

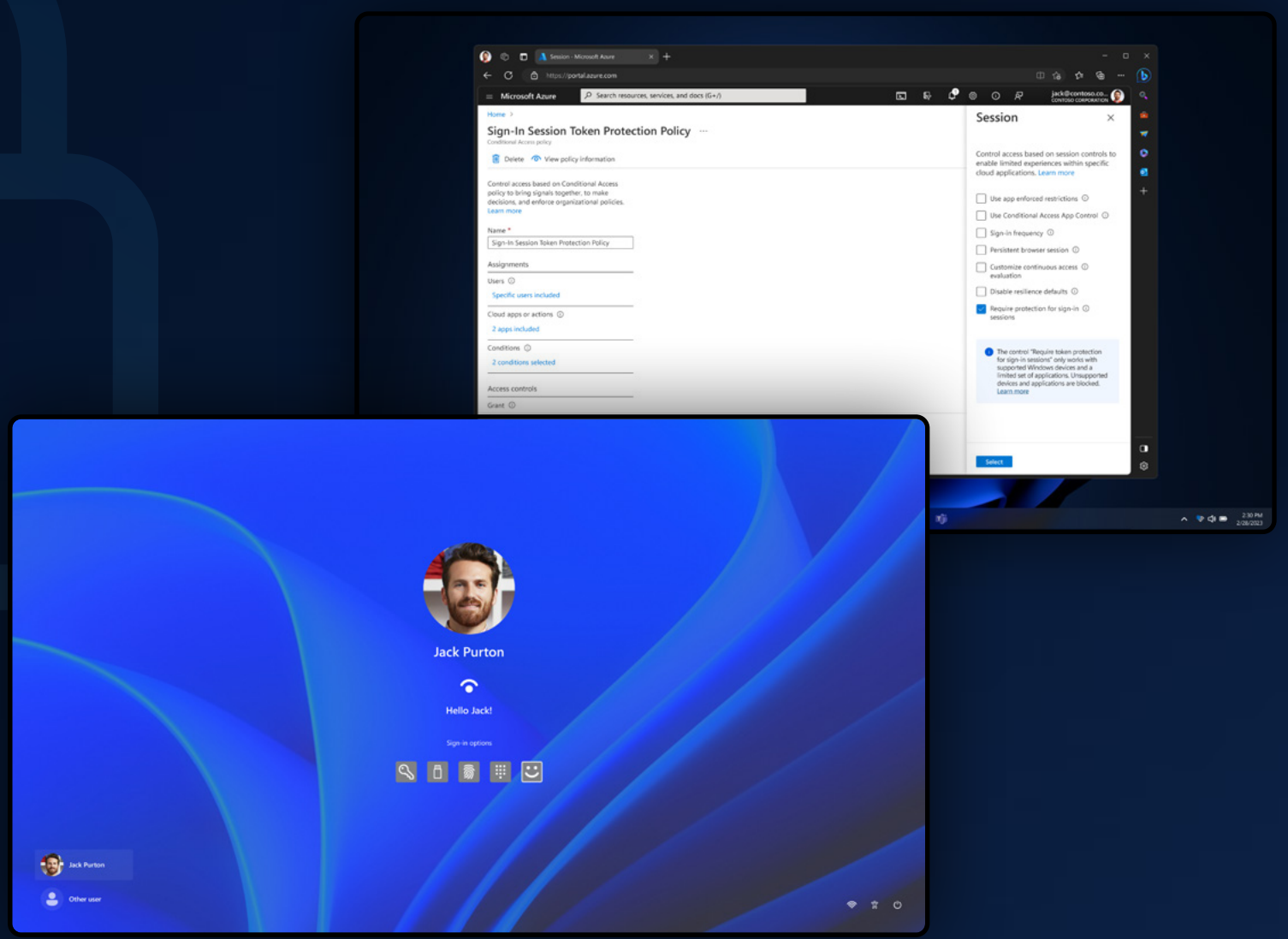
# Four reasons to move to new Windows 11 Pro devices today



## 1 Get the most secure Windows ever.

“I would recommend Windows 11 Pro to any business for its improved security features and ease of use. It’s a no-brainer way to keep our business devices secure, and it was such an easy transition.”

Neal Freeman  
Chief Digital & Technology Officer,  
The Broadway League, USA



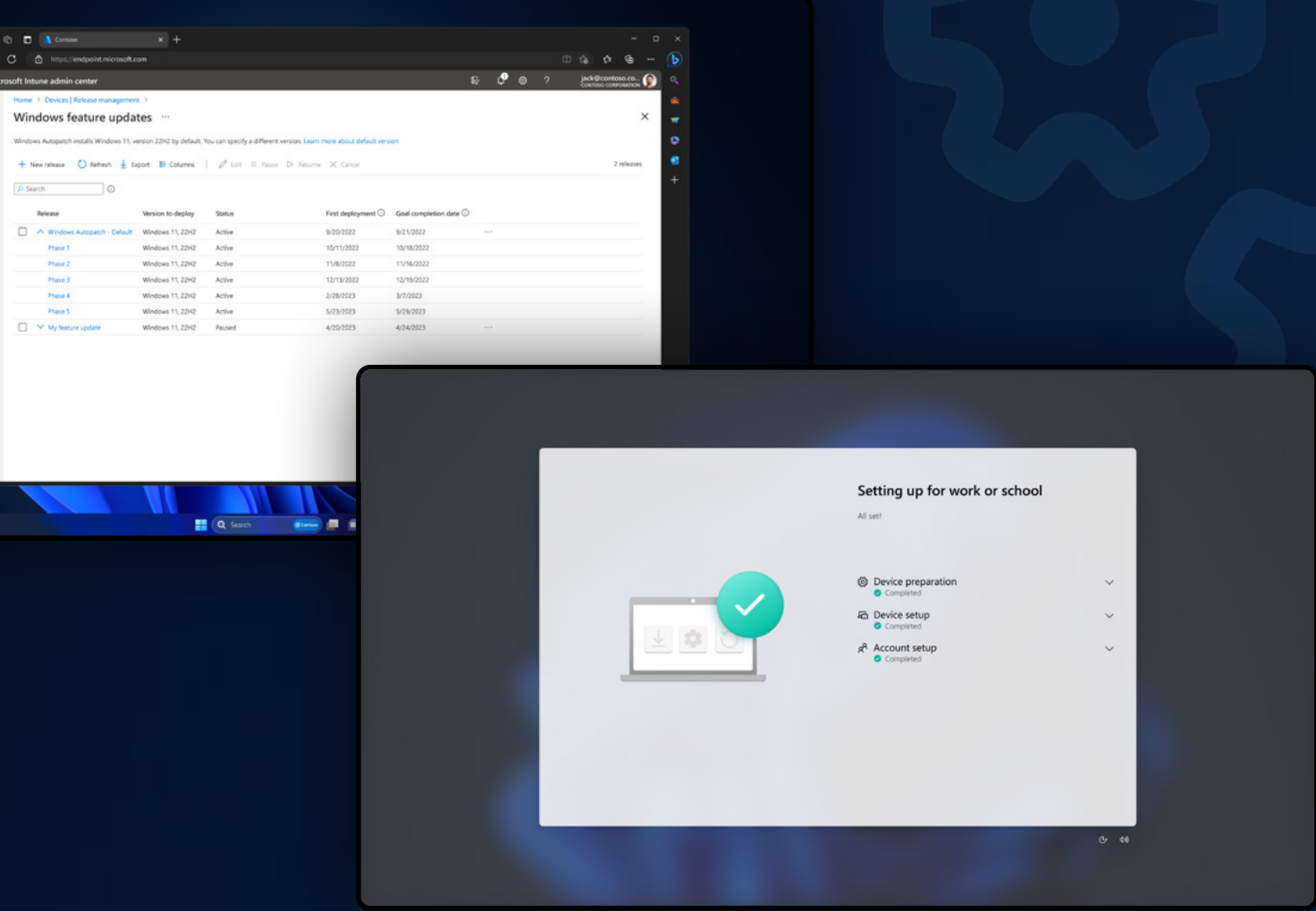
**58% DROP**  
in security incidents with Windows 11 Pro devices<sup>1</sup>

**20% REDUCED**  
risk of a successful security attack<sup>2,3</sup>

## 2 Easy to manage and future ready.

“Windows 11 Pro makes IT easily manageable, so we can focus on our core-business. Deployment was effortless, as were maintenance, policy enforcement, quick patch availability, and distribution.”

Marcel Martini  
Managing Director,  
SUSI&James, Germany



Save time and money with a reported  
**25% FASTER**  
deployment<sup>2,3</sup>

**20% INCREASE**  
in productivity for security and IT teams<sup>2,3</sup>

## 3 Enable exceptional work anywhere.

“With over 32,000 devices in our organization running Windows 11 Pro, we are able to enhance security and maximize productivity with usability features which support a sustained approach to hybrid working.”

Paul McKenna  
Head of Digital Workplace & Contact Centre Platforms  
Westpac, Australia



Experience  
**50% FASTER**  
workflows and collaboration on average with Windows 11 Pro devices.<sup>4</sup>

**99.7% OF APPS**  
are compatible and supports the broadest app, peripheral and device ecosystem<sup>5</sup>



## 4 Devices for business transformation.

“I would highly recommend Windows 11 Pro to other businesses as it offers advanced features, improved productivity, enhanced security and easy compatibility with all types of applications. These features make it an ideal operating system for businesses of all sizes and industries.”

Damien Ponweera  
Director of Finance,  
Techspace, UK

**250% ROI**  
and payback in less than 6 months.<sup>2,6</sup>

**61% LONGER**  
battery life on average with more responsive system performance.<sup>4,7</sup>

It all adds up: make your move to a new Windows 11 Pro device today.



1. Windows 11 Survey Report. Techaisle, February 2022. Windows 11 results are in comparison with Windows 10 devices.  
2. Commissioned study delivered by Forrester Consulting “The Total Economic Impact™ of Windows 11 Pro Devices”, December 2022. Note, quantified benefits reflect results over three years combined into a single composite organization that generates \$1 billion in annual revenue, has 2,000 employees, refreshes hardware on a four-year cycle, and migrates the entirety of its workforce to Windows 11 devices.  
3. Microsoft Intune and Azure Active Directory required; sold separately.  
4. Compared to Windows 10 devices. Improve your day-to-day experience with Windows 11 Pro laptops, Principled Technologies, February, 2023.  
5. App Assure program data.  
6. Cost benefits includes improved IT and employee productivity, faster deployment, and built-in tools that reduce licensing expenditure.  
7. Battery life varies based on settings, usage, device and other factors.