

Why refresh with Windows 11 and a new PC?

Hybrid work & Windows 11 Transition



- **Bolster security** – outdated hardware leaves organizations more open to attacks
- **Older devices lack key capabilities** for the hybrid world: slower WiFi & performance, poor quality mics and cameras
- **3x lower cost** to buy a newer Win Pro PC vs maintaining 4+ year old PC⁴
- **Windows 11 Downgrade EOL:** March 31st 2024. ○ **Windows 10 End of Support:** October 2025

20%

Reduced risk of successful security attack¹



Security

- **Zero-Trust security:** Powerful out-of-the-box protection includes enhanced phishing safeguards, passwordless security, and more control over apps and access anywhere.
 - **App security & privacy control;** multi layer security, isolation & controls. MS Defender.
 - Win11 offers the **most secure Windows OS**
- + Dell offers the **most secure commercial PCs**² – Dell Trusted Workspace

15%

Increased end-user productivity¹



Productivity and Collaboration

- Personalized experiences and smarter video-conferencing help create and collaborate with ease.
 - Enhanced features **increase productivity:** snap layouts, smarter docking, Teams integration as well as familiarity of Windows.
 - Accessible and inclusive with touch improvements.
- + Dell offers the **most intelligent commercial PCs**³ with latest features: cameras, mics, 5G options

25%

Decreased time for deployment of devices



Management and Deployment

- Familiar foundation of Win11 makes deploying and updating tools **easy for IT** to manage.
 - 1.1 Million apps tested. 99.6% app compatibility rate. App compatibility with Microsoft App Assure.
 - Deploy PCs with greater speed, less effort and more control with Connected Provisioning and Windows Autopilot.
- + Dell Services – Microsoft's most competent partner

¹ 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. ² Based on Dell internal analysis, Sept 2022 ³Based on Dell internal analysis, Oct 2022 ⁴ SMB PC Study, Techaisle, 2020 and The Total Economic Impact™ Of Windows Pro Devices, Forrester June 2020



What qualifying questions should I ask? What challenges are they currently facing?

- How are your current end user devices equipped to help protect critical data from evolving threats?
- As hybrid work is here to stay, what communication and collaboration models have you adopted to keep your employees connected?
- How are aging end user devices with older operating systems hindering your employees' productivity?
- Are you facing challenges with deploying and managing end user devices?



Talking Points

Security Threats

87%

experienced at least one firmware attack in the past two years¹

86%

say that outdated hardware leaves organizations more open to attacks¹

Modern Solution

80%

of SDMs believe software alone is not enough protection from emerging threats¹

82%

recognized that a Trusted Platform Module (TPM) chip can bring greater security¹

Results

72%

credited an accelerated device refresh with bolstering their organization's cybercrime resilience successful²

2.8x

fewer instances of identity theft according to businesses.³



Key Dates



- Win 10 preinstalled (Win 11 Downgrade) – EOL 31st March 2024
- Win 10 Microsoft End of Support - 14th October 2025



Additional Resources

- ✓ [Windows 11 Customer Presentation](#)
- ✓ [Windows 11 FAQs](#)
- ✓ [Sales Training](#)
- ✓ [Windows Sales Portal](#)

¹Security Signals Boost SDM Research Learnings. Microsoft, September 2021. ² Forrester Study ³ Windows 11 Survey Report. Techaisle, February 2022. Windows 11 results are in comparison with Windows 10 devices.

Objection Handling

SECURITY:

Data security is one of our top concerns. Can we rely on Windows 11 to help ensure our business-critical data stays protected?

- Win 11 can help improve security baselines with new, built-in hardware security requirements. With correct hardware support, security capabilities can include:
 - Passwordless security with enhanced Windows Hello for Business.
 - Zero Trust security that combines secure device attributes with multi-factor authentication for better protection of corporate identities and data.

USEFULNESS OF NEW DEVICES:

If existing devices are eligible for Windows 11, why consider refreshing our hardware also?

- Older user devices and software can leave you vulnerable to cyberattacks and data breaches, whether apps are being used internally or externally.
- Older devices may not take advantage of modern capabilities like touch or collaboration experiences that enhance productivity

COST:

IT budgets restrict IT teams from considering new technologies and modern hardware.

- ✓ With PC as a Service, you can deliver a modern employee experience while reducing PC costs and complexity.
- ✓ Dell PCaaS combines hardware, software, services and financing into one solution providing a single, predictable price per unit per month.
- ✓ Overcome budget restrictions and no upfront investment while increasing operational efficiency like provision devices and get end users up and running faster
- ✓ Protect against obsolescence - up to date high performing technology and responsible asset recovery devices.

Dell PC-as-a-Service delivers...

MODERN END USER EXPERIENCE



Broad portfolio with accelerated technology refreshes

- Up to date high performing technology
- Built-in AI for personalized user experience
- Responsible asset recovery while transitioning users faster to new technology

IT EFFICIENCY WITH LOWER COSTS



Reduce overall PC lifecycle costs by 20%¹

- Day One productivity with Dell ProDeploy
- Comprehensive endpoint security
- Device insights, predictive and proactive trouble shooting with Dell ProSupport and Dell Managed Services

PREDICTABLE MONTHLY PRICING



Affordability that provides better cash flow

- No upfront investment
- Predictable payments and term
- No ownership or disposal burden
- Flexibility to scale

Dell Technologies Services

Driving rapid adoption and optimization of your digital technologies – from edge to core to cloud

Consulting

Achieve business outcomes with strategic guidance and execution

Deployment

Accelerate technology adoption with deployment designed for you

Support

Maximize productivity with expert support backed by proactive, predictive technology

Managed

Realize digital transformation value for client, infrastructure and multi-cloud

Education

Develop and retain valuable IT talent through continuous learning

**BOOST
TIME-TO-VALUE**

**ACCELERATE
DEPLOYMENTS**

**EXPEDITE
COST SAVINGS**

**MITIGATE
BUSINESS RISK**