

Benefits of Windows 11 Pro and modern hardware¹

Three-year **250%** ROI and payback in less than **6** months ¹

The Forrester Total Economic Impact™ study found that Windows 11 devices:

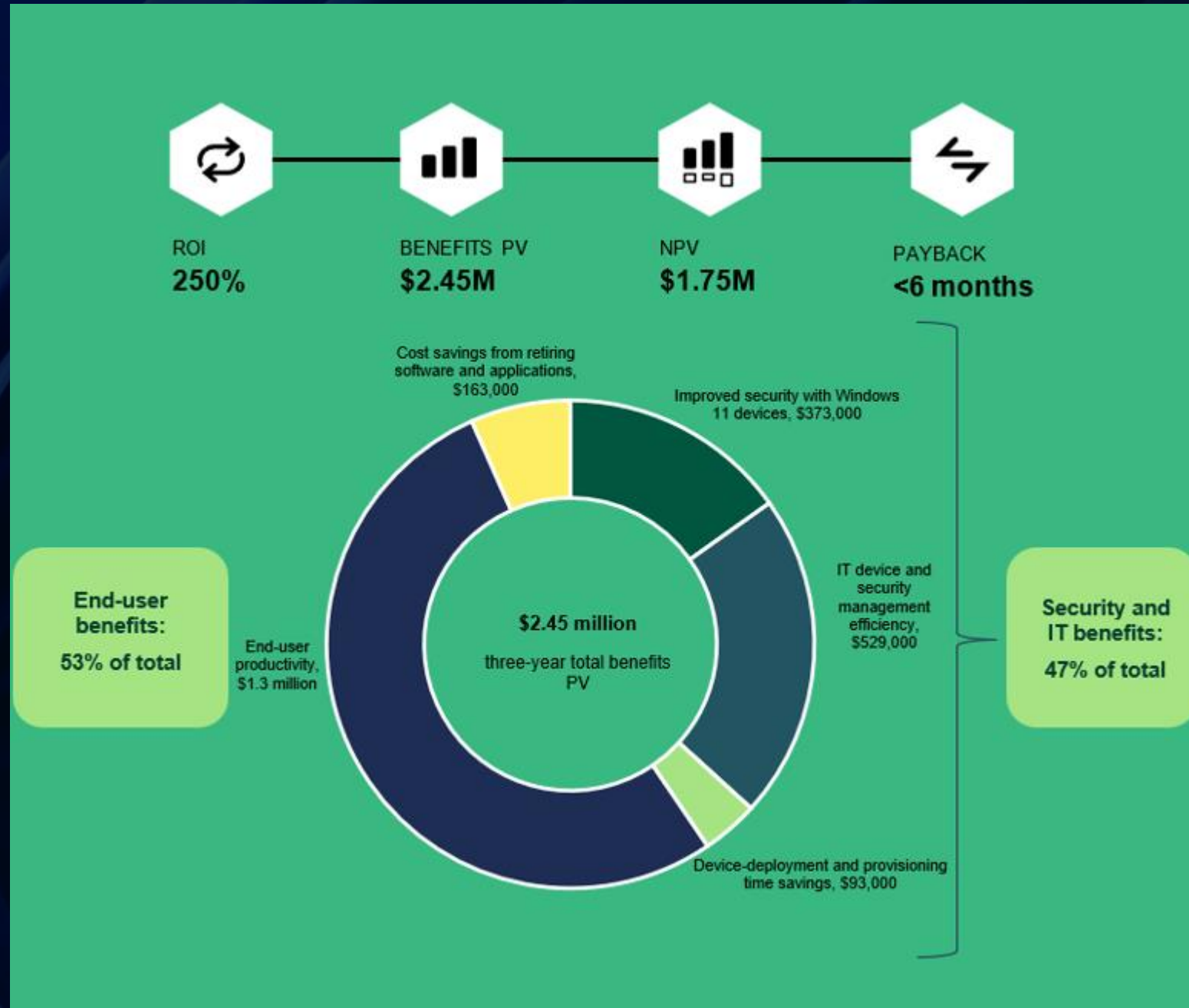
- Reduced the risk of a successful security attack by **20%**
- Increased productivity for security and IT teams by **20%**
- Reduced the number of incoming help desk tickets by **80%**
- Decreased in time for deployment of devices by **25%**
- Increased end-user productivity by **15%**
- Produced a reduction in costs for supporting legacy technology of **4%**

Key Assumptions

- **\$1 billion in annual revenue**
- **2,000 total employees**
- **4-year hardware refresh cycle**
- **Migrates to Windows 11 devices**

¹ Source: 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.

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“Our company wants to try new features with Windows 11 devices as it will enhance our innovation culture. We’re currently focusing on the new devices adding value to our Zero Trust strategy.”

- Head of information system dept., manufacturing

“Having good Wi-Fi or Bluetooth connectivity is important because we have over half our workers still working hybrid. We’re also piloting edge-based devices across our plants, and having Windows 11 devices with better connectivity has been very valuable.”

- Chief technology officer, manufacturing

“A feature that resonates across the board is having TPM 2.0 chips and not having to add those to devices. We also no longer have to actively monitor our TPM management console...”

- Chief technology leader, technology

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