A woman with blonde, wavy hair is looking directly at the camera with a slight smile. She is wearing a light-colored, textured sweater and a thin gold necklace. The background is a modern office with glass partitions, a desk with a computer monitor, and a speaker.

## Take business onward in any environment

Windows 11 Pro devices build the security-by-default strategy you need to increase agility, reduce risks, and seize opportunities—anywhere and anytime.

# Introduction

## How Microsoft can help

Secure out-of-the-box, Windows 11 Pro devices are purpose-built for business success with layers of protection built in and enabled by default—including hardware-backed security, isolation technologies, and malware protection. More than just an upgrade, these modern devices are a strategic investment that can power your business onward via a security-by-default strategy. Read on to learn how Windows 11 Pro devices can help you make quicker decisions, do business virtually anywhere, and respond better and faster to customers.

As business leaders set their sights on future business growth, the path ahead diverges into unpredictable outcomes because of macroeconomic volatility, proliferating cyberthreats, shifting technology trends, and a younger, flexible workforce.

A future-minded organization needs future-oriented technologies and mindsets, with IT driving strategic business initiatives. Today, digital transformation has become key to business innovation and growth, helping organizations increase agility, enhance customer service, and thrive in a fast-paced marketplace.

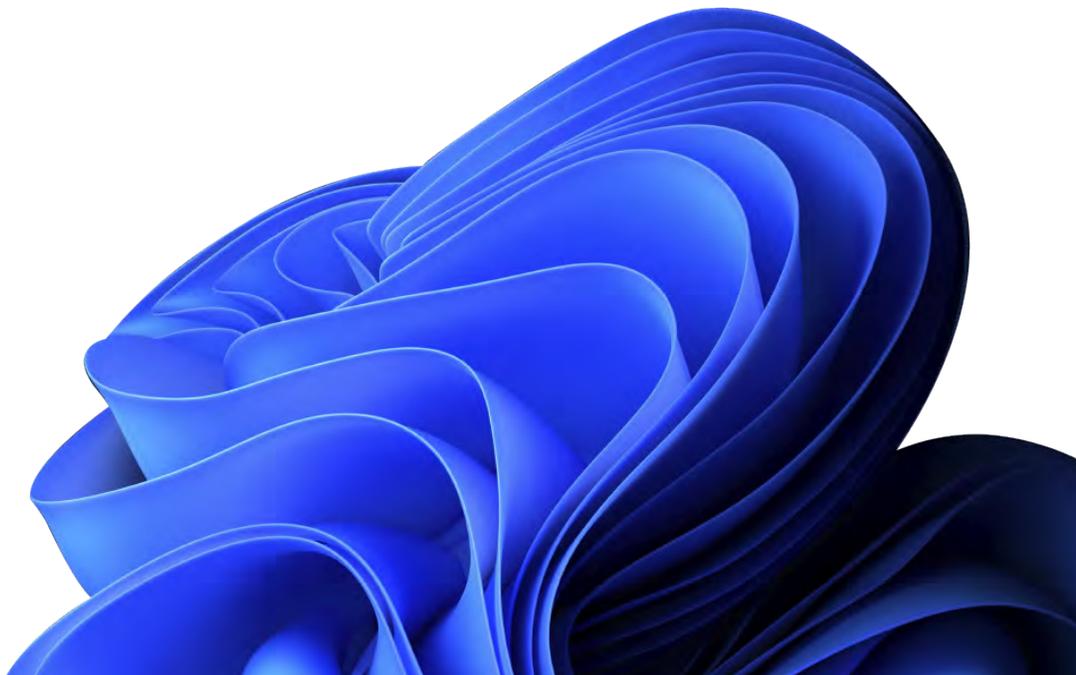
A secure-by-default posture enables business leaders to make bold moves while others are trading cautiously. It enables IT to focus on business opportunities instead of business security. And it enables team members to outperform anywhere with fast, secure access to the files, apps, and cloud services they need to do their job.



# How secure-by-default devices help you thrive in uncertainty

- The most secure Windows ever automatically protects your business from chip to cloud, reducing security incidents by a reported 58%.<sup>1</sup> Mission-critical apps are secured, and hardware is tightly integrated with software to contain threats and help prevent data breaches.
- Robust security shouldn't slow you down. Windows 11 Pro devices accelerate workflows by 50% on average<sup>2</sup> with features that elevate team members—like the ability to multitask with multiple 4K monitors, or the flexibility to use pen, ink, touch, or voice.<sup>3</sup>
- Give your employees the power to outperform anywhere and anytime, with intuitive experiences, smart videoconferencing, and unmatched personalization. Customers have reported 61% longer battery life with more responsive performance.<sup>2,4</sup>

As cyberattacks become increasingly sophisticated, business leaders need a powerful solution to safeguard their devices against malicious actors. When you integrate Windows 11 Pro devices with your business, you instantly gain an improved security posture that reduces your organization's attack surface.



# Discover the four ways Windows 11 Pro delivers a transformative effect for businesses that want to power onward



## Security for business anywhere

Protect your valuable business information anywhere with layers of protection enabled by default for a reported 3.1x reduction in firmware attacks and 2.8x fewer instances of identity theft.<sup>1</sup>

Windows 11 Pro devices come with layers of powerful protection built in and enabled out-of-the-box, including **TPM 2.0**, **BitLocker** drive encryption, **Windows Hello for Business**, and malware protection. The most secure Windows ever also provides **virtualization-based security (VBS)** and **hypervisor-protected code integrity (HVCI)** enabled by default to protect the kernel against cyberattacks.

Your employees can work securely anywhere, backed by enhanced phishing protection with **Microsoft Defender SmartScreen** as well as mission-critical app protection with **Windows Defender Application Control**.<sup>5</sup> With Windows 11 Pro, all the security you need to help you drive your business onward is built right into your device.





## IT for sustained growth

Increase your business agility with cloud-ready features and Microsoft 365.<sup>6</sup> Easily scale from local to global with a reported 25% faster deployment, modern device management, and productivity apps for teamwork anywhere.<sup>7</sup>

Your IT team can combine Windows 11 Pro with **Microsoft Entra ID**<sup>6</sup> (formerly Azure Active Directory) and **Microsoft Intune**<sup>6</sup> for a modern device management solution that reduces IT complexity. With centralized control over the deployment of policies and updates, IT staff can spend more time on business initiatives and less time managing devices. They can also save valuable time by using zero-touch device deployment with **Windows Autopilot**<sup>5</sup> to get employees up and running quickly with business-ready devices.

You can easily scale your business by combining your Windows 11 Pro devices with **Microsoft 365 Business Premium**<sup>6</sup> for an easy path to the cloud and cloud-based productivity tools like **Microsoft Office apps**<sup>6</sup> and **Microsoft Teams**. And Windows 11 Pro devices have unmatched compatibility, designed to work seamlessly with your existing business applications and hardware like displays, printers, and specialized peripheral devices. If you do experience issues with application compatibility, the **Microsoft App Assure** program will assist you at no cost.



## Redefine productivity

Get ahead of the competition and respond faster to business demands by empowering employees with AI-powered multitasking and videoconferencing plus the performance to speed demanding workloads to completion 42% faster on average.<sup>2</sup>

Your employees can deliver exceptional results when they're empowered to work anywhere with seamless workflows, better multitasking, and smarter videoconferencing. Windows 11 Pro devices deliver all of that and more, with familiar, yet enhanced, features like **snap layouts** and **seamless redocking** that let users switch between devices and locations and work without interruptions.

Windows 11 Pro increases team productivity with **AI-enhanced smart recommendations** in File Explorer. And it's fast and easy to find resources with **Microsoft Search** from the Taskbar and Start menu, including relevant results across web, apps, settings, and files.



## Devices for business transformation

To break new ground, you need groundbreaking devices that elevate the potential of everyone on your team. Windows 11 Pro devices can boost productivity and collaboration activities by 50% on average.<sup>2</sup>

When you equip your employees with the latest Windows 11 Pro devices, security won't get in the way of productivity; deep hardware and software integration increases malware resistance without ever slowing performance.

These modern devices also have 61% longer battery life<sup>2,4</sup> on average with faster processors, higher-resolution cameras, and more-sensitive microphones for accelerated workflows and collaboration. Employees can multitask efficiently with the ability to use multiple 4K monitors. In fact, they can connect almost any peripheral device and work with pen, ink, touch, or voice.<sup>3</sup>

# Onward with a secure path to bold ambitions

Gain business value by deploying Windows 11 Pro devices. Modern PCs that are secure by default can reduce operational costs, lower downtime, and help your IT team do more with less. Enable more collaboration, improve employee satisfaction, and deliver more opportunities for business success. Here's how you can transform your organization with Windows 11 Pro devices.

## 1 What can my employees gain when I invest in new Windows 11 Pro devices?

Employees can do their best work anywhere with out-of-the-box security, AI-enhanced multitasking, and immersive workflows. Personalized experiences and accessibility features can elevate potential across your organization.

## 2 How will switching to Windows 11 Pro impact my IT team?

Your IT team can spend less time responding to security threats, save deployment time, and reduce helpdesk calls. They can upgrade efficiency today and leverage cloud-ready features tomorrow for their next step in innovation.

## 3 How will the transition to Windows 11 Pro devices empower the whole organization?

The threat landscape is ever-evolving, especially for flexible work styles. Organizations that invest in Windows 11 Pro devices can enable employees to work securely anywhere, improve agility, and benefit from a future-ready platform.

## 4 How can Microsoft help?

If you're ready to realize the benefits of security by default, reach out to learn more about the most secure Windows ever.

**Email CDW at [microsoft@uk.cdw.com](mailto:microsoft@uk.cdw.com) to find out more.**

## Footnotes

1 SMB Windows 11 Survey Report. Techaisle, February 2022. Windows 11 results are in comparison with Windows 10 devices.

2 Improve your day-to-day experience with Windows 11 Pro laptops, Principled Technologies, February 2023. Compared to Windows 10 devices.

3 Hardware dependent.

4 Battery life varies based on settings, usage, device, and other factors.

5 Microsoft Intune and Microsoft Entra ID (formerly Azure Active Directory) required; sold separately.

6 Sold separately.

7 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.

