

The ROI of Copilot+ PCs

Maximizing business value with AI-powered Windows devices



Copilot+ PCs are designed to deliver value from day one. Organizations can expect substantial ROI through benefits that include increased workforce and IT efficiency and reduced security risk.



Copilot+ PCs deliver meaningful business value

“You're putting equipment in place that you know is going to bring value to the organization now and in the future.”

— Global Director of IT, retail/wholesale

Substantial ROI

271% or **\$5.7M**

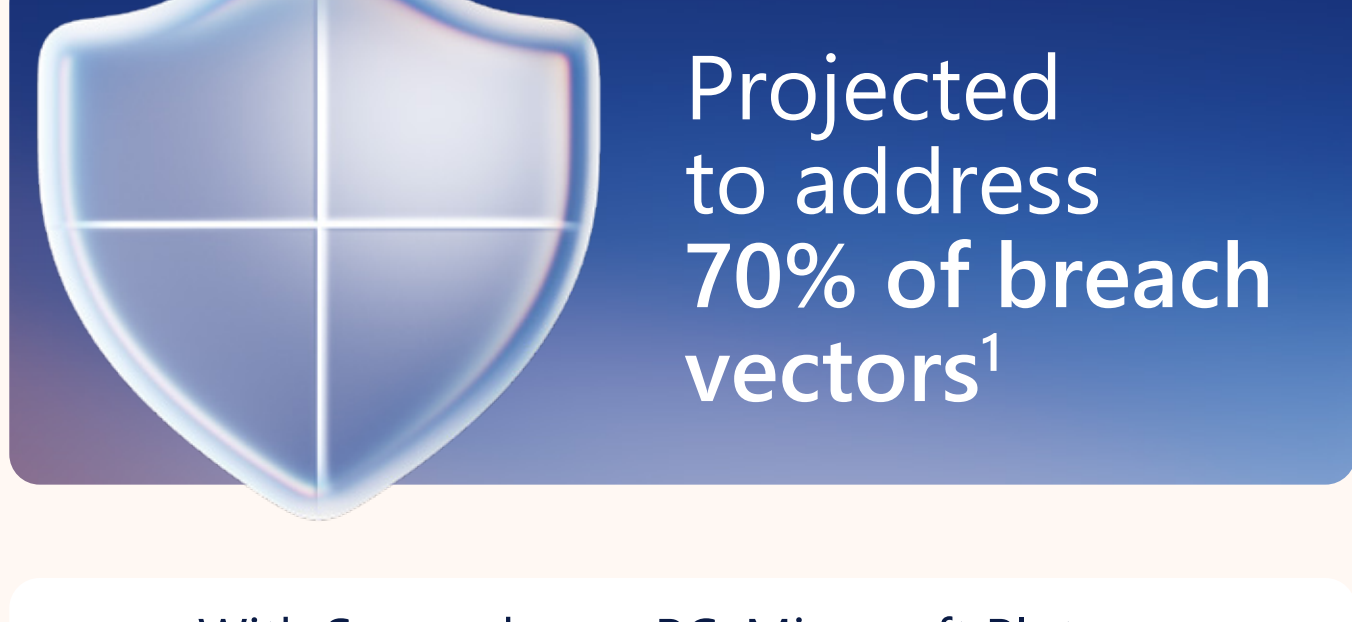
Median ROI¹

in projected savings

over 3 years¹

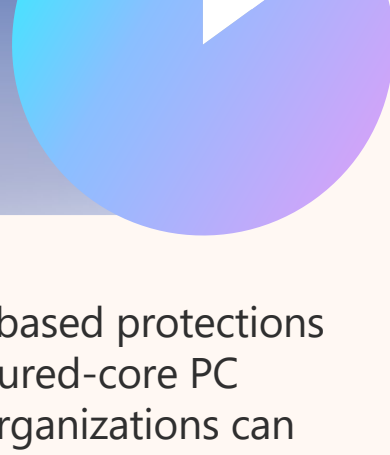
From increased workforce productivity, IT efficiency, and reduced security risk

Security built in



With Secured-core PC, Microsoft Pluton, and privacy protections

Up to 15% reduced exposure to security breaches¹



Security is foundational to Copilot+ PCs. Hardware-based protections like the Microsoft Pluton security processor and Secured-core PC safeguards help mitigate common attack vectors. Organizations can expect stronger data protection and fewer incidents, reducing both risk and response costs.

Productivity gains



Expected to save up to **5 hours weekly per employee¹**

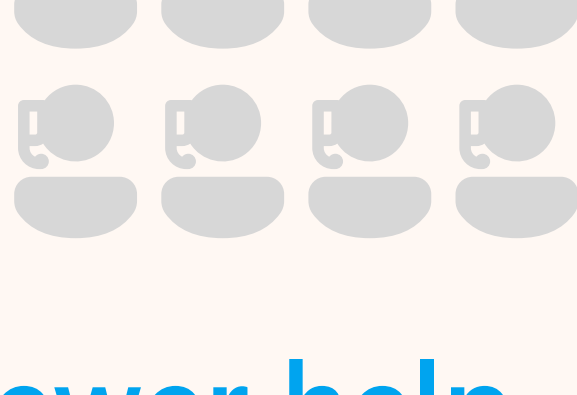
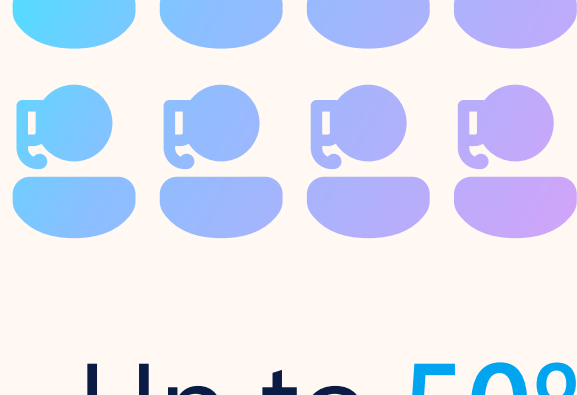
thanks to faster workflows, improved Windows search, and local AI apps

“Employees are able to do tasks 30% faster than they were on the previous hardware.”

— Global Director of IT, retail/wholesale

Employees across roles—from analysts to engineers—say they get work done faster with fewer distractions. Features like improved Windows search², and Click to Do³, help them stay focused and find what they need instantly. These time savings translate into more focus on high-value work and faster decision-making.

IT efficiency



Up to **50% fewer help desk tickets** anticipated¹

With faster provisioning, remote setup, and proactive diagnostics

Up to **30% less time spent** on device management¹



“[Copilot+ PCs are] like having support staff built into the computer...”

— IT Manager, municipal government

IT teams benefit from simplified deployment and fewer support requests. Copilot+ PCs reduce the burden of manual troubleshooting with built-in diagnostics and improved reliability. This allows IT teams to shift from troubleshooting to driving innovation and long-term strategy.

Some benefits are immeasurable¹

- Improved employee experience with faster, more responsive devices
- Enhanced customer service through AI-accelerated workflows
- Better global collaboration with real-time translation
- Support for custom, industry-specific AI models
- Long battery life and power optimization for sustainability

A closer look at the total projected benefits¹

- Median \$5.7M or 271% ROI
- Up to 50% fewer helpdesk tickets
- Up to 30% drop in time spent managing devices
- Up to 15% reduced exposure to security breaches
- Up to five hours weekly time-savings per employee

Source

1. [New Technology: The Projected Total Economic Impact of Microsoft Copilot+ PCs](#). Forrester Consulting study commissioned by Microsoft, July 2025. Projected benefits for a single composite organization that has US\$1 billion annual revenue and 2,000 employees with 80% using Copilot+ PCs within 3 years. In comparison to a mixed environment of conventional Windows 11 and Windows 10 PCs.

2. [Improved Windows search](#) works with specific text, image, and document formats only; optimized for select languages (English, simplified Chinese, French, German, Japanese, and Spanish). [See Copilot+ PC FAQs](#)

3. [Click to Do](#) available image and text actions vary by device, region, language, and character set. Subscription required for some actions. [See Copilot+ PC FAQs](#).

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