

# The Cost of Doing Nothing

Windows 10 Pro Devices Telesales Guide: Capitalize on the largest refresh opportunity since Windows XP

## How to use this script

- Use this script to target and engage small and medium-sized business customers in a conversation about how Windows 10 Pro devices can save them money and help them achieve their goals.
- **Target customers that have not upgraded their devices in over 4 years, as these customers are most likely to have pain points around productivity and security.**
- Try to speak with an IT decision maker or IT pro if it's a larger organization. If it's a smaller organization, speak to the owner.
- Feel free to customize the discussion as needed, based on the following flow:
  - Introduce yourself. Then use the [qualifying questions](#) to determine if the customer is a good candidate for new devices.
  - If they are, continue with the [opening questions](#) (in the same section as qualifying questions) to uncover any pain points. Then use the stats, as appropriate, depending on their needs and concerns.
  - Then proceed to the [pitch and scenario guidance](#) to deepen the dialogue around specific solutions.
  - Use the [objection handling](#) to answer common questions and address objections that may arise.
  - [Close](#) by guiding the customer to purchase new Windows 10 Pro devices by emailing them the "Cost of Doing Nothing Datasheet" and customize with the devices that suit the customer's business and budget.
  - A [glossary of Windows 10 features](#) is included to give you a high-level understanding of the features discussed.



## Introduction:

*I'm calling from (company name) to check in on your business. We specialize in helping businesses with (insert your company's specialty here; e.g., device deployments and managing and simplifying your IT needs).*

*Did you know that you can save money, increase productivity, and work more securely with new Windows 10 Pro devices? I'd like to ask you a few questions to find out how Windows 10 Pro can help you achieve your business goals.*

## Qualifying/opening questions:

Use the following questions to understand the customer’s device environment. Customers with devices 4 years or older and/or who are running Windows 7 or older have the most pain points around security and productivity.

- *On average, how old are the devices in your organization?* (to gauge if this will be a device refresh conversation)
- *What security threats do you face or are of most concern to you?* (to gauge if security is top of mind and if they are vulnerable)
- *Do your employees work remotely or is everyone in a single location?* (to gauge if battery life, collaboration tools are important)
- *What OS are you currently running?*
  - *Is it Windows?*
    - If Windows 7 or older, proceed to [next section](#) in order.
    - If Windows 10 Pro, how old are your devices? (to gauge if Windows 10 Pro was installed on older hardware)
      - If two years or older, move to [next section](#).
      - If newer than two years, what version of Office are you running? (to gauge if this is an Office opportunity sale)
  - **–or–**
    - If newer than two years, have you considered the productivity, security, and management advantages of Microsoft Office 365? (if yes, follow up with a Microsoft Office 365 email)
  - If customer indicates they are happy with current setup, use opportunity to sell your company’s services.
  - If competing OS, see objection handling.
- *Do you manage your company’s IT or does someone do that for you?* (to gauge how complex their IT is; if they have support; ease of IT proof points)

Use the transition below and the following questions to gain an understanding of the customer’s business goals and key challenges. Choose the opening question that is most likely to get the customer’s attention! Use only 1-2 of the following questions:

| Productivity/performance  | Security   | Simple and flexible IT  | Total cost of ownership  |
|---|--|---|--|
| <i>We noticed you might be running old hardware — are you aware that older Windows devices can be frustrating and reduce productivity because they are slow to boot and their batteries don’t last very long?</i> | <i>We noticed you might be running old hardware — are you aware that older Windows devices can be more vulnerable to security breaches and cybercrime?</i> | <i>We noticed you might be running old hardware. Do you know it can be much easier and less expensive to manage modern Windows devices?</i> | <i>Do you know modern Windows devices can cost your business less in the long run when you consider the total cost of ownership and dealing with device maintenance, slower devices resulting in lost productivity, and security breaches that plague older devices?</i> |

Probe the customer with the following questions — the answers will help you drive a customer-centric conversation.

| Productivity/performance   | Security   | Simple and flexible IT  | Total cost of ownership  |
|--|--|---|--|
| <ul style="list-style-type: none"> <li>How much time do your employees spend working remotely? (to gauge the importance of battery life and collaboration tools)</li> <li>What tools and processes do you currently have in place to foster teamwork and collaboration among your employees?</li> <li>Is it a fast-paced work environment where employees are handling multiple tasks at the same time?</li> <li>What's the average age of your employees? Are you looking to hire new talent? (millennials in the workforce want modern technology that's easy to work with)</li> </ul> | <ul style="list-style-type: none"> <li>How are you currently addressing security and keeping your business information safe?</li> <li>What security threats are you most concerned about?</li> <li>Do you feel that your current security infrastructure can adequately defend against these threats?</li> <li>If they handle PII (like a financial institution or a doctor's office): Is your security keeping you compliant with current federal regulations?</li> </ul> | <ul style="list-style-type: none"> <li>What is your strategy to upgrade your devices?</li> <li>What are your plans to upgrade to Windows 10?</li> <li>How are you currently managing your device environment?</li> <li>Is your platform on premise or in the cloud?</li> <li>How well is your current IT support meeting your needs?</li> </ul> | <ul style="list-style-type: none"> <li>What strategies are you using to reduce IT costs?</li> <li>How are you working to increase efficiency in the workplace? (for instance, faster devices or collaboration tools?)</li> <li>Do you know how much time your employees are losing due to slow boot up times or slow processing speeds?</li> </ul> |

### Pitch: Highlight stats of the risk of old hardware

Once you've established the customer is on 4-year-old or older hardware and/or an older OS, repeat back to them some of what they shared with you. (Example: "I know you mentioned you're on older devices and that protecting your data is of utmost concern to you.") Then share one or more of the stats below that apply to their specific areas of concern. Depending on how they answered the above questions, you may choose to share 1-2 stats across the following areas.

| Productivity/performance  | Security   | Simple and flexible IT   | Total cost of ownership   |
|---|--|--|---|
| <ul style="list-style-type: none"> <li>I can help you get up to 25% more time out of your employees.<sup>1</sup> That's the equivalent of up to 2 extra hours per day per employee.</li> <li>Windows 10 will give you considerably better performance. A new Windows 10 device boots on average up to 28% faster,<sup>2</sup> and devices with 8th Gen Intel® Core™ vPro™ processors have up to 2.1x</li> </ul> | <ul style="list-style-type: none"> <li>Were you aware that small businesses are targeted by cyber criminals because their infrastructure can be less secure? More than 50% of small businesses have suffered a data breach or cyberattack.<sup>6</sup></li> <li>Did you know the average cost of a security/cyber breach is more than US \$84,000 per breach?<sup>7</sup></li> </ul> | <ul style="list-style-type: none"> <li>With Windows 10, it's estimated that it takes 33% less time to resolve IT security issues as compared to solving problems for older Windows devices.<sup>1</sup></li> <li>IT administrators estimate a 20% reduction in IT management time with Windows 10 Pro as compared to prior versions of Windows.<sup>1</sup></li> </ul> | <ul style="list-style-type: none"> <li>On average, Windows PCs older than 4 years can cost over \$1,700/year to manage.<sup>5</sup></li> <li>IT management cost savings and estimated 15% efficiency improvement, which could add up to \$147,420 in savings per year.<sup>5</sup></li> <li><b>For use with IT pros only, and customers with 200 or more employees:</b> Convenient application</li> </ul> |

| Productivity/performance   | Security  | Simple and flexible IT | Total cost of ownership  |
|--|---|------------------------|--|
| <p><i>better multitasking compared to a 4-year-old Windows laptop<sup>3</sup> and up to 10 hours of battery life.<sup>4</sup></i></p> <ul style="list-style-type: none"> <li><i>A Windows PC that's just over 4 years is 140% more likely to need repairs than a PC that is just under 4 years old,<sup>5</sup> resulting in lost productivity hours. This is productive time that small businesses cannot afford to lose. <b>This is a hidden cost which many small businesses fail to consider and calculate.</b></i></li> </ul> | <ul style="list-style-type: none"> <li><i>With Windows 10, it's estimated that security events requiring IT remediation are reduced or avoided by 33%.<sup>1</sup></i></li> </ul> |                        | <p><i>provisioning and self-service tools yielding \$703,125 to \$1,125,000 per year in productivity improvements.<sup>5</sup></i></p> |

<sup>1</sup>Forrester, Total Economic Impact of Microsoft Windows 10 • <sup>2</sup>Testing conducted by Principled Technologies in July 2015 in a closed lab environment using OEM factory default images on a representative sample of Windows 7 devices. Each boot test was run 10 times and the averages compared. Average improvement in startup was 28% • <sup>3</sup>As measured by SEG572 vs. a 4-year-old commercial PC. POST-PATCH/FTC: Software and workloads used in performance tests may have been optimized for performance only on Intel® microprocessors. Performance tests, such as SYSmark and MobileMark, are measured using specific computer systems, components, software, operations and functions. Any change to any of those factors may cause the results to vary. You should consult other information and performance tests to assist you in fully evaluating your contemplated purchases, including the performance of that product when combined with other products. For more complete information, visit [www.intel.com/benchmarks](http://www.intel.com/benchmarks). The benchmark results reported above may need to be revised as additional testing is conducted. The results depend on the specific platform configurations and workloads utilized in the testing and may not be applicable to any particular user's components, computer system or workloads. The results are not necessarily representative of other benchmarks and other benchmark results may show greater or lesser impact from mitigations • <sup>4</sup>As measured by Windows 10\* EEMBC Browsing Bench. PRE-PATCH/FTC: Software and workloads used in performance tests may have been optimized for performance only on Intel® microprocessors. Performance tests, such as SYSmark and MobileMark, are measured using specific computer systems, components, software, operations and functions. Any change to any of those factors may cause the results to vary. You should consult other information and performance tests to assist you in fully evaluating your contemplated purchases, including the performance of that product when combined with other products. For more complete information, visit [www.intel.com/benchmarks](http://www.intel.com/benchmarks). Benchmark (or estimated) results were obtained prior to implementation of recent software patches and firmware updates intended to address exploits referred to as "Spectre" and "Meltdown". Implementation of these updates may make these results inapplicable to your device or system • <sup>5</sup>Small Business PC Study, Techaisle, 2016 • <sup>6</sup>Ponemon; 2016 State of Cybersecurity in SMB (USA); Canadian Chamber of Commerce, An Analysis of the Adoption of Internet-based Technology, February 2017 • <sup>7</sup>Small Biz Daily: 10 Small Business Trends 2018

## Why Windows 10 Pro devices: Highlight how new Windows 10 Pro devices resolve the above risks of old hardware

Overall, it is better for your business to reinvest the cost of managing older hardware and the cost of lost productivity and device downtime toward newer Windows 10 Pro devices that can help you transform and grow your business.

### Benefits of new Windows 10 Pro devices

*I'd like to tell you more about the specific gains that Windows 10 Pro devices can have on your business based on what's most important to you.*

| Productivity/performance  | Security  | Simple and flexible IT   |
|---|---|--|
| <p><b>Faster startup times</b>, the ability to <b>handle 10+ open windows</b> with ease, and <b>fast 7th and 8th generation Intel® Core™ vPro™</b> processors can help <b>increase your employee productivity up to 25%</b>.<sup>1</sup></p>  | <p>A Windows 10 Pro device gives you <b>extra hardware-enabled security features</b> on the most secure Windows that Microsoft has ever built.</p>  | <p>Increase efficiency with up to <b>33% less time and effort required to manage deployments and devices</b>.<sup>1</sup></p>  |
| <ul style="list-style-type: none"> <li>• <i>Start fast, stay focused, and get things done:</i> <ul style="list-style-type: none"> <li>– <i>Multitask successfully. Keep up to 10 windows open and easily transition among them</i></li> <li>– <i>Access your desktop from anywhere (Virtual Desktops)</i></li> <li>– <i>Mark up and share pages from the internet (Microsoft Edge browser easy markup and share)</i></li> </ul> </li> <li>• <i>Work in three dimensions (Paint 3D)</i></li> <li>• <i>Always have access to what you need (Azure AD Enterprise State Roaming)<sup>2</sup></i></li> <li>• <i>Get and share access to your files and folders on the go (OneDrive for Business)</i></li> <li>• <i>Put your digital assistant to work, including using her skills for business analytics (Cortana Analytics<sup>3</sup> and Power BI,<sup>4</sup> Cortana with Azure AD<sup>3</sup>)</i></li> <li>• <i>Interact with your device the way you want (Windows Ink, touch, mouse and keyboard, built-in accessibility features)</i></li> <li>• <i>Get the same experience across multiple form factors, and even better on Windows 10 Pro devices with 7th and 8th generation Intel® Core™ vPro™ processors (2-in-1; all-in-1; tablet, laptop)</i></li> <li>• <i>Easily create and launch apps. (Universal Windows Platform)</i></li> <li>• <i>Get things done faster online with a speedier browser (Microsoft Edge)</i></li> </ul> | <ul style="list-style-type: none"> <li>• <i>Use the cloud to simplify identity and access management (Azure Active Directory<sup>4</sup>)</i></li> <li>• <i>Protect against attacks and damaging malware (Windows Defender, Device Guard<sup>4</sup> Conditional Access)</i></li> <li>• <i>Protect identities (Credential Guard<sup>5</sup>)</i></li> <li>• <i>Use your fingerprint or face to replace passwords (Windows Hello<sup>6</sup>)</i></li> <li>• <i>Only run software and apps you trust (Windows Trusted Boot, Device Guard<sup>5</sup>)</i> <ul style="list-style-type: none"> <li>– <i>Prevent unauthorized sharing of company information such as posting customer data on social media (Windows Information Protection<sup>7</sup>)</i></li> </ul> </li> <li>• <i>Encrypt business data on hard drives and USBs (BitLocker, BitLocker to Go)</i></li> <li>• <i>Lost or stolen device? Wipe business data remotely (BitLocker, BitLocker to Go)</i></li> </ul> | <ul style="list-style-type: none"> <li>• <i>Save time and get up and running quickly (in-place upgrades)</i></li> <li>• <i>Set up and deploy new devices fast, with little or no IT help (Windows AutoPilot)</i></li> <li>• <i>Enable users to sign in once for Microsoft services and many apps (Azure Active Directory<sup>4</sup>)</i></li> <li>• <i>Use the cloud to simplify deployments and keep devices more secure and up to date (Windows as a Service; Azure Active Directory,<sup>4</sup> mobile device management,<sup>4</sup> Windows Store)</i></li> </ul> |

<sup>1</sup>Forrester, Total Economic Impact of Microsoft Windows 10 • <sup>2</sup>Requires paid Azure Rights Management subscription • <sup>3</sup>Separate paid subscription • <sup>4</sup>Sold separately • <sup>5</sup>Windows Enterprise feature • <sup>6</sup>Windows Hello with biometrics specialized hardware, a fingerprint reader, illuminated IR sensor, or other biometric sensor is required. Hardware-based protection of the Windows Hello credential/keys requires TPM 1.2 or greater. If no TPM exists or is configured, credentials/keys protection will be software-based • <sup>7</sup>Windows Information Protection requires either Mobile Device Management (MDM) or System Center Configuration Manager to manage settings. These products sold separately. Active Directory makes management easier but is not required.

## FAQ and objection handling

| Objection   | Response  |
|---|---|
| <b>Windows 7 works fine for us.</b>   | <i>Why move to Windows 10? With Windows 10, you get the familiar yet improved desktop and Start Menu as well as all-new features, such as the Cortana personal digital assistant,<sup>1</sup> Live Tiles, and Tablet Mode, OneDrive cloud storage integration, improved support for touch, pen and voice,<sup>2</sup> plus overall better performance which will enable you to be up to 25% more productive.<sup>3</sup> Plus, you get hardware- and software-enabled features that help protect your devices and company information from ever-evolving security threats.</i>  |
| <b>If Windows 10 will run on our current devices, why do I want new ones?</b>                           | <i>If you run Windows 10 on your current devices, you may be missing out on all the benefits and features that Windows 10 has to offer. The total cost of owning a 4-year-old PC is US \$1,774.<sup>4</sup> A new Windows 10 device boots up an average of up to 28% faster than a Windows 7 device,<sup>5</sup> and devices with 8<sup>th</sup> Gen Intel<sup>®</sup> Core™ vPro™ processors have up to 2.1x better multitasking compared to a 4-year-old laptop,<sup>6</sup> and 10 hours of battery life.<sup>7</sup> There are performance and cost advantages to buying new devices rather than upgrading the OS. A new device with the appropriate hardware features will also enable you take better advantage of touch- and pen-friendly<sup>8</sup> Windows 10, including new features such as Windows Hello<sup>9</sup> and the Cortana<sup>1</sup> personal digital assistant.</i> |
| <b>Will I have to get new apps and new peripherals (printers, cameras, etc.) if I use a new device?</b> | <i>According to our data, 99%<sup>10</sup> of Windows 7 apps are compatible with Windows 10. Windows 10 Pro devices are compatible with most apps and with most peripherals, both wired and wireless. We can help you confirm compatibility. Windows Analytics Upgrade Readiness is a free tool that enables you to see the applications running in your environment and how well they will run on Windows 10 releases.</i>   |
| <b>New devices are too expensive.</b>   | <i>Windows 10 business devices are available in a wide range of prices and styles. We can help you find one that fits your needs and budget.</i>  |
| <b>We don't have time to deploy new devices.</b>  | <i>Windows 10 takes only 10% of the time to deploy, one-third the number of FTE project resources, and half the project duration, all of which minimize any business impact or downtime.<sup>3</sup></i>  |
| <b>We don't have the time and/or resources to train employees.</b>                                      | <i>Windows 10 is highly intuitive, and training is rarely needed for Windows 7 and 8 users. IT staff can get up to speed with upcoming Modern Desktop workshops and on-demand sessions. You can also access deployment and end-user readiness resources with our <a href="#">Windows 10 planning and deployment resources</a>.</i>  |
| <b>I don't want to start all over with our infrastructure.</b>  | <i>Windows 10 Pro builds on the network you already have in place and allows you to expand and enforce user and group policies.</i>   |
| <b>I'm concerned that Windows 10 is not yet a mature product.</b>                                       | <i>Windows 10 was released over two years ago and is always being updated with security and feature enhancements. Reviews have been outstanding, and 600 million+ machines have been deployed.</i>  |
| <b>Why not Mac?</b>   | <i>With Windows you get more device and price point choices, plus Windows 10 Pro devices offer more security features out of the box. Windows has more than 180,000 modern apps plus more than 700,000 desktop apps. With Windows 10, there can be one app and one experience across all devices, and they are all synchronized.<sup>11</sup></i>   |
| <b>Why not Chromebook?</b>  | <i>At first glance, it seems simple and less expensive to choose Chromebooks. The reality is more complex: The Chrome OS experience is</i>  |

| Objection                                   | Response  |
|---|---|
|   | <i>severely limited without an internet connection. Chromebooks can only run web applications, while Windows 10 Pro offers mobile apps, web apps, and streamed Windows apps. You can work both on- and offline.</i> |
| <b>Technical blocker (question for TSP)</b> | <i>That is a great question! I'm not sure how to answer that, but I'll pass it on to one of our experts and get back to you with an answer as soon as possible.</i>   |

<sup>1</sup>Cortana available in select markets; experience may vary by region and device • <sup>2</sup>Hardware dependent • <sup>3</sup>Forrester, Total Economic Impact of Microsoft Windows 10 • <sup>4</sup>Small Business PC Study, Techaisle, 2016 • <sup>5</sup>Testing conducted by Principled Technologies in July 2015 in a closed lab environment using OEM factory default images on a representative sample of Windows 7 devices. Each boot test was run 10 times and the averages compared. Average improvement in startup was 28% • <sup>6</sup>As measured by SEG572 vs. a 4 year-old commercial PC. POST-PATCH/FTC: Software and workloads used in performance tests may have been optimized for performance only on Intel® microprocessors. Performance tests, such as SYSmark and MobileMark, are measured using specific computer systems, components, software, operations and functions. Any change to any of those factors may cause the results to vary. You should consult other information and performance tests to assist you in fully evaluating your contemplated purchases, including the performance of that product when combined with other products. For more complete information, visit [www.intel.com/benchmarks](http://www.intel.com/benchmarks). The benchmark results reported above may need to be revised as additional testing is conducted. The results depend on the specific platform configurations and workloads utilized in the testing and may not be applicable to any particular user's components, computer system or workloads. The results are not necessarily representative of other benchmarks and other benchmark results may show greater or lesser impact from mitigations • <sup>7</sup>As measured by Windows 10 EEMBC Browsing Bench. PRE-PATCH/FTC: Software and workloads used in performance tests may have been optimized for performance only on Intel® microprocessors. Performance tests, such as SYSmark and MobileMark, are measured using specific computer systems, components, software, operations and functions. Any change to any of those factors may cause the results to vary. You should consult other information and performance tests to assist you in fully evaluating your contemplated purchases, including the performance of that product when combined with other products. For more complete information, visit [www.intel.com/benchmarks](http://www.intel.com/benchmarks). Benchmark (or estimated) results were obtained prior to implementation of recent software patches and firmware updates intended to address exploits referred to as "Spectre" and "Meltdown". Implementation of these updates may make these results inapplicable to your device or system. • <sup>8</sup>Hardware/software requirements apply • <sup>9</sup>Windows Hello with biometrics specialized hardware, a fingerprint reader, illuminated IR sensor, or other biometric sensor is required. Hardware-based protection of the Windows Hello credential/keys requires TPM 1.2 or greater. If no TPM exists or is configured, credentials/keys protection will be software-based • <sup>10</sup>Hardware/software requirements apply; feature availability may vary. Internet connection required. To check for compatibility and other important installation information, visit your device manufacturer's website and [www.windows.com/windows10specs](http://www.windows.com/windows10specs). Additional requirements may apply over time for updates • <sup>11</sup>App experiences may vary

## Closing:

*I hope you've got a better sense now of what a new Windows 10 Pro device can do for your business.*

**Note to rep:** Based on what you've learned from the customer, suggest:

*I'll send you some device options to consider. Windows devices span a range of price points and form factors, and I'm happy to get additional information from you to put together a list of devices that meet your business and financial needs. <Follow up via email with the "5 Reasons Why" data sheet and customize with devices relevant to the customer>*

**-or-**

If they indicate intent to purchase new Windows 10 Pro devices, gather any additional information needed to determine which devices will best meet their needs and guide them through the purchase process.

**-and-**

Inform the customer of device offers currently in market and let them know that they are time-sensitive offers (HP, Dell, Lenovo will always have devices on promo, so make sure you have a copy of existing offers to inform your customer).

## Glossary of Windows 10 features

**Azure Active Directory (AD)**<sup>1</sup>: Connect to your business by signing in once to get access to company resources through Azure Active Directory, making a single identity possible across Windows logon.

**BitLocker/BitLocker to Go**: With BitLocker,<sup>2</sup> organizations can rest assured that their sensitive information is better protected from unauthorized access—even if a device is lost or stolen—and meet regulatory and compliance requirements. BitLocker offers enterprise grade security, providing IT with the ability to encrypt full disks. BitLocker to Go does the same for removable storage devices.

**Built-in Accessibility Features**: Accessibility features help employees who need assistive technology to read. (e.g. Microsoft Edge has a function to read online content to the user).

**Conditional Access**: Stores user access tokens away from the operating system in a virtualized environment and protects credentials—so even if something happens to a device, tokens aren't exposed.

**Cortana Analytics Suite**<sup>1</sup>: A new package of data storage, information management, machine learning, and business intelligence software in a single convenient monthly subscription.

**Cortana with Azure AD**<sup>1</sup>: Cortana<sup>3</sup> is Microsoft's personal digital assistant, who helps busy people get things done, even while at work. Cortana has powerful configuration options, specifically optimized for your business. By signing in with an Azure Active Directory (Azure AD)<sup>1</sup> account, your employees can give Cortana access to their enterprise/work identity, while getting all the functionality Cortana provides to them outside of work.

**Credential Guard**<sup>4</sup>: Stores user access tokens away from the operating system in a virtualized environment and protects credentials—so even if something happens to a device, such as an employee opening a "genuine-looking" email, tokens aren't exposed.

**Device Guard**<sup>4</sup>: Device Guard restricts what can be installed on a device and allows users to only install the apps that are trusted and approved by IT. It works behind the scenes to prevent unauthorized apps from gaining access to the network.

**In-place Upgrades**<sup>5</sup>: For those upgrading from Windows 7 or Windows 8.1, upgrading to Windows 10 is simple, easy, and cost-effective using in-place upgrades that automatically preserve apps, settings, and data.

**Microsoft Edge Browser**: Faster, more secure, and built for uninterrupted browsing, Microsoft Edge allows users to preview and curate tabs, and more quickly resume their work flow. They can take instant screenshots, add notes directly on webpages, share with colleagues, or export their work instantly into Office apps. It also has built in accessibility features like "Read Aloud" that reads text on the web page to the user.

**Mobile Device Management**: Windows 10 mobile device management (MDM) provides an alternative to traditional PC management processes: you can transition to cloud-based management at your own pace. No matter how you decide to manage your devices, Windows provides a consistent set of configurations across device form factors through a common MDM layer.

**OneDrive for Business**: OneDrive for Business is the Microsoft cloud storage service that comes with Office 365<sup>1</sup> or SharePoint Server.<sup>1</sup> You can securely store all your files in one place, share them with others, and get to them from anywhere.

**Paint 3D**: Create drawings that come alive as 3D objects.

**Power BI**<sup>1</sup>: A business analytics service provided by Microsoft. It provides interactive visualizations with self-service business intelligence capabilities, where end users can create reports and dashboards by themselves, without having to depend on information technology staff or database administrators.

**Snap Assist**: The ability to have up to four apps on one screen. Users can easily optimize available screen space.

**Universal Windows Platform (UWP)**: The Universal Windows Platform (UWP) provides customers with a consistent experience that adapts to different Windows devices—all with one set of APIs, tools, and services. You can package existing applications and convert them to UWP to take advantage of Windows 10 capabilities such as Windows Hello<sup>6</sup> for Business (to authenticate users with just a glance); Windows Ink<sup>7</sup> (to give natural writing and editing functionality), or even holograms.

**Virtual Desktops**: If their screen is getting crowded, they can create virtual desktops with just the items they want—great for when employees don't have multiple monitors to work with. Users can easily switch between desktops using one of the many new trackpad motions for quick navigation.

**Windows as a Service**: Windows as a Service enables Windows 10 to keep itself up to date for the supported lifetime of the device through simple, always-improving updating processes, with high levels of application compatibility, minimal effort and cost, and—most importantly—no more big deployment projects.



**Windows AutoPilot:** From the time a device is first unboxed and turned on, Windows AutoPilot gets it configured and managed from the cloud, with no IT or end user effort required.

**Windows Defender:** You can safely browse the internet with Microsoft Edge and be assured that malware gets blocked from silently downloading and executing other processes. With Windows Defender Application Control features configured, your IT team is in control of what applications can run within your environment, blocking ransomware and untrusted apps from ever running on a device. Windows Defender Exploit Guard rules can be enabled to block and mitigate Office Macros as a ransomware delivery vector. If malware reaches your machine, Windows Defender Antivirus uses a combination of processes—such as filesystem event correlation and behavior-based and context-aware detections—to help prevent further ransomware activities. If your device gets infected with ransomware, Windows Defender Advanced Threat Protection<sup>2</sup> helps your security teams to investigate and respond.

**Windows Hello<sup>6</sup>:** Enables native support of multi-factor authentication to validate users and helps ensure only authenticated users can sign in to devices and gain access to sensitive data.

**Windows Information Protection<sup>8</sup>:** Separates personal and business data and encrypts data per policy. It notifies users when they take an unauthorized action—such as if a marketer working on a report accidentally pastes sensitive internal data into a social app—but otherwise works seamlessly in the background.

**Windows Ink<sup>7</sup>:** Using the digital pen in Windows is as fast and familiar as putting a pen to a piece of paper. Users can edit Office<sup>1</sup> documents, leverage Windows Ink in amazing 3rd party experiences such as Adobe Photoshop,<sup>1</sup> and take notes quickly, even before logging in.<sup>9</sup> New pen gestures allow users to intuitively navigate within Windows and write into any text box without putting the pen down. Users can even create in a new dimension, using the digital pen and the new Paint 3D app to create drawings that come alive as 3D objects. A quick and natural way for employees to capture and express ideas and unleash their creative side—that's the power of Windows Ink.

**Windows Store:** Microsoft Store for Business<sup>10</sup> gives IT decision makers a flexible way to find, acquire, manage, and distribute free and paid apps in volume to the Windows 10 devices used across your organization. IT administrators can manage Windows Store apps and private line-of-business apps in one inventory, as well as assign and re-use licenses as needed. Choose the best distribution method for your organization: directly assign apps to individuals and teams, publish apps to private pages in the Windows Store for Business, or connect with management solutions for more options.

**Windows Trusted Boot:** Provides a high level of assurance that a device's integrity is maintained. With the Windows Trusted Boot use of cloud-based Device Health Attestation service (DHA) management, management systems like Intune<sup>1</sup> and System Center Configuration Manager<sup>1</sup> can confirm a device's integrity before granting access to resources.

<sup>1</sup>Product sold separately • <sup>2</sup>Requires TPM 1.2 or greater • <sup>3</sup>Cortana available in select markets; experience may vary by region and device • <sup>4</sup>Windows Enterprise feature • <sup>5</sup>Hardware/software requirements apply; feature availability may vary. Internet connection required. To check for compatibility and other important installation information, visit your device manufacturer's website and [www.windows.com/windows10specs](http://www.windows.com/windows10specs) • <sup>6</sup>Windows Hello requires specialized hardware such as fingerprint reader, illuminated IR sensor, or other biometric sensors depending on the authentication enabled • <sup>7</sup>Touch-capable tablet or PC required. Pen accessory may be sold separately • <sup>8</sup>Windows Information Protection requires either Mobile Device Management (MDM) or System Center Configuration Manager to manage settings. These products sold separately. Active Directory makes management easier but is not required • <sup>9</sup>User must enable in settings and have a Bluetooth button on pen • <sup>10</sup>Available in select markets. Functionality and apps may vary by market and device.