

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

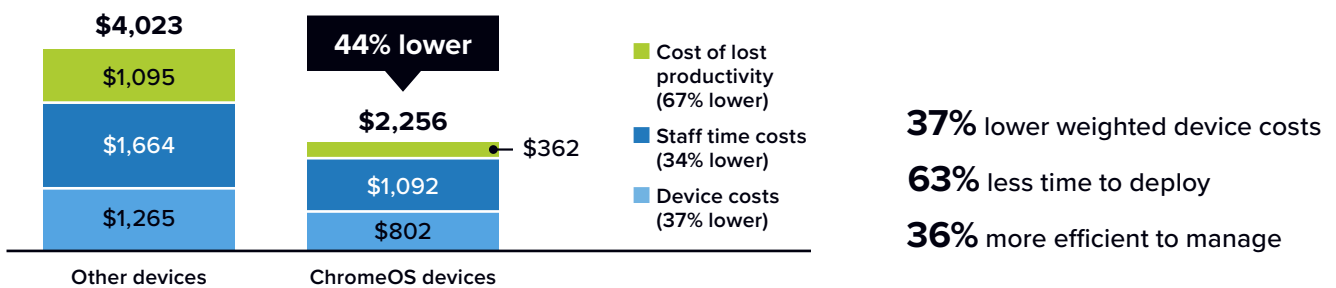
**245%**  
three-year ROI

**\$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