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Replacing Enterprise PCs: The Fallacy of the 3-4 Year Upgrade Cycle

A J.Gold Associates Research Report

“Common industry practice says that enterprise PCs should be replaced on a 3-4 year cycle, when the costs of maintaining the PC outweigh the cost of replacing it. Indeed, this has been commonplace for many years, and companies simply accept this as fact. However, is this model still valid in the modern age? Does it still make sense for companies to wait for an extended period of time in an era of rapid chip technology improvement, cloud based systems and consumer-driven technology upgrade cycles? Our analysis indicates a significant ROI can be achieved by upgrading more often, despite the costs involved in migrating users to new systems....”





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