

## Desktop PCs Remain "Key" for W. European Businesses

Written by Marco Attard  
01 October 2015

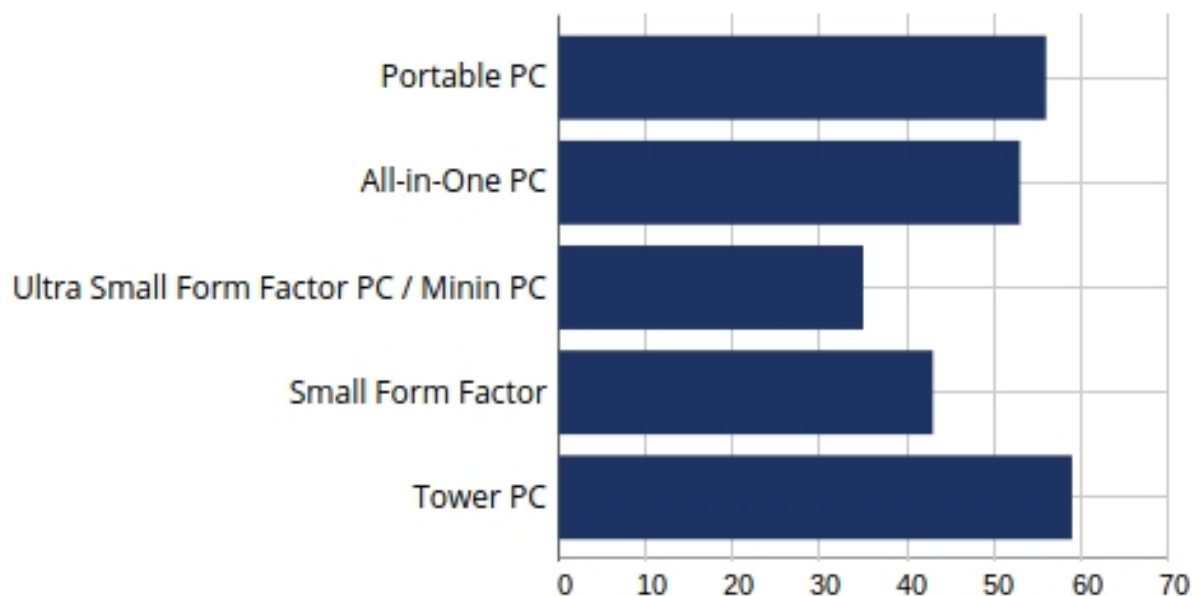
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IDC reports the desktop PC remains "the main PC form factor" for W. European business users, even as the industry appears to shift towards mobility and portable devices of the ultraslim notebook and tablet variety.

The findings come from a survey of 600 executives at SMBs and large enterprises in France, the UK and Germany. It shows 84% of respondents will at least consider buying desktop PCs for their organisation.



PC form factors preference among respondents



Why would a company buy a desktop PC? Survey respondents point out higher performance, better durability, longer lifespan and lower prices.

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"The survey confirmed that the average lifetime of a desktop is one year longer than that of a laptop, reducing total cost of ownership for the company," IDC says. "As a result, lower price and better resilience definitely make desktop the best choice for companies that have limited budgets and that require solutions for non-mobile office employees. On the other hand, desktops' higher security will benefit businesses that operate in industries such as insurance, finance, and banking, as well as government agencies."

The analyst also points out small form factor and mini PCs as "key" to the future of client computing-- 43% of respondent would consider a small form factor devices, and 35% are willing to buy a mini PC. Such devices are popular thanks to space and energy savings, while specific industries deploy mini PCs for digital signage or internet kiosk applications.

Copanies wanting to upgrade or customise PCs over time get an increasing number of customisable mini PCs.

As for operating systems, Windows 10 is "the next step in increasing productivity," with 40% looking to upgrade to the OS in the next 12 months. Most businesses skipped the unloved Windows 8, and as such the need to upgrade is "increasingly urgent," even if some companies are waiting for the rollout of new Intel Skylake-based hardware before starting any renewals.

"User satisfaction means working in the office or on the road with various devices while maintaining the highest levels of security," IDC concludes. "For the IT hardware industry this is great news, with multiple form factors and the increasing need for solutions in terms of security and integration."

Go [Desktop PC Remains Key Productivity Tool for Business Users \(IDC\)](#)