

Gain agility without exercising.
Be fit for the future.
Upgrade to a new
Windows 11 Pro device



Flex.

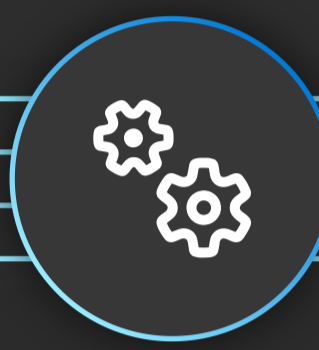
Powerful, out-of-the-box security with Windows 11 Pro devices lets you innovate and seize opportunity, wherever you are.

We have **8,500** security experts dedicated to customer protection, synthesized **43 trillion** security signals daily, and blocked **70 billion** threats last year.¹

Integrated **AI and machine learning** powers enhanced phishing protection and application control.

Businesses report **58% drop** in security incidents with Windows 11 Pro devices.²

Latest advanced security that businesses say results in **2.8x fewer** instances of identity theft.²



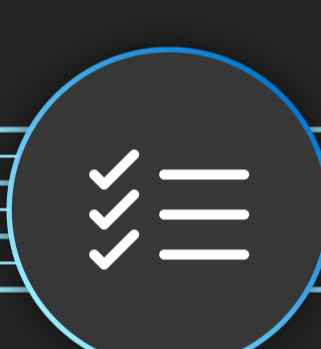
Stretch.

Efficient, cost-effective, future-ready management saves your business time and money now and in the future.

25% reported faster deployment, saving time and money^{3,4}

20% increased productivity for security and IT teams^{3,4}

80% reduction in the number of incoming help desk tickets²



Balance.

With AI-powered experiences, intelligent workflows, and unmatched personalization, your team can do it all on a Windows 11 Pro device.

50% faster workflows and collaboration on average with Windows 11 Pro devices⁵

99.7% of applications⁶ are compatible and Windows 11 supports the broadest app, peripheral and device ecosystem

15% Increased end-user productivity³



Boost.

Break new ground with ground-breaking devices.

250% ROI and payback in less than 6 months^{3,7}

Windows 11 Pro devices deliver **61% longer** battery life on average with more responsive system performance^{5,8}

Windows 11 Pro devices provide approximately **2.5 more** hours of battery watching downloaded video^{5,8}

Help ensure your business is fit for the future—
More secure, efficient, smart, and agile.

Move to a new Windows 11 Pro device now.

1. <https://www.microsoft.com/security/business/microsoft-digital-defense-report-2022>
2. Windows 11 Survey Report. Techaisle, February 2022. Windows 11 devices are in comparison with Windows 10 devices.
3. Commissioned study delivered by Forrester Consulting "The Total Economic Impact™ of Windows 11 Pro Devices", December 2022. Note, quantified benefits reflect results over three years combined into a single composite organization that generates \$1 billion in annual revenue, has 2,000 employees, refreshes hardware on a four-year cycle, and migrates the entirety of its workforce to Windows 11 devices.
4. Microsoft Intune and Azure Active Directory required; sold separately.
5. Compared to Windows 10 devices. Improve your day-to-day experience with Windows 11 Pro laptops, Principled Technologies, February, 2023.
6. App Assure program data.
7. Cost benefits includes improved IT and employee productivity, faster deployment, and built-in tools that reduce licensing expenditure.
8. Battery life varies based on settings, usage, device and other factors.