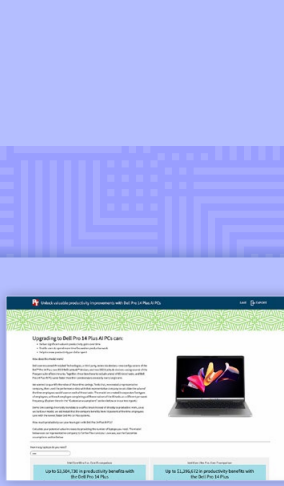
Unlock valuable productivity improvements with Dell Pro 14 Plus AI PCs

Gain up to $3.5M in productivity over 3 years

Pay back your purchase price with productivity gains in as little as 9.3 months



Explore the calculator tool to see what your business can gain

Executive summary

Who should read this report?

IT decision-makers considering a fleet upgrade will find this document valuable.

What is the focus of this report?

This report highlights how users and organizations can benefit by upgrading to Dell Pro 14 Plus AI PCs. Older laptops aren't always up to the task of competing in the age of AI, and over time, their performance degradation can negatively impact productivity. Our testing and analysis highlight how upgrading to modern devices can quickly translate into performance gains that offset upfront investments and reverse the impact of aging devices.

How did PT conduct the analysis for this report?

We quantified the benefits of upgrading to new Dell™ laptops using a two-step approach:

1. We tested performance of six devices—two configurations of the Dell Pro 14 Plus, two 2023 Dell Latitude™ devices, and two 2022 Latitude devices—using several real-world benchmarks.
2. We used those results to illustrate how deploying 1,000 Dell Pro 14 Plus AI PCs could translate into measurable productivity improvements worth millions in salary costs.

What decision does this analysis support?

It can be tempting to delay an upgrade as long as possible for budget reasons, but our analysis shows that pushing off an upgrade can have a cost of its own. By upgrading to new Dell Pro 14 Plus AI PCs featuring Intel® Core™ Ultra processors (Series 2), you can increase efficiency and gain back costs in productivity. Greater efficiency can also mean more completed projects, which can translate into high productivity per dollar spent. The result: stronger utilization, a more effective workforce, and a healthier bottom line.

About the Dell Pro 14 Plus AI PC

This mainstream business laptop is lightweight and slim, with "an aluminum top cover and palmrest for an elegant look and feel, as well as added protection wherever you go."[1] With Windows 11 Pro, which offers "more time-savings and less hassle for IT and employees,"[2] this AI PC also includes built-in technologies to better support your business goals and objectives, such as a module USB-C port, optional 5G or 4G LTE mobile broadband connectivity, and LPDDR5x or upgradeable DDR5 memory.[3] Learn more.

Our approach to calculating productivity dollar value

Before making any technology investment, decision-makers must ask themselves: Are the potential benefits worth the cost? New devices nearly always bring increases in performance, but the nature of those increases—and how they translate to dollars—can feel like a guessing game. When you know exactly how much you'll gain in productive time—and the value of that time—the benefits of upgrading are clear.

We set out to quantify the value of upgrading to Dell Pro 14 Plus AI PCs featuring Intel Core Ultra processors (Series 2). Our assessment included six devices: two configurations of a new Dell Pro 14 Plus AI PC, two 2023 Latitude laptops, and two 2022 Latitude laptops. We compared the Latitude devices with Intel Core i5 processors to the new device featuring an Intel Core Ultra 5 processor, and the Latitude devices with Intel Core i7 processors to the new device with an Intel Core Ultra 7 processor.

Table 1: Devices we tested.

Ultra 5 vs. Core i5 comparison	Ultra 7 vs. Core i7 comparison
Dell Pro 14 Plus AI PC (2025) with an Intel Core Ultra 5 processor 236V with Intel vPro®	**Dell Pro 14 Plus AI PC** (2025) with an Intel Core Ultra 7 processor 268V with Intel vPro
Dell Latitude 5440 laptop (2023) with an Intel Core i5-1345U processor with Intel vPro	**Dell Latitude 5540 laptop** (2023) with an Intel Core i7-1365U processor with Intel vPro
Dell Latitude 7430 laptop (2022) with an Intel Core i5-1245U processor with Intel vPro	**Dell Latitude 5430 laptop** (2022) with an Intel Core i7-1265U processor with Intel vPro

All devices ran Windows 11 Pro, and we configured the two new devices with 256 GB of storage and 16 GB of memory. For complete device configurations, see the science behind the report.

About Intel Core Ultra processors (Series 2)

The latest Intel Core Ultra processors (Series 2) are "optimized to deliver greater performance for your productivity tasks, content creation endeavors, and gaming activities" and "built to make you a leader in AI," according to Intel.[4] Learn more about the Intel Core Ultra 5 236V processor and the Intel Core Ultra 7 268V processor.

To measure the dollar value of the productivity increases you could see from upgrading from an older Dell Latitude laptop to a new Dell Pro 14 Plus AI PC, we first assessed performance on all six devices using several of the Procyon benchmarks. According to their developer, these "benchmarks for professional users," are "designed for a specific use case and uses real applications where possible."[5] We used:

- Procyon Office Productivity, which incorporates common tasks in Microsoft 365 applications (Word, Excel, PowerPoint, and Outlook)
- Procyon Photo Editing, which incorporates common tasks in Adobe® Photoshop®
- Procyon Video Editing, which incorporates common tasks in Adobe Premiere® Pro
- Procyon AI Image Generation, which we used for a single GenAI task utilizing the Stable Diffusion model
- Procyon AI Text Generation, which we used for a single GenAI task utilizing the Llama 3.1 large language model (LLM)

Together, these five benchmarks aggregate a total of 65 timed subtasks. Our testing proved that the newer Dell Pro 14 Plus AI PCs completed all but a handful of those tasks faster than the four older devices. (Because our focus for this report is on the value you can see by upgrading, we do not include the performance results in this document; however, you can review those, along with our test methodologies, in the science behind the report.)

Then, we used those results to build a cost model that highlights how much a company of 1,000 workers could gain in productivity costs over three years by upgrading to new Dell Pro 14 Plus AI PCs. Over time, the productivity increases available with the newer system mean that your staff will save enough time to more than earn back the purchase price of the devices.

Exploring performance possibilities

When you purchase new laptops, it's valuable to understand their performance from multiple angles, including how long they last on battery, how well they handle graphics-intensive tasks, and—as more and more of work involves AI—how they perform for on-device AI workloads. Our work in this report was limited to a small number of benchmarks, but we took a more comprehensive view of these Dell laptops' performance in another recent study. We found that the new Intel Core Ultra processor-powered Dell Pro 14 Plus AI PCs could deliver over 10 hours of battery life and up to 10.6 times the on-device AI performance of their predecessors, among other advantages. Explore more of our findings.

Make a wise investment to increase productivity—and save on salary costs—over time

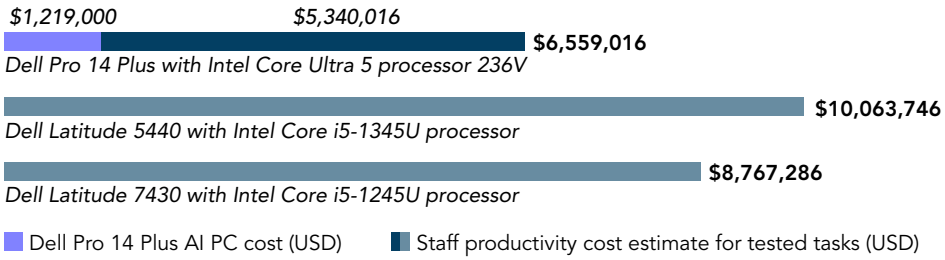
To measure the financial impact of upgrading to new Dell Pro 14 Plus AI PCs, we created a representative company, then used the performance data with that representative company to calculate the value of the time employees would save. Some time savings inevitably translate to a coffee break instead of directly to productive work, so as we built our model, we estimated that the company benefits from 70 percent of the time employees save with the newer, faster Dell Pro 14 Plus systems. (In Figures 1 and 2, we show this time as "Staff productivity cost estimate.")

Our model specifically focuses on the value of the increased productivity you could see by upgrading. We acknowledge the reality that while the cost of any one employee is generally fixed, when you purchase new devices, you are spending dollars. You could delay that expense by eking out a few more years of use from your older devices. But if you didn't upgrade, you could have to spend dramatically more in additional employee costs—hiring more people and giving them those aging devices—to accomplish the same work.

Figure 1 highlights the value you could see over three years from upgrading to Intel Core Ultra 5 processor 236V-powered laptops from older Dell Latitude 5440 and Dell Latitude 7430 laptops with Intel Core i5 processors. With the productivity gains you get from this upgrade, you could pay back the purchase price of the new devices in as little as 9.3 months. More importantly, over the course of three years, you could see up to $3.5 million in increased productivity benefits by upgrading from older, slower devices to new Dell Pro 14 Plus AI PCs.

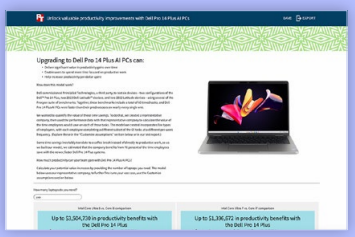
3-year device purchase and employee productivity costs for Dell Pro 14 Plus AI PCs with Intel Core Ultra 5 processors 236V vs. older Latitude devices

US dollars | 1,000-person company | Lower is better



Gain back up to
$3.5M
in productivity

Figure 1: Three-year dollar costs, in productivity cost estimates and purchase price (USD) for a 1,000-person company, for the Dell Pro 14 Plus AI PC with the Intel Core Ultra 5 processor and the two Intel Core i5 processor-powered legacy devices. We have excluded the purchase price of the older devices, as we assume a company upgrading would already have those devices in hand. Lower is better. Source: PT.



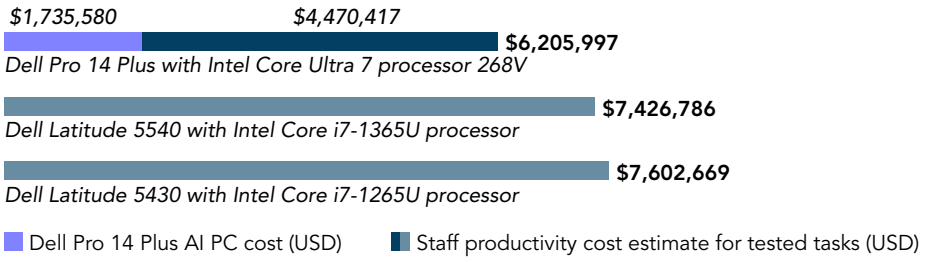
What do these results mean for you?

Every business is different, and the benefits you see from upgrading will depend on the size of your fleet and what types of work your users do every day. That's why we created an interactive calculator tool that allows you to explore what our results would mean for your business. Visit the tool to see what you could gain.

Figure 2 highlights the productivity value you might gain with the more powerful Intel Core Ultra 7 processor 268V-powered Dell Pro 14 Plus AI PCs. Here, again, the three-year cost with the newer device is significantly lower than that of the old devices—you could gain back over a million dollars in productivity costs by upgrading.

3-year device purchase and employee productivity costs for Dell Pro 14 Plus AI PCs with Intel Core Ultra 7 processors 268V vs. older Latitude devices

US dollars | 1,000-person company | Lower is better



Gain back up to
$1.3M
in productivity

Figure 2: Three-year dollar costs, in productivity cost estimates and purchase price (USD) for a 1,000-person company, for the Dell Pro 14 Plus AI PC with the Intel Core Ultra 7 processor and the two Intel Core i7 processor-powered legacy devices. We have excluded the purchase price of the older devices, as we assume a company upgrading would already have those devices in hand. Lower is better. Source: PT.

How did we calculate these productivity benefits? Everyone uses their devices differently, and tasks that are critical for one role might be rare for another. To help build a realistic model of an organization containing many different roles, we identified five personas:[6]

- **Builder.** People in this role are executives or senior managers focused on building relationships and growing businesses. The majority of their work involves email, documents, and PDFs, though they also frequently query AI text tools. While their work is critical, they may require less computing power than specialist roles.
- **Producer.** People in these roles produce results every day, acting as vital staff for day-to-day operations—think call center operators or factory floor workers—as well as filling more specialized roles, such as IT and systems administrators. In addition to the same applications that our builder role relies on, these teams frequently use Excel for data analysis.
- **Graphics specialist.** These graphic designers and web designers spend their days focused on creative work, which can have demanding compute requirements. They use typical office apps, but also heavily use design-specific applications such as those in Adobe Creative Cloud®.
- **Video specialist.** Similar to graphic designers, these video editors, video producers, and animators focus their time on video applications such as Adobe Premiere Pro and Adobe After Effects®, in addition to using standard office applications.
- **Connector.** People in these roles may be project managers or account managers, working every day to connect people, data, and ideas. They heavily use office productivity apps and AI tools, but they may also occasionally work with graphic tools such as Adobe Photoshop to assist their teams and visualize ideas.

To help quantify the value of each persona's time, we did the following:

- Researched and identified salaries plus total compensation, including benefits, for each role
- Estimated how frequently each persona would complete each type of task every week
- Built a model for a 1,000-person company with a mix of all five personas
    - We assumed graphics specialists, video specialists, and connectors each made up 15 percent of staff, while builders made up 10 percent and producers made up 45 percent

To see our complete model, review the science behind the report. Of course, every organization is different, and your team's mix of users—as well as their salaries and how frequently they complete these types of tasks—will vary from our model. Our goal was to create a representative company that can highlight the immediate productivity value of upgrading to new Dell Pro 14 Plus AI PCs. Explore what our results would mean for your specific company using our calculator tool.

Conclusion

The purchase price of a new device is a hard number, and when you're looking at tight budgets, it can feel difficult to justify an upgrade when your old devices still work…pretty well, more or less. But the benefits of faster performance are real, too, and you can translate them directly into cost savings in staff productivity. When you take the increased productivity into account, an upgrade starts to feel like a sensible option that will more than pay for itself.

Upgrading to Dell Pro 14 Plus AI PCs can offer substantial advantages over maintaining older Dell Latitude devices in your fleet. Our modeled deployment of 1,000 devices showed that benchmark-based productivity improvements can deliver millions of dollars in productivity gains over three years. Organizations could recover initial hardware investments in far less than three years—and as little as 9.3 months—through faster task completion and reduced downtime. Powered by Intel Core Ultra processor (Series 2), new Dell Pro 14 Plus AI PCs enable users to work more efficiently while helping organizations achieve performance and modernization goals.

1. Dell Technologies, "Dell Pro 14 Plus Laptop or 2-in-1," accessed November 11, 2025, https://www.dell.com/en-us/shop/dell-laptops/dell-pro-14-plus/spd/dell-pro-pb14250-2-in-1-laptop/gcto_pb14250_usx?redirectTo=SOC.
2. Microsoft, "Speed workflows with intelligent business-ready Windows 11 Pro PCs," accessed November 11, 2025, https://www.microsoft.com/en-us/windows/business/windows-11-pro#Benefits.
3. Dell Technologies, "Dell Pro 14 Plus Laptop or 2-in-1," accessed November 11, 2025, https://www.dell.com/en-us/shop/dell-laptops/dell-pro-14-plus/spd/dell-pro-pb14250-2-in-1-laptop/gcto_pb14250_usx?redirectTo=SOC.
4. Intel, "Intel Core Ultra Processors," accessed November 11, 2025, https://www.intel.com/content/www/us/en/products/details/processors/core-ultra.html.
5. "Procyon benchmark suite," accessed November 26, 2025, https://benchmarks.ul.com/procyon.
6. Steve Veith, "Discover How You Can Map Customer Hybrid Worker Personas to the Most Appropriate Tech Solutions," accessed December 12, 2025, https://www.enterprisetechprovider.com/commercial-pcs/discover-how-you-can-map-customer-hybrid-worker-personas-to-the-most-appropriate-tech.

Read the science behind this report ▶

Principled Technologies®

Facts matter.®

Principled Technologies is a registered trademark of Principled Technologies, Inc.
All other product names are the trademarks of their respective owners.
For additional information, review the science behind this report.

This project was commissioned by Dell Technologies.