

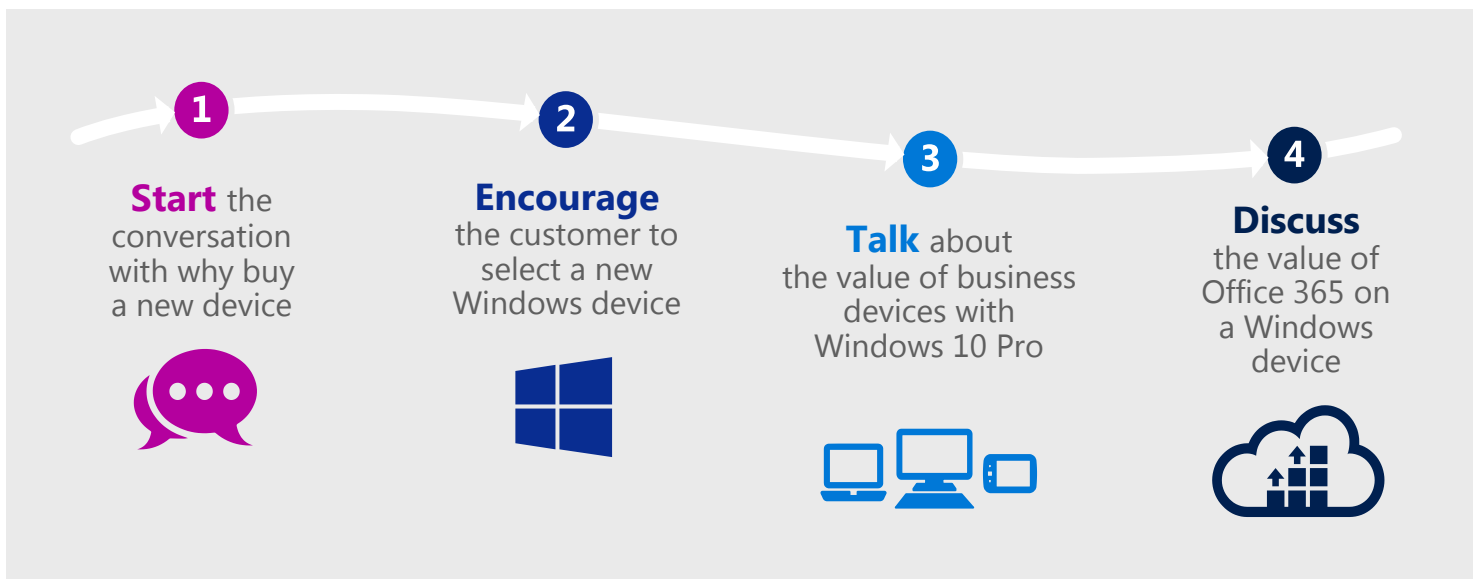


Windows 10 Pro Devices Sales Guide

HOW TO USE THIS GUIDE

Use this guide to engage small businesses in a conversation about how Windows 10 can help them achieve their goals.

Your discussion should be customized based on the situation, but the general flow is outlined here:



1

Begin the conversation by discussing the advantages of a new device. Encourage the customer to think about the real costs of their current older devices: less security, more repairs, and lost productivity. Probe to understanding the customer's pain points.

GOAL: Get the customer to agree to purchase a new device/refresh devices.

REASONS TO BUY A NEW DEVICE

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

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

Improve performance

Windows 10 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.



"Windows 7 works fine for us." 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,[†] Live Tiles, and Continuum, OneDrive cloud storage integration, improved support for touch, pen and voice,[‡] plus overall better performance which will enable you to be more productive than ever.

"If Windows 10 will run on our current devices, why do I want new ones?" There are performance and cost advantages to buying new devices rather than upgrading. A new device with the appropriate hardware features will also enable you take better advantage of touch- and pen-friendly[‡] Windows 10, including new features such as Windows Hello^{*} and the Cortana[†] personal digital assistant..

¹Windows 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; ²Pivoting SMBs to Buy PCs; Techaisle, 2015; ³Performance 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 dependant ^{*}Windows Hello requires specialized biometric hardware. [‡]Cortana available in select markets; experience may vary by region and device.

2 Encourage the customer to select a new Windows device. Based on your understanding of the customer's concerns, you can emphasize security, performance, management, and/or selection.

GOAL: Get the customer to choose Windows over the competition.

HOW WINDOWS STACKS UP TO THE COMPETITION

The Windows advantage

World-class security built-in to help protect your critical business data. Use your password and a second device (such as your phone) to validate your login. Many new PCs let you use facial, iris or fingerprint recognition to log in.*

Unparalleled choice of form-factors and prices. Get powerful, versatile machines, ranging from sleek designs to rugged-built. Windows has the widest USB and peripheral compatibility, including printers, cameras, keyboards, mice, and more.

Run all of your business apps from full versions of Office, Photoshop, Quicken, or other essential programs. Microsoft offers the most support for local Line of Business applications. Many essential business applications are still not available for Mac, or as Web apps for Chromebooks.



“Why not Mac?” With Windows you get more device and price point choices, plus they 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 is one app and one experience across all devices and they are all synchronized.†

“Why not Chromebook?” Chromebooks can only run Web applications, and Chrome OS experience is severely limited in the absence of an internet connection. Chromebook doesn't allow you to use full versions of QuickBooks or many other essential business programs—nor can you install the full desktop Microsoft Office apps on a Chromebook.

*Windows Hello requires specialized hardware, including fingerprint reader, illuminated IR sensor or other biometric sensors. †App experiences may vary.

3

Point out the advantages of buying a business-grade device with Windows 10 Pro. Consumer devices can't do everything that a business device can. Devices designed for business use often have better security, more features, and greater durability.

GOAL: Choose a business-grade Pro device over a consumer device. Use the Device Finder at <http://aka.ms/devices> to select an appropriate device.

CHOOSE A WINDOWS 10 BUSINESS DEVICE

Count on more secure data on your devices – and in the cloud:

- If your Windows 10 Pro device or USB drive is lost or stolen, **BitLocker** and **BitLocker to Go** are designed to put everything on lockdown so no one else can access your business systems or data.
- And with **Enterprise Data Protection*** your business files are encrypted at the file level and can't be moved to unauthorized locations.

Build on your existing technology investments:

- Windows 10 Pro enhances your current infrastructure, keeping policies you already have in place. **Active Directory (Domain Join)** and **Group Policy** enable you to get maximum value from your existing investments. It also supports creation and enforcement of network and user, group, and device policies that align with your business needs.
- You also get a single sign-on to your business network, giving you easier access to files, folders, printers, and other shared data and devices
- You can get a single sign-on to Windows, Windows Server,** SharePoint,** and other on-premises and cloud resources. Plus, the same sign-on works for the Azure apps to which you subscribe, such as Dynamics CRM**, Concur**, and Facebook.

Access your desktop from anywhere:

- Need to work, but don't have your "work" computer with you? You can access it from your favorite device as long as you have an Internet connection and **Remote Desktop**. This means you can access and use your own desktop—all the files, folders, apps (like email or Excel) and more—on any device, virtually wherever you are.

Get the hardworking device your business deserves:

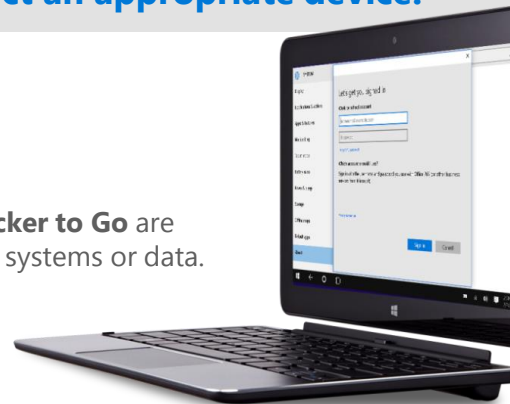
- Business devices are designed for business, with security, features and durability unmatched by consumer devices
- Many business devices let you log in with a look or a touch, **using facial or fingerprint** recognition.***
- Many come with **longer warranties** and **better support options** to protect your financial investments.

Check out <http://www.microsoft.com/en-us/business/devicefinder> for the latest devices

"I like my consumer device. Why would I choose a business device?" Windows 10 Pro devices provide more security and flexibility for both your business and personal use. Plus, with a business device and the proper setup, you can get to your desktop from virtually anywhere.

"Business devices are too expensive." Business devices are available in a wide range of prices as well as styles. We can help you find one that fits your needs and budget.

"I don't want to start all over with our infrastructure." Windows 10 Pro builds on the network you already have in place, and allows you to expand and enforce user and group policies.



4

Discuss the value of Office 365 on a Windows 10 Pro device. Office 365 runs at its best on Windows devices, providing small businesses with the mobility, collaboration, productivity and management tools they need.

GOAL: Cross-sell Office 365 and Azure Active Directory Premium on top of device purchase.

HAVE FIRST-RATE MICROSOFT TOOLS AT YOUR SERVICE ON YOUR DEVICE

Work anywhere

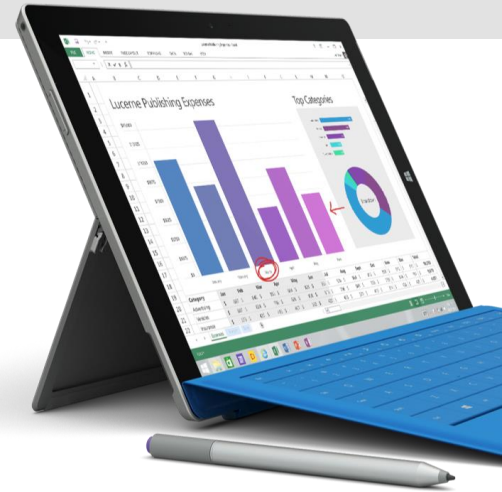
You can search, access, and save your **OneDrive for Business*** files easily from any device or browser. You can work offline and your files automatically sync as soon as you reconnect, so you always have access to the latest version across all your favorite devices.

Built for teamwork

Collaboration is easy when you use **Office 365* on Windows 10 devices.** You can work together on the same presentation in a **Skype for Business*** meeting and save your updated document to **OneDrive for Business*** or **SharePoint Online.*** Contributors can add their changes, and the updated document is synced to everyone's device so the whole team works from the same version.

Keep sign-in simple

Save time and reduce frustration by signing in once and having access to all your Microsoft services, along with your Azure apps* such as Dynamics CRM* and Facebook. You don't need to remember multiple passwords or interrupt your workflow to sign in again when they open a different app.



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"We are considering Google Docs. Why should we choose Office 365?" Office 365 is a full productivity experience, used by more than 1 billion users, available on cross-platform devices, with a single subscription. A few examples where Google apps can't match Office 365: Office 365 includes modern communication services like Skype for Business, supporting voice, video & web meetings. Microsoft offers privacy by design, including a commitment to not mining Office 365 customer data for advertising. Office 365 users can edit and save documents on their favorite devices, even when they are offline. With Office 365, you don't need to move 100% to the cloud. Your technology can be a mix of local hardware and the cloud.

"I like the features of my current Office software. Do we really need to upgrade?" You won't lose what you like about your current Office, but you'll gain some exciting new features made possible by tight integration with Windows 10. For instance, features such as OneNote shared notebooks and Skype Meetings with video support better teamwork. And the Tell Me command and Smart Lookup web aide from within Office apps offer a user-friendly experience.

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*Separate subscription required.