



Helping IT do more with less

Windows 11 Pro devices have built-in security features that empower IT leaders to support their organization's business goals and enable secure, flexible working environments.

Introduction

In the face of evolving cybersecurity threats, IT leaders need solutions that not only strengthen security but also enhance productivity and scalability. Solutions should be reliable, cost-effective, compatible with existing technologies, and easy to implement by IT departments and employees alike without interrupting business. In short, a balance needs to be struck between innovation, minimizing disruption, mitigating risks, and managing costs.

The most secure Windows ever helps IT teams achieve this balance—while enabling their organizations to meet their boldest goals. Windows 11 Pro devices include security, productivity, and management features that

seamlessly integrate with critical hardware and software used by businesses of all sizes. These modern devices elevate employees with intuitive experiences and unmatched personalization.

Discover how devices that have been designed for business transformation and security can impact IT teams that are ready to increase their agility and effectiveness within their organization.



How Microsoft can help

To decrease risk exposure, organizations worldwide are moving toward security-by-default strategies, which include proactive safeguards. Windows 11 Pro devices are secure out-of-the-box, with layers of hardware-backed protection built-in and enabled by default.

These modern PCs are also designed to work seamlessly with your existing technology, including mission-critical business applications and hardware like displays, printers, and specialized peripheral devices. If you do experience issues, the **Microsoft App Assure** program will assist you at no cost. Plus, Windows 11 Pro was designed to be managed alongside Windows 10 using the same tools, making it easy for your business to upgrade to new Windows 11 Pro PCs as you refresh devices.

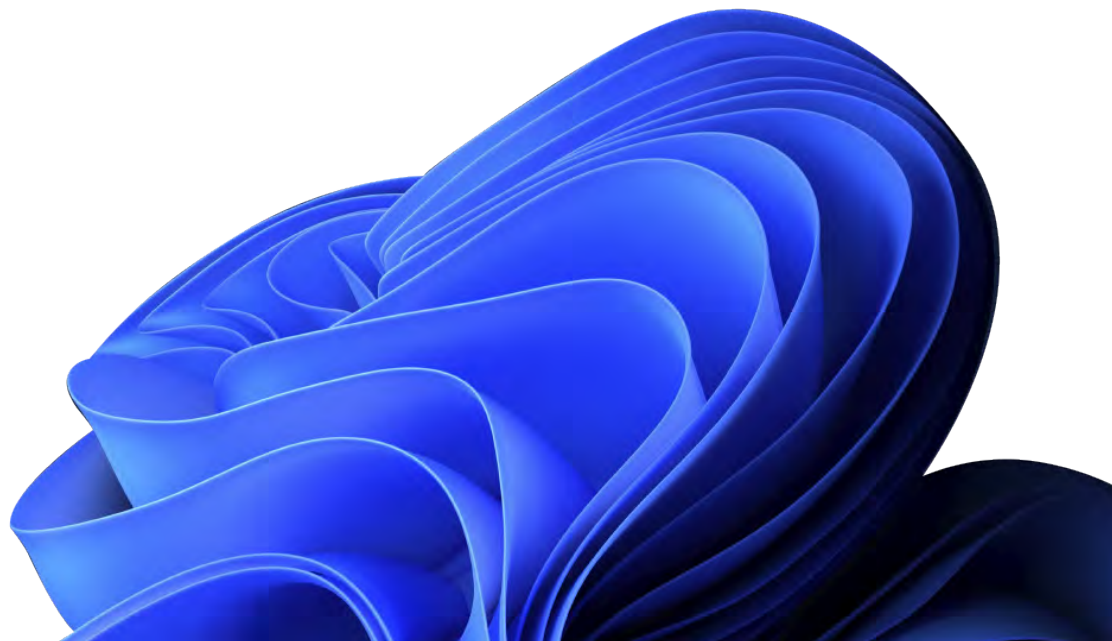
When you integrate these modern devices with your business, you'll receive fast, stable updates fine-tuned by service to more than 1.6 billion devices globally. And since Windows 11 Pro supports the broadest app, peripheral, and device ecosystem, you can choose business-ready PCs for your unique business needs.



How new Windows 11 Pro devices optimize IT efficiency

- Layers of default safeguards protect against credential theft, malware, and other threats. Built-in features include TPM 2.0, isolation technologies, and enhanced phishing protection with Microsoft Defender SmartScreen. Windows Hello for Business enables easy, secure passwordless sign-on.
- Windows 11 Pro is designed for seamless adoption with maximum app and hardware compatibility. Zero-touch deployment simplifies device provisioning with easy remote setup. And Windows Update for Business with Express Update enables seamless automated updates.
- Built for flexible work styles, new Windows 11 Pro devices offer an intuitive experience with improved battery life, accessibility features, and enhanced videoconferencing. Personalized, easy setup, fast performance, and AI-enhanced multitasking simplify and accelerate workflows.

When IT teams need to do more with fewer resources, new Windows 11 Pro devices offer built-in security, easy management, and high performance, allowing IT staff to focus on business goals while elevating employees anywhere.



Discover the four ways Windows 11 Pro can help organizations secure any opportunity



Most secure Windows ever

Businesses that choose new devices with Windows 11 Pro reported a 58% drop in security incidents, including up to 3.1x reduction in firmware attacks and 2.8x fewer instances of identity theft.¹

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.

When you invest in new Windows 11 Pro devices, you'll benefit from enhanced phishing protection with **Microsoft Defender SmartScreen** as well as mission-critical app protection with **Windows Defender Application Control**.⁵ With security out-of-the-box, IT teams can focus on driving business value in any environment while reducing their security costs.





Efficient, cost-effective IT

Save time and money with a reported 25% faster deployment.² And deliver seamless updates anywhere with up to 40% smaller downloads.³

From automatic updates to simplified onboarding, Windows 11 Pro is designed to keep flexible workers secure while lightening the burden on IT. In fact, businesses using Windows 11 Pro devices saw 80% fewer helpdesk tickets on average² and a reported 20% increase in productivity for their security and IT teams.²

You can combine Windows 11 Pro with **Microsoft Entra ID**⁴ (formerly Azure Active Directory) and **Microsoft Intune**⁴ for a modern device management solution that significantly reduces IT complexity. With centralized control over the deployment of policies and updates, IT staff can spend more time on business innovation and less time managing devices.

They can also save valuable time by using zero-touch device deployment with **Windows Autopilot**⁵ to get employees up and running quickly with business-ready devices. And updating those devices is simple with **Windows Update for Business with Express Update**.

Even scaling your business is easy: Just combine your Windows 11 Pro devices with **Microsoft 365 Business Premium**⁴ for an easy path to the cloud and cloud-based productivity tools like **Microsoft Office apps** and **Microsoft Teams**.





Easy, compatible, and productive

Windows 11 Pro is designed for simplicity, with 99.7% app compatibility⁶ that makes it easy to deliver a productivity upgrade. AI-powered multitasking empowers employees, along with the performance to speed demanding workloads to completion 42% faster on average.⁷

In an era of flexible work styles, employees can deliver exceptional results only when they're empowered to work anywhere with seamless workflows, better multitasking, and smarter videoconferencing.

In this work-virtually-anywhere reality, employees can switch locations and resume work instantly with seamless redocking, and still rely on familiar, yet enhanced, features like **seamless redocking** and **snap layouts** that let users switch between devices and locations and work without interruptions. 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.



Fast, ultra-reliable performance

Windows 11 Pro devices can boost productivity and collaboration 50% on average.⁷

To break new ground, you need groundbreaking devices that elevate the potential of everyone on your team. When you deploy the latest Windows 11 Pro devices, layers of powerful protection increase malware resistance without ever slowing performance.

Modern devices also have 61% longer battery life^{7,8} 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.⁹

Take decisive action with security-by-default

Gain business value by deploying Windows 11 Pro devices. Modern PCs that are secure by default can reduce operational costs, lower downtime, and help IT teams 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 devices 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 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 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.

3 How Microsoft reduced Windows 11 update size by 40%, Microsoft Tech Community, October 2021.

4 Sold separately.

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

6 App Assure program data.

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

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

9 Hardware dependent.

