

REGION FOCUS: WORLDWIDE

The Business Value of ChromeOS

IDC's research shows that ChromeOS is a **cost-effective, efficient, secure, and reliable** operating system that provides significant business value. Study participants saw many benefits, including lower costs, higher ROI, and operational improvements, from using ChromeOS and ChromeOS devices across multiple use cases. These use cases included **kiosk and digital signage, contact centers, VDI, and hybrid and remote work.**

Key Results

44%
lower three-year
cost of operations

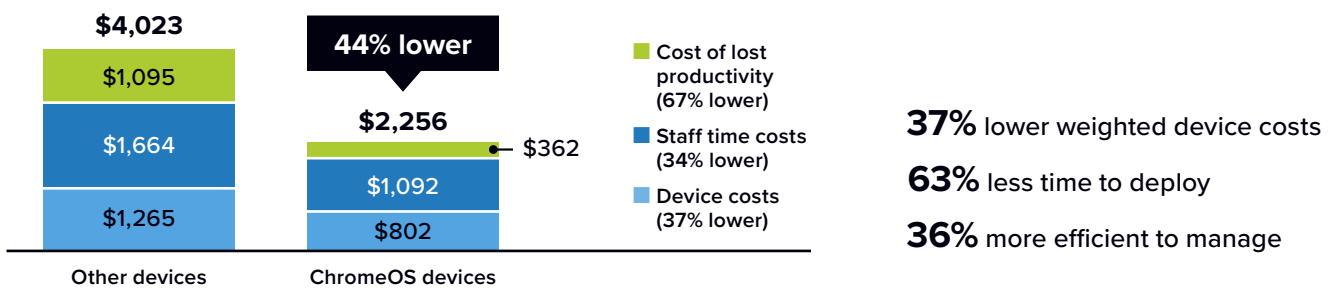
245%
three-year ROI

\$3,901
three-year total benefits per
ChromeOS device

* Present value of cash flows = discounted benefits - discounted investments

Device Cost of Operations Benefits

(Total cost of operations per device, 3 years)



Security and Performance Benefits

29% efficiency gain
for IT security teams

24% fewer
security attacks

25% fewer
reimages required

77% higher productivity,
faster reboots

ChromeOS Flex Research

IDC also separately interviewed organizations using ChromeOS Flex and found that they have seen similar benefits in type and scale to those achieved more broadly by ChromeOS and ChromeOS device customers, including device cost savings, management efficiencies, enhanced security, improved performance, and user productivity gains.

Use Case Benefits

Kiosk and Digital Signage

- ↑ **\$5.09M** higher revenue
- ↓ **34%** lower cost of digital signage

VDI

- ↑ **31%** higher productivity of VDI users
- ↑ **43%** faster deployment of new VDI apps and features

Contact Centers

- ↑ **19%** higher productivity contact center agents
- ↑ **33%** faster resolution of tickets

Remote/Hybrid Work

- ↑ **14%** higher productivity of hybrid and remote workers
- ↑ **57%** faster device deployment