Snapdragon Qualcomm

Behind the breakthrough

How Qualcomm is leading by example with scalable technology

Key takeaways

- PCs powered by Snapdragon **solved slow boot times, short battery life, and performance issues.**
- Qualcomm Incorporated **deployed thousands of Windows on Snapdragon devices**, using **Nexthink** for real-time feedback and monitoring.
- The rollout delivered **insights that improved IT support** and **informed future Snapdragon product development.**

Key benefits

- Direct feedback driving Snapdragon development along with enterprise-scale visibility into PC performance
- Nearly **20% increase in overall satisfaction** compared to previous PCs[1]
- Nearly **double the battery life in an enterprise environment** under real-world workloads[2,3]
- Nearly **5x faster boot time**[1]

Customer overview
Qualcomm is a global tech leader in cutting-edge AI, unrivaled connectivity, and high-performance, lower-power computing.

Industry
Tech

Headquarters
Global

Devices
Copilot+ PCs
(mix of OEM partners)

Platforms
Snapdragon® X Elite
Snapdragon X Plus

Key apps

Microsoft 365 · Zoom · Concur · Python · Nexthink platform

Common challenges. Brilliant idea.

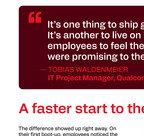
At a global company like Qualcomm, the workday doesn't start in just one place. Engineers join early-morning code reviews with teammates halfway across the world. Marketing leads juggle global campaigns, sales teams hop from meeting to meeting. Sales teams need seamless access, squeezing in edits to presentations before boarding their flights.

For a company whose charter is to connect everyone and everything intelligently, the PC plays a big role in empowering its employees to do so. It's the anchor for a company of 49,000 people, each pushing projects forward in real time. Whether for top-line, devices powering that work weren't keeping pace with the speed of Qualcomm's culture.

Booting up meant staring at a loading screen while the clock ticked toward the next meeting. Switching between applications during a presentation could risk a freeze or slowdown. Long video calls were accompanied by the sound of loud fans. Keyboards ran hot after hours of multitasking. And for employees on the road, finding a power or connectivity outlet in an airport lounge felt like a lifetime.

The irony wasn't lost on anyone. This was the company behind Snapdragon, the platform powering smartphones, cars, and connected devices around the world. Its engineers had solved performance and power efficiency in mobile—delivering sleek, powerful, AI-ready experiences that fit in the palm of your hand.

A simple but radical idea began to take hold: If Snapdragon could solve these problems—battery life, performance, AI—for mobile, why couldn't it do the same for PCs?



Innovation starts at home

The plan was ambitious… to say the least.

For starters, it meant designing a completely new kind of processor, one that could compete with the major players that had dominated the PC market for decades. Challenge accepted.

Then came the next test: moving a quarter of the company's global PCs to the new Windows on Snapdragon. Thousands of employees across teams and time zones became test pilots for the next generation of enterprise laptops.

But this wasn't just another hardware refresh. It was a way to live the Snapdragon experience inside Qualcomm Incorporated and Qualcomm Technologies, Inc.—and to capture insights at scale. As the IT leaders put it, this was more than a rollout. It was a chance to gather real-time performance data and feedback the company could use to guide product teams and future planning.

To make sense of all that feedback, Qualcomm turned to Nexthink, a platform that helps IT teams measure and improve the digital employee experience (DEX). It gave Qualcomm deep visibility into everything from boot times to application performance, turning day-to-day frustrations into measurable, actionable insights.

> It's one thing to ship great technology. It's another to live on it. We wanted our employees to feel the same benefits we were promising to the world.
>
> — TOBIAS WALDENMEIER
> IT Project Manager, Qualcomm Incorporated

A faster start to the workday

The difference showed up right away. On their first boot up, employees noticed a change—PCs powered by Snapdragon started up faster than their old laptops. And machines took more than a minute. For someone rushing into a call or needing to pull up slides on the spot, that felt huge.

5x faster boot time for Windows on Snapdragon

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And the speed stuck around. Unlike older laptops that slowed down once unplugged, PCs powered by Snapdragon stayed just as fast on battery. Whether in a meeting room, on a train, or mid-flight, performance held steady.

For road warriors, that was game-changing. Employees could work from San Diego to Tokyo, work the entire way, and land without ever looking for a charger. Engineers could keep code builds, video calls, and simulations running all at once—without watching their device grind to a halt.

> Nexthink turns real-time, actionable insights into employee digital experiences to drive smarter decisions, faster issue resolution, and measurable satisfaction improvements.
>
> — CHRISTOPHER ORR
> IT Engineer, Senior Staff, Qualcomm Incorporated

Overcoming challenges along the way

But rolling out a new platform at this scale wasn't frictionless. The team had to learn new processes for a hybrid architecture. Some legacy applications needed updates, and a few employees had to adjust their workflows.

Thankfully, Nexthink gave IT the visibility they needed. **Issues were spotted and resolved quickly**—often before employees even realized there was a problem. What could have been potential roadblocks turned into opportunities for improvement.

> Rolling out a new platform is always a challenge, but this one proved worth it. The benefits far outweighed the learning curve.
>
> — BEN MOLESWORTH
> Staff Manager, IT, Qualcomm Incorporated

Data proves what employees feel

All in all, Nexthink's data told the same story that employees were sharing. Windows on Snapdragon devices scored nearly 20% higher in overall satisfaction compared to the older PCs.

Windows on Snapdragon scored nearly 20% higher in overall satisfaction

Battery life nearly doubled as well. Even with a full stack of IT tools installed, PCs powered by Snapdragon carried employees through long flights, marathon meetings, and client visits without the constant stress of hunting for an outlet or carrying an AC/DC adapter.

Built for the AI era

As an innovative tech company aimed at transforming the future of work, Qualcomm doesn't treat AI as a side project. It's part of everything—from boot optimization to battery life and performance. Nexthink and HR uses AI translation to create documents for teams around the world.

PCs powered by Snapdragon keep that momentum going. With the industry's first NPU to reach 45 TOPS on Windows at launch, several dozens of AI-powered experiences could now run locally—with the latest Snapdragon X Series offerings now reaching up to 80 TOPS.

World's first NPU for laptops at 45 TOPs

> AI only matters if it helps people work smarter. With Snapdragon, we're already seeing that happen across the company.
>
> — BEN MOLESWORTH
> Staff Manager, IT, Qualcomm Incorporated

Raising the bar for IT and employees

The switch also sped up Qualcomm's move to Windows 11. Nexthink automated bulk upgrades in a position-aware UI without a hitch. IT gained modern management tools. **Employees got a premium-feeling experience** that was cooler, quieter, and more capable from the start.

And every PC powered by Snapdragon is a Copilot+ PC, which means features like Live Translation, Windows Studio Effects, and Co-Creator are already in employees' hands—capabilities will land first on Snapdragon.

> We're enabling a Windows mobile experience that redefines what it truly means to have a high performing, connected and long-lasting device.
>
> — MICHAEL DOOSE
> Principal, IT Architect

Always one step ahead

What began as a radical idea—use the company's own technology to revolutionize the PC—proved to be a breakthrough. PCs powered by Snapdragon aren't just proving themselves in the enterprise; they're redefining what employees and customers can expect from their devices.

Snapdragon is defining the future of PCs, and Qualcomm is all in. With more devices rolling out to employees in the months ahead, the company isn't just keeping pace—it's setting the pace.

> We're building the future for others while living it ourselves.
>
> — BEN MOLESWORTH
> Staff Manager, IT, Qualcomm Incorporated

Feeling inspired? Discover the full power of the Snapdragon platform. Explore now

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

1. Results collected explicitly from the Nexthink dashboard reflecting telemetry data captured between 9/1/25 - 9/15/25. Results reflective of Qualcomm's internal deployment of Snapdragon X Elite powered PCs versus Intel Tiger Lake, Lenovo ThinkPad T14s Gen 2, Lenovo ThinkPad T14s Gen 4, Dell and Microsoft Surface Laptop 7th Edition.
2. Nexthink's traditional DEX score also includes Sentiment score. This score was omitted from these results. "Sentiment" is computed from survey responses, which are not collected for Qualcomm's internal deployment of Snapdragon X Series PCs. Survey responses from employees forge sentiment data to avoid internal bias and key pacts on the Technology score. More on Nexthink's scoring and methodology can be found here. Nexthink's DEX score is a composite score that combines technology performance and sentiment scores across the board as well.
3. Results reflect Qualcomm's internal results obtained through other testing methods. Our data was collected within a fully configured enterprise IT environment, where devices operate with a complete IT software stack – including endpoint management, security controls, monitoring agents, productivity tools, etc. Unlike synthetic benchmarks that rely on isolated scenarios such as idle states, our measurements reflect real-world performance under the full operational load of enterprise software. This ensures the measurements performing their day-to-day tasks, providing a more representative view of system behavior under typical enterprise workloads.