



# Transition to the next era of Commercial platforms from Intel and Microsoft

Intel Commercial Segment BU  
& Windows Pro Commercial Marketing

December 2023



# Agenda

1. Business Computing Environment
2. Better Together: Intel Core Ultra vPro & Windows 11 Pro
3. Our Most Secure Platform Ever
4. Start your AI PC journey
5. Help customers “Get Started” (Decision Tree)
6. Backup: Reasons to refresh to Win11 & Intel Core Ultra processors today
  - Security, Optimized for AI, Productivity, Manageability

Market environment

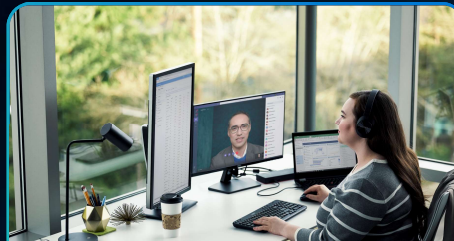
# Business Computing Challenges



## User Experience

Employees want to **save time, uncover insights and deliver exceptional work** with their devices.

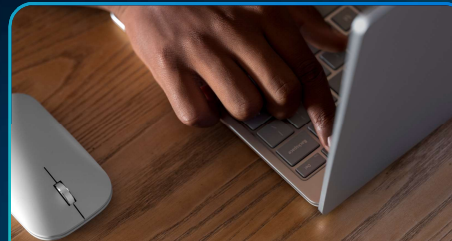
**64%** of surveyed employees say they **struggle with having enough time or energy** to do their job<sup>3</sup>



## Remote / Hybrid Work

IT wants tools to **deploy faster, minimize touch and quickly reduce incidents.**

**70%** of business leaders say **device quality needs to improve** to support hybrid work more successfully.<sup>6</sup>



## Security

Security remains **primary trigger for device refresh**

**More than 85%** of attacks are initiated with a **human factor**<sup>1</sup>

**\$8.2M** avg. cost of a security breach<sup>2</sup>



## AI Computing wave

**50%** of edge deployments will involve AI by 2026<sup>5</sup>

**70%** of employees say they would use AI to **lighten their workload**<sup>7</sup>

1. 5 Statistics Employers Need To Know About The Remote Workforce, Oct 2022. Gartner®, Hyperscalers. 2. The Strategic Importance of a PC Refresh, Harvard Business Review 2023. 3. Will AI fix work? Work trend index annual report, Microsoft, May 9, 2023. Stretching to the Digital Edge, July 2023. GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved. 4. "Future of Work Reinvented: Human-Centric Work Design", 2022 Gartner®, Future of Work Reinvented: Human-Centric Work Design GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved. 5. By 2026, at least 50% of edge computing deployments will involve machine learning (ML), compared to 5% in 2022 (Building an Edge Computing Strategy, April 2023). 6. Commissioned study delivered by Forrester Consulting, "Understanding the Role of Modernized PCs in Hybrid Work Environment Optimization", July 2021. LINK 7. Will AI fix work, Work Trends Index Annual Report, May 2023

# Windows 11 Pro & Intel® Core™ Ultra processors with Intel vPro®

Transition today to enjoy our  
best PC experience to date

## Breakthrough productivity & performance

- Devices equipped to do it all, for everyone
- Enables long lasting battery life<sup>4</sup> with speed, flexibility and style helping you complete real-world tasks up to 59% faster than 3-yr old devices<sup>4</sup>, from anywhere.

## Powerful protection by default

- Right out of-the-box
- Deploy the most comprehensive hardware and software security foundation<sup>1</sup> that **reduces ~70% of attack surface** vs 4-year-old devices,<sup>2</sup> resulting in a reported **58% fewer security incidents**<sup>3</sup>.

## Our first platform optimized for AI

- Unlock your AI advantage today
- Take advantage of the **broadest AI ISV (100+) ecosystem**, application enhancements (300+) and **Copilot in Windows**, to **complete demanding workloads 42% faster on average**<sup>5</sup>.

## Easy to manage

- Save time and money for ITDMs
- IT gets time back by **deploying devices 25% faster**<sup>6</sup> and taking **80% fewer calls**<sup>6</sup>. And it's cheaper than you think, with over **\$934 in savings**<sup>7</sup> over a 5-yr horizon.



1. As of March 2023, based on the above and below the OS security capabilities, app and data protections, and advanced threat protections Intel vPro delivers for any sized business, as well as Intel's security first approach to product design, manufacture, and support. Details at [www.intel.com/performance-vpro](https://www.intel.com/performance-vpro). 2. Based on IOActive's "Intel vPro 13th Gen Attack Surface Study" published March 2023 (commissioned by Intel), which evaluates Intel vPro devices powered by 13th Gen Intel Core processors against four-year-old Intel-based PCs on Windows OS. Details at [www.intel.com/performance-vpro](https://www.intel.com/performance-vpro). Results may vary for Core Ultra Processors. 3. Windows 11 Survey Report. Techaisle, February 2022. Windows 11 results are in comparison with Windows 10 devices. 4. As measured by CrossMark overall score Intel Core Ultra 7 165H vs. Intel Core i7-11850H. 5. Compared to Windows 10 devices. Improve your day-to-day experience with Windows 11 Pro laptops, Principled Technologies, February 2023. 6. 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. 7. Source: IDC Business Value of Security Report

# Intel® Core™ Ultra overview: Launch 2023, Scale 2024+

with Intel 4 Process + Foveros 3D Packaging Technology



End Users demand  
balance between power  
& battery life

Next-Gen Power  
Management

40%

lower power  
for AI enhanced  
collaboration<sup>1</sup>



Better graphics  
for ultrathin  
systems

New, Built-In Intel®  
Arc™ Graphics

Up to

40%

better  
graphics  
performance<sup>2</sup>



Unlocking  
new experiences  
thru AI

New, Integrated  
AI Engine

2.5x

Int8 AI  
Power  
Efficiency<sup>3</sup>



Fleet Management &  
Security remain top of  
mind for ITDMs

New, Security &  
Manageability  
features for vPro

Intel® Silicon  
Security Engine

Intel® Device  
Discovery



1. As measured by SoC package power using XSplit VCam for background removal, auto framing, enhanced lighting, chair removal using Intel Core Ultra 7 165H vs. Intel Core i7-1370P. 2. As measured by 3DMark Time Spy on Intel Core Ultra 7 165H vs. Intel Core i7-1370P. 3. As measured by UL Procyon AI Inference Benchmark using Int8 model Intel Core Ultra 7 165H NPU vs. Intel Core i7-1370P GPU.



# Intel vPro® with Intel® Core™ Ultra processors

The versatile services-ready platform with built-in security



## Address ITDM pain points

- Easily deploy & Manage fleet
- Minimize security threats
- Maintain employee satisfaction



Premium platform for mobile / hybrid work



Optimized for AI and new era workloads



Enhanced device discovery



Improved protections for the entire platform



Promotes sustainability across PC life cycle

**Delivering the next level computing experience  
that commercial users and service organizations require**

# Copilot and Windows 11 Pro—Accelerate business success

Industry-leading AI. Powerful cybersecurity. Designed for business.



**Supercharge insights  
and efficiency**

**42%**

faster to complete demanding  
workloads on average<sup>1</sup>



**Powerful protection  
by default**

**58%**

reported drop in  
security incidents<sup>2</sup>



**Unlock your AI  
advantage**

**99.7%**

App  
compatibility<sup>3</sup>



**Includes  
Copilot in Windows<sup>4</sup>**

**+86%**

of employees surveyed would  
use AI to find the right answers<sup>5</sup>

1. Compared to Windows 10 devices. "Improve your day-to-day experience with Windows 11 Pro laptops," Principled Technologies, February 2023. LINK ; 2. Windows 11 Survey Report. Techaisle, February 2022. Windows 11 results are in comparison with Windows 11 devices; 3. App assure program data; 4. Timing of feature delivery and availability varies by market and device. Screen simulated, subject to change. Use Copilot with a Microsoft Account or use Copilot with commercial data protection at no additional cost by signing into a work or school account (Microsoft Entra ID) with Microsoft 365 E3, E5, F3, A3 or A5 for faculty, Business Premium, and Business Standard. Coming to more Entra ID users over time; 5. Will AI fix work? Work trend index annual report, Microsoft, May 9, 2023.

# What is an AI PC?

"A PC with new Intel Core Ultra silicon that brings new AI experiences in productivity, creativity, and security through a combination of the CPU, GPU, and the new NPU."

## What's required for an AI PC:



Comes with Copilot



Has the Copilot key



Comes with next generation silicon - CPU, GPU, and new HW called NPU



Windows 11

\* Core Ultra starting with mainstream chassis vs. MacBook Air in premium



# Windows 11 Pro + Intel Core Ultra

Breakthrough performance and graphics with new silicon that supports new AI experiences to enhance your creativity.

## Faster PC, improved efficiency, & better graphics

59% faster than 3-year-old PC<sup>1</sup>

40% lower power for AI enhanced collaboration<sup>2</sup>

40% better graphics<sup>3</sup>

2.5x more efficient than 13<sup>th</sup> Gen i7<sup>4</sup>

79% less power on idle Windows<sup>5</sup>

## New AI Experiences, Built for Copilot

New **Copilot key** – boost creativity and be more productive across your PC

Best video calling with AI powered **Studio Effects**

**Integrated 11 TOPs NPU** enabling accelerated AI experiences from Copilot

AI powered chat with **Copilot Pro**<sup>6</sup> and integration with **Teams** and **M365 apps**

ISV ecosystem AI app support:

- Photo, video and music creation – **Adobe, Audacity, Wondershare**
- Stable diffusion using **Gimp**
- AI based security – **Defender, CrowdStrike**

## Starting at \$799...

\$350 cheaper at spec than a MacBook Air (M3)\*

Hero commercial devices from Surface, Dell, HP, Lenovo and more...starting at \$799



Windows 11

1. As measured by CrossMark overall score Intel Core Ultra 7 165H vs. Intel Core i7-11850H. 2. As measured by SoC package power using XSplit VCam for background removal, auto framing, enhanced lighting, chair removal using Intel Core Ultra 7 165H vs. Intel Core i7-1370P. 3. As measured by 3DMark Time Spy on Intel Core Ultra 7 165H vs. Intel Core i7-1370P. 4. As measured by UL Procyon AI Inference Benchmark using Int8 model Intel Core Ultra 7 165H NPU vs. Intel Core i7-1370P GPU. 5. Learn more at [www.intel.com/PerformanceIndex](https://www.intel.com/PerformanceIndex). Results may vary. 6. Copilot Pro benefits are currently available on web, Windows, and macOS and iPadOS. A Microsoft 365 Personal or Family subscription is required to access Copilot in select apps, including Word, Excel, PowerPoint, OneNote, and Outlook. Excel features are currently in preview in English only. Microsoft 365 Personal or Family and Copilot Pro are not available in the same transaction and must be purchased in two separate transactions.

Microsoft Confidential—Shared under NDA—Information subject to change \* Core Ultra starting with mainstream chassis vs. MacBook Air in premium

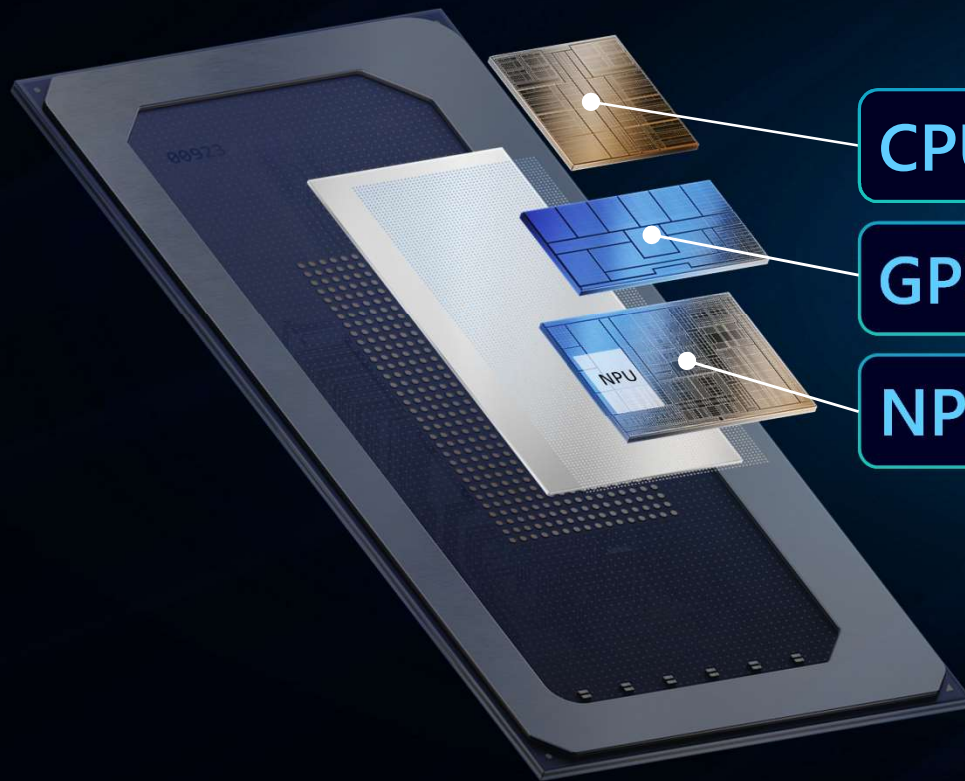
# Optimized for AI

Delivering new experiences through  
the broadest ISV ecosystem, dedicated  
AI engine, and Microsoft Copilot



# Intel® Core™ Ultra Processors

A different "class" of PCs supporting Client AI



## CPU

**Fast Response**

Ideal for light-weight, single inference low-latency AI tasks

## GPU

**Performance Parallelism & Throughput**

Ideal for AI infused in Media/3D/Render pipeline

## NPU

**Dedicated Low Power AI Engine**

Ideal for sustained AI and AI offload

The right balance  
of power and  
performance for AI

# Intel's AI PC Acceleration Program

A global initiative that connects IHVs and ISVs with Intel resources like AI toolchains, co-engineering, hardware, co-marketing, and market reach

**100+ Million  
AI Accelerators**

(in client)  
through 2025

**100+ ISV Partners  
300+ ISV Features**

Largest library of user AI software  
of all PC processor vendors

**Broad  
Compatibility**

Leader in performingly and reliably  
executing a wide range of AI software

**Easiest Developer Support  
with OpenVINO**

"Write once,  
run anywhere"

**Dedicated Development  
and Engineering Staff**

Deep bench of support  
for AI software partners

**Open and Cross-Vendor  
Standards**

First to support  
Microsoft DirectML

[intel.com/aipc](https://intel.com/aipc)

# Commercial AI experiences delivered thru ISV engagements

## Video Collaboration

### Look Better & Sound Better

- MEP & ISV AI Effects
- Auto-Framing, Eye Correction
- Background Segmentation
- Noise Suppression



## Creation

### Photo, Video, & Music Editing

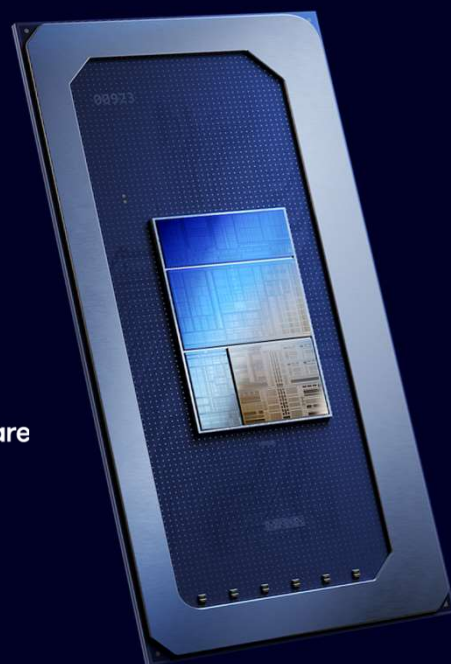
- Faster & Smarter Content Creation
- Super Res, Inpainting, Transcription, ...
- Music / Mix Editing, Remove Vocals



## Stable Diffusion

### Text to Image Generation

- Smart Segmentation, Super Res
- Object Removal, Inpainting

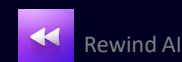


## Productivity



### Personal Assistants

- Microsoft Copilot
- Rewind AI Running on Client
- PC Assistants Running on Client
- "Put me in Best Battery Life Mode"



## Security



### AI based threat detection

- Intel Threat Detection Technology
- AI Ransomware Detection
- On Client – lower latency/cost
- CPU • GPU • NPU



## Education

### Democratizing Education

- Moving learning Experiences to the Client
- Speech to Text on Student PCs





# Intelligence at work in Windows 11 Pro

Save time, engage, and innovate.  
Rethink the workplace with Windows 11 Pro.

## NEW! Copilot in Windows<sup>2</sup>

Achieve more with less effort using Copilot in Windows, your AI assistant. It does the heavy-lifting so you can do the extraordinary.

## NEW! AI powered recommendations

For customers with Microsoft Entra ID, AI-powered recommendations in File Explorer and Start suggest the most relevant files based on your usage.<sup>3</sup>

## Proactive, intelligent protection

Proactive, intelligent safeguards against evolving threats include enhanced phishing protection with Microsoft Defender SmartScreen.

## Smarter videoconferencing

Have more engaging, efficient meetings with intelligent noise canceling and background blur. Optional AI enhancements include Windows Studio Effects, which helps you stay in focus with automatic framing and maintain eye contact even if you're reading from notes.<sup>4</sup>

## Accessibility for all, impact for more

Navigate and type with your voice with Windows 11 Pro. Voice access with natural voice interaction also works with favorite Microsoft apps across Windows 11, including Word and File Explorer.<sup>5</sup>

# 70%

of employees say  
they would use AI  
to lighten workload<sup>1</sup>



1. Will AI fix work. Work Trends Index Annual Report, May 2023; 2. Timing of feature delivery and availability varies by market and device. Use Copilot with a Microsoft Account or use Copilot with commercial data protection at no additional cost by signing into a work or school account (Microsoft Entra ID) with Microsoft 365 E3, E5, F3, A3 or A5 for faculty, Business Premium, and Business Standard. Coming to more Entra ID users over time; 3. Sold separately; 4. AI neural processing unit (NPU) camera effects. Hardware dependent. Experience may vary based on application. An NPU is a specialized processor designed to optimize AI capabilities. NPU is available on select devices; check device specifications or ask your OEM for information. 7. Hardware dependent. 8. Battery life varies based on settings, usage, device and other factors; 5. Hardware dependent.

# Copilot in Windows

Supercharge efficiency shielded by commercial data protection and privacy

## AI at your service.

Get more done with fewer clicks. Copilot in Windows<sup>1</sup> delivers AI at work and brings intelligent tools together in your desktop. Copilot in Windows is designed to work with other Copilots including Microsoft 365 Copilot.

## Hyperfocus on priorities.

Stay organized and in the flow with one place to get relevant answers to complex questions, tailor settings for your workstyle, set up focus sessions, and refine and clarify your content.

## Innovate faster and easier.

You'll be done before you know it. Fuel creativity and problem-solving by sharpening your skills, effortlessly kickstarting writing projects, delivering relevant insights, summarizing information, and turning your words into art.

## Stay private, protected, and confident.

Increase insights and efficiency while keeping business and personal data protected. Your content and search data will not be saved, used to train AI models, or viewed.

**Achieve more with less time and effort using Copilot in Windows<sup>1</sup>.**

**Your AI assistant at work does the heavy-lifting so you can do the extraordinary.**

With Copilot in Windows, you can get better answers, sharpen skills, find fresh solutions, and create in new ways.



1. Timing of feature delivery and availability varies by market and device. Screen simulated, subject to change. Use Copilot with a Microsoft Account or use Copilot with commercial data protection at no additional cost by signing into a work or school account (Microsoft Entra ID) with Microsoft 365 E3, E5, F3, A3 or A5 for faculty, Business Premium, and Business Standard. Coming to more Entra ID users over time

# Our most Secure Platform

Protect against evolving threats with  
Windows 11 Pro & Intel® Core™ Ultra  
with Intel vPro®



# Partnering to deliver powerful protection by default



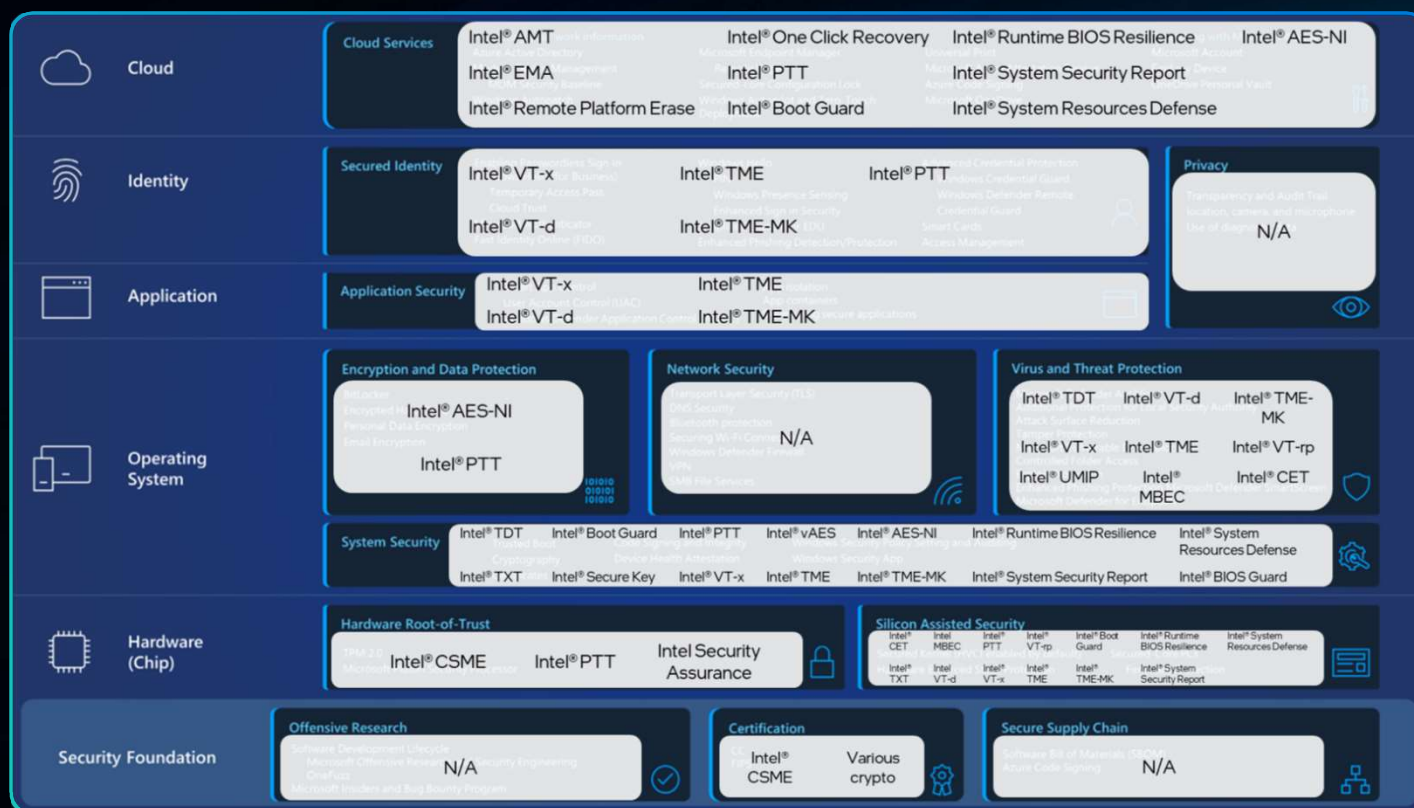
## Windows 11 Security Book: Powerful security from chip to cloud

Built with zero-trust principles at the core to safeguard data and access anywhere, keeping you protected and productive.

Windows

Windows 11 Security Book, Q3'22

# Partnering to deliver powerful protection by default

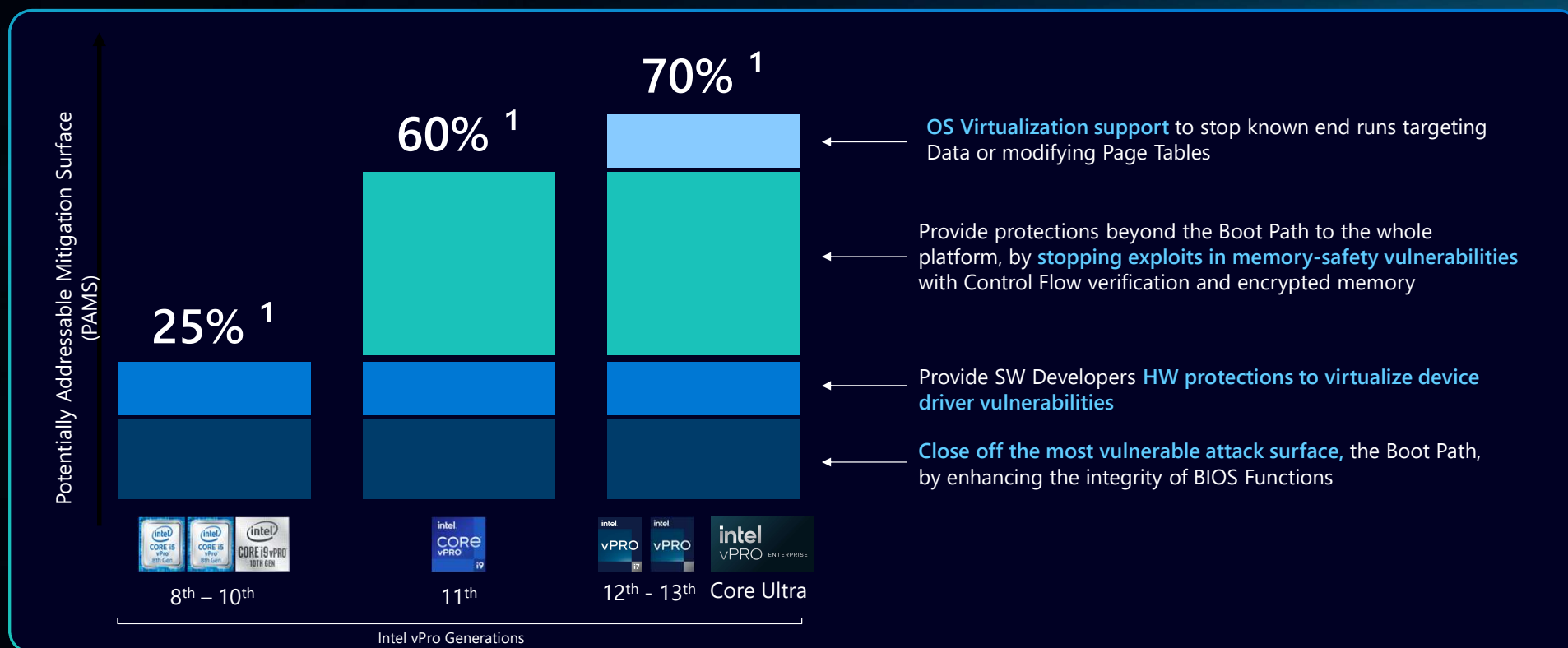


Windows 11 Security Book, Q3'22



# Increased PC Security is the #1 driver for PC Refresh

Older devices have greater exposure to more sophisticated attacks



1. Based on IOActive's "Intel vPro 13th Gen Attack Surface Study" published March 2023 (commissioned by Intel), which evaluates Intel vPro devices powered by 13th Gen Intel Core processors against four-year-old Intel-based PCs on Windows OS. Details at [www.intel.com/performance-vpro](https://www.intel.com/performance-vpro). Results may vary.

# Accelerated memory scanning for early detection of file-less Malware

Intel® Threat Detection Technology & Microsoft Defender

**Not on Mac or AMD.**  
Capabilities designed for Intel vPro PCs!



## PC Hardware

6th Gen to Core Ultra fleet applicable

Offload enables compute intensive memory scanning from CPU to GPU

Takes advantage of integrated GPU with up to 8 Xe Cores & 128 execution units



Microsoft Defender  
for Endpoint

## EDR Software

Policy on by default- all versions

Scan broader swaths of memory

Feeds MDE's AI with improved insights from larger memory scan data set



## Customer Benefits

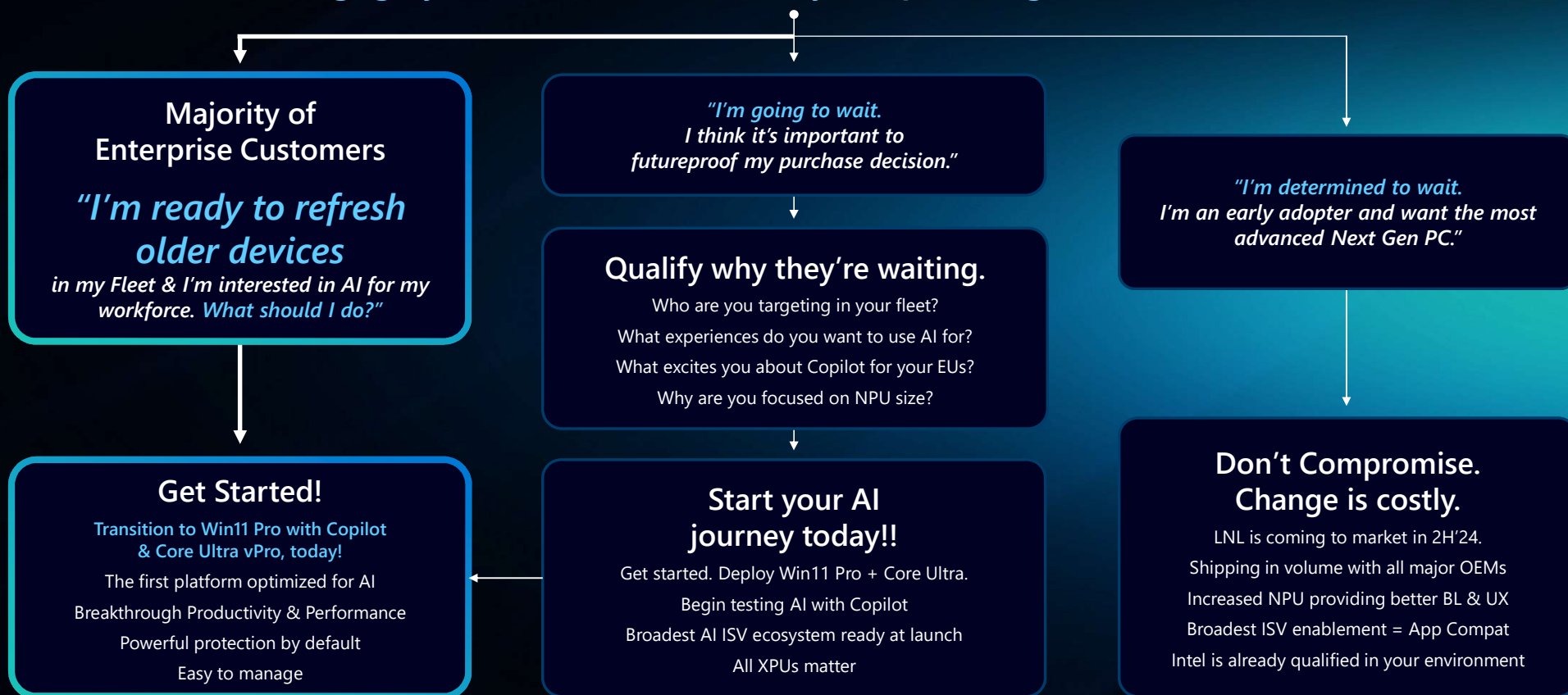
Reduce attack volume for fileless attacks that have become the dominant entry method for all attacks

Detect ransomware & other threats earlier at initial memory access

Maintain performant user experience as security protection scans

# Helping your Customers navigate refresh options and their AI Journey

CTA: Engage your ITDM on when they are planning to refresh their Fleet



## Slide 21

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**SMO** DESIGN: Can we make this flow chart so that the "ready to refresh" pathway stands out (maybe in a more vibrant color or highlighted in some way) and the other two are smaller / less noticeable. We want visually to have people gravitate to left most pathway to "Get started" thanks!

Shreya Malhotra, 2024-01-08T06:27:13.493

# In Summary

- Transition to Windows 11 Pro now, with Intel Core Ultra to enjoy our best AI PC experience to date
- Our most Secure Platform ever (HW and SW working together)
- Take advantage of broad AI ISV ecosystem, application enhancements, and Copilot in Windows
- Intel & Microsoft Sellers are here to help you navigate your refresh and AI journey





The Intel logo is centered in the upper half of the image. It consists of the word "intel" in a white, lowercase, sans-serif font, followed by a registered trademark symbol (®). A small blue square is positioned above the dot of the "i". The background is dark with several bright blue, glowing light streaks that originate from the bottom right and fan out towards the left, creating a sense of motion and technology.

intel®

# Don't wait

Reasons to refresh to Windows 11 Pro  
& Intel® Core™ Ultra with Intel vPro®



# Start your AI journey with the first platform optimized for AI

Built-in AI on Windows 11 Pro devices and Intel® Core™ Ultra Processors help **save time, uncover insights and deliver exceptional work with intelligent assistance that cuts the clutter and speeds innovation**. When you have the hardware performance to fully support the productivity benefits from Copilot in Windows, you can unlock show-stopping business results in less time.

## Employees are ready for AI

### Simplify

**80%**

of employees would like AI to summarize their meetings and action items and plan their day<sup>1</sup>

### Discover

**86%**

of employees welcome AI to help them find the right answers and information<sup>1</sup>

### Create

**73%**

would be comfortable using AI for creative work<sup>1</sup>

## Dedicated AI Engine & Broadest Ecosystem

**8x efficiency**

Providing better Battery life and free up CPU/GPU for other workloads<sup>2</sup>

**+100 ISVs**

**+300 AI workloads**

Broadest ISV ecosystem to enable AI experiences at launch running on the device



Intel plans to deliver AI experiences at scale, with a goal of **100 million units, 6 billion TOPS** through 2025 on Windows devices.

Dedicated AI engine available in market.

1. Will AI fix work? Work trend index annual report, Microsoft, May 9, 2023. 2. MTL performance efficiency projections are based on power consumed running ResNet 50 (Batch Size 1, Int8, 50% sparsity) and compare the Meteor Lake integrated NPU vs. the 13th Gen Intel Core i7 1370P integrated graphics (iGPU)

# Breakthrough productivity with devices equipped to do it all

Stay ahead of modern business requirements and rethink your workplace with industry leading AI on the latest Windows 11 Pro devices. Improve employee satisfaction by providing the latest devices featuring industry-leading AI, speedy performance, and long battery life.

## Achieve more in less time

Up to

**59%  
faster**

Running real-world tasks vs 3+ year-old PCs (Data Analyst workflow)<sup>1</sup>

**15%  
increase**

Running real-world tasks vs 3+ year-old PCs (Data Analyst workflow)<sup>1</sup>

## Devices to elevate your potential

**Long-lasting  
battery life**

With 40% lower SOC Power, you get up to **8 hours** on Teams 3x3 call and up to **2 hours longer** battery life for mobile collaboration vs. prior gen<sup>4</sup>

**50%  
faster**

workflows and collaboration, on average with Windows 11 Pro on modern hardware so you can achieve your personal best<sup>3</sup>

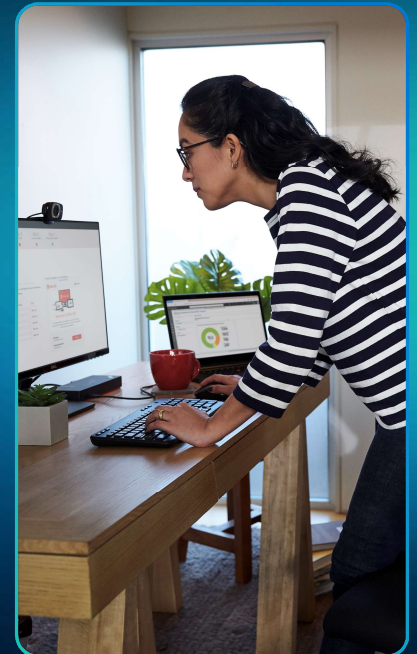
## Tech for every talent

**OEMs**

MTL shipping with all major OEMs

**Personalized**

Pen, Ink, Touch, Voice.  
Broadest peripheral, app, device ecosystem.



1. As measured by CrossMark overall score Intel Core Ultra 7 165H vs. Intel Core i7-11850H. 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. Compared to Windows 10 devices. Improve your day-to-day experience with Windows 11 Pro laptops, Principled Technologies, February 2023. 4. Engineering projections. Results may vary by system make and model and HW/SW configuration.

# Turnkey security for business

Defend against cyberthreats with the latest out-of-the-box protections that include AI-powered threat detection, advanced encryption, and malware protections with Intel® Core™ Ultra Processors, Intel vPro®, & Windows 11 Pro.

## Protect against emerging threats

### 58% drop

in Security incidents with Windows 11 Pro devices, as reported by organizations<sup>1</sup>

### 21% fewer

impactful security events vs using SW alone<sup>2</sup>

## Powerful protection by default

### ~70% lower

attack surface reduction with Intel® Hardware Shield<sup>3</sup>, (Secured-core PC)

### 2.8x fewer

Instances of identity theft<sup>1</sup>



Below-the-OS protection ensures the highest level of Windows 11 protection in Secured-core PCs.

Hardware backed protections with TPM 2.0

1. Windows 11 Survey Report. Techaisle, February 2022. Windows 11 results are in comparison with Windows 10 devices. 2. Based on IDC's "The Business Value of Intel Security for PCs" report published March 2023 (commissioned by Intel), which cites greater reported efficiencies around security-related implementations and responses with Intel-based PCs versus other PCs. 3. Based on IOActive's "Intel vPro 13th Gen Attack Surface Study" published March 2023 (commissioned by Intel), which evaluates Intel vPro devices powered by 13th Gen Intel Core processors against four-year-old Intel-based PCs. Additional details at [www.intel.com/performance-vpro](https://www.intel.com/performance-vpro).



# Easy to manage & cheaper than you think

Make life easy for IT with **guaranteed compatibility**, **self-service capabilities**, **rapid deployment**, and a reported drop in helpdesk calls.

## Quieter helpdesks

**25%**

faster deployments reported<sup>1</sup>

**80%**

fewer calls / tickets<sup>1</sup>

**99.7%**

app compatibility for Windows 11

## More visibility

With Intel® Device Discovery ITDMs get more data which leads to more informed decisions

## Real world savings

**\$934 in savings** over 5-yr horizon<sup>2</sup>

### Cost Avoidance

- 26% lower risk of major PC-related security event
- 21% fewer impactful security events

### Productivity gains

- 22% lower cost of productivity
- 17% Security Team efficiency gains

## Manage

- 15% faster to deploy
- 12% longer lifespan
- Less additional security solutions required



1. 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. 2. Source: IDC Business Value of Security Report.