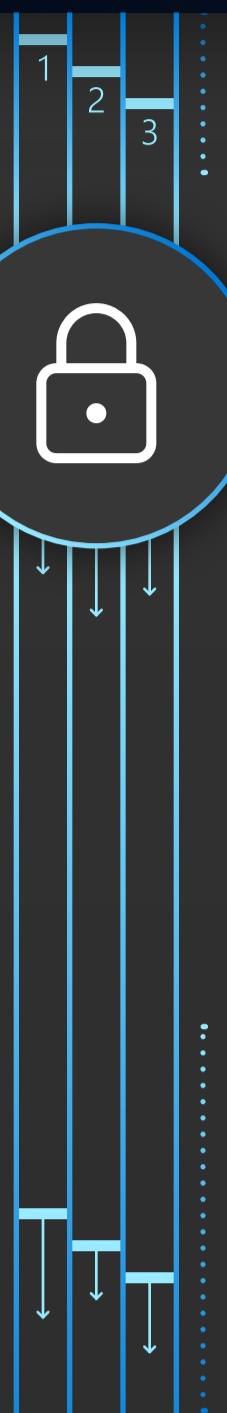


Gain agility without exercising.  
Be fit for the future.  
Upgrade to a new  
Windows 11 Pro device



## 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.<sup>1</sup>

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

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

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



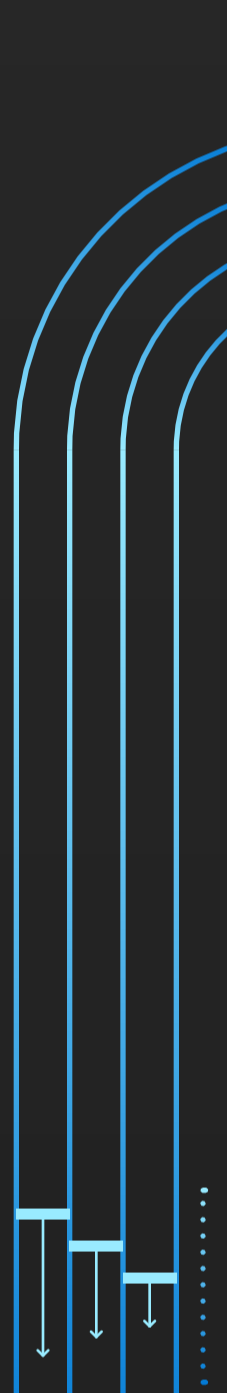
## Stretch.

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<sup>3,4</sup>

**20%** increased productivity for security and IT teams<sup>3,4</sup>

**80%** reduction in the number of incoming help desk tickets<sup>2</sup>



## Boost.

Break new ground with ground-breaking devices.

**250%** ROI and payback in less than 6 months<sup>3,7</sup>

Windows 11 Pro devices deliver **61% longer** battery life on average with more responsive system performance<sup>5,8</sup>

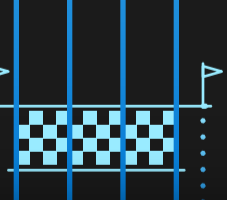
Windows 11 Pro devices provide approximately **2.5 more** hours of battery watching downloaded video<sup>5,8</sup>

**99.7%** of applications<sup>6</sup> are compatible and Windows 11 supports the broadest app, peripheral and device ecosystem

**15%** Increased end-user productivity<sup>3</sup>

## Balance.

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



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.