

Do amazing things with an Upgrade to Windows 10 Pro

The greatest strength of Windows 10 Pro is its ability to keep up with you – empowering you to do great things. It provides more mobility so it can match your tireless work style. It syncs across all your devices so you can stay connected to work. It has enterprise-grade security to equal your commitment toward excellence. It's a free* upgrade to fit everyone's budget. And, above all else, it's easy to use — so your sole focus can be on doing great things.

Value Proposition

Windows 10 Pro empowers you and your business to do great things.

- The **freedom to do great things** from anywhere, across all your devices, with a familiar and productive user experience.
- The **flexibility to grow efficiently**, as Windows scales with business needs.
- **Peace of mind**, as Windows safeguards your business with enterprise-grade security.
- **Affordable innovation** as Windows 10 Pro runs across a range of devices to power your business.



Familiar experience

Windows 10 Pro is so familiar and easy to use, you'll feel like an expert. The Start Menu is back in an expanded form, and pinned apps and favorites follow you no matter what device you're using.



Cortana

She's not just for your phone anymore. This personal digital assistant can help you with scheduling, reminders, and searches right from the desktop or device.



Microsoft Edge

Microsoft Edge is a new browsing experience that opens the door to an amazing new world of features like web notes, easier sharing, and distraction-free browsing.



Windows Hello

Windows 10 Pro lets you say "Goodbye" to hard-to-remember passwords and phishing threats. And "Hello" to a level of security even the biggest of businesses would feel confident with.



Windows Universal Apps

The Windows Store is your one-stop shop for productivity apps and business tools.

Why should I upgrade to Windows 10 Pro?

Windows 10 Pro is everything you love about Windows 7 and Windows 8, made more efficient, with more time-saving features, and ways to help you organize your business world. It starts fast and runs fast, all so you can work fast. And best of all, it's super easy to use and free to upgrade.*

Why do I need Pro?

The Pro version is ideal for small businesses with big plans. Windows 10 Pro gives you additional enterprise-grade security features, more powerful management capabilities, and enhanced features that give you more control over your business network.

I can't afford downtime or cost of an upgrade.

You can upgrade to Windows 10 Pro for free.* And updating couldn't be easier. Plan for about an hour for the installation. Newer devices may only take 20 minutes, while older devices may take more than an hour.

So how do you upgrade Windows 10 for free?

Don't worry, that's fast and easy too. Here's how:

1

Reserve.

You can reserve your free upgrade in the Get Windows 10 app. To find the app:

- Click on the small Windows icon located at the right end of the taskbar on your desktop or device to get started.
- Click "Reserve your free upgrade" in the app window.
- Enter your email if you want confirmation of this reservation.
- All set. Once you reserve, Windows 10 will download when available.* There's no obligation and you can cancel your reservation at any time.

2

Install.

You'll get a notification after July 29, 2015 once Windows 10 is downloaded to your device. Install it right away or pick a time that's good for you.

3

Enjoy.

After it's installed, you have Windows 10 for free on that device.

*Windows Offer Details

Yes, free! This upgrade offer is for a full version of Windows 10, not a trial. 3GB download required; standard data rates apply. To take advantage of this free offer, you must upgrade to Windows 10 within one year of availability. Once you upgrade, you have Windows 10 for free on that device.

**Windows 10 Upgrade Offer is valid for qualified Windows 7 and Windows 8.1 devices, including devices you already own. Some hardware/software requirements apply and feature availability may vary by device and market. The availability of Windows 10 upgrade for Windows Phone 8.1 devices may vary by OEM, mobile operator or carrier. Devices must be connected to the internet and have Windows Update enabled. Windows 7 SP1 and Windows 8.1 Update required. Some editions are excluded: Windows 7 Enterprise, Windows 8/8.1 Enterprise, and Windows RT/RT 8.1. Active Software Assurance customers in volume licensing have the benefit to upgrade to Windows 10 enterprise offerings outside of this offer. To check for compatibility and other important installation information, visit your device manufacturer's website and the Windows 10 Specifications page. Additional requirements may apply over time for updates. Security and features are kept automatically up-to-date which is always enabled. See the Windows 10 How to Upgrade page for details.