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Rethinking productivity in the new AI era
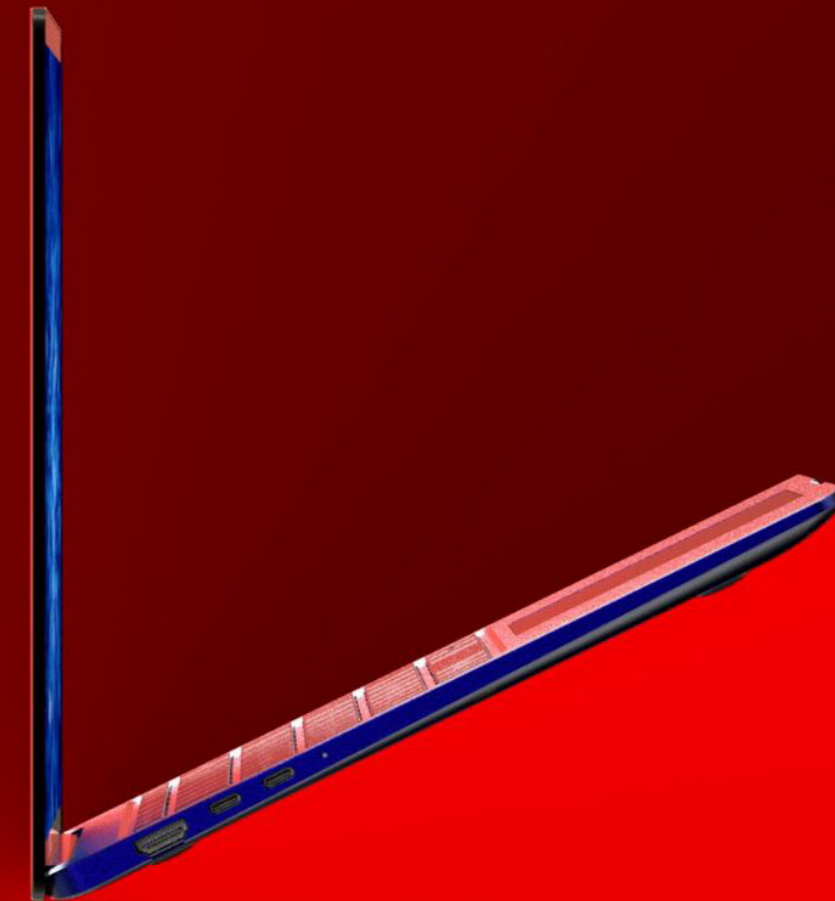
How Copilot+ PCs are transforming the way we work

Qualcomm

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Productivity has become anything but productive.

Because analytics are now built into modern devices, everything employees do is captured, quantified, and analyzed. Is it any wonder work culture has become so obsessed with productivity?

The U.S. Bureau of Labor Statistics defines productivity as a measure of economic performance that compares the amount of goods and services produced (output) with the amount of time, money, and resources (input) used to produce those goods and services.[1]

Of course, productivity means different things to different people. For example, employees may feel their days are productive because they're maxed out from the time they clock in until the end of the workday.

On the other hand, employers don't think their people are being productive enough, especially those employees who work remotely or can't be physically monitored. This paradox is what Microsoft Chairman and CEO Satya Nadella calls "productivity paranoia."[2]

The problem may lie with the term "productivity" itself and the way we define it. Faced with an increasing crush of data, meetings, and notifications, employees are having a difficult time prioritizing their workday. As a result, being more productive can mean having to pit the professional part of their lives against the personal. In other words, more productivity seems possible only if they're willing to sacrifice more personal time.

The expectation of increased productivity year over year is no longer sustainable—and has finally reached the point of diminishing returns in the form of employee burnout.

65%
of employees said they experienced burnout in 2023.[3]

When doing more backfires.

From the telephone to the personal computer to the internet, breakthroughs in technology have historically led to great strides in productivity. The internet brought massive time savings in terms of exchanging information, while smartphones made it possible to email a colleague from anywhere.

Today we've reached a tipping point—and need to question whether these technological improvements are actually improving anything. The hours spent marking tasks complete and emptying the inbox can create a false sense of productivity.

Hopping from meetings to emails to task management apps might seem like the very picture of productivity. But in reality, workers are left with little time to focus on higher-level thinking, let alone building relationships or developing innovations to move the business forward.

Can we finally admit to ourselves that multitasking is a myth?

64%
of employees say they struggle with having the time and energy to do their job.

And they are 3.5x more likely to also struggle with innovation and strategic thinking.[4]

AI is turning work and productivity on its head.

If you're new to AI, you may be surprised to discover just how far this game-changing technology has come. Copilot+ PCs bring powerful intelligent edge computing to the laptop, the fundamental business tool already used by tens of millions of people every day. With powerful performance to handle demanding workloads and AI that runs directly on the device, workers can find mission-critical information faster, turn ideas into action, respond more quickly to customers, and safeguard the company's sensitive data.

What exactly is a Copilot+ PC?

What separates traditional PCs from AI PCs is the processor—the silicon-based system that acts as the brain of the PC. AI PC processors contain a new component, the Neural Processing Unit (NPU), that runs AI tasks and enables inferencing.

These specialized processors can handle the complex mathematical computations required for AI tasks, which results in amazing performance gains and power savings. The CPU, GPU, and NPU all work together to handle tasks efficiently and unlock new experiences.

Copilot+ PCs have this new processor, along with a Windows platform completely redesigned for AI, from silicon to the operating system and from the application layer to the cloud. These PCs aren't just invisibly different—they're different in big, transformative ways.

Because they can run AI models directly on the device, without the need to use servers or the cloud, Copilot+ PCs make apps run faster and help save on cloud costs. They also keep more data and information on the device instead of sending it to the cloud, which improves privacy and security.

But the most exciting difference is the AI experiences Copilot+ PCs provide.

Not all NPUs are created equal.
NPUs with over 40 TOPS (Trillions of Operations per Second; the number used to describe how fast the NPU works) will deliver the best, fastest, and most seamless AI experiences. Laptops with this much AI processing power on the NPU are considered "Next-Generation PCs."

From doing more to achieving more.

For many years, AI has quietly been changing the way we work. From chatbots to fraud detection to noise cancellation, it's been improving all kinds of things without attracting much attention.

The Copilot+ PC brings AI capabilities to the forefront, including Windows-based innovations, updated apps from familiar companies like Adobe and Spotify, and relatively new apps like djay Pro and LiquidText.

What they all have in common is the ability to accomplish more in less time—from composing emails to co-creating images to marking up documents. What previously required a lot of extra work and attention can now be done in seconds or minutes, allowing people to focus more on the work they truly enjoy. Instead of just grinding through time-consuming tasks, they can do more of what actually makes a difference.

What happens when individuals and teams can create and iterate faster? They not only feel more accomplished and satisfied, but these leaps can lead to real breakthroughs and greater competitive advantages for the business.

"AI will enhance jobs that require problem-solving, creativity, and empathy to a new level, which will create new opportunities like never before."[5]

Kalina Bryant, Forbes

New experiences in Copilot+ PCs

Gain instant recall

Recall[6] makes it easy to access nearly anything you've seen or done on your PC quickly and intuitively. Find a web page you looked at or a message you sent—in seconds.

Bring the world closer

Live Captions turns any audio on your PC into an English-language caption in real time. Watch an international sports team or connect with colleagues or friends around the world.

Mark up documents fast

LiquidText allows you to make fast, smart annotations on documents, using AI features that run entirely on-device via NPU, so data stays private.

Improve any collaboration session

New, enhanced Windows Studio Effects make virtual meetings better with the ability to quickly improve your image, add artistic flair, and maintain eye contact.

More freedom. More focus. More human-powered business results.

AI isn't replacing people, as some naysayers are quick to hypothesize. Don McGuire, SVP and CMO at Qualcomm Incorporated, puts it this way: "AI replaces tasks, not people."

So, what exactly does productivity look like in this new era?

First, employees can be more strategic about what they focus on. Instead of spending the morning drafting emails and painstakingly building presentation decks, they can actually think about what they want to accomplish and focus on the storyline, not the assembly.

Second, teams can cycle through ideas faster. Rather than burning hours on prototypes, they can leverage rapid creation tools to draft ideas, refine, and iterate—ultimately landing on the best approach or concept in less time. That's the kind of shift that can impact the business in significant ways.

Third, as AI tools become more powerful, it will reshape the productivity narrative about what makes humans so special. It's not the ability to spend hours on menial tasks; it's the ability to be creative, find work-arounds, and make a real difference.

77%

said they don't want to give it up.

Already, Microsoft Copilot is making people more productive and creative. Early users don't want to go back to working without it: 77% said they don't want to give it up.[7]

Instead of asking employees to do more, Copilot+ PCs empower your employees to achieve more.

Copilot+ PCs: Unlocking a transformational shift in productivity.

For some time, businesses have faced an impending paradigm shift in what it means to be productive. Now, as more AI tools hit the market, the scales have tipped toward a greater understanding of what really matters: business results, not hours worked.

AI PCs, powered by the Snapdragon® X Elite processor, are the most powerful, intelligent, and efficient Windows PCs in their class. They'll give your workforce a colossal productivity boost with 2x faster GPU and CPU performance over competitive PCs, augmented by multi-day battery and lightning-fast 5G/Wi-Fi 7. By shifting the burden from workers to an NPU-driven AI, you're freeing your teams to do what they do best: problem-solve and innovate.

Technology was always meant to help people become more productive. Now, with PCs powered by Snapdragon X Elite processors, people can do better than that—they can achieve more.

Giving workers a massive productivity boost today

- 54% faster CPU and 36% faster GPU than other PCs[8]
- Multi-day battery life *
- Lightning-fast 5G/Wi-Fi 7

Positioning your organization for tomorrow

- 4.5x faster AI NPU processing power than competitors[9]
- 45 TOPS for best-in-class on-device AI performance

Today, we're on the cusp of a new era of work where it's not about how many hours people put on the clock but about what they accomplish.

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*Battery life varies significantly based on device, settings, usage, and other factors.

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[1] https://www.bls.gov/k12/productivity-101/content/what-is-productivity/what-is-labor-productivity.htm#:~:text=Labor%20productivity%20is%20a%20measure,used%20to%20produce%20that%20output

[2] https://www.ndtv.com/world-news/microsofts-satya-nadella-calls-it-productivity-paranoia-what-it-is-3370171

[3] https://www.hrdive.com/news/employee-burnout-productivity/703405/#:~:text=About%2065%25%20of%20employees%2said,it's%20still%20heavily%20affecting%20productivity

[4] https://www.axios.com/2023/05/09/work-productivity-distractions-email-chat

[5] https://www.forbes.com/sites/kalinabryant/2023/05/31/how-ai-will-impact-the-next-generation-workforce/?sh=77142af6fae5

[6] Optimized for select languages (English, Chinese (simplified), French, German, Japanese, and Spanish). Content-based and storage limitations apply. Learn more.

[7] https://www.microsoft.com/en-us/worklab/work-trend-index/copilots-earliest-users-teach-us-about-generative-ai-at-work

[8] CPU Performance is based on Geekbench v6.2 Single-Thread on Windows 11 OS run in March 2024. Snapdragon X Elite was tested using a Qualcomm reference design on Windows 11 OS. The Intel Core Ultra 7 155H (16 core) was tested using an Asus Zenbook 14 OLED (UX3405) laptop, on Windows 11. Maximum performance reflected by Intel Core Ultra 7 155H represents maximum achievable results in given platforms under unconstrained PL1/PL2 settings and no thermal limitations. Power and performance comparison reflects results based on measurements and hardware instrumentation of given devices

[9] https://www.yahoo.com/tech/qualcomm-snapdragon-x-elite-beat-190000540.html#:~:text=The%20new%20Oryon%20CPU%20powers,%25%20less%20power%20consumption%2C%20respectively

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