

Windows 10 Pro for Your Modern Workforce

Jared Bernatt | Microsoft Windows



Agenda

Windows 10 Pro means Business

Monetizing Windows as a Service

From Windows Pro to Windows Enterprise

A few vertical scenarios

Windows 10 Pro means business



The most
comprehensive
security for your
business



Best-in-class
management that
grows with
your business



Get more done
with the most
productive tools.



The most comprehensive security

Help protect your business information, customer data, employee identities and, ultimately, your reputation



Free, built-in protection from security threats

- Windows Defender
- Windows Firewall
- Trusted Boot

A lost device doesn't have to mean leaked data

- BitLocker
- BitLocker to Go

Employees won't need to remember passwords

- Windows Hello*

Securely separate business from personal information

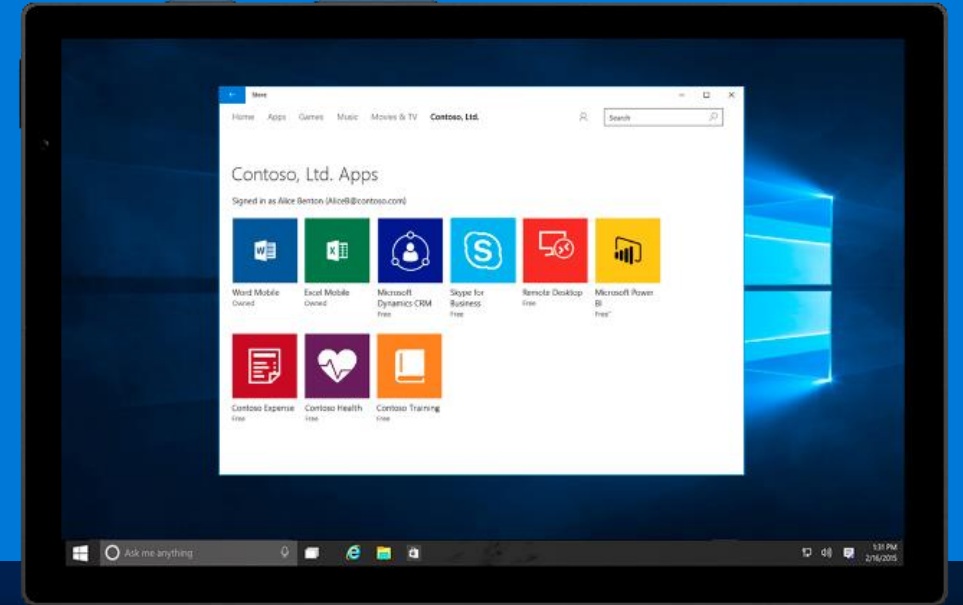
- Windows Information Protection

*Windows Hello requires specialized biometric hardware.



Best-in-class management

Manage your complex IT environment, including your devices, user identities, apps and policies with ease.



Single sign-on and more control over your devices

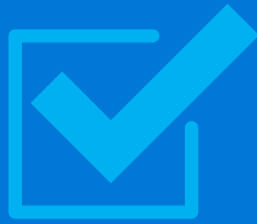
- Azure AD join *
- MDM Client
- Domain join
- Group Policy

Decide when and how to update

- Deferred Updates
- Windows Update for Business

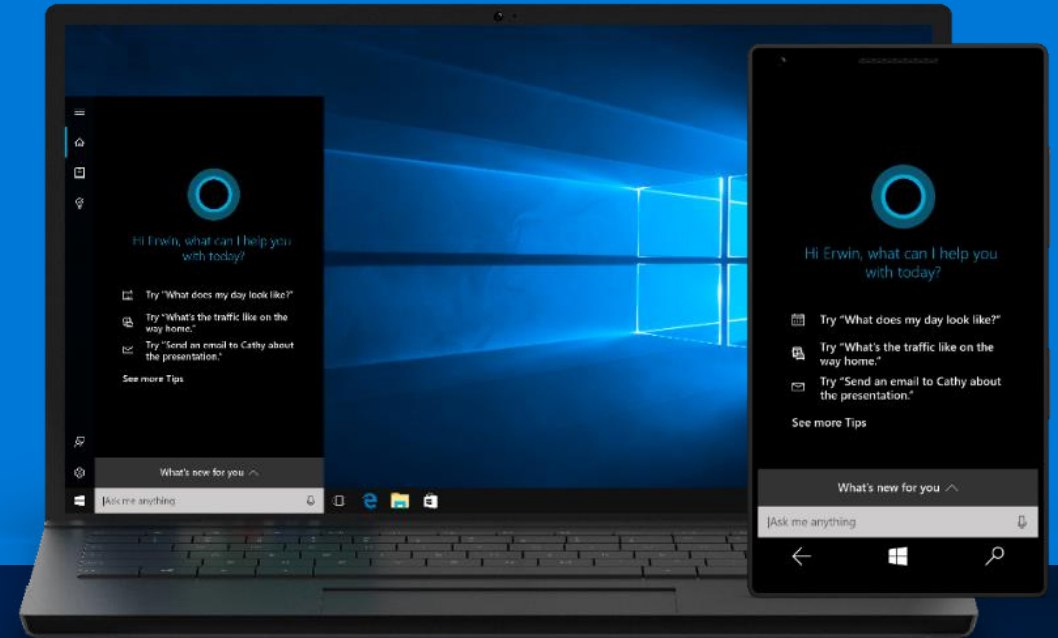
Manage your business apps with flexibility and ease

- Windows Store for Business**
- Assigned Access
- Client Hyper-V



Get more done with the most productive tools

Work faster, and access what you need, when you need it from wherever you are.



Access whatever you need, wherever you are

- Remote Desktop*
- OneDrive for Business

Stay focused and finish first with new productivity tools

- Start Menu
- Live Tiles
- Virtual Desktop
- Snap Assist
- Tablet Mode

Turn thoughts into action.

- Voice/Pen/Touch/Gesture**
- Windows Ink**
- Microsoft Edge

Your digital assistant to handle crucial tasks

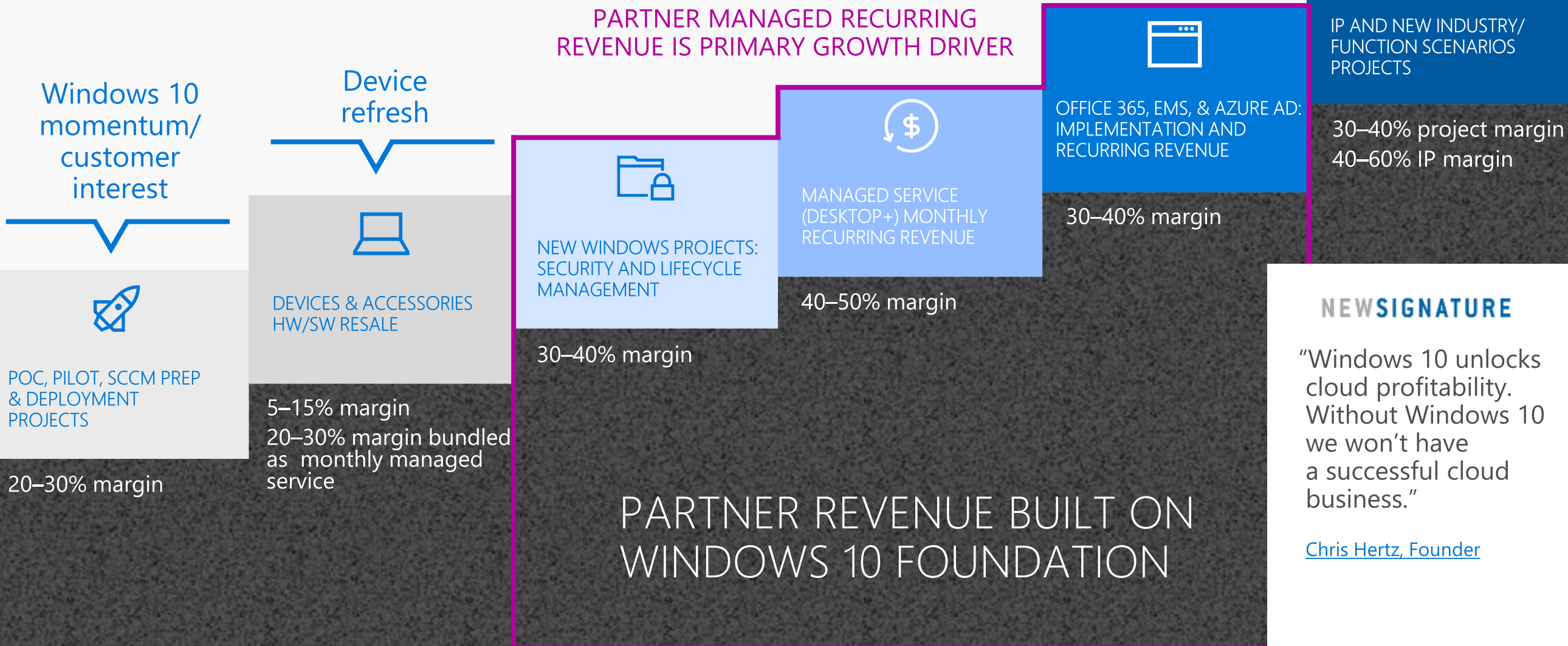
- Cortana*** at work

*Remote Desktop requires internet connection; **Device dependent; Windows Ink requires touch capable tablet or PC. Pen accessory may be sold separately.

***Cortana available in select markets; experience may vary by region and device

Monetizing WaaS

Windows 10 is your foundation for services revenue



Total Economic Impact of Microsoft Windows 10

<http://windowsready>

The
Total Economic
 Impact of Windows 10

FORRESTER®

Deployment is easier		
	Before	After Windows 10
Deployment Time	4 years	2 years
Deployment IT Resources	15 FTE	5 FTE
Installation IT Time	60 Min	5 Min

Financial benefits


\$403 per user
3 year
 NPV



188%
 ROI

13 Months
 Payback

Desktop Mgmt. Time Savings



15%

Security benefits

33%
 Reduction in Security issues & Time to resolve

Security issue remediation savings



\$710k
 Per year

"[New features] help Windows 10 to be probably the most secure out-of-the-box Windows Platform"

IT Manager, US Professional Auto Racing Team

"Windows 10 enables productivity and increased business performance"

FORRESTER®

Source: "The Total Economic Impact™ of Windows 10, a commissioned study conducted by Forrester Consulting on behalf of Microsoft, June 2016. Results are for a risk adjusted composite organization based on customer interviews

Windows 10 deployment pays for itself in 13 months

Forrester Consulting Total Economic Impact findings:

- 15% savings in IT Desktop Management

- 33% reduction in security issues and time to resolve
- \$710K in security issue remediation savings



- Improved productivity, mobile workers gain 25% of time previously unavailable for work

- \$403 per user 3 year NPV
- 188% ROI
- 13 month payback

From Windows Pro to Windows Enterprise

**upgrade to Enterprise, requires Pro license (ie: can't go from Home to Enterprise)*

Windows 10 Enterprise

Do great things. The best Windows ever keeps getting better



Safer and more secure

Windows Information Protection

Windows Hello

Credential Guard

Device Guard

AppLocker

Windows Defender Advanced Threat Protection



More productive

Azure Active Directory Join

Mobile Device Management

Application Virtualization

(App-V)

Windows Ink



More personal

Windows Store for Business

Cortana Management

Managed User Experience

User Experience Virtualization (UX-V)



Powerful, modern devices

Windows 10 for Industry Devices

Innovative designs

New experiences

Best in class performance



The most trusted platform

Always up to date

The most versatile devices

Additional protection, flexibility, and control

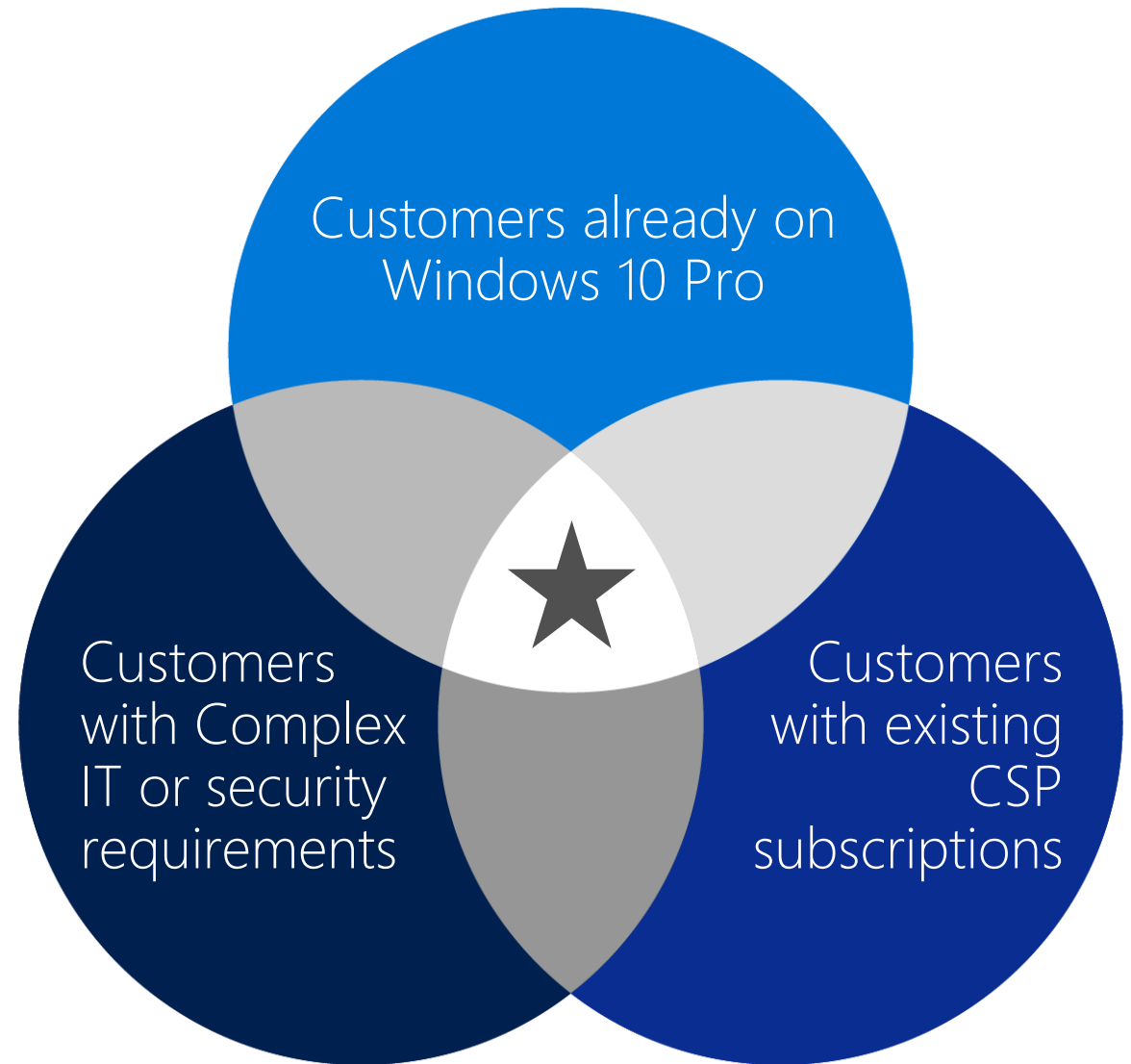
	Pro	Enterprise E3	Enterprise E5
Enterprise-grade security			
Windows Hello*	●	●	●
Windows Information Protection (to be delivered in the future)	●	●	●
BitLocker	●	●	●
Credential Guard		●	●
Device Guard		●	●
AppLocker Management		●	●
Managed User Experience		●	●
Deployment flexibility and enhanced controls			
Dynamic Provisioning	●	●	●
Current Branch for Business	●	●	●
Mobile Device Management	●	●	●
Azure Active Directory Domain Join	●	●	●
Domain Join and Group Policy	●	●	●
Windows Store for Business	●	●	●
Windows Update	●	●	●
Windows Update for Business	●	●	●
Client Hyper-V	●	●	●
Remote Desktop	●	●	●
App-V and UE-V		●	●
Branch Cache		●	●
Direct Access		●	●
Telemetry		●	●
COIN		●	●
Simplified licensing			
Subscription-based Access		●	●
Per-User Licensing		●	●
Central Partner Portal		●	●
Cloud-based Provisioning		●	●
Partner-managed IT		●	●
Windows Defender Advanced Threat Protection			●

Representative list, for a full placemat of Windows 10 features, please visit the [Windows.com website](https://www.windows.com)

* Windows Hello requires specialized biometric hardware



Identifying target customers



Paths to Windows 10 Pro

Get from...	..to Windows 10 Pro			
	Retail	Windows Store (ESD)	Volume Licensing: Open/OV/OVS	
	<i>Full license</i>	<i>Upgrade license</i>	<i>Upgrade license</i>	<i>Full license</i>
Windows XP/Vista Home	Windows 10 Pro FPP (\$199)	N/A	N/A	GGWA-SMO (\$159)
Windows XP/Vista Pro			Pro VL Upgrade (\$159)	
Windows 7/8.1 Home	Upgrade to Windows 10 Home included in all Windows CSP subscriptions at no extra cost. Upgrade links and instructions available to tenant admins in Office 365 Admin center. Windows 10 Home devices must be upgraded one final time to Windows 10 Pro via the Windows 10 Pro Pack available in the Windows Store for USD\$99			
Windows 7/8.1 Pro	<u>No extra cost.</u> Upgrade to Windows 10 Pro included in all Windows CSP subscriptions. Upgrade links and instructions available to tenant admins in Office 365 Admin Center.			
Windows 10 Home	Windows 10 Pro FPP (\$199)	Pro Pack (\$99)	N/A	GGWA-SMO (\$159)

All prices estimates only

Scenarios

Challenges facing Organizations



Enhanced mobility and collaboration

Increased threat exposure
Greater risk
Evolving threats



Data leaks and targeted attacks

Increased costs
Antiquated defenses
Eroding public trust



Compliance regulations

Increased scrutiny
Complex regulations
Legal implications



Windows 10 devices for Government and Public Safety

Governments are tasked with providing vital services and security for their citizens. Technology plays an increasingly important role in helping modern governments fulfill these responsibilities. Windows 10 devices help government employees become more efficient and effective by maximizing their productivity on the go.



→ Modern mobility

Windows 10 devices allow inspectors, officers, investigators, and case managers to take shareable notes on location, authorize and provide services across the organization, and run programs wherever their work takes them.



Comfortable thin, light devices perform on the go



Collect signatures to authorize services on the spot



Remote wipe to secure data when employees leave or devices are lost/stolen

→ Enhanced decision-making

Government employees are responsible for making decisions requiring diverse information sources in real time. Windows devices help give these employees the processing power and security they need to stay informed and move forward with decisions.



Desktop apps and Microsoft Office provide maximum productivity



Easily connect to peripherals



Protect confidential information on a secure network with Windows 10

→ Efficiency and durability

Windows 10 devices combine tablet and PC capabilities into a single, rugged experience designed for task-oriented, on-site work. Whether it's replacing paper systems or providing greater analytics and oversight, Windows devices work with your existing applications for the lowest overall cost of ownership.



Go from desk to meeting with a single device



One click with a pen opens OneNote for immediate note-taking and brainstorming



Open multiple apps side-by-side on the high resolution screen

Find out more at
[Windows.com/business](https://www.windows.com/business)






Windows 10 devices for Manufacturing

The manufacturing industry is challenged to remain compliant and accelerate production in lean environments. Using Windows 10 devices on the production floor and in the front office provides enhanced interactions and access to business data between co-workers, customers, vendors and regulators.





→ Inspire collaborative design and engineering

Mobile devices enable factory workers to share 3D designs easily and collaborate efficiently. Errors can be identified early and corrected quickly when teams collaborate and make corrections in real time.

-  Edit designs and take notes with pen capabilities
-  Power and portability provide a fully capable workstation on-the-go
-  High resolution, interactive screens provide high fidelity 3D interaction with precision graphics



→ Boost productivity for field services and operations crews

Field crews can be more productive when Windows devices are employed in the factory or on a work site. Rugged mobile devices that can withstand harsh conditions enable crews to access real-time data and provide clients and co-workers with up-to-date service and information.

-  Durable devices hold up to heavy use
-  Lightweight and powerful enough to run desktop programs on-the-go

→ Enable personalized sales & marketing

Windows 10 mobile devices enable sales and marketing staff to track customer information and preferences—and deliver tailored client recommendations from anywhere. Access to loyalty information enables sales personnel to better manage relationships and identify high-value segments and target customers while on the go.

-  Easily connect field workers to the warehouse or office
-  Access data and corporate files in real-time within a secure environment

Find out more at
[Windows.com/business](https://www.windows.com/business)






Windows 10 devices for Retail

Customers simply expect more from retailers these days. They have more choices, both in store and online, and less brand loyalty than ever before. Windows 10 devices can boost operational efficiencies and store performance by vastly improving collaboration and communication.






→ Modern POS

Customers are able to check out from anywhere in the store when sales associates use modern, mobile points-of-sale. Long lines can be shortened, customer satisfaction increased, and the number of abandoned shopping carts are reduced when employees use mobile devices to complete purchases in line.

-  Capture customer data at POS with high resolution touchscreens
-  Seamlessly connect to peripherals
-  Clean up the counter with a tidy compact footprint




→ Maximize productivity

Store operations are maximized when managers spend time on the sales floor, use mobile devices to monitor staff vacation requests, track store KPIs, and get information from corporate in real-time. Retail staff can track inventory and alert a manager of a stock-out instantaneously.

-  Enterprise-grade security and manageability helps protect business-critical information
-  Devices work as easily on the sales floor as in the back office
-  Powerful processors accommodate all sorts of retail scenarios

→ Deliver insights and efficiency in retail execution

Sales teams can be more efficient with mobile access to inventory and promotion information. Real-time account information direct to their device enables account representatives to collaborate and provide insights and customized recommendations to customers.

-  Durable devices withstand heavy use
-  Easily capture notes with pen capabilities
-  Access to line of business apps and Office on the sales floor

Find out more at
[Windows.com/business](https://www.windows.com/business)






Windows 10 devices for Finance

Those employed in financial services need devices that can provide an engaging customer experience, but also meet the rigorous industry regulations. A device that is powerful enough to run proprietary analysis software and the full Microsoft Office suite while allowing mobility allows higher levels of customer service.






→ Transform your bank branch

Windows 10 devices free branch staff from behind fixed work stations to meet the customer wherever they are. Greeters and tellers perform “line-busting”—processing transactions while in line—to keep wait times shorter and customer satisfaction high. Interactive, digital displays empower customers to self-serve and discover offers relevant to them.

-  Power and portability provide an on-the-go fully capable workstation
-  Faster service, less wait time, and a more personalized experience
-  Enterprise-level security to maintain privacy standards

→ Enable engaging advisory services



Windows 10 devices help financial advisors connect with customers and provide client services on the go. Advisors create an engaging experience when they share their screen to review the client’s financial information in real-time and deliver personalized recommendations.

-  Devices are powerful enough to run Office, plus a line of business and business intelligence software
-  Pen capabilities make it easy to capture signatures
-  Touchscreens make for easy client interactions

→ Boost productivity for insurance sales and claims

Insurance agents deliver a more personal, interactive client experience when they use a Windows 10 device to explain complex products. With secure access to customer data, agents can deliver tailored solutions specific to each client.

Adjusters become more productive when they can capture data, take photographs, and submit claims in real time. Data is then stored offline and automatically syncs when back online.

-  Provide an impressive customer-facing experience
-  Efficiently handle claims onsite with photos and e-signatures

Find out more at
[Windows.com/business](https://www.windows.com/business)

Windows 10 Pro means business

Most comprehensive security



Most comprehensive security



Windows Information Protection



BitLocker & BitLocker to Go



Windows Hello

Best-in-class management



Active Directory Join & Group Policy



Windows Update for Business



Windows Store for Business



Mobile Device Management

Most productive tools



Cortana at work



Faster to done



Windows Ink



Remote Desktop

