acer for business



BOOSTING SMB PRODUCTIVITY WITH SMARTER DEVICES

HOW MODERN BUSINESS TECHNOLOGY HELPS SMBs IMPROVE EFFICIENCY, SECURITY AND LONG-TERM GROWTH

EXECUTIVE SUMMARY



Small and medium-sized businesses are operating in an increasingly competitive environment where efficiency, agility, and responsiveness are essential for long-term success. While many SMBs recognise the importance of digital transformation, they continue to face challenges including limited budgets, ageing technology infrastructure, cybersecurity risks, and limited internal IT resources.

One often overlooked factor impacting business productivity is the technology employees use every day. Slow devices, outdated hardware, unreliable performance, and inconsistent IT environments can create unnecessary friction, reducing employee efficiency and increasing operational costs.

Modern business devices are evolving beyond basic workplace tools. Today's commercial devices combine high-performance computing, AI capabilities, built-in security features, improved mobility, and simplified management to help businesses create more productive and resilient workplaces.

Microsoft's 2025 Work Trend Index highlights that organisations are increasingly focused on using technology to improve employee productivity, reduce workplace friction, and create more efficient ways of working.[1]

For SMBs, investing in smarter devices is not simply a hardware decision. It is a strategic investment in workforce productivity, operational efficiency, and future business readiness.

This whitepaper explores:

- The impact of outdated technology on SMB productivity
- How smarter devices improve workplace efficiency
- The role of AI-ready technology in modern businesses
- Security and management considerations for SMB technology
- How Acer supports SMBs with reliable and scalable business solutions

[1] Australian Cyber Security Centre (2025). *Essential Eight Maturity Model.* Australian Signals Directorate.

PRODUCTIVITY STARTS WITH THE TECHNOLOGY EMPLOYEES USE



For many SMBs, technology decisions are often influenced by immediate cost considerations. However, focusing only on upfront pricing can overlook the broader business impact of inefficient devices.

Employees depend on technology for almost every aspect of their daily work, including:

- Customer communication
- Data analysis
- Document creation
- Video conferencing
- Cloud applications
- Team collaboration

When devices are slow, unreliable, or unable to support modern applications, employees lose valuable time completing everyday tasks.

IDC research highlights that commercial PC performance, reliability, and lifecycle management are becoming increasingly important considerations for organisations as businesses become more dependent on digital tools.[2]

For SMBs with smaller teams, productivity losses can have a significant impact. When one employee experiences repeated technology issues, the effect can quickly multiply across the wider organisation.

[2] IDC (2025). Worldwide Quarterly Personal Computing Device Tracker. International Data Corporation.

THE HIDDEN COST OF OUTDATED TECHNOLOGY



Ageing devices create business challenges

Many SMBs continue using devices beyond their ideal lifecycle to delay replacement costs. While this may appear financially beneficial in the short term, ageing technology can introduce hidden operational costs.

Reduced employee productivity

Older devices can result in:

- Slower processing speeds
- Longer startup times
- Poor application performance
- Reduced multitasking capability

These small delays can accumulate over time and affect overall workforce efficiency.

Increasing downtime

Hardware failures and performance issues can interrupt daily operations, reducing employee productivity and increasing reliance on IT support.

Higher support costs

Older devices often require more troubleshooting, repairs, and maintenance, creating additional pressure on internal IT teams or external providers.

Increased security risks

Unsupported devices may lack the latest security updates and protection capabilities, increasing exposure to cyber threats. The Australian Cyber Security Centre recommends organisations maintain secure technology environments through regular updates, vulnerability management, and appropriate security controls.[3] For SMBs, proactive device planning can reduce risk while improving workplace performance.

[3] Deloitte (2025). *2025 Global Human Capital Trends*. Deloitte Insights.

WHAT MAKES A SMARTER BUSINESS DEVICE?



Moving Beyond Traditional Hardware

Modern business devices are designed around the needs of today's workforce. They combine performance, security, mobility, and manageability to support businesses of all sizes.

1. Performance that supports modern workloads

Employees increasingly rely on:

- Cloud applications
- Video conferencing platforms
- Data-intensive workflows
- AI-powered productivity tools

Modern business devices with powerful processors, fast SSD storage, and improved memory capabilities allow employees to complete tasks efficiently without unnecessary delays.

2. Security built into the device

Security is now a critical consideration when selecting workplace technology.

Business devices should include features such as:

- Trusted Platform Module (TPM)
- Secure Boot
- Biometric authentication
- Hardware-level protection

These features help businesses strengthen device security and protect sensitive information

3. Mobility for flexible work

Modern employees need devices that support different working environments, including:

- Offices
- Customer locations
- Home offices
- Remote workplaces

Lightweight designs, strong battery performance, and reliable connectivity allow employees to remain productive wherever work takes place.

4. Easier Device Management

For SMBs without large IT teams, device management is essential.

Centralised management helps organisations:

- Deploy devices efficiently
- Apply security updates
- Monitor device performance
- Reduce troubleshooting time

THE RISE OF AI-READY BUSINESS DEVICES



Preparing SMBs for the Next Generation of Productivity

Artificial intelligence is becoming increasingly integrated into workplace technology. AI-enabled devices are changing how employees complete tasks, analyse information, and automate repetitive processes. For SMBs, this presents an opportunity to improve productivity without significantly increasing operational complexity.

Gartner identifies AI-enabled computing and intelligent applications as key technology trends shaping business operations, with organisations increasingly exploring how AI can support efficiency, automation, and decision-making.[4]

How AI-Ready Devices Support SMBs

Enhanced Workplace Efficiency

AI capabilities can help employees spend less time on administrative activities and more time focusing on higher-value business priorities.

Improved Employee Productivity

AI-enabled features can assist employees with:

- Creating and summarising content
- Managing information more efficiently
- Automating repetitive tasks
- Improving meeting productivity
- Supporting faster decision-making

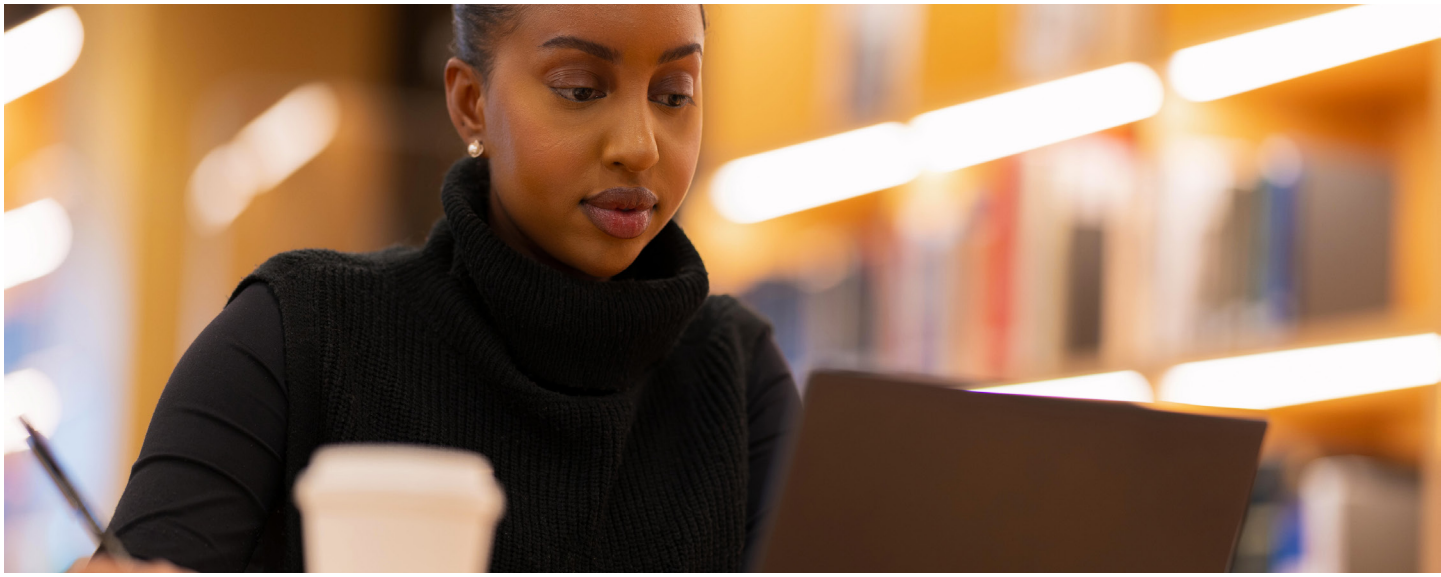
Future-Proofing Technology Investments

Selecting devices that are prepared for emerging technologies allows SMBs to adapt as workplace expectations continue to evolve.

For SMBs, investing in AI-ready devices provides an opportunity to improve productivity today while preparing for future workplace requirements.

[4] Gartner (2025). *Top Strategic Technology Trends for 2025*. Gartner Research.

SMARTER DEVICES ENABLE BETTER HYBRID WORK



Technology is the Foundation of Flexible Work

Hybrid work has transformed how businesses operate. Employees are now expected to work effectively across offices, customer locations, and remote environments.

This shift has increased the importance of reliable, secure, and flexible technology.

Deloitte's *2025 Global Human Capital Trends* highlightsthat organisations are increasingly focused on creating technology-enabled employee experiences that support productivity, engagement, and workforce flexibility.[5]

A Successful Hybrid Workplace Requires:

Reliable Business Devices

Employees need technology that can consistently support:

- Video conferencing
- Cloud-based applications
- Document management
- Communication platforms
- Daily productivity tasks

Strong Connectivity

Modern devices must support reliable wireless connectivity to ensure employees can collaborate effectively from different locations.

Consistent User Experience

Standardising devices across teams helps businesses:

- Simplify
- IT support
- Improve onboarding
- Reduce technical issues
- Create a consistent employee experience

For SMBs, the right device strategy ensures employees remain productive, connected, and supported regardless of where they work.

[5] IDC (2025). *Worldwide Quarterly Personal Computing Device Tracker*. International Data Corporation.

BUILDING A SECURE AND MANAGEABLE DEVICE ENVIRONMENT



Productivity Requires Strong Security Foundations

As SMBs become more digitally connected, cybersecurity must be considered alongside productivity.

The Australian Cyber Security Centre identifies phishing, weak security practices, and inadequate device protection as ongoing risks for Australian organisations.[3]

A secure device environment helps businesses protect valuable information while maintaining operational efficiency.

Key Considerations For Smbs Include:

Device Standardisation

Using consistent hardware across the business helps simplify:

- Security management
- Device configuration
- Employee onboarding
- Technical support

Lifecycle Planning

A proactive device lifecycle strategy helps SMBs:

- Budget effectively
- Avoid unexpected replacement costs
- Maintain productivity
- Reduce operational disruption

Managed Services Support

Many SMBs do not have dedicated IT teams to manage complex technology environments.

Managed services can provide access to:

- Device monitoring
- Maintenance support
- Security management
- Lifecycle planning
- Technical assistance

This allows SMBs to maintain reliable technology environments without increasing internal complexity.

[3] Deloitte (2025). *2025 Global Human Capital Trends*. Deloitte Insights.

THE ACER ADVANTAGE FOR SMB PRODUCTIVITY



Technology Designed to Help SMBs Work Smarter

Acer supports SMBs with business technology solutions designed to improve productivity, simplify IT management, and support long-term growth.

Reliable Business Devices

Acer business devices are designed to support modern workplaces through:

- Reliable performance
- Business-focused durability
- Mobility for flexible teams
- Long-term value

From everyday productivity tasks to more demanding business applications, Acer provides solutions designed around the needs of commercial users.

Supporting Hybrid Workplaces

Acer devices are designed to support flexible working environments through:

- Portable form factors
- Strong connectivity
- Collaboration-ready features
- Reliable performance

This enables employees to remain productive whether they are working from the office, home, or customer locations.

Security-Ready Technology

Modern businesses require devices that support stronger security practices.

Acer business devices include features designed to support safer computing environments, including:

- Trusted Platform Module (TPM)
- Secure Boot capabilities
- Hardware-level protection features

These features help SMBs protect business data and reduce security risks.

Simplifying IT Management

Through Acer Managed Services, SMBs can access support solutions that help:

- Improve device management
- Reduce IT complexity
- Maintain device performance
- Support business continuity

This allows SMBs to focus on growth while maintaining a reliable technology foundation.

ILLUSTRATIVE CASE STUDY: MODERNISING A GROWING SMB WORKFORCE

BUSINESS BACKGROUND

A 60-person professional services organisation experienced rapid growth but continued operating with a mixed fleet of ageing laptops.

Employees increasingly relied on digital tools, cloud applications, and video conferencing, but inconsistent device performance began affecting productivity.

CHALLENGES

The business experienced:

- Slow device performance
- Increased employee frustration
- Higher IT support requests
- Difficulty managing remote employees
- Inconsistent security controls
- Leadership recognised that technology limitations were creating unnecessary barriers to growth.

THE SOLUTION

The organisation implemented a modern device strategy, including:

- Standardised Acer business laptops across employees
- Improved device security configuration
- Lifecycle planning for future refreshes
- Managed technology support

This provided employees with reliable tools while simplifying IT management.

THE RESULTS

Following implementation:

- Employees experienced improved workflow performance
- Technology-related interruptions decreased
- IT support teams spent less time resolving device issues
- New employees could be onboarded faster
- Security management became easier across the organisation

By treating devices as strategic business tools rather than simple expenses, the organisation created a stronger foundation for future growth.



BEST PRACTICES FOR SMB DEVICE MANAGEMENT



Building a Smarter Technology Strategy

Choosing the right devices is only one part of improving productivity. SMBs should also consider how technology is managed, maintained, and aligned with business goals.

1. Choose business-grade devices

Consumer devices may appear cost-effective initially, but business environments require technology designed for reliability, security, and long-term use.

2. Plan device lifecycles

Regular refresh planning helps SMBs:

- Avoid unexpected replacement costs
- Maintain performance standards
- Reduce operational disruption

3. Standardise technology

Using consistent devices across teams improves:

- Employee onboarding
- IT support efficiency
- Security management
- User experience

4. Prioritise security

Security should be considered from the beginning of the purchasing process. SMBs should prioritise:

- Device protection
- Authentication controls
- Regular updates
- Employee awareness

5. Consider managed support

External IT expertise can help SMBs maintain reliable technology environments without requiring large internal teams.

6. Prepare for future technology

Choosing scalable, AI-ready devices helps SMBs adapt as workplace technology continues evolving.

CONCLUSION



For SMBs, productivity starts with the technology employees use every day.

Modern business devices are no longer simply hardware purchases. They are strategic investments that influence employee performance, operational efficiency, cybersecurity, and long-term business growth.

By investing in smarter devices, SMBs can reduce workplace friction, improve collaboration, and create a technology environment that supports future success.

Acer helps SMBs achieve this through reliable business devices, scalable technology solutions, and managed services designed to simplify IT and empower employees.



LEARN MORE ABOUT ACER BUSINESS-CLASS SOLUTIONS AVAILABLE THROUGH BLUECHIP IT.

Visit the site to explore scalable device portfolios, lifecycle services, and partner support programs designed for SMB growth.