



Put end users first

Insight, Microsoft Surface, and
Snapdragon prove premium pays off

High performance. Rock-solid security. Lower total cost. A seamless user experience. Is that too much to ask from your devices? Add extended battery life, AI-readiness, and frictionless deployment, and the challenge becomes obvious: **empowering employees while meeting business goals and budget constraints is no small feat.**

That's why Insight, in collaboration with Microsoft Surface and Qualcomm Technologies, is delivering a future-ready approach to end-user compute. It's time to modernise with confidence.



Feeling refreshed?



CIOs are under pressure. With Windows 10 support now ended and AI workloads growing rapidly, modernisation is no longer optional.

According to Canalys, global PC shipments **grew 9.4% year-on-year** in Q1 2025, while Gartner forecasts that by the end of 2026, more than half of enterprise PC purchases will be AI-enabled.¹

Upgrading to next-gen devices is imperative. It's also a huge opportunity to reduce long-term costs, double down on security and unlock new levels of productivity.



Elevating end-user compute

Insight, Microsoft, and Snapdragon have joined forces to deliver more. Microsoft Surface devices powered by Snapdragon processors provide a premium, AI-ready foundation for both public and private sectors.

With extended battery life and consistent performance, whether on or off charge, users enjoy all-day productivity. Priced £100–£200 less per unit than comparable devices² and consuming up to 36% less energy,³ **these devices help organisations cut operating costs and reduce carbon footprint.**

With Insight as your partner, those advantages are amplified. Our expertise and support ensure you unlock the full value of every device from day one.

¹ [Gartner. \(2025\). Gartner Says AI PCs Will Represent 31% of Worldwide PC Market by the End of 2025.](#)

² IDC. A Business Value White paper, commissioned by Microsoft Sept 2024. [US49453722].

³ Battery life varies significantly with device, settings, usage, and other factors.

We'll explore these benefits in more detail below. But first, everyone's top priority:

Security, built in

You can't empower users without protecting them. Gartner estimates that global information security spending will hit US\$213 billion in 2025, reflecting the growing urgency for resilience and risk reduction.⁴

Microsoft devices with Snapdragon processors embed protection at every level. Security begins in the silicon, with chip-to-cloud safeguards that establish a trusted foundation. Microsoft Defender extends coverage across applications, Windows, data recovery, and threat response.

Built-in resilience enables faster patching and recovery, aligning with Gartner's call for agility and prevention. For regulated industries, compliance-ready features, such as granular UEFI controls, provide added assurance.



With Insight as a single point of contact, organisations gain more than secure devices.

They benefit from managed expertise, escalation support, and Device-as-a-Service (DaaS) options – ensuring their Surface estate remains optimised and resilient throughout its lifecycle.



⁴ [Gartner. \(2025\). Gartner Forecasts Worldwide End-User Spending on Information Security to Total \\$213 Billion in 2025.](#)



Devices, and beyond

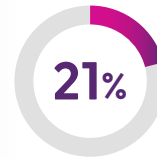


Buying hardware is just the beginning. Insight ensures your investments deliver lasting value with services that simplify deployment and reduce operational burden.

With zero-touch deployment from our Sheffield integration centre, **devices arrive preconfigured and ready to use**. Surface Managed Reports provide visibility into device health, rollout progress, and even carbon footprint. When issues arise, dedicated escalation ensures rapid resolution. Our experts also support everything from legacy app modernisation to AI enablement.

This service-led approach drives measurable impact. Forrester research shows that organisations which adopt unified endpoint management cut costs and boost productivity through streamlined provisioning and support.⁵ With Insight, Microsoft Surface, and Snapdragon, you gain not just high-performance devices, but a complete solution that delivers efficiency and value throughout the lifecycle.

People first, performance follows



Employee experience is now a board-level priority. Gallup links falling engagement (21%) to US\$438 billion in lost productivity worldwide in 2024.⁶

The message is clear: **equip and support employees effectively or risk the cost of disengagement.**

Microsoft devices powered by Snapdragon are built to close that gap. Pre-provisioned units accelerate time-to-contribution, enabling new starters to be productive from day one. Resilient, repairable hardware reduces downtime, while lightweight, secure design supports hybrid flexibility.

Qualcomm® Hexagon™ NPU and a dedicated Copilot button make these devices ready to unlock AI's potential in everyday workflows.

Together, these gains create flexible, inclusive, and empowering environments that translate into measurable improvements in performance, retention, and organisational resilience.

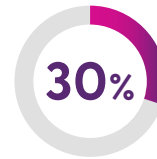
⁵ Forrester. (2025). [Forrester TEI study quantifies the real impact of ManageEngine Endpoint Central.](#)

⁶ Gallup. (2025). [State of the Global Workplace.](#)



Lasting value with flexible finance

Global IT spending is projected to grow 7% in 2025, reaching US\$5.35 trillion.⁷ But how many of those organisations actually recoup their investment?



Microsoft Surface devices hold their value exceptionally well, with around **30% higher resale value** than competitors. Insight builds on this advantage with flexible financing models.

Flex leasing reduces upfront costs and allowing savings from resale or redeployment to be reinvested into future rollouts. Device-as-a-Service (DaaS) options add predictability by spreading costs into manageable monthly payments while bundling services such as imaging, deployment, and support desk.



For organisations deploying at scale, these models compound to deliver significant long-term savings, **making premium devices not just affordable but financially preferable.**

⁷ [Canalys. \(2025\). Navigating IT spending shifts: 7% growth forecast with partner-delivered IT to account for 70%.](#)

A new era in end-user compute

The demands on end-user computing are higher than ever. Meeting them requires more than hardware alone.

With the scale of a Fortune 500 company and a presence in every major market, Insight delivers global reach with local expertise – serving as a single point of contact for technology, services, and support. Backed by deep collaborations with Microsoft and Qualcomm Technologies, we make modernisation seamless. For added assurance, our Dare to Compare programme lets organisations test Microsoft devices powered by Snapdragon in their own environments before committing at scale.

Together, Insight, Microsoft Surface, and Snapdragon deliver secure, powerful and cost-effective end-user compute – built for the future of work.

Get in touch



Insight Enterprises is a leading Solutions Integrator that helps clients solve technology challenges by combining the right hardware, software, and services. We're a global Fortune 500 technology company with a network of over 6,000 partners and experts around the world who provide access to end-to-end IT capabilities. For more than 35 years, we have delivered and optimized technology solutions for our clients efficiently, effectively, and safely. We are rated as a Great Place to Work, a Forbes World's Best Employer, and a Fortune World's Best Workplace. Discover more at insight.com.

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