



The most powerful way to work, today.

HP laptops powered by Snapdragon® X Series processors with Windows 11 provide the performance that moves the business forward.

Work has changed, and so have expectations for business PCs

The way SMBs work is changing fast. Teams are being asked to do more with less, budgets are under pressure, and IT leaders face growing demands around security and mobility. Employees expect devices that perform consistently, whether they're in the office, at home, or on the move. And to stay productive, they need tools that keep up.

But many existing AI PC fleets weren't built for today's realities. Older architectures drain battery quickly, throttle performance when unplugged, and create gaps that slow teams down. At the same time, SMBs need their business-critical applications to simplify work without adding complexity for IT.

As small and mid-sized organizations manage tighter budgets, new security requirements, and rising expectations for mobile productivity, HP laptops powered by Snapdragon X Series processors with Windows 11 offer what SMBs need most: consistent performance, simple management, and exceptional employee experiences, wherever work happens. This is Windows 11 reimagined—running faster and more seamlessly than ever before. Snapdragon X Series processors enable fast, seamless app performance on hundreds of the most used Windows apps—most of them natively. For the small fraction of apps that aren't yet native, Microsoft's emulation engine takes over, running them without hiccups or delays.

In this blog, we explore the forces reshaping modern SMB work, and how HP laptops powered by Snapdragon X Series processors with Windows 11 help IT deliver fast, secure, and reliable experiences built for today's AI-driven, mobile-first workflows.

Key takeaways

1. HP laptops powered by Snapdragon X Series processors with Windows 11 deliver consistent, ultrafast performance even when unplugged, so mobile teams stay productive without the slowdown.
2. With a dedicated 45 TOPS NPU, on-device AI runs faster, smarter, and more efficiently, boosting everyday workflows without draining battery or adding cloud cost.
3. A HP portfolio powered by Snapdragon gives SMBs high-performance devices at multiple price points, delivering more capability with less spend.
4. Chip-to-cloud protection and modern endpoint management simplify deployment, strengthen security, and reduce IT overhead across mixed environments.
5. With 99% of the top 200 enterprise apps running on Snapdragon^{2,3}, your critical business tools run fast, smooth, and optimized for modern work.

The workday doesn't stop for charging breaks

For SMBs, productivity depends on devices that can keep up, wherever work happens. But many traditional PCs weren't designed for a mobile-first reality. The moment they're unplugged, performance drops sharply as

processors throttle to preserve battery life, slowing down essential workflows and frustrating employees who rely on speed to stay productive.

These slowdowns ripple across the business. Video calls stutter. Large files take longer to load. Apps lag during multitasking. For already stretched IT teams, that means more support tickets and more time troubleshooting issues not caused by user error but by the device itself.

HP laptops powered by Snapdragon X Series processors eliminate this compromise entirely. With up to 90% faster single-core performance than competitive processors, even when unplugged⁴, employees get the same responsive experience whether they're at a desk or working from the field. This stability is powered by Snapdragon efficient architecture, enabling multi-day battery life—up to 22 hours¹—without sacrificing speed.

Meet the PCs built for AI

AI is rapidly becoming a core part of how SMBs operate. From real-time translation to automated notes, content generation, and intelligent search, teams rely on AI to move faster and make better decisions. But without the right hardware, AI workloads introduce lag, drain battery, raise cloud costs, and increase security risks, leaving IT teams to manage the fallout.

HP laptops powered by Snapdragon Series X processors solve these challenges with a dedicated 45 TOPS NPU built specifically for on-device AI. This architecture delivers up to 20% faster inferencing⁵ and up to 20% greater NPU performance than Intel⁵, ensuring AI features feel instant and responsive across everyday workflows. And because Snapdragon is optimized for efficiency, these devices are up to 311% more power efficient⁶, helping SMBs extend battery life and reduce operating costs.

On-device AI also strengthens security and privacy. By running models locally—rather than pushing sensitive data into the cloud—teams can use AI with confidence, while IT maintains tighter control over information flows. Cooler operation under load (up to 7°C lower surface temperatures⁵) ensures devices stay comfortable and reliable during sustained AI workloads.

Premium PCs built for tight budgets

For many organizations, striking the balance between premium performance without premium pricing has been difficult. HP laptops powered by Snapdragon X Series processors remove those trade-offs entirely.

With Copilot+ PCs available at every price tier, SMBs can start as low as \$600 and still get the same foundational advantages: 45 TOPS of NPU performance, multi-day battery life¹, and consistent speed whether plugged or unplugged. And with 50+ SKUs and growing across leading OEMs, IT teams have the flexibility to match each role with the right device, without sacrificing performance or reliability.



SNAPDRAGON X

Essential
performance

- 8 CPU cores up to 3.0 GHz
- Up to 1.7 TFLOPS GPU



SNAPDRAGON X PLUS 8-CORE

Responsive performance
for daily tasks

- 8 CPU cores up to 3.4 GHz
- Single-core boost up to 4.0 GHz
- Up to 2.1 TFLOPS GPU



SNAPDRAGON X ELITE

Ultimate performance
for complex workloads

- 12 CPU cores up to 3.4 GHz
- Dual-core boost up to 4.3 GHz
- Up to 4.6 TFLOPS GPU

Get PC security that starts at startup

As SMBs adopt hybrid work models, the attack surface grows, and so does the pressure on IT to secure endpoints. Legacy devices and mixed fleets add complexity, making it harder to maintain compliance, patch vulnerabilities, and enforce consistent security policies. IT needs devices that are secure by design, not secured as an afterthought.

HP laptops powered by Snapdragon X Series processors provide chip-to-cloud security, modern firmware protections, and on-device AI that keeps sensitive information local. Combined with modern endpoint management tools, IT teams can configure, deploy, and manage devices remotely with ease.

Zero-touch provisioning, hardware-level safeguards, and consistent performance give SMBs a more resilient security posture, without adding complexity for already stretched IT teams.

HP Wolf Pro Security: The first and only hardware-enforced virtualization-based threat isolation solution on Snapdragon-based laptops.⁷



HP WOLF SECURITY

How your team's apps were meant to run

Historically, one misconception has made some IT leaders hesitate: “App compatibility is a barrier for Windows on Snapdragon.” Employees expect tools like Microsoft 365, collaboration platforms, CRM systems, accounting software, and browser-based apps to run smoothly no matter where they work. Any lag, incompatibility, or instability quickly translates into lost time and increased IT burden.

In reality, the opposite is true. Snapdragon partners directly with Independent Software Vendors (ISVs) to ensure the most popular and business-critical applications run seamlessly on the platform. Native app support continues to expand, and Microsoft's Prism Emulator further enhances performance for remaining Windows apps, so teams get a fast, fluid experience across their workflows.

Today, 99% of the top 200 enterprise apps run smoothly on Snapdragon^{2,3}, giving SMBs the confidence to modernize without disrupting the tools their teams rely on. Employees can open, create, collaborate, and multitask with the same responsiveness they expect, whether they're handling spreadsheets, managing customer data, or joining AI-enhanced virtual meetings.

Equip your team for the work ahead

SMBs that invest in modern employee experiences have the power to turn operational challenges into opportunities for growth. And because today's work is increasingly mobile, collaborative, and AI-driven, the devices employees use play a defining role in how productive and resilient an organization can be.

HP laptops powered by Snapdragon X Series processors meet your business where it works today and prepare it for what's next. With max performance unplugged, multi-day battery life¹, chip-to-cloud security, and a rapidly expanding app ecosystem, these devices help teams stay focused, productive, and secure from anywhere.

And with on-device AI accelerating everyday tasks, employees can work smarter, reduce friction, and make better use of their time.

Across every role and price tier, PCs powered by Snapdragon X Series processors elevate what teams can accomplish with technology. By supporting diverse workstyles, simplifying IT management, and delivering consistent performance across the entire fleet, they help SMBs turn ambition into action and potential into real business impact.

Empower your employees with HP laptops powered by Snapdragon X Series processors to drive the outcomes that matter most: agility, productivity, collaboration, and long-term resilience.

Explore how [Partner name] can help you bring HP laptops powered by Snapdragon X Series processors with Windows 11 to your teams.



Power your organization into the
future with next-gen AI

EXPLORE MORE



Power your business with
next-gen AI performance

EXPLORE MORE

Sources

¹Battery life varies significantly with device, settings, usage, and other factors.

²Based on aggregated app usage data from Copilot+ PCs in US, UK, CA, FR, AU, DE, JP as of August 2024.

³Laptop Magazine, “Surface Laptop 7 Intel vs. Qualcomm: Which Copilot+ PC is better for you?” February 1, 2025.

⁴CPU Performance is based on Geekbench v6.2 Single-Core on Windows 11 OS run in October 2024. Snapdragon X Elite (X1E-80-100) was tested using a Dell XPS 13 (9345) on “Balanced” Power Mode in Windows and “Optimized” in Dell Power Manager. Intel Core Ultra 7 256V was tested using a Dell XPS 13 (9350) on “Balanced” Power Mode in Windows and “Standard mode” in Windows and “Optimized” in Dell Power Manager. The AMD Ryzen AI 9 HX 370 was tested using an ASUS VivoBook S14 (M5406WA) on “Balanced” Power Mode in Windows and “Standard mode” in MyASUS. Power and performance comparison reflects results based on measurements and hardware instrumentation of given devices.

⁵Performance & device temperature measured while running UL Procyon AI Computer Vision on the NPU in Windows 11 in October 2024. Snapdragon X Elite (X1E-80-100) was tested using a Dell XPS 13 (9345). The Intel Core Ultra 7 256V was tested using a Dell XPS 13 (9350). On battery performance measured on “Balanced” Power Mode in Windows and “Optimized” in Dell Power Manager for both devices. Power, thermal, performance comparison reflects results based on measurements and hardware instrumentation of given devices.

⁶Performance & power is measured while running UL Procyon AI Computer Vision on the NPU in Windows 11 in October 2024. Snapdragon X Elite (X1E-80-100) was tested using a Dell XPS 13 (9345). The Intel Core Ultra 7 256V was tested using a Dell XPS 13 (9350). On battery performance measured on “Balanced” Power Mode in Windows and “Optimized” in Dell Power Manager for both devices. Power and performance comparison reflects results based on measurements and hardware instrumentation of given devices.

⁷Based on HP’s internal competitive feature analysis and publicly available specifications as of August 2025, HP is the first and only vendor to offer a software solution with hardware enforced virtualisation-based threat isolation capabilities run locally on the endpoint on Qualcomm Snapdragon/ ARM-based laptops. Requires a Snapdragon-based HP laptop with Windows 11 or higher and is included on select HP PCs or available as a software license option.