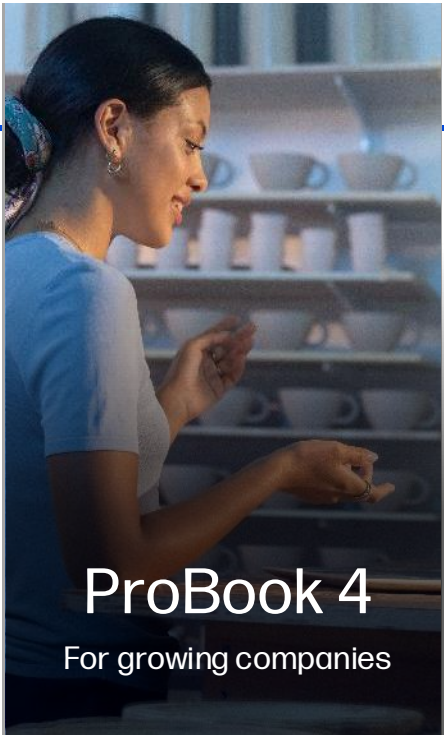
9MP AI Camera vs 5 MP camera

- ➔ Advance AI video capabilities
- ➔ Gesture recognition



Why HP

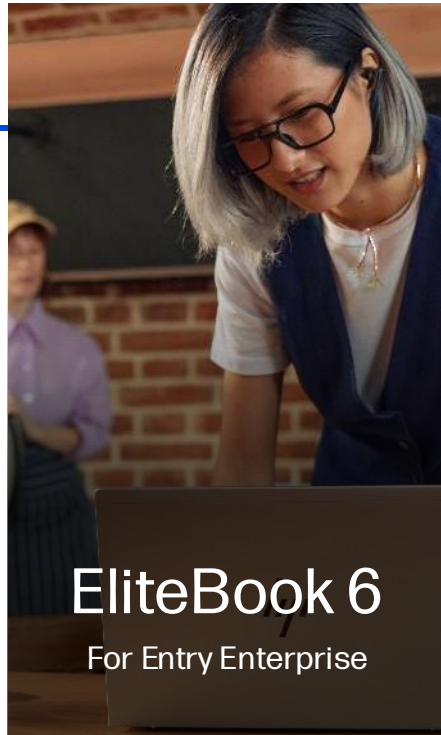
Delivering the right EliteBook for every role



ProBook 4

For growing companies

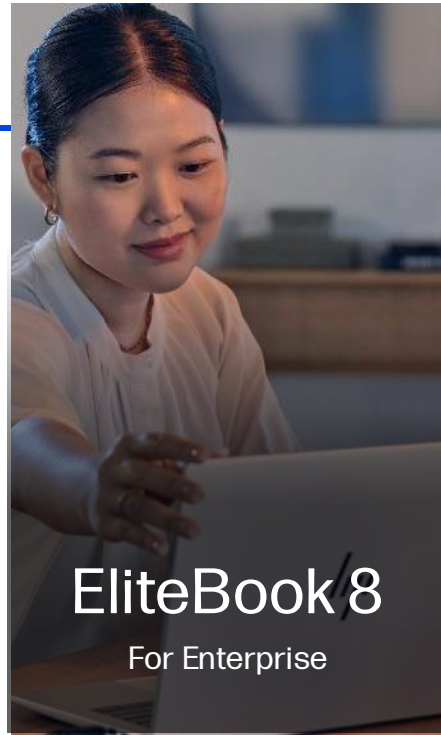
PCs with power, style, and value built for growing companies



EliteBook 6

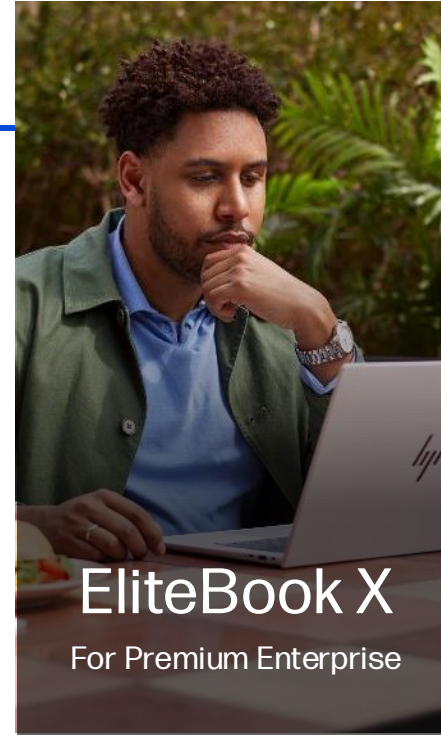
For Entry Enterprise

Built enterprise-ready from performance to security, delivering high-performance AI to transform how end-users work



EliteBook 8

For Enterprise



EliteBook X

For Premium Enterprise

Push the boundaries of innovation and design in light, powerful, and versatile designs for top-tier users.



EliteBook Ultra

For Premium Enterprise, Flagship

The AI PC Adoption Playbook

1. DEFINE

Define objectives and scope your AI strategy



Define AI Objectives

Identify Use Cases

Choose the right AI PC

2. DESIGN



Design your AI application ecosystem and secure it



Enhance existing workflows

Integrate new AI applications

Address security implications



Enhance existing workflows

Your security stack is **better** on an AI PC

Why HP

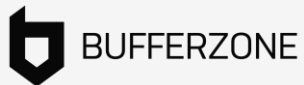


HP WOLF SECURITY

AI protection against novel threats that leverages the **efficiency of NPU**



Up to **7x faster** memory scanning¹



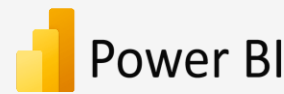
AI on NPU² to remove malware

Get **more** from the software you already use

Why HP



Up to **48% faster** data analysis³



Up to **45% faster** data analysis⁴



Up to **3x faster** photo editing⁶



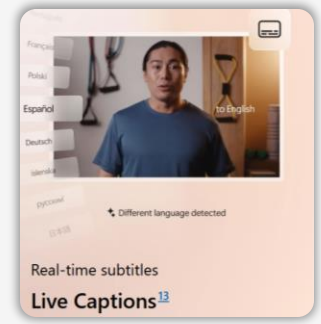
Up to **32% faster** image upscaling⁵



Integrate new AI applications

Included for free


 Copilot+⁶ PC Experiences 
...and much more!

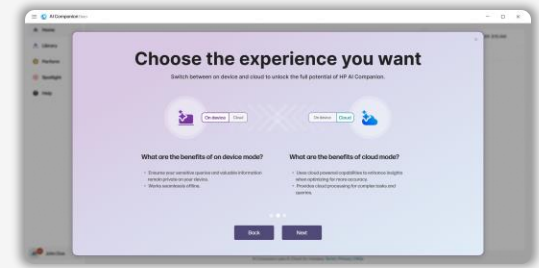


*Available through Windows Update 

 AI Experiences 

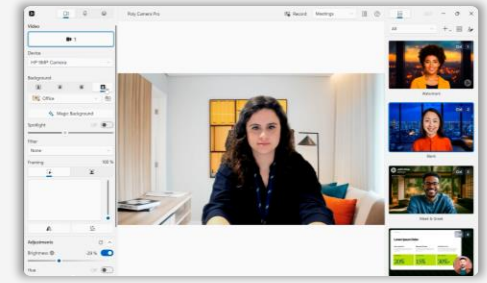
Why HP

 HP AI Companion⁷




The world's most advanced on-device interactive AI assistant

poly camera pro⁸



The conferencing experience that makes you want to turn on your camera(s)

*Available through Microsoft Store 



Integrate new AI applications

There are
36,000+
AI Tools
for 4,995 jobs².



Why HP

Collaborating with 100+ ISVs embracing AI PCs to transform work

Curated ISV offers

For Business Consultants
AI Coaching & Collaboration Suite

+ +

For Sales Professionals
Sales Productivity Suite

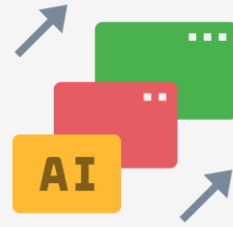
+ +

Address security implications



Configure policies for Copilot+ PC¹ AI features

- Enable/Disable Copilot Key²
- Control Access to Recall³ and Cocreator
- Manage Data Sharing Settings
- Video Conferencing and Studio Effects



Certify new AI software applications

- Assess possible security vulnerabilities.
- Identify compliance obligations if the AI app processes sensitive data.
- Check that data fed to the AI is stored, transferred, and processed securely.
- Ensure data privacy requirements are met (informed consent or anonymizing personal data).



Block non-approved AI portals

- Identify non-approved AI portals (cloud based AI tools, etc.).
- Clarify which AI services are approved for enterprise use.
- Implement technical controls (e.g. network firewall and proxy rules).

The AI Adoption Playbook



① Define

Discover AI use cases and AI PCs capabilities



- Define AI Objectives
- Identify Use Cases
- Select the right AI PC

② Design

→ Design your AI applications ecosystem and secure it



- Understand the AI PCs benefits
- Identify new AI applications
- Address security implications

③ Deploy

→ Deploy AI PCs and measure success



- Adopt Modern Management
- Train for AI Skills
- Measure Outcomes



Modernize OS deployment

1. Re-think your image creation strategy for your pcs fleet

Create New Image for Copilot+ PCs

To ensure that the unique AI libraries (Windows AI Foundry) and hardware features run smoothly.



Maintain Images for standard PCs

Ensure existing deployment images are updated with the latest security patches and configurations.



2. Adopt modern management to simplify ongoing maintenance



Leverage **Microsoft Intune** for large fleet updates



Simplify apps deployment with the **Microsoft Store**

Why HP



Keep your infrastructure up to date as your fleet grows with **HP Workforce Experience Platform** [↗](#)



Unlock the power of vPro with **HP Configuration & Deployment Services** [↗](#)

Train for AI skills



Champions

to lead and advocates for AI initiatives within the organization.



Hands-on Experiences

through dedicated learning spaces where employees can experiment with AI tools and AI PCs.



Job-specific coaching

to address specific needs or challenges.



84%
of leaders say
training the workforce
is among the biggest
challenges in adopting AI¹

Measure Outcomes



Measure ROI against the AI objectives defined at the beginning

- Time saving and productivity increase
 - > Number of hours per week
- Cost saving from moving AI locally
 - > Cloud subscriptions \$\$
- Employees satisfaction



Plan for continuous improvement to ensure AI PCs stay relevant

- Feedback loops to better meet user needs.
- Keep employees' engagement high to reduce resistance to change.
- Define a clear roadmap of AI experiences and features.



Measure Outcomes

AI PCs early insights from HP-on-HP deployment



- Up to **4 hours** saved per week.²¹
- **40%** increase in improved insights and analysis.²¹
- **87%** of users reported 8-10 hours uninterrupted work.²¹
- **70%** of users reported increased engagement during conference calls.²¹

The AI Adoption Playbook



① Define

Discover AI use cases and AI PCs capabilities



- Define AI Objectives
- Identify Use Cases
- Select the right AI PC

② Design

→ Design your AI applications ecosystem and secure it



- Understand the AI PCs benefits
- Identify new AI applications
- Address security implications

③ Deploy

→ Deploy AI PCs and measure success



- Adopt Modern Management
- Train for AI Skills
- Measure Outcomes



HP is the **best** partner to transform work with AI PCs

- ➔ The Best Device for Every User
Best-in-class & future-proofed portfolio to support diverse workforce needs
- ➔ ISV Ecosystem Acceleration
Persona-driven AI real-world use cases and experiences enhanced by ISV partnerships.
- ➔ AI PC Adoption Playbook
Expert guidance to capture value with a clear, practical AI Adoption Playbook

Turn AI PC awareness into action

1. Educate

Most IT leaders don't fully understand what an AI PC is. Clarify what an AI PC really is and why it matters.

2. Demonstrate

Use the [HP AI Experiences](#) app to show real-world use cases and help customers identify what a pilot could be in their environment.

3. Quantify

Use the ROI Calculator¹ to prove the measurable benefits - making it easier to justify a pilot without needing new budget.

4. Guide

Position HP as the trusted partner. Use the Adoption Playbook to help customers run a successful pilot and scale from there.





Thank You