# Windows 10 Pro device opportunity

## WHY SMB CUSTOMERS NEED NEW DEVICES

### Work more securely

Modern PCs can protect against botnets and rootkits, preventing malware from taking over the boot process.[1] Technologies like UEFI (Unified Extensible Firmware Interface) and ELAM (Early Load Anti-Malware) make sure only healthy, certified programs can start during the boot process.

### Reduce costs

PCs older than 4+ years cost **1.5x more in repairs** and cost, on average, an additional **$426/year** in total maintenance costs.[2]

### Improve performance

Windows 10 Pro devices have up to **2.5x better performance**[3], **3x longer battery life**[4] and wakes up from sleep mode **4x faster**[5] than a 5 year-old laptop.

### Increase productivity

PCs older than 4 years cause more than **2.1x increase in lost productivity (hours),** costing, on average, **$1,260 in lost productivity.**[2] Not to mention, older PCs can only run about 5 applications simultaneously without performance degradation, while newer PCs can easily run 8 or more.[2]

## WINDOWS 10 PRO IS GREAT FOR YOUR BOTTOM LINE

Selling a Chromebook is a simple transaction. Your customer buys the device and you move on to the next sale.

With Windows 10 Pro, you get new business opportunities for building relationships with your customers and realizing more profit.

Owning the device transaction gives you the ability to attach services and other cloud products. And the Microsoft ecosystem enables you to offer your customers a full IT solution.

[1]Windows 8.1 and Windows 10 PCs use UEFI (Unified Extensible Firmware Interface) and ELAM (Early Load Anti-Malware) able to verify operating system has not been tampered with by attackers to protect during the boot process; [2] Pivoting SMBs to Buy PCs; Techaisle, 2015; [3] Performance of 6th Gen Intel® Core™ processors in Windows 10 devices, based on measured SYSmark 2014, Comparisons based on Intel® Core™ i5-6200U vs. Intel® Core™ i5-520UM on Windows 10 PC. [4] Performance of 6th Gen Intel® Core™ processors in Windows 10 devices, estimated based on Windows 8.1 Local HD Video Playback Power, Comparisons based on Intel® Core™ i5-6200U vs. Intel® Core™ i5-520UM; [5] Performance of 6th Gen Intel® Core™ processors in Windows 10 devices, measured wake time for 5-year-old system vs. estimated Modern Standby Wake Time, Comparisons based on Intel® Core™ i5-6200U vs. Intel® Core™ i5-520UM. ‡Hardware dependent *Windows Hello requires specialized biometric hardware. †Cortana available in select markets; experience may vary by region and device.

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## SERVICES OPPORTUNITIES

POTENTIAL MARGIN **35%**

### Project services

- Deployment
- Identity, access & info protection
- Desktop virtualization
- Cloud readiness

POTENTIAL MARGIN **45%**

### Managed services

- Cloud services
- Critical response support
- Device monitoring
- Anti-virus & hack checks
- Proactive backups & monitoring
- Perf & app monitoring
- Security management & identity protection
- MDM
- Network monitoring

POTENTIAL MARGIN **65%**

### Packaged IP

- Automated monitoring, alerting & logging
- Pre-configured dashboards
- Automated backups, and disaster recovery
- Stolen device location & geo-fencing
- Turnkey BI portals

## CROSS-SELL AND UPSELL OPPORTUNITIES

Provide a full IT solution for customers within the Microsoft ecosystem. Offer these cloud services:

| | |
|---|---|
| **Office 365** | **Office 365 \|** The world standard productivity and collaboration apps |
| **Microsoft Dynamics 365** | **Dynamics 365 \|** A set of unified, purpose-built applications that work seamlessly together to help manage customer interactions, finances and more |
| **Microsoft Intune** | **Microsoft Intune \|** Management capabilities for mobile devices, mobile applications and PCs from the cloud |

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## WINDOWS 10 PRO DEVICES DELIGHT AND PLEASE YOUR CUSTOMERS
Only Windows 10 Pro devices:

- ✔ Runs full Office apps, Windows apps, and USB printers

- ✔ Provides USB storage encryption and digital rights management for data on the go

- ✔ Gives you a choice in device management solutions

- ✔ Offers control about where your files are stored and system updates

## OFFER CUSTOMERS UNMATCHED PERFORMANCE, SECURITY, AND FLEXIBILITY WITH WINDOWS 10 PRO

### Runs the things you need to run your business

- Full, commercial-grade apps like DocuSign*, QuickBooks Online* and Office* means you don't have to compromise.
- Compatible with most printers and other devices, both older and newer technologies so your business has the flexibility to keep what's already working.
- Familiar Windows interface allows you to feel like an expert from the start.

### Provides comprehensive protection from current and future security threats

- The most up-to-date protection against modern threats– including anti-virus, firewall, and phishing filters—to help keep your data and identity safe.
- Advanced features like BitLocker and Windows Information Protection keep your device locked-down and your business protected.
- More secure logins. Windows Hello** enables you to move away from passwords to an enterprise-grade solution that can't be phished and or remotely accessed by unauthorized users.

### Integrates with your existing IT, on-premises or in the cloud.

- Keep what's working—including the infrastructure and technology you already have.
- Have it your way. Get your choice of apps and data on your device or in the cloud—or even a combination of the two. It's simple, seamless and made for how you want to run your business.
- Effectively works with Microsoft and all third-party mobile device management (MDM) solutions.

# Windows 10 Pro device opportunity

## WINDOWS 10 PRO IS THE BEST INVESTMENT FOR YOUR CUSTOMERS ··············•

For about the same cost of a Chromebook you can get a Windows 10 Pro device that gives you modern management capabilities and access to all of your files (offline and online), all without sacrificing your identity and data security.

## DEVICE USE CASE EXAMPLES ·····················································•

### Everyday computing device
A primary or secondary device that workers can use to take advantage of local apps, cloud services (such as OneDrive) and data storage in the office or on the road

### Shared device (kiosk)
Multiple users access the same device for LoB apps, such as checking stock or inventory. These devices may be used by employees or customers.

### VALUE OF WINDOWS 10 PRO DEVICE
Compatible & familiar OS and apps  |  Form factor choices  |  Secured simple management  |  Enterprise-grade security

## OUTSTANDING WINDOWS 10 PRO DEVICES ·····························•

### HP Stream 14 Pro G3

Budget-friendly cloud notebook built for business—in the office and on the go. Sleek carbon design: 14" HD display, 4GB/64GB SSD and only 3.17lbs. Up to 10.5 hours of battery, powerful Intel® Celeron processor, and secure credentials via hardware and firmware TPM.

### Acer Swift 1

Slender and portable, perfect for all-day and shared use. 14" rich color anti-glare display. 4 GB DDR3L. 64 GB eMMC SSD. 3.5 lbs. 14-hour battery life. Fast multi-user MIMO wireless technology.

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## HOW TO GET STARTED

**1**

**Start**
Sell Windows 10 Pro devices

**2**

**Grow**
Sell services, including Project-based, managed, and IP

**3**

**Optimize**
Cross-sell Office, Azure, CRM & EM + S + *future Windows services*

## NEXT STEPS

Contact your Ingram Micro Channel Account Specialist Tommy Luong at tommy.luong@ingrammicro.com for more information

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