

# Windows Commercial Devices Storybook

RS4 – April 2018 Update

# Contents

## About Storybook

- 4 What is Storybook
- 5 How to use Storybook

## Windows 10 overview

- 7 Windows 10 pillars
- 8 An option for every worker
- 9 Windows 10 options
- 10 What's new or updated in RS4!
- 11 Windows 10 commercial editions comparison

## Windows 10 Pro for the Information Worker

- 13 Information Workers
- 14 Windows 10 Pro pillar messaging
- 16 Modern commercial device collection
- 17 Feature messaging: security
- 22 Feature messaging: productivity
- 29 Feature messaging: management

## Windows 10 for the Power Worker

- 35 Power Workers
- 36 Windows 10 Pro for Workstations messaging
- 38 Workstation hero devices

## Windows 10 Pro in S mode for the Firstline Worker

- 41 Firstline Workers
- 42 Windows 10 Pro in S mode messaging
- 44 Windows 10 Pro in S mode hero devices

## Windows 10 for shared resources

- 48 Digital signage
- 53 Kiosks
- 57 Skype Room Systems

## Pitch messaging

### Modern Workplace / Modern Devices pitch

- 63 Value of shifting to Modern IT
- 64 Modern commercial devices
- 65 Windows 10 Pro: options for every worker
- 66 Advantages of modern devices
- 67 The most security protection, built in
- 68 Get more done
- 69 Integrates easily with existing infrastructure
- 70 New devices save time and money

### Windows 7 End of Life (EOL) pitch

- 72 What is Windows 7 EOL?
- 73 Windows 7 EOL messaging
- 74 FAQs
- 76 Windows 7 & Windows 10 security features comparison

What is Storybook?

# What is Storybook

The Windows Commercial Devices Storybook is the one-stop resource for telling the Windows Commercial Devices value story. It's intended to give our partners all the information and inspiration they need to communicate the Windows 10 value story to customers in a compelling, meaningful, and consistent way.



# How to use Storybook

This marketing guide is for Microsoft partners to use, providing inspiration and resources for **how to market and tell a compelling commercial story about Windows 10 devices**. Partner marketers should use this guide to become more familiar with the Windows 10 brand story and features, as well as inform their asset creation efforts. **This guide is NOT designed as a leave behind** for external audiences and it is not designed to be a presentation. **ONLY the content labeled as external-ready may be used to create customer-facing assets.**

**External-ready copy** has been approved by a Microsoft corporate legal team for use in Microsoft-led marketing in the US, and includes disclaimers required for certain statements. However, **local markets should leverage external copy as a starting point and modify** based on:

- Features available in their respective markets
- Specific device capabilities
- Translation for relevancy and impact in their markets

**Microsoft partners should consult with their own legal teams for approval on marketing executions.**

The third-party apps mentions are examples of the type of app marketing you can do alongside Windows 10. Partner Marketers should work with Local App PMMs to **modify the apps mentioned** in the external copy to reflect apps that are available in your market, approved for use in marketing, and culturally relevant. The Microsoft Store Merchandizing team will provide final approval. Local Microsoft-led marketing should be approved by local legal teams in respective markets.

# Windows 10 overview

# Windows 10

The tools to do more and stay secure.

Harness the power of the cloud to reduce the complexity of managing today's IT device environment.



## Intelligent security

Advanced security, powered by cloud intelligence, that proactively protects your business.



## Simplified updates

Tools and insights IT can trust to simplify deployment and updates, freeing resources to drive more business value.



## Flexible management

Comprehensive device management on your terms that supports on-premises, cloud, or both.



## Enhanced productivity

An intuitive experience, with built-in tools and features that help your employees collaborate and work efficiently.

# An option for every worker



## Windows 10 Pro in S mode

### FIRSTLINE WORKER

Firstline Workers—such as sales associates, customer service representatives, and factory workers—form the backbone of many of the world's industries. Microsoft 365 F1 and Windows 10 Pro in S mode devices support Firstline Workers with a more intuitive, immersive, and empowering technology, while offering IT control, flexibility, and lower TCO.

Firstline Workers benefit from having a “just right” solution that provides additional security protections for sensitive customer and business data. Microsoft simplifies your IT by enabling users to set up their own devices and sign in once for services and many apps.



## Windows 10 Pro

### INFORMATION WORKER

Information Workers create, consume, transform, and/or analyze data. Examples include marketing managers, sales executives, accountants, and nurses. These types of workers need to be able to find facts quickly, as well as write, edit, and process information. They work with ideas, manage teams, or are individual contributors, and need to be able to collaborate effectively.

Information Workers benefit from the data protection, support for productivity and creativity, and rich features in Windows 10 Pro.



## Windows 10 Pro for Workstations

### POWER WORKER

Power Workers fulfill highly skilled, often specialized, technical and/or creative roles that require large amounts of computing power. Examples are data scientists, computer aided design (CAD) professionals, researchers, animators, and researchers. They require devices with high performance and reliability, that will support them in effectively doing their jobs.

Windows 10 Pro for Workstations enables Power Workers to speed through advanced, data-intensive workloads with server-grade data protection and performance.



# Windows 10 options

## **Windows 10 Pro in S mode** affordable, cloud-ready devices for Firstline Workers

Windows 10 Pro in S mode powers simple, secure, and efficient devices. Users can get started quickly, thanks to self-service deployment and a familiar Windows experience. Equip your users with speedy and low-cost devices from \$275<sup>1</sup> that work with a wide range of peripherals, both wired and wireless. They can sign in once with their face or fingerprint,<sup>2</sup> and work efficiently and seamlessly with the full version of Microsoft Office.<sup>3</sup>

## **Windows 10 Pro** Windows 10 Pro: Windows 10 Pro lets you focus on running your business instead of your IT

Focus on running your business instead of your IT when you have Windows 10 Pro. Windows 10 Pro provides an essential foundation, with built-in security and easy-to-implement management, plus enhanced productivity, to keep your business on the right track. Moving to Windows 10 Pro gives you the agile, cost-effective features you need to better manage and protect your systems and data. Affordable, durable, and versatile Windows 10 Pro devices can help your team get things done faster.

## **Windows 10 Pro for Workstations** designed for mission critical and compute-intensive workloads

Designed for people who do compute-intensive and data-intensive work, such as data scientists, CAD professionals, researchers, media production teams, graphic designers, and animators, Windows 10 Pro for Workstations helps you power through advanced workloads with server-grade data protection and performance.

# What's new or updated in RS4!

The following has changed since Storybook was last published:

## SECURITY

### Windows Hello for Business

Use strong portable credentials for shared devices using FIDO2 Security Keys. Add enhanced security by enabling PIN on reboot.

### Windows Defender System Guard

Enhances security by detecting unauthorized code injection and exploits, elevation of privilege and tampering with system firmware. VBS on by default.

## PRODUCTIVITY

### Timeline

Easily jump back in time to continue where you left off.

### Intelligent search

Search documents shared by people, e-mails and preview attachments.

### Microsoft Edge

Edge for iOS and Android creates one continuous browsing experience for Windows 10 users across their devices.

### Accessibility

Windows 10 supports users of every accessibility need and workstyle preference.

### Cloud Files

Be productive after first logon by using Files On-Demand. See the status of a document by looking at the new status icons in Windows Explorer.

### Windows Ink

Improved gestures, shape recognition and integration with Microsoft Teams.

### 3D in Windows 10

Add dimension to Office – with fully rotatable 360 degree models, morphing transitions, and animations.

## MANAGEMENT

### Windows AutoPilot

Simplified deployment now offers support for on-premise AD. All major OEMs now support AutoPilot.

### Shared devices

Use simplified deployment and maintain locked down single purpose devices and have employees focus on the task at hand, with only the apps you need. Reset unresponsive apps or even remotely reset the device

### Cloud Based Management

Additional Co-Management policies that will help bridge to Modern Management.

### Windows Analytics

Increase user experience by proactively acting based on insight from App Reliability and Login Health.

### Microsoft Store for Business

Admins can now create custom collections of apps (app groups/categories) in the private store. Changes to the private store are dramatically shortened. Desktop Bridge apps no longer require Microsoft approval when submitting as a line of business app.

### Privacy, trust and control

Data delete allows a user to trigger a delete of their Windows diagnostic data from any Windows. Use the diagnostic viewer to see your own diagnostic data in real-time.

# Windows 10 commercial edition comparison

EXTERNAL-READY COPY

	Home	Pro	Pro for Workstations	Enterprise E3	Enterprise E5
<b>Intelligent security</b>   Advanced security, powered by cloud intelligence, that proactively protects your business.					
Attack surface reduction	🕒	🕒	🕒	🕒	🕒
Next-generation protection	🕒	🕒	🕒	🕒	🕒
Endpoint detection and response					🕒
Automatic investigation and remediation					🕒
Security posture					🕒
Cross-platform extensibility and integration					🕒
Multifactor authentication and biometrics <sup>1</sup>		🕒	🕒	🕒	🕒
Credential protection				🕒	🕒
Full-volume encryption <sup>2</sup>	🕒	🕒	🕒	🕒	🕒
Data loss prevention <sup>3</sup>		🕒	🕒	🕒	🕒
<b>Simplified updates</b>   Tools and insights IT can trust to simplify deployment and updates, freeing resources to drive more business value.					
Windows Analytics Upgrade Readiness		🕒	🕒	🕒	🕒
Windows Analytics Update Compliance		🕒	🕒	🕒	🕒
Windows Analytics Device Health				🕒	🕒
Windows as a Service	🕒	🕒	🕒	🕒	🕒
Windows Update for Business	🕒	🕒	🕒	🕒	🕒
<b>Flexible management</b>   Comprehensive endpoint management that supports traditional, cloud, or hybrid IT on your terms.					
Windows AutoPilot <sup>4</sup>		🕒	🕒	🕒	🕒
Single or multi app kiosk mode <sup>5</sup>		🕒	🕒	🕒	🕒
Mobile device management (MDM) <sup>6</sup>	🕒	🕒	🕒	🕒	🕒
Windows 10 Subscription Activation <sup>7</sup>				🕒	🕒
Hybrid Azure AD Join <sup>8</sup>		🕒	🕒	🕒	🕒
Mobile Application Management (MAM)		🕒	🕒	🕒	🕒
Microsoft Store for Business <sup>9</sup>		🕒	🕒	🕒	🕒
Manage user experiences		🕒	🕒	🕒	🕒
<b>Enhanced productivity</b>   An intuitive experience with built-in features that help employees collaborate and work efficiently.					
Enterprise search <sup>10</sup>	🕒	🕒	🕒	🕒	🕒
Windows Timeline <sup>11</sup>	🕒	🕒	🕒	🕒	🕒
Microsoft Edge	🕒	🕒	🕒	🕒	🕒
Cortana <sup>12</sup>	🕒	🕒	🕒	🕒	🕒
Office 365 on Windows <sup>13</sup>	🕒	🕒	🕒	🕒	🕒
Microsoft Whiteboard <sup>14</sup>	🕒	🕒	🕒	🕒	🕒
OneNote	🕒	🕒	🕒	🕒	🕒
Continue on PC <sup>15</sup>	🕒	🕒	🕒	🕒	🕒
Windows Ink <sup>16</sup>	🕒	🕒	🕒	🕒	🕒
3D in Windows 10 <sup>17</sup>	🕒	🕒	🕒	🕒	🕒

- Windows Hello for Business with biometric authentication requires specialized hardware, such as a fingerprint reader, illuminated IR sensor, or other biometric sensors, depending on the authentication method.
- Requires TPM 1.2 or greater for TPM-based key protection.
- Windows Information Protection requires either MDM or System Center Configuration Manager to manage settings. Sold separately.
- Requires Azure AD for automatic MDM enrollment. Requires Microsoft Intune for Blocking Status page. Sold separately.
- Requires Microsoft Intune or third-party MDM service. Sold separately.
- Not all MDM capabilities are available in the Home SKU. MDM requires an MDM product such as Microsoft Intune or other third-party solutions, sold separately.
- Requires Azure AD for identity management. Sold separately.
- Requires Azure AD and Microsoft Intune, sold separately.
- Available in select markets. Functionality and apps may vary by region and device.
- Requires Bing for business to search across company resources and portals. Requires Office 365 subscription, sold separately, to search across OneDrive for Business and SharePoint locations.
- Shows up to 30 days of past activities done on tablet and mobile phone when users are signed into their Microsoft accounts.
- Available in select markets; experience may vary by region and device.
- Requires Office 365 subscription. Sold separately.
- Touch-based capabilities require a touch capable device. Pen accessory sold separately.
- Users must link their mobile phone to their PC in PC settings, install the appropriate app for their device, and follow the setup prompts.
- Touch capable device required. Pen accessory sold separately.
- Remix 3D catalog available in select markets. Experience may vary by region and device.

Additional offerings available for Windows IoT and Education products

# Windows 10 Pro for the Information Worker

# Information Workers

Creates, consumes, transforms, and analyzes data

Uses information to assist in making decisions or taking actions

Develops and improves processes and forms; encourages collaboration; creates workspace environments



# Windows 10 Pro

Windows 10 Pro: Windows 10 Pro lets you focus on running your business, instead of your IT



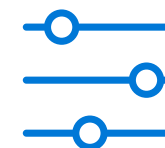
**The most security  
protection, built-in**

Safeguard identities, information, and devices



**Get more  
done**

The most productive tools  
for you and your team



**Simple and flexible  
management**

Keep your IT running and up to  
date with minimal help

# Windows 10 Pro: Windows 10 Pro lets you focus on running your business instead of your IT

## Short Copy

Focus on running your business instead of your IT when you have Windows 10 Pro. Windows 10 Pro provides an essential foundation, with built-in security and easy-to-implement management, plus enhanced productivity, to keep your business on the right track.

## Medium Copy

Focus on running your business instead of your IT when you have Windows 10 Pro. Windows 10 Pro provides an essential foundation, with built-in security and easy-to-implement management, plus enhanced productivity, to keep your business on the right track. Moving to Windows 10 Pro gives you the agile, cost-effective features you need to better manage and protect your systems and data. Affordable, durable, and versatile Windows 10 Pro devices can help your team get things done faster.

## Long Copy

Focus on running your business instead of your IT when you have Windows 10 Pro. Windows 10 Pro provides an essential foundation, with built-in security and easy-to-implement management, plus enhanced productivity, to keep your business on the right track.

Windows 10 Pro has the critical business security features to help protect your data, and it is simple to set up and manage for multiple users. It works across your devices so you can stay mobile, and interoperates seamlessly with Office 365\*—connecting your team to maximize productivity. And affordable, durable, and versatile Windows 10 Pro devices can help your team get things done faster.

## Sound bite



Windows 10 Pro means business: built-in security and simple management, plus enhanced productivity, to keep your business on the right track."

# Modern commercial device collection

## Business Premium



Dell Latitude 12 7285  
\$1,199



HP EliteBook x360 13  
\$1,249



Lenovo X1 Yoga  
\$1,549



Samsung Galaxy Book 10/12  
\$729 / \$1,229



Panasonic Toughbook CF-33  
\$3,500

## Modern Mainstream



Lenovo ThinkPad 13  
\$649



Dell Latitude 12 5289  
\$899



HP EliteBook 840  
\$949



Toshiba Protège X20W  
\$999



Dell Vostro 14 5000  
\$799

## Entry Level



HP Stream 14 Pro  
\$275



Acer Spin 1  
\$299



Acer Swift 1  
\$349



Lenovo V130  
\$349, available June 2018



ASUS VivoBook Flip 14 TP401  
\$379

Enterprise and Business curated commercial devices shown include TPM 2.0, enable Virtualized-Based Security (VBS) and Unified Extensible Firmware Interface (UEFI)

**All curated commercial hero OEM devices are secure and ready to sell**



# Feature messaging: security

The most security protection, built into your device

# Stay protected anywhere, including down the road. Built-in protection from current and future security threats – at no extra cost.<sup>1</sup>

**Windows Defender Antivirus:** Windows 10 offers built-in malware protection to help keep you safe from viruses, spyware, and other malicious software. Windows Defender Antivirus runs in the background, notifying you when you need to take specific action.

**Windows Firewall:** Built into Windows 10, Windows Firewall helps notify you about suspicious activity if a virus or worm tries connecting to your PC. It can also block viruses, worms, and hackers from trying to download potentially harmful apps.

**Windows Defender System Guard:<sup>2</sup>** Help secure and validate the integrity of the device's firmware, OS, and system defenses. Windows Defender System Guard ensures that only trusted software can run during start-up, isolates sensitive services and data, and makes certain low-level tampering can be detected and remediated without impact.



(Screen simulated, subject to change)

# Don't lose your mind over lost devices.

A lost device doesn't mean leaked data.

**BitLocker\* + BitLocker To Go:\*** BitLocker & BitLocker to Go protect against loss of business information by encrypting data on your devices, even when a device is lost or stolen.



(Screen simulated, subject to change)

# Forget your password? That's a reason to smile.

## You and your employees no longer need to remember passwords.

**Windows Hello:**\* Your smile can be your password. Windows Hello is the password-free sign-in that gives you the fastest, most secure way to unlock your Windows devices. Using your face or fingerprint, it recognizes you apart from all others, waving you in with a friendly hello. It even works on apps\*\* and compatible websites when browsing with Microsoft Edge. And because Windows Hello is designed on industry security standards, it provides a trusted identity option that prevents phishing and can resist breaches. And now, Windows Hello is supported by Active Directory. You can add enhanced security by enabling PIN on reboot.

**Devices unlock your PC:** Windows Hello\* lets you use your phone and other Windows Hello companion devices to quickly unlock your Windows PC without using a password. Companion devices† know who you are and give you another choice for quick, secured sign-ins that can meet some of the strictest regulatory compliance standards.



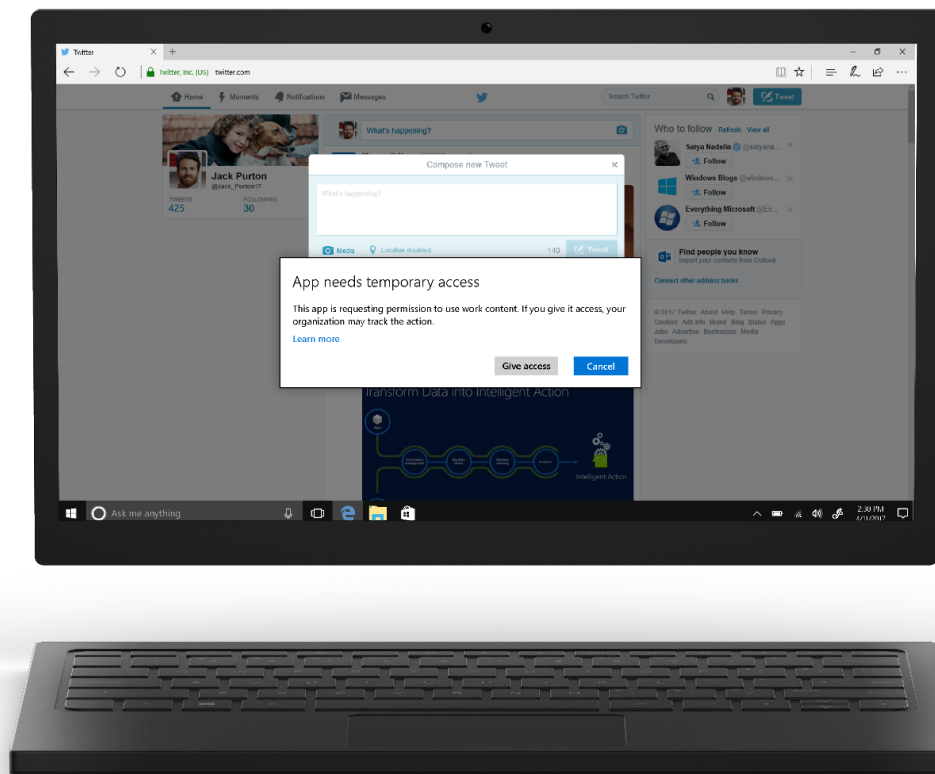
(Screen simulated, subject to change)

\* To use Windows Hello with biometrics specialized hardware, including fingerprint reader, illuminated IR sensor, or other biometric sensors 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. \*\* Limited to compatible websites and apps. † Companion devices must be paired with Windows 10 PC's via Bluetooth. To use a Windows Hello companion device that enables the user to roam with their Windows Hello credentials requires Pro or Enterprise edition on the Windows 10 PC being signed into.

# It's just business.

Separate your business information from their personal information.

**Windows Information Protection:**<sup>1</sup> You can control how your employees use your business data—blocking them from copying customer or financial data into social media apps, for example. You can also ensure all business data is encrypted and accessible only by those who need it. So you can help protect data wherever it lives—even on removable storage devices—without affecting your user experience. Windows Information Protection also allows you to separate business and personal data. This means you can protect lost or stolen devices by wiping only business information and leaving personal data intact.



(Screen simulated, subject to change)

# Feature messaging: productivity

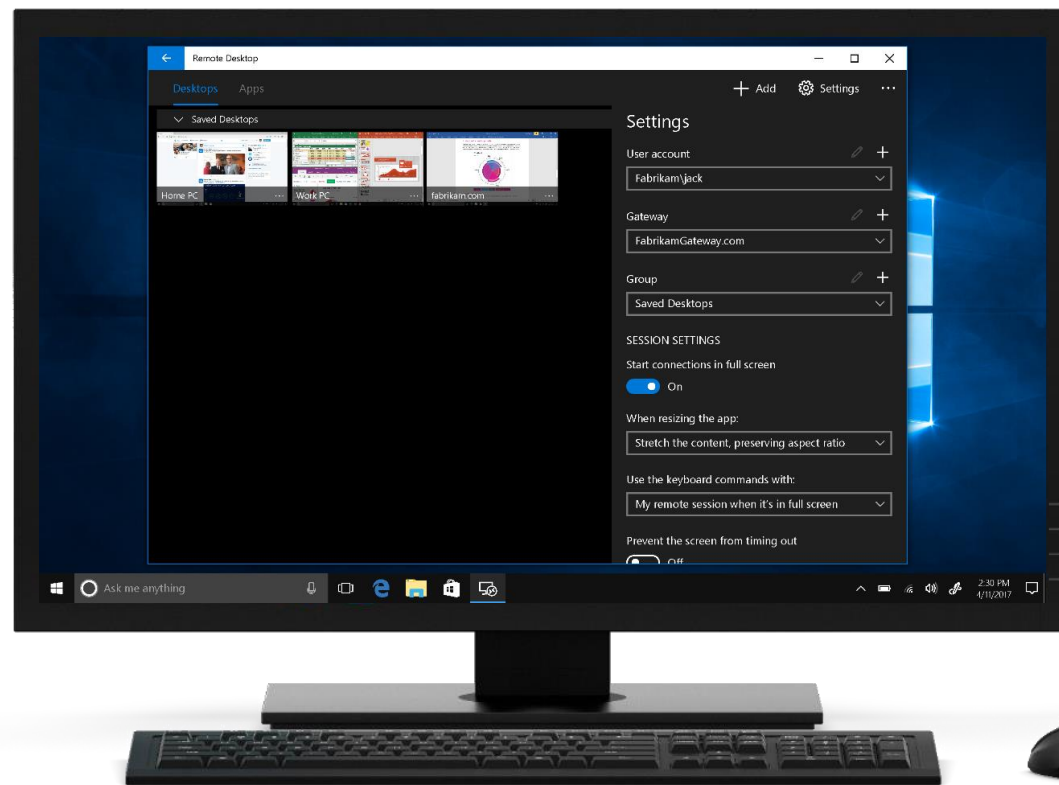
Get more done with the most productive tools

# Work from the office. Even while on the road.

Work anytime from anywhere by accessing your files, folders, and apps just the way you left them.

**Remote Desktop:** Work anytime, anywhere. Access your own desktop—with all your files, folders, and apps just the way you left it—from virtually anywhere and on any device. All you need is Windows 10 Pro and an internet connection.

**Windows Timeline:**<sup>1</sup> From one device to the next—and back again—Windows Timeline syncs and keeps track of where a user is in an app or document, and lets them jump right back in where they left off. Timeline offers a chronological view of activities and documents, so users can go back in time and find things quicker, in context of what they were working on any given day, week, or month.



(Screen simulated, subject to change)

# Shift your productivity into warp speed.

Start fast, stay focused, and finish first with tools to enhance productivity.

**Start Menu + Live Tiles:** Get to work quickly and stay productive with familiar features in Windows 10. The Start menu lets you pin your go-to apps and files for fast access. Live Tiles beam updated info—like your email, appointments, and headlines—so you don't need to open the app.

**Virtual Desktop + Snap Assist:** Keep command of your screen. Snap Assist makes it easy to snap apps into place to optimize available screen space. If your screen is getting crowded, you can create virtual desktops with just the items you want—great for when you don't have multiple monitors to work with.

**Tablet Mode: Use your laptop like a tablet.** You can get a smooth, touch-first experience on your 2-in-1 or touchscreen laptop. Onscreen features adapt for easy navigation and apps scale smoothly from the smallest to the largest displays.\* You can easily run in or out of Tablet Mode anytime you want—your screen will give you a smooth transition and a beautiful display.



(Screen simulated, subject to change; Some apps sold separately, availability may vary).



# Interact with your device however you want

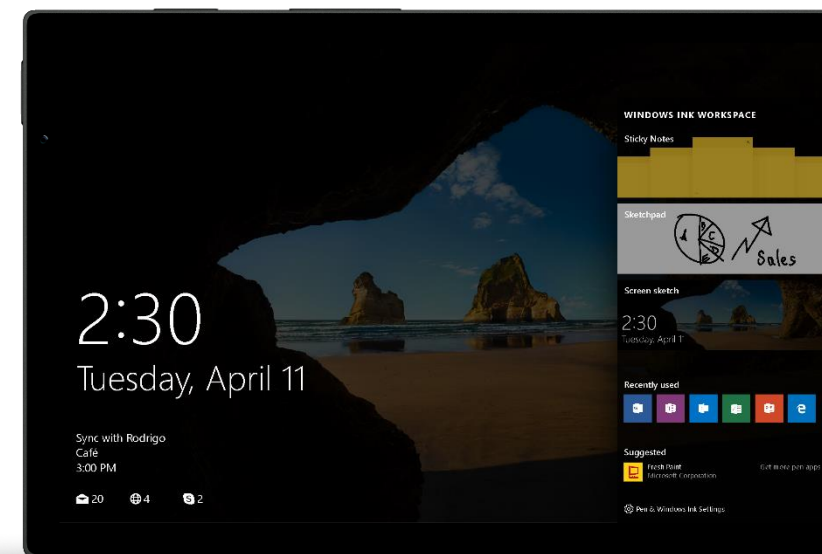
## Use voice, gesture, pen, or touch, as well as keyboard and mouse.

**Voice/pen/touch/gesture:**<sup>1</sup> Windows gives you more interaction options to choose from so you can use what feels right and works best.<sup>1</sup> Beyond just traditional keyboard and mouse inputs, you can use your device in the way that's most natural for you and the best fit for what you're doing. You can even switch from one interaction type to another for maximum comfort and productivity.

**Windows Ink:**<sup>2</sup> Quickly turn thoughts into action with the magic of Windows Ink.<sup>2</sup> Naturally capture notes at the speed of thought with no need to be logged in.<sup>3</sup> And powerfully pair inking with Office<sup>4</sup> to effortlessly make edits, create content and drive ideas forward. Use your digital pen with Ink Editor to strikethrough words to delete them, circle text to select it, and more. Unleash your creativity by combining inking with creator apps like Adobe Illustrator.<sup>5</sup> Windows Ink makes using your pen easy and obvious on Windows. With the all new Windows Ink Workspace, all ink-powered apps and quick actions are right at your pen's tip.<sup>3</sup>

**Paint 3D:**<sup>6</sup> Start creating in every dimension to bring your ideas to life. Whether you're doing quick image editing or creating a 3D prototype of your idea, Paint 3D helps you discover new possibilities for thinking, creating, and communicating.

**Microsoft Edge:** Microsoft Edge is a safe, fast browser, always up-to-date<sup>7</sup> and designed to work with today's websites and services. With a web experience that's personal, responsive, and all about getting things done online, you can add extensions, write<sup>1</sup> or type directly on webpages. You can even share your mark-ups with colleagues, save articles in your reading list to view later, and read in a view that lets you clear away distractions from online articles.



(Screen simulated, subject to change)

<sup>1</sup>Hardware-dependent; Pen accessory may be sold separately.

<sup>2</sup>Windows Ink requires touch capable tablet or PC. Pen accessory may be sold separately

<sup>3</sup>User must enable in settings and have a Bluetooth button on pen.

<sup>4</sup>Office may be sold separately.

<sup>5</sup>Adobe Illustrator sold separately.

<sup>6</sup>Paint 3D app availability and experience may vary by region and device.

<sup>7</sup>Microsoft Edge receives regular, automatic updates from Microsoft for the supported lifetime of the device.

# Cross more off your to-do list

## Get more done on your own and with your team

**Accessibility:** Get a robust set of accessibility features, such as narrator, word prediction, and eye control. And Intelligence-enabled capabilities, such as machine-generated descriptions of pictures that provide a more seamless experience for users. And whether it's an accessibility need or a workstyle preference, any user can use voice dictation for authoring and editing documents in Windows.

**OneNote:** Start jotting notes, sharing, and collaborating with peers as soon as they log in for the first time. OneNote comes pre-installed in Windows 10. Individuals and teams can easily capture and organize their ideas—they can type, draw with the digital pen or finger, insert images or screen clippings, and mark pages with tags to highlight important notes. OneNote is available on any device, across platform, and integrates the latest advancements in things like shape recognition and immersive reader.

**Microsoft Whiteboard:** All Windows 10 users now have a digital whiteboard in their office. Whiteboard lets teams collaborate remotely with presence icons and updates showing instantly, so everyone can see where others are and what they're doing. They can use a variety of tools, and intelligent inking technology that will automatically turn drawings into standard shapes and diagrams. Users can save and recall their boards so they can easily share them, or quickly pick up where they left off.



# A little help goes a long way.

With Cortana\* at work, you have a truly personal digital assistant.

**Cortana\* at work:** At work and in life, Cortana is your personal digital assistant, there for you wherever you need her, helping make sure nothing slips through the cracks. She helps you conquer the chaos and gives you the confidence that comes with knowing someone has your back. With Cortana, it is easier to stay on top of your schedule, your commitments, and all the important things you need to remember to keep your day running smoothly. Ready on day one to provide answers and complete basic tasks, Cortana learns over time to become more useful every day.

**Enterprise Search in Windows:** Whether it's apps, documents, email messages, company resources, or people, enterprise search in Windows gives users one place to search in a rich and familiar way, and find what they need—faster.



(Screen simulated, subject to change)

# Access made easy.

Whatever the need, Windows has your users covered.

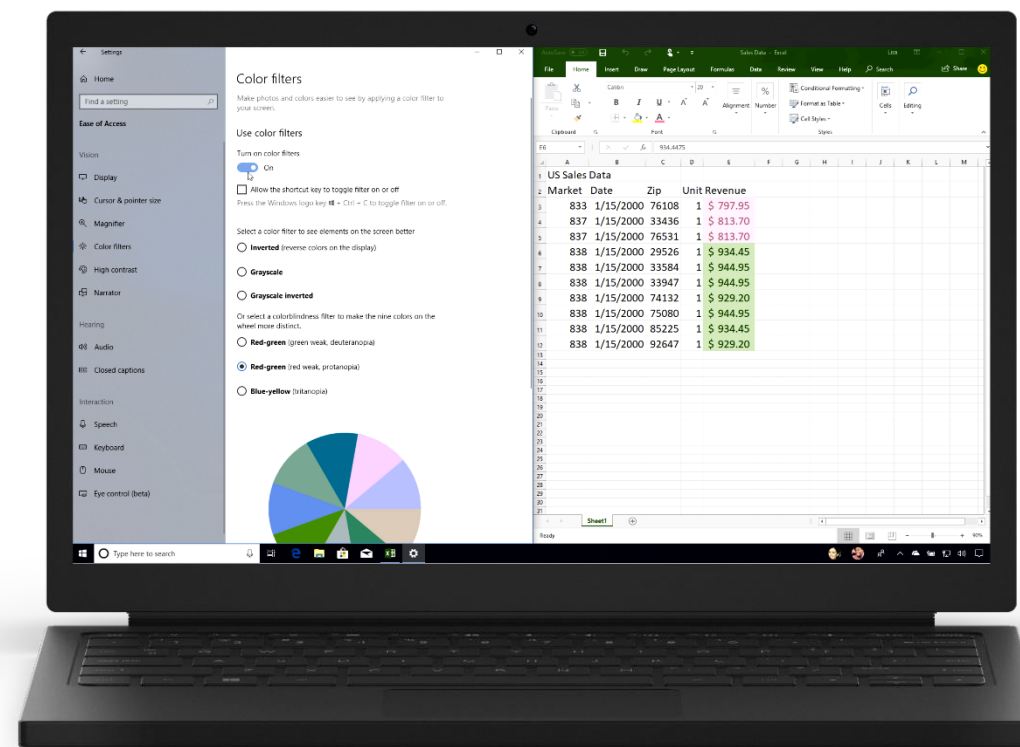
**Customize your experience:** Windows Ease Access settings make it easy for users to customize their device experience to their needs or preferences. They can quickly discover what they need with a new design that groups features by ability—vision, hearing, and interaction.

**Hear it:** Narrator provides users a more robust and seamless experience, with capabilities like audio output control, machine-generated intelligent image descriptions, and contextual narration of content parts, such as text boxes within in Word documents.

**Remove reading distractions:** Reading view in Microsoft Edge helps users focus by removing distracting content. Or, if they prefer listening to reading, Read Aloud will read them any PDF or website out loud.

**Write freely:** Author and edit documents with voice dictation in Windows. Windows also supports text suggestions for hardware, as well as on-screen keyboards, so users can get ideas into writing more quickly.

**Click with your eyes:** Windows comes with built-in support for eye control.<sup>1</sup> Users can control the mouse, type using an on-screen keyboard, and communicate with people using text-to-speech, all with their eyes.



(Screen simulated, subject to change)

# Feature messaging: management

**Simple and flexible management**

# Control. Simplified.

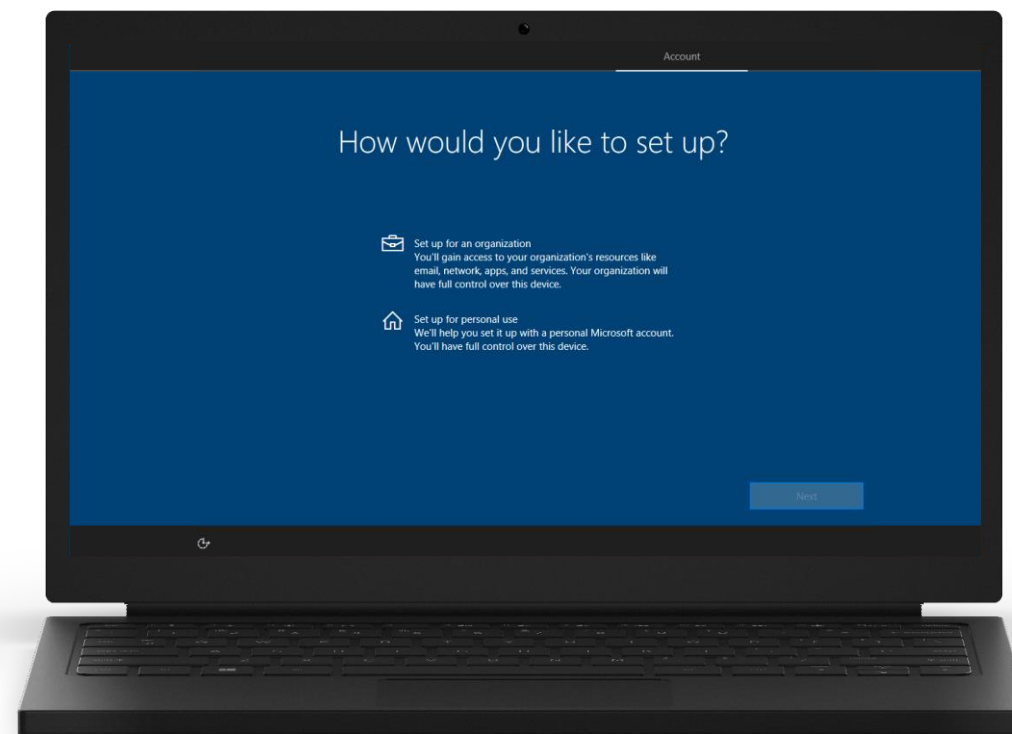
## Single sign-on and more control over your devices.

**Azure AD\* Join:** Employees can use a single login across Windows 10, Office 365,\* and other Microsoft services,\* making logons and passwords easier to manage. The shared logon works on PCs, tablets, and phones with minimal IT involvement.

**Domain Join + Group Policy:** IT staff can easily manage PCs, user accounts and groups, security policies, and get easy access to files and printers when you pair Windows 10 Pro with Windows Server.\* You can even define specific security and networking policies for your users and devices.

**MDM client:** Windows 10 Mobile Device Management (MDM) support, lets you use cloud-based management services\* to control business and personal devices. Your employees get access to corporate applications, data, and resources from virtually anywhere on almost any device, while IT gets help keeping your business information secure.

**Windows AutoPilot:** Users are productive out of the box—with Windows AutoPilot, users log in and start using their new Windows 10 devices quickly, without IT help.



(Screen simulated, subject to change)

# Say when.

You decide when and how to update your devices.

**Deferred Updates:** With deferred updates, you get new Windows features and functionality after they've been vetted and approved by other users, while still continuing to receive security updates and critical fixes straightaway.

**Windows Update for Business:** Your IT staff can get more done, since Windows 10 Pro gives them control over system and app updates. You'll get access to the latest innovations from Microsoft, while being able to reduce management costs, maintain more control over the update process, and make better use of everyone's time.



(Screen simulated, subject to change; Some apps sold separately, availability may vary).

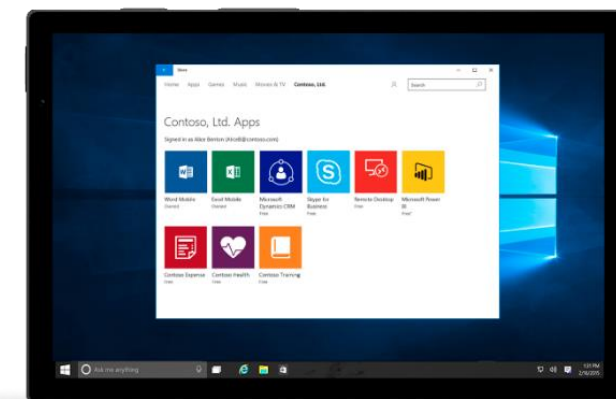
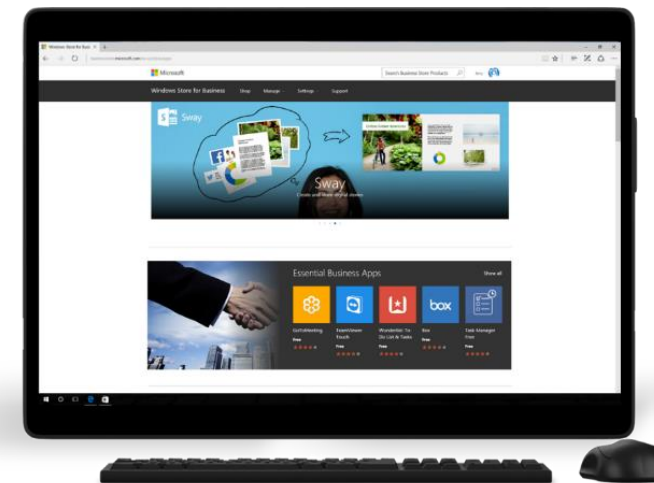
# More ways to do more.

## Easier ways to acquire, deploy and configure your business apps.

**Microsoft Store for Business\*** Designed for organizations, Microsoft Store for Business\* gives you a flexible way to find, acquire, manage, and distribute free, paid, and line of business (LOB) apps to Windows 10 devices.

**Assigned Access:** Windows 10 Pro lets you set up a device for a single use or “kiosk.” Users can only interact with one Microsoft Store app and cannot change system settings.

**Client Hyper-V:** Run multiple operating systems at the same time on one computer, letting you create and manage virtual machines and their resources.



(Screens simulated, subject to change; Some apps sold separately, availability may vary).



# Microsoft 365

Office 365 | Enterprise Mobility + Security | Windows 10



**Microsoft 365 Enterprise** is for large businesses

[More information on Microsoft 365 Enterprise for partners](#)  
[More information on Microsoft 365 Enterprise for customers](#)

**Microsoft 365 Business** is for small and medium-sized businesses

[More information on Microsoft 365 Business for partners](#)  
[More information on Microsoft 365 Business for customers](#)

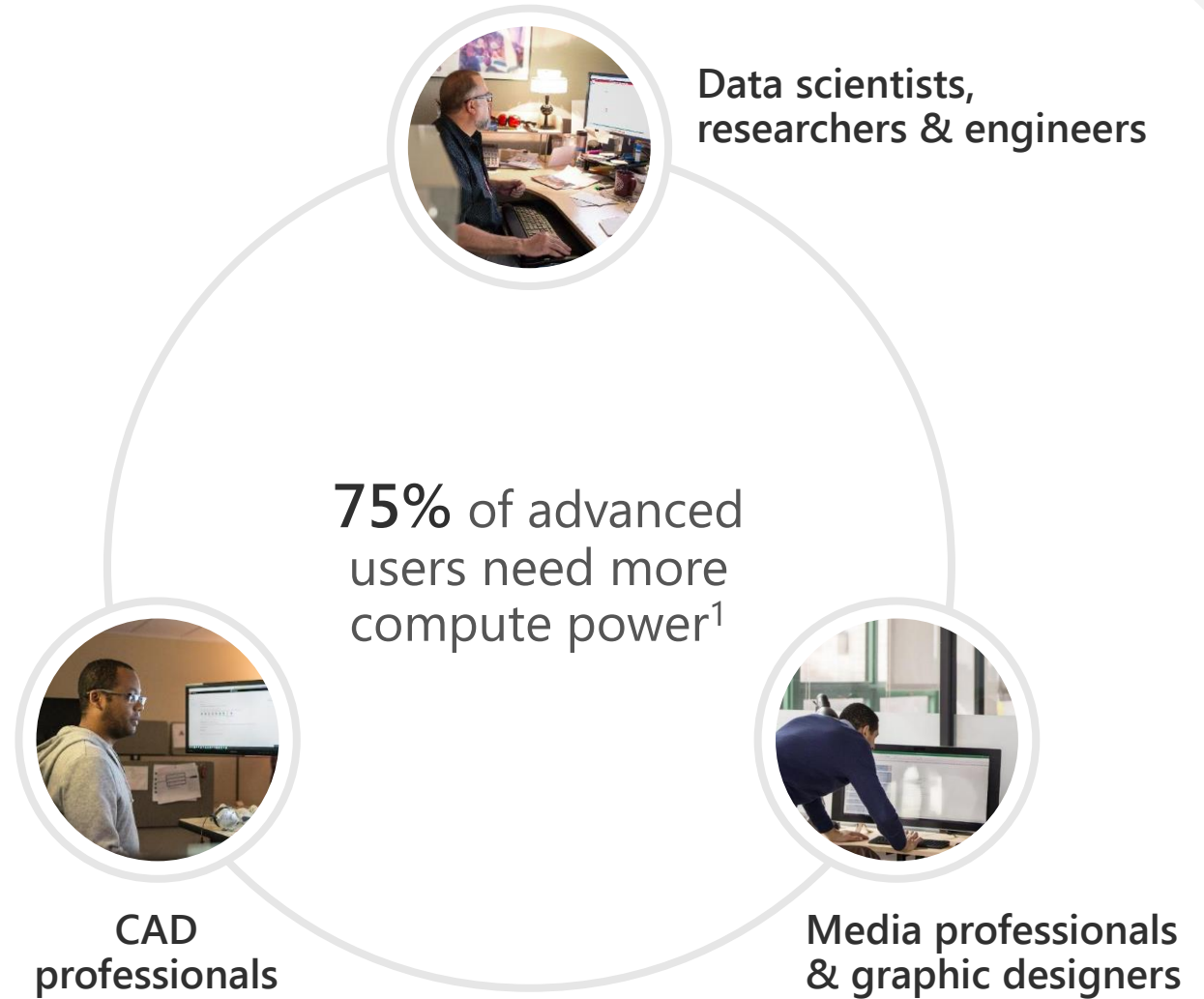
# Windows 10 for the Power Worker

# Power Workers

**Data scientists, researchers & engineers** transform big data into input signals and iteratively train and experiment with multiple machine learning models, processing time equals productivity.

**Computer Aided Design (CAD) professionals** download data from a server to work locally in compute-intensive programs, and then upload results back to a central repository.

**Media professionals and graphic designers,** including freelancers, can generate an enormous amount of data and intellectual property through their work.



# Windows 10 Pro for Workstations

Designed to meet the demanding needs of mission critical and compute intensive workloads



## Resilient file system

Count on server-grade protection for your data



## Persistent memory

Enable demanding workloads to access files at the fastest speed possible



## Faster file sharing

Transfer files at full speed, with high throughput and very low latency



## Expanded hardware support

Handle demanding workloads on devices with high-performance configurations

# Windows 10 Pro for Workstations messaging

## Short copy

With Windows 10 Pro for Workstations, you can power through advanced, compute-intensive workloads with server-grade data protection and performance.

## Medium copy

Designed for people who do compute-intensive and data-intensive work, such as data scientists, CAD professionals, researchers, media production teams, graphic designers, and animators, Windows 10 Pro for Workstations helps you power through advanced workloads with server-grade data protection and performance.

## Long copy

Advanced work demands performance. For people who do compute-intensive and data-intensive work, such as data scientists, CAD professionals, researchers, and media professionals, saving time and protecting data are critically important—they are a currency in the new world of work.

With Windows 10 Pro for Workstations, you can speed through demanding workloads, work confidently with server-grade data protection, and experience the power of high-performance computing.

## Sound bites



Power through advanced workloads with server-grade data protection and performance.”

“Experience the power of high-performance workstations.”

# Workstation Hero devices



Dell Precision 7920 Tower



Dell Precision 7520



Dell Precision 5720 All-in-One



Fujitsu CELSIUS W570



Fujitsu CELSIUS H970



HP Z8



For more information, visit the [Featured Devices](#) web page

# Energize your Power Workers.

## Meet the demanding needs of mission critical and intensive workloads

Designed for people with advanced data needs such as data scientists, CAD professionals, researchers, media production teams, graphic designers, and animators, Windows 10 Pro for Workstations helps you power through advanced workloads with all the benefits of Windows 10 Pro, plus server-grade data protection and performance.

**Resilient File System (ReFS).** If files go “bad,” ReFS can repair it. ReFS detects when data becomes corrupt on one of the mirrored drives and uses a healthy copy of your data to correct and protect your precious data.

**Persistent memory.** Enable demanding workloads to access important files at the speed of memory with high-end persistent memory hardware configurations.

**Faster file sharing.** Speed up file transfers between Workstations and servers with large datasets. Network adapters can function at full speed with high throughput and very low latency, with little CPU usage.

**Expanded hardware support.** Handle demanding workloads. Expanded hardware support enables users to run Windows 10 Pro for Workstations on devices with high performance configurations.

**Ultimate Performance.** Eliminate the micro-latencies associated with fine-grained power management techniques.



Windows 10 Pro in S mode  
for the Firstline Worker



# Firstline Workers

**First** to engage your customers

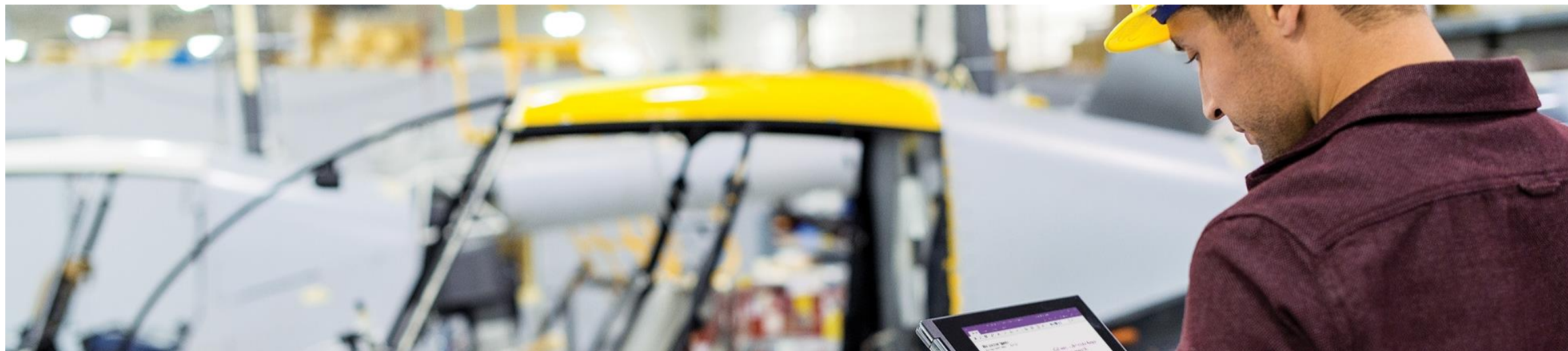
**First** to represent your brand

**First** to see your products in action



# Windows 10 Pro in S mode

## Affordable, cloud-ready devices for Firstline Workers



### Simple

Keep IT management easy. Allow employees to use self-service deployment and a single sign-in. All thanks to the cloud.



### Secure

Protect your business with built-in Windows 10 device, user, and data safeguards. Plus, use only Microsoft-verified apps from the Microsoft Store.



### Familiar

Give your team a familiar Windows experience. They will be able to use your legacy apps and the full version of Microsoft Office on their Windows 10 Pro in S mode devices.



### Efficient

Enable workers to start quickly and never slow down. Equip them with speedy and low-cost devices from \$275\* that work with a wide range of peripherals.

# Windows 10 Pro in S mode for Firstline Workers: affordable, cloud-ready devices

## Short Copy

Windows 10 Pro in S mode powers affordable, cloud-ready devices that are simple, secure, and efficient. Users can get started quickly, thanks to self-service deployment and a familiar Windows experience. Low-price S mode devices offer tailored solutions for kiosks, digital signs, and task work.

## Medium Copy

Windows 10 Pro in S mode powers affordable, cloud-ready devices that are simple, secure, and efficient. Users can get started quickly, thanks to self-service deployment and a familiar Windows experience. Equip your users with speedy and low-cost devices from \$275<sup>1</sup> that work with a wide range of peripherals, both wired and wireless. They can sign in once with their face or fingerprint,<sup>2</sup> and work efficiently with the full version of Microsoft Office.<sup>3</sup>

Windows 10 Pro in S mode helps secure users and data against modern threats by providing all the built-in protections of Windows. Affordable S mode devices offer tailored solutions for kiosks, digital signs, and task work.

## Long Copy

Windows 10 Pro in S mode powers affordable, cloud-ready devices that are simple, secure, and efficient. Users can get started quickly, thanks to self-service deployment and a familiar Windows experience. Equip your users with speedy and low-price devices from \$275<sup>1</sup> that work with a wide range of peripherals, both wired and wireless. They can sign in once with their face or fingerprint,<sup>2</sup> and work efficiently with the full version of Microsoft Office.<sup>3</sup> Plus, users get all the exclusive Windows innovations including Cortana<sup>4</sup> and Windows Ink.<sup>5</sup>

Windows 10 Pro in S mode helps secure users and data against modern threats by providing all the built-in protections of Windows. Devices are locked down, for extra protection, to use only apps from the Microsoft Store. You can also adapt your legacy apps to be Microsoft Store-compatible and readily available for your users. Affordable S mode devices offer tailored solutions for kiosks, digital signs, and task work.

## Sound bite

“Windows 10 Pro in S mode for Firstline Workers powers affordable, cloud-ready devices that are simple, secure, familiar, and efficient.”

# Introducing Windows 10 Pro in S mode for Firstline Workers Hero Portfolio



**Stream 14 Pro**  
14" Ultralim  
USD \$275



United States

**Spin 1**  
14" Ultralim  
USD \$299



**Swift 1**  
13" Ultralim  
USD \$349



**V130**  
14" Ultralim  
USD \$349  
**Available April 2018**



France, WE, US, Canada, MEA, CEE

**VivoBook Flip TP401**  
14" 2-in-1 Convertible  
USD \$329



US, Canada, EMEA

**Regional Availability:**

ANZ • Benelux • CEE DM • Czech • Slovakia • Hungary • Greater China • Iberia • Korea • Latam Growth • Mediterranean • Poland • Romania • South Africa • UK/Ireland • Asia DM • Brazil • CEE EM • DACH • Greater China DM • India • Latam DM • MEA DM • Mexico • Russia & CIS • Southeast Asia • U.S. • Asia EM • Canada • CEE Growth Markets • France • Gulf • Japan • Latam EM • MEA Emerging Markets • Nordics • Saudi Arabia • Turkey/Israel • Western Europe DM

# Tap into the potential of your Firstline Workers.

## Arm your Firstline Workers with a “just right” solution.

**Work securely:** Windows 10 Pro in S mode runs apps that are certified by Microsoft and distributed by the Microsoft Store. You can control and distribute your line of business apps through the Microsoft Store for Business, keeping devices more secure.

**Move to the cloud:** With Windows 10 Pro in S mode, you can join users’ identities with Azure Active Directory and manage devices with mobile device management (MDM). All in the cloud.

**Affordable, efficient devices:** Speedy Windows 10 in S mode devices start at US \$275.<sup>1</sup> S mode devices are quick and built to stay that way.<sup>2</sup> With no processes running in the background, performance is streamlined.

**Tailored solutions:** Windows 10 Pro in S mode devices can run different applications depending on the user and keep individual identities separate and secured. Shared devices made easy.

**All the features you need:** It’s easy to upgrade to Windows 10 Enterprise in S mode for additional security, management, and analytics features.

**Seamlessly integrated:** Windows 10 Pro in S mode works well with Microsoft 365 F1,<sup>3</sup> as well as full versions of Microsoft Office,<sup>3</sup> and is available in all editions—Home, Pro, and Enterprise. Customers can switch out of S mode at no cost using the Windows Store for Business.

# When to go with Windows 10 Pro in S mode vs. Pro

## Windows 10 Pro in S mode

Affordable, cloud-ready devices

### Best fit for:

- Task and Firstline Workers
- Task focused
- Shared devices (i.e. employee kiosk)
- Single-app usage/locked-down

### Identity:

Azure Active Directory<sup>1</sup> only

### Management:

MDM only

### Applications & Device Drivers:

Microsoft Store &  
Microsoft Store for Business only

### Performance:

Designed for consistent performance, startups are quick and built to stay that way

### Upgrade Path:

Upgrade to Windows 10 Enterprise in S mode<sup>2</sup>

## Windows 10 Pro

Most secure and flexible operating system

- Information Workers
- Focused on creativity and productivity
- Higher value data requires increased security & compliance features

Active Directory & Azure Active Directory<sup>1</sup>

MDM & System Center

Microsoft Store, Microsoft Store for Business & non-Store Win32 apps

Designed for peak performance that can be tailored to the needs of the user

Upgrade to Windows 10 Enterprise

Windows 10 for  
shared resources

# Digital signage





# Digital signage solutions

Transform the way you interact with your audience



## Simple

Get your signage up and running faster, using off the shelf Windows solutions. We handle the integration so you can focus on business value.



## Scalable

Leverage Microsoft's extensive partner ecosystem and the Azure cloud to manage more screens and locations as your business grows.



## Secure

Built-in security from device to cloud, with comprehensive features for deployment, provisioning, updating, and device health.

# Get your message across.

## Turn any screen into a vivid, digital sign.

**Protect your brand:** Windows 10 helps keep your brand safe with built-in security such as Windows Defender System Guard, BitLocker, and advanced lockdown capabilities. You can also connect easily and securely to back end systems.

**Leverage the power of the cloud:** Windows 10 is a universal platform compatible with most existing technologies, affording you easy and secure integration. It is deeply integrated with Microsoft Azure to enable a seamless and secure digital signage experience.

**Comprehensive peripheral support:** Windows 10 IoT supports an assortment of innovative hardware, allowing you to customize signage solutions that best suit your company's needs.

**Deploy and manage signs remotely:** Employees simply plug in the plays and the provisioning and device management is handled from a central dashboard. With Windows Update for Business, you decide which security updates to install and when to install them.

**Affordable options for all businesses:** Windows 10 offers affordable, cloud-connected, and on-premises options from simple DIY single-screens to dynamic, large scale video walls.

# Microsoft digital signage

Microsoft enables affordable cloud-connected and on-premises digital signage from simple DIY single-screens to comprehensive partner-led enterprise solutions.



## PC on a Stick

Ideal for single-screen and simple use cases or where Wi-Fi connectivity is the only option

- Beginning at under \$100
- Ideal for single display
- Minimal IT overhead



## Industrial PC

Best for multiple monitors and situations where data integration, security, manageability and reliability are essential

- Easily integrate with back end systems
- Heat tolerant and 24/7 capable
- Highly scalable



## Video Walls

For many displays with very high resolution and demanding performance and environmental requirements

- Multiple displays
- Very high-res and compute intensive
- Commercial grade hardware

# Digital signage partners

With the help of the right partner, Windows digital signage will keep data safe, secure, and support insights to move business forward.



# Kiosks



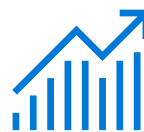
# Microsoft kiosk solutions

Designed to empower your customers and employees



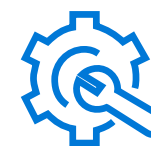
## A secure and intuitive customer experience

With the most secure Windows ever, you can configure and maintain customer-facing kiosks that are intuitive and ready to use.



## Enhance Firstline productivity

Configure kiosk devices for a group of employees in a curated experience, including UWP, Classic, or web apps, for reliable Firstline use.



## Management on your terms

Comprehensive device management and monitoring that supports traditional, cloud, or hybrid IT to maintain your touch-screen kiosks in a secure and pristine state.

# Put your best foot forward.

## Optimize your customer experience with Microsoft kiosk solutions.

**Get the solution you need:** Microsoft offers a choice of software, services, and partner solutions, so you can design your kiosk with the apps and devices that fit your needs.

**Delight customers:** offer an innovative and interactive user experience with touch, ink, and/or voice solutions.<sup>1</sup> Get comprehensive peripheral support for mag stripes, EMV readers, and printers<sup>2</sup>.

**Empower employees:** put the right information at your workforce's fingertips, enabling faster service, easier communication, and the ability to quickly share information.

**Choose the right device:** select from an assortment of innovative hardware for every work environment, from low-cost PCs for your employees to PCs on a stick and mini PCs. You can also redeploy existing devices as interactive kiosks.

**Leverage the power of the cloud:** Windows 10 is compatible with most existing technologies, offering you deep integration with Microsoft Azure and other cloud platforms.

**Protect your brand:** Windows 10 built-in security features such as Secure Boot, BitLocker, advanced lockdown, and read-only capabilities help keep your brand safe.

**Simplify management:** Minimize the time and effort needed to deploy, manage, secure, and monitor kiosks with comprehensive device management and monitoring that supports traditional, cloud, or hybrid IT.

**Maximize uptime:** Keep your kiosks running 24/7 with the ability to easily detect an undesired state and reset the app.<sup>3</sup>

# Microsoft kiosk devices



## Turnkey kiosks

Simple use cases and small screen applications

- Affordable
- Preconfigured solution
- Minimal IT overhead



## Custom solutions with commercial-grade hardware

Larger screens and more complex installations

- Easily integrate with back end solutions
- Heat tolerant and capable of 24x7 operation
- Highly scalable

Supported by expert partners





# Skype Room Systems

# Skype-enabled devices



Extending and enhancing the Skype experience through Skype-enabled devices

A complete portfolio of Skype-enabled devices purpose-built for the modern workplace.

Easy and seamless experiences for end users and enterprise security and management for IT Professionals

# Meetings made easy.

## Turn any space into a virtual meeting room.

**Bring the team together:** Windows 10 enables you to work as though you are all in one place, wherever team members may be. You can encourage effective collaboration on-site and offsite, since anyone can join from anywhere on any device.

**Transform a room of any size:** you can turn any space into an effective meeting room with Skype for Business, which is easy to deploy and simple to manage. Skype Room Systems are optimized for HD video and audio and pair with industry-leading hardware manufacturers for high quality experiences and trusted innovation.

**Leverage the power of the cloud:** Windows 10 is a universal platform compatible with most existing technologies, for easy and secure integration with what you already use. It also operates seamlessly with Microsoft Azure.

**Protect your information:** Windows 10 built-in security features such as Secure Boot, BitLocker, advanced lockdown and read-only capabilities help keep your information safe. You can connect easily and securely to back end systems.

**Control OS updates:** with Windows Update for Business, you decide the timing of updates. For instance, you can defer them to execute at a time that won't interrupt your customer experience.

# Skype Room Systems Portfolio



logitech



CRESTRON



Polycom



NEW!  
Lenovo



NEW!  
hp

Hundreds of Fortune 500 companies doing proof of concepts

Seeing bigger deployments moving forward as companies scale

Broad spectrum across industries

Microsoft has deployed thousands of rooms and SRS is a new design standard

Partners are fulfilling different room-based needs

New Lenovo and HP devices have built-in audio, more suitable for smaller/huddle rooms, and greater geo coverage

# Purpose-built for the modern workplace

A range of certified devices for every size, space, and working style

## In the office



Plantronics Voyager Focus UC



Yealink T42G Skype for Business Edition



Plantronics Voyager 5200 UC

## On the go and anywhere



Jabra SPEAK 510 MS

## Meeting rooms and conference areas



Logitech SmartDock for Skype Room System



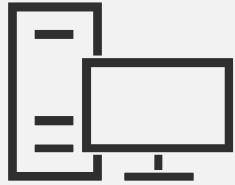
Microsoft Surface Hub, 84 inches

PERSONAL DEVICES FOR CALLS AND SMALL GROUPS

SHARED DEVICES FOR LARGER GROUPS AND CONFERENCE AREAS

Modern Workplace  
Modern Device

# Value of shifting to Modern IT



## Traditional IT

Single Device

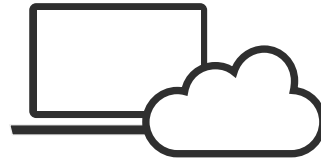
Business Owned

Corporate Network & Legacy Apps

Manual

Reactive

High-touch



## Modern IT

Multiple Devices

User and Business Owned

Cloud Managed & SaaS Apps

Automated

Proactive

Self-Service



Simpler



More secure



Lower TCO



Better experience

# Modern commercial devices

The best way to experience

## Microsoft 365



**The most security protection, built in**  
Safeguard identities, information, and devices



**Get more done**  
The most productive tools for you and your team



**Simple and flexible management**  
Keep your IT running and up to date with minimal help





# Windows 10 Pro: Options for every worker



Pro



Dell Precision 7920 Tower



Pro in S mode

# Advantages of modern devices

- Enterprise grade hardware security features built into the device
- Enhanced productivity and flexibility with 2-in-1 laptops
- Less than 1" thick, as light as 2.5-3 pounds, and batteries ranging from 8-17 hours<sup>1</sup>
- Rugged devices for tough environments
- Range of price points to fit your budget and needs



# The most security protection, built in






Windows 10 Pro protects your business information, customer data, and your employee's digital identities as well as your reputation and your brand.

- Windows Hello<sup>1</sup>**  
Sign in with your face or your fingerprint. Replace passwords with easy-to-use multifactor authentication. Windows Hello also lets you use your phone and other Windows Hello companion devices<sup>†</sup> to quickly unlock your Windows PC without using a password.
- BitLocker<sup>2</sup> and BitLocker to Go**  
Protects against loss of business information by encrypting data on your devices, even when a device is lost or stolen.
- Windows Information Protection<sup>3</sup>**  
Control how employees use business data—blocking them from copying customer or financial data into social media apps, for example.
- Windows Defender Systems Guard**  
Protects the integrity of your device from power-on to power-off.
- Windows Defender Antivirus**  
Built-in protection from malicious software and hacking attempts.

<sup>1</sup>Windows Hello requires specialized hardware such as fingerprint reader, illuminated IR sensor, or other biometric sensors depending on the authentication enabled. • <sup>†</sup> Companion devices must be paired with Windows 10 PC's via Bluetooth. To use a Windows Hello companion device that enables the user to roam with their Windows Hello credentials requires Pro or Enterprise edition on the Windows 10 PC being signed into. • <sup>2</sup>Requires TPM 1.2 or greater. • <sup>3</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.

# Get more done

Windows 10 Pro empowers you and your team to stay focused, stay connected, and get more done with the right tools.

-  **Windows Ink**  
Windows Ink lets employees capture and collaborate on ideas using the digital pen:<sup>1</sup> take notes, edit Office documents,<sup>2</sup> or brainstorm on the Microsoft Whiteboard app.<sup>3</sup>
-  **Windows Hello<sup>4</sup>**  
Windows Hello offers an alternative to passwords—facial recognition or fingerprints for single sign-on access.
-  **Tablet mode**  
Use your laptop like a tablet. Get a touch-first experience on your 2-in-1 laptop or touchscreen device.
-  **Voice, pen, touch, and gesture<sup>1</sup>**  
Windows gives you more interaction options to choose from so you can use what feels right and works best.<sup>1</sup> You can use your device in the way that's most natural for you and the best fit for what you're doing. You can even switch from one interaction type to another for maximum comfort and productivity.
-  **Remote Desktop**  
With Remote Desktop, work anytime from anywhere by accessing your files, folders, and apps just the way you left them.

<sup>1</sup>Hardware-dependent; Pen accessory may be sold separately. • <sup>2</sup>Office 365 subscription required, sold separately. • <sup>3</sup>This feature must be enabled in Settings and requires a digital pen with a Bluetooth button. • <sup>4</sup>To use Windows Hello with biometrics specialized hardware, including fingerprint reader, illuminated IR sensor, or other biometric sensors 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.

# Integrates easily with existing infrastructure

User-friendly and flexible management, with minimal IT involvement



## Compatible with peripherals

Compatible with both the wired and wireless peripherals you already own.



## Single sign in

Employees can use a single login across Windows 10, Office 365,<sup>1</sup> and other Microsoft PCs, tablets, and phones, using Azure Active Directory.<sup>2</sup>



## Windows AutoPilot

Users can easily and quickly set up new devices on their own, while IT retains control and compliance through the cloud.



## Windows Update

Receive updates on your own schedule, so your device can be always up to date.<sup>3</sup>

# New devices save time and money



## Reduce repair costs

PCs older than 4+ years **cost 1.5x more in repairs** and cost, on average, an additional \$426/year in total maintenance costs<sup>1</sup>



## Increase productivity

PCs older than 4 years cause more than **2.1x increase in lost productivity** (hours), costing, on average, \$1,260/year in lost productivity<sup>2</sup>



## Improve performance

Windows 10 devices have up to **2.5x better performance**<sup>3</sup> and up to **3x longer battery life**<sup>4</sup> than a 5-year-old PC.



## Work more securely

Modern PCs can protect against botnets and rootkits, **preventing malware from taking over** the boot process.<sup>5</sup>

<sup>1</sup>Small Business PC Study, Techaisle, 2016. • <sup>2</sup>Pivoting SMBs to Buy PCs; Techaisle, 2015 • <sup>3</sup>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. • <sup>4</sup>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. • <sup>5</sup>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.

# Windows 7 End of Life (EOL)

# What's Windows 7 EOL?

**After January 14, 2020, Windows 7 will continue to start and run, but users will no longer receive updates or support—including new security updates, non-security hotfixes, free or paid assisted support options, and online technical content updates—from Microsoft.**

**PCs running Windows 7 after January 14, 2020 should not be considered protected.** It is important that users migrate to a current supported operating system such as Windows 10 so they can receive regular security updates to help protect their device from malicious attacks.

## Why End of Life (EOL) instead of End of Service (EOS)?

End of Life (EOL) is an all-encompassing term, indicating that the product lifespan, as well as the overall process for support and servicing, are coming to an end.

End of Service (EOS) is a more limited term that could apply to a smaller event, such as the end of engineering servicing or the end of non-CSA servicing. It does not necessarily indicate that the entire product lifecycle is coming to an end.



# Still on Windows 7? Get a Windows 10 Pro device.



## The most security protection, built-in

Older devices can leave you vulnerable to cyberattacks and data breaches. A modern Windows 10 Pro device gives you end-to-end protection, at no extra cost. Help secure your business against modern security threats with built-in, always up to date\* safeguards for your information and devices.

With Windows 10, it's estimated that **security events requiring IT remediation are reduced or avoided by 33%.**<sup>1</sup>

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>2</sup>



## Get more done

With Windows 10, you can get more done faster. New devices enable faster startup, better multitasking, and have a longer lasting battery than older devices. Plus, modern devices have superior portability, so you can work and stay productive from anywhere.

Windows 10 devices have **up to 2.5x better performance**<sup>3</sup> and **up to 3x longer battery life**<sup>4</sup> than a 5-year-old PC.

A Windows 10 device has a **startup that's on average up to 28% faster than Windows 7**<sup>5</sup> and **65% faster at multi-tasking.**<sup>6</sup>



## Integrates easily with existing infrastructure

Transition smoothly to Windows 10 with the ability to easily integrate your existing computers, monitors, and printers. Reuse your existing LoB apps and get full support for virtualizations. You can also see how your current apps will work on Windows 10 with our easy-to-use migration tools.

Windows 10 is **compatible with 99% of Windows 7 apps.**<sup>7</sup> Windows 10 Pro devices are compatible with most peripherals, both wired and wireless. Check out [readyforwindows.com](http://readyforwindows.com) to see how your apps are compatible with Windows 10.

IT administrators **estimate up to 20% reduction in IT management time**<sup>1</sup> with Windows 10 Pro.

<sup>1</sup>For the supported lifetime of the devices. • <sup>2</sup>Forrester, Total Economic Impact of Microsoft Windows 10 • <sup>3</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>4</sup>Performance of 6th Gen Intel® Core™ processors in Windows 10 devices, based on measured SYSmark 2014 • <sup>5</sup>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 • <sup>6</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>7</sup>As measured by SEG562, which is an office productivity and multitasking workload using Microsoft Word\* (save to PDF), Excel\* (recalc), PowerPoint\* (slide sort), and NXPowerLite Desktop\* (to shrink contents with office documents, kind of like compression), all while playing video in the background (simulating the watching of a business training or webcast) • <sup>8</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.

## Q | What does end of life mean to me?

**A |** After January 14, 2020, if your PC is running Windows 7, it will no longer receive security updates. Therefore, it's important that you upgrade to a modern operating system such as Windows 10, which can provide the latest security updates to help keep you and your data safer. In addition, Microsoft customer service will no longer be available to provide Windows 7 technical support.

## Q | What should I do?

**A |** For most Windows 7 users, moving to a new device with Windows 10 will be the recommended path forward. Today's PCs are faster, lightweight, yet powerful and more secure, with an average price that's considerably less than that of the average PC eight years ago. Our Guide can help you choose a new PC in just a few easy steps. Want to learn more about Windows 10? Check out our [overview page](#) to learn more.

## Q | Can I upgrade my existing PC to Windows 10?

**A |** To take advantage of the latest hardware capabilities, we recommend moving to a [new PC](#) with Windows 10. As an alternative, compatible Windows 7 PCs can be upgraded by purchasing and installing a [full version of the software](#). For more information, see [Windows 10 upgrade FAQ](#).

## **Q | What happens if I continue to use Windows 7?**

**A |** You can continue to use Windows 7, but after support has ended, your PC will become more vulnerable to security risks and viruses. Windows will continue to start and run, but you will no longer receive software updates, including security updates, from Microsoft.

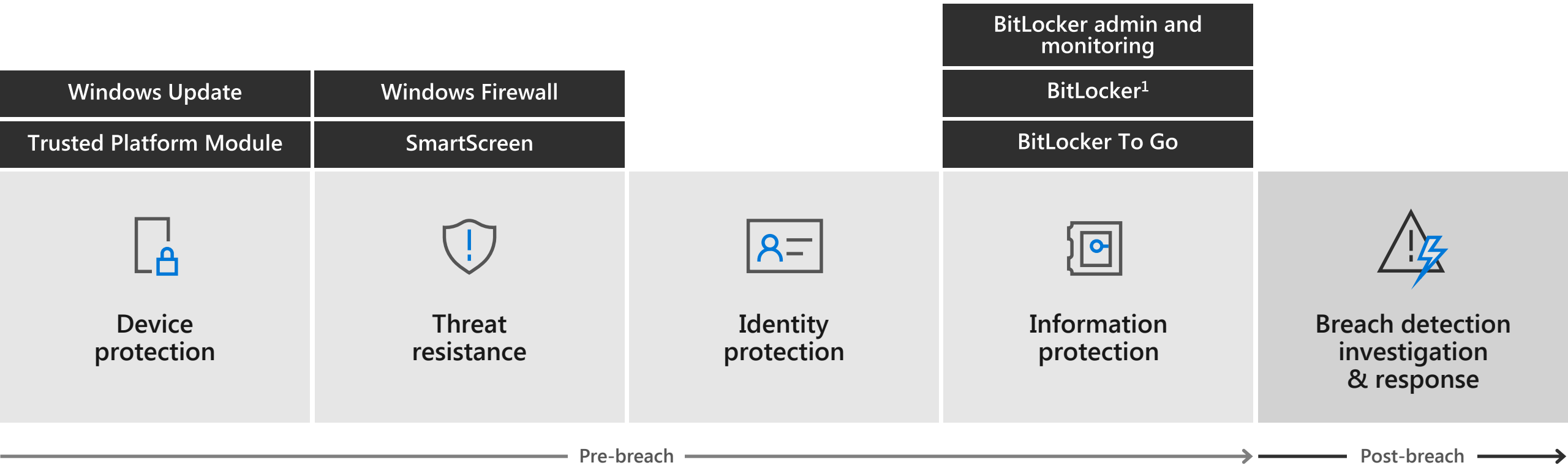
## **Q | Can Windows 7 still be activated after January 14, 2020?**

**A |** Windows 7 can still be installed and activated after end of support; however, it will be more vulnerable to security risks and viruses due to the lack of security updates. After January 14, 2020, Microsoft strongly recommends that you use Windows 10 instead of Windows 7.

## **Q | Will Internet Explorer still be supported on Windows 7?**

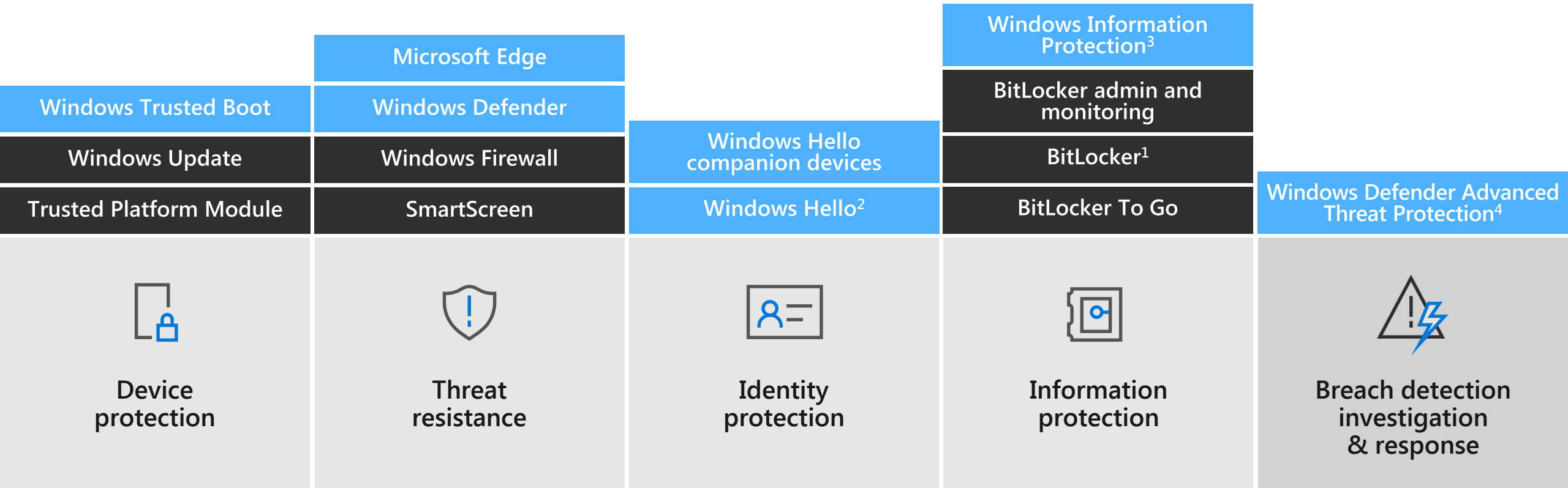
**A |** Support for Internet Explorer on a Windows 7 device will also be discontinued on January 14, 2020. As a component of Windows, Internet Explorer follows the support lifecycle of the Windows operating system it's installed on. See [Lifecycle FAQ – Internet Explorer](#) for more information.

# Windows 7 security features



# Windows 10 security on legacy devices

(Upgraded from Windows 7 or 32-bit Windows 8)

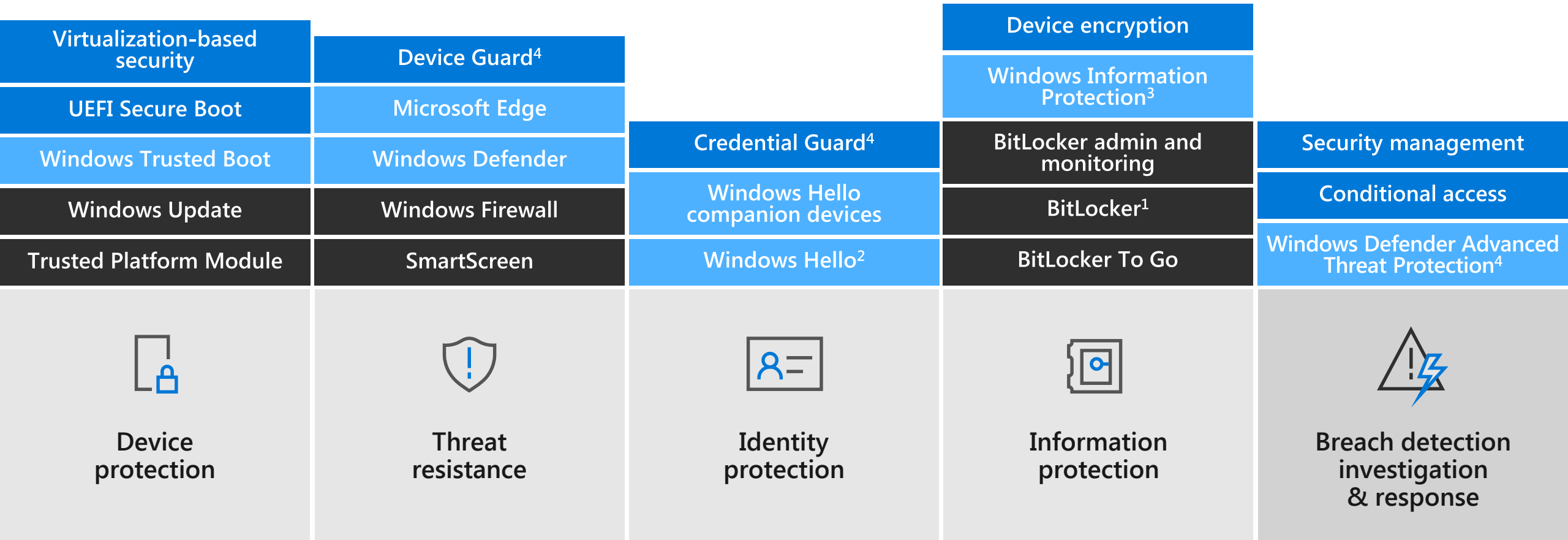


Pre-breach

Post-breach

<sup>1</sup>Requires TPM 1.2 or greater. <sup>2</sup>Windows Hello requires specialized hardware such as fingerprint reader, illuminated IR sensor, or other biometric sensors depending on the authentication enabled. <sup>3</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>4</sup>Windows Enterprise feature.

# Windows 10 security on modern devices



Pre-breach

Post-breach

<sup>1</sup>Requires TPM 1.2 or greater. <sup>2</sup>Windows Hello requires specialized hardware such as fingerprint reader, illuminated IR sensor, or other biometric sensors depending on the authentication enabled. <sup>3</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>4</sup>Windows Enterprise feature.

