

BPS Windows 11 Refresh Playbook



Sales Enablement Deck



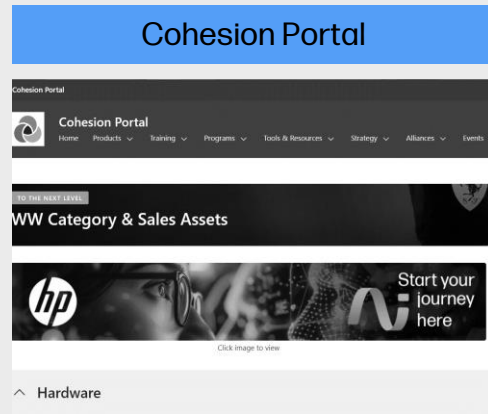
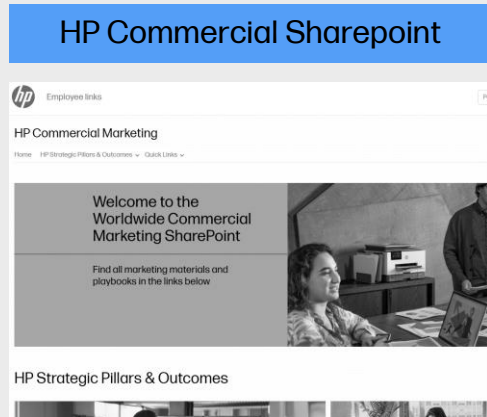
Sales Enablement Deck

Your ultimate ecosystem for the modern workforce:

[INTEL:HP_Intel_MSFT_Win11_Sales_Enablement_Deck_Final_27_Feb2024.pptx \(sharepoint.com\)](#)

[AMD:https://hp.sharepoint.com/p:/r/teams/CoE-Hesion/EndUserExperiences/Windows11/HPAMDwindowsD14.pptx](https://hp.sharepoint.com/p:/r/teams/CoE-Hesion/EndUserExperiences/Windows11/HPAMDwindowsD14.pptx)

Find me in...



Empower Your Business

The HP, AMD, and Windows 11 Pro¹ Advantage

The Ultimate Solution for Modern Business Challenges



Sales Enablement Video



Full Length Video

Title option: Partner with HP and Intel to refresh your PC fleet to Windows 11

Video & Source file can be downloaded here:

- [Final File](#)
- [Source Files](#)
- [Script](#)

YouTube Link:

[Partner with HP and Intel to refresh your PC fleet to Windows 11 | HP \(youtube.com\)](#)

Hosted on US Win 11 HP.com page:

[HP Laptops & Desktops with Windows 11 Pro | HP® Official Site](#)



Video Cut Downs

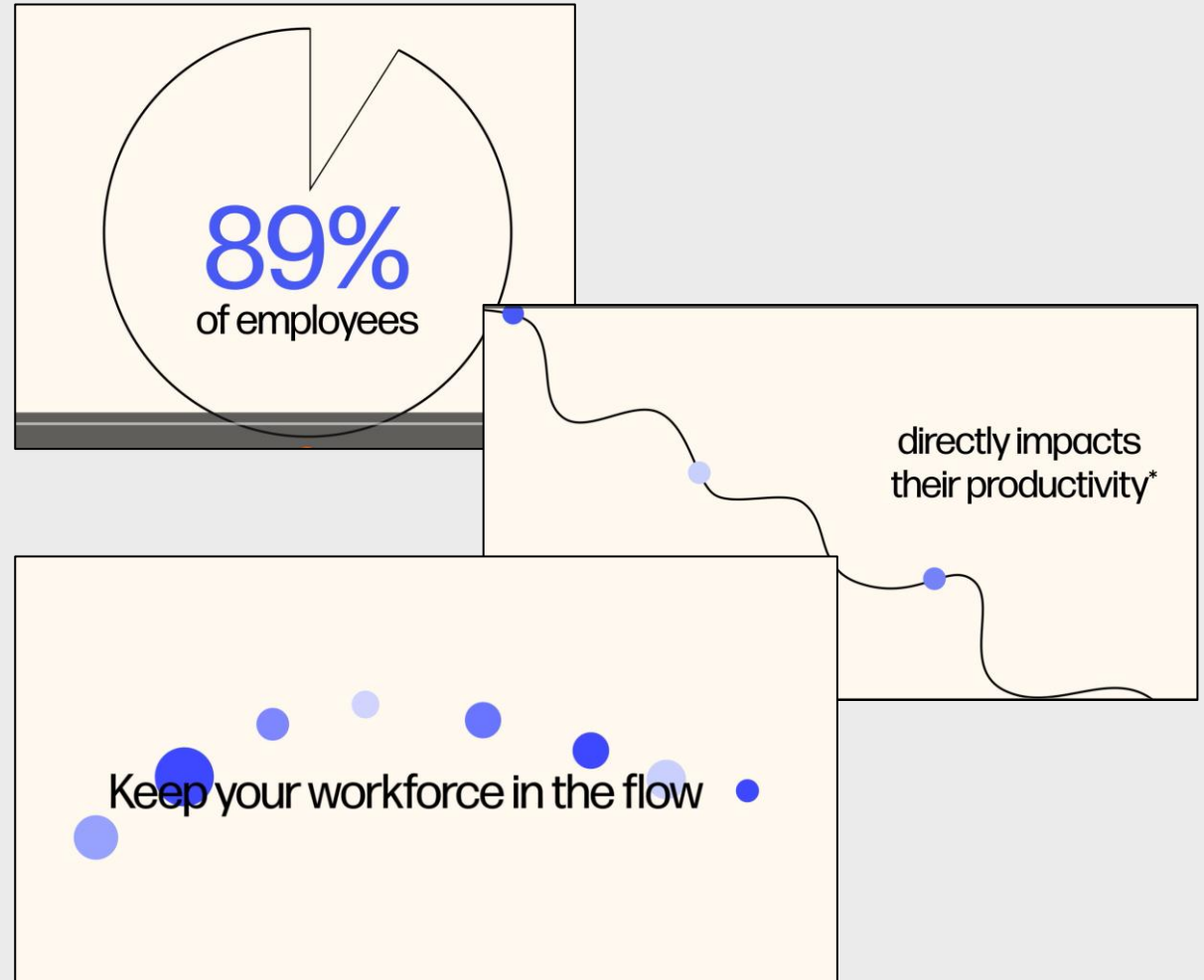


Productivity plus WS: 15s Cut Down

Title option: Productivity plus Workforce Solutions

Video & Source file can be downloaded here:

- [HP DAM: Asset Details](#)



Source + Final Files

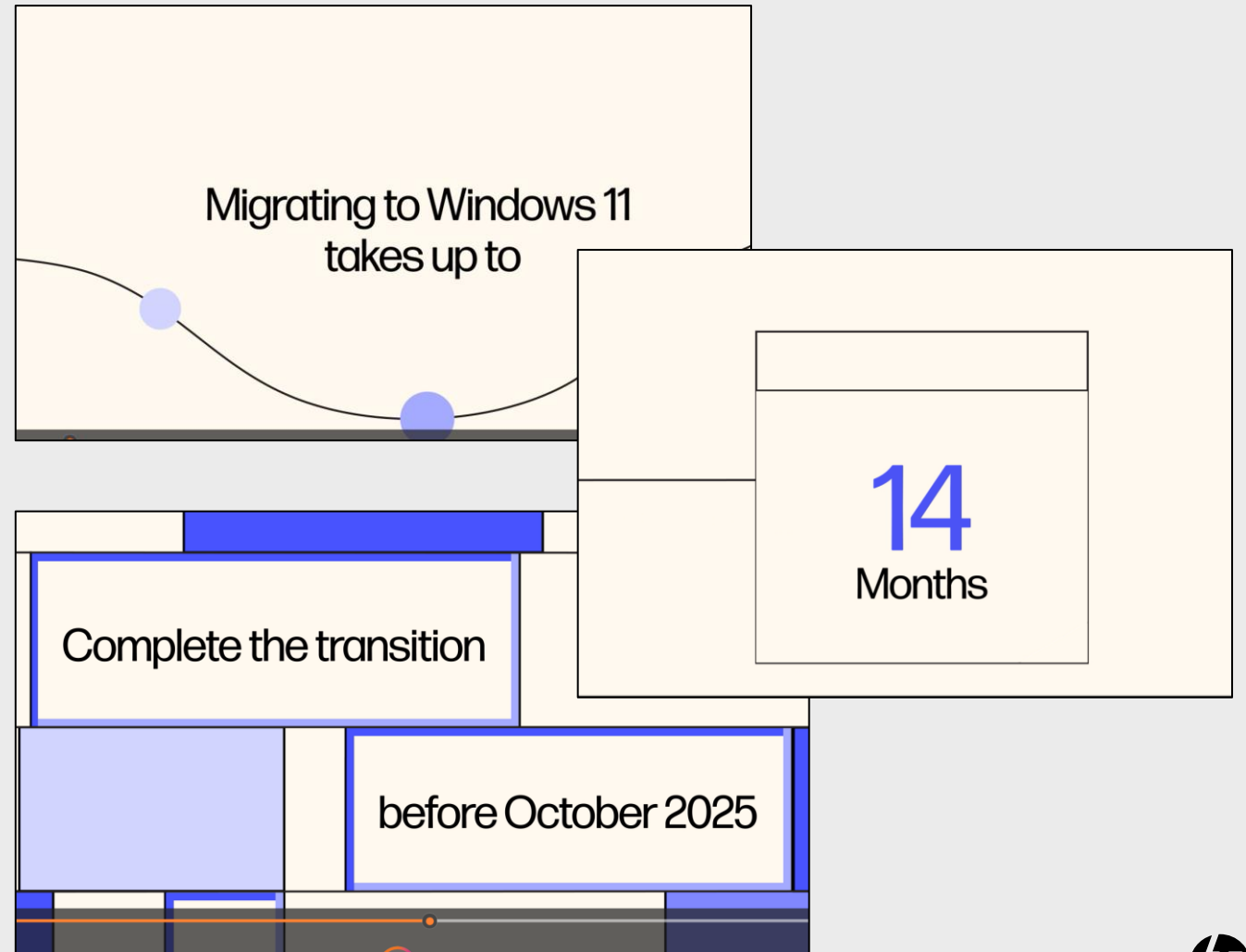


Refresh Now: 15s Cut Down

Title option: Refresh Now Urgency and Timing Video

Video & Source file can be downloaded here:

- [HP DAM: Asset Details](#)



Source + Final Files

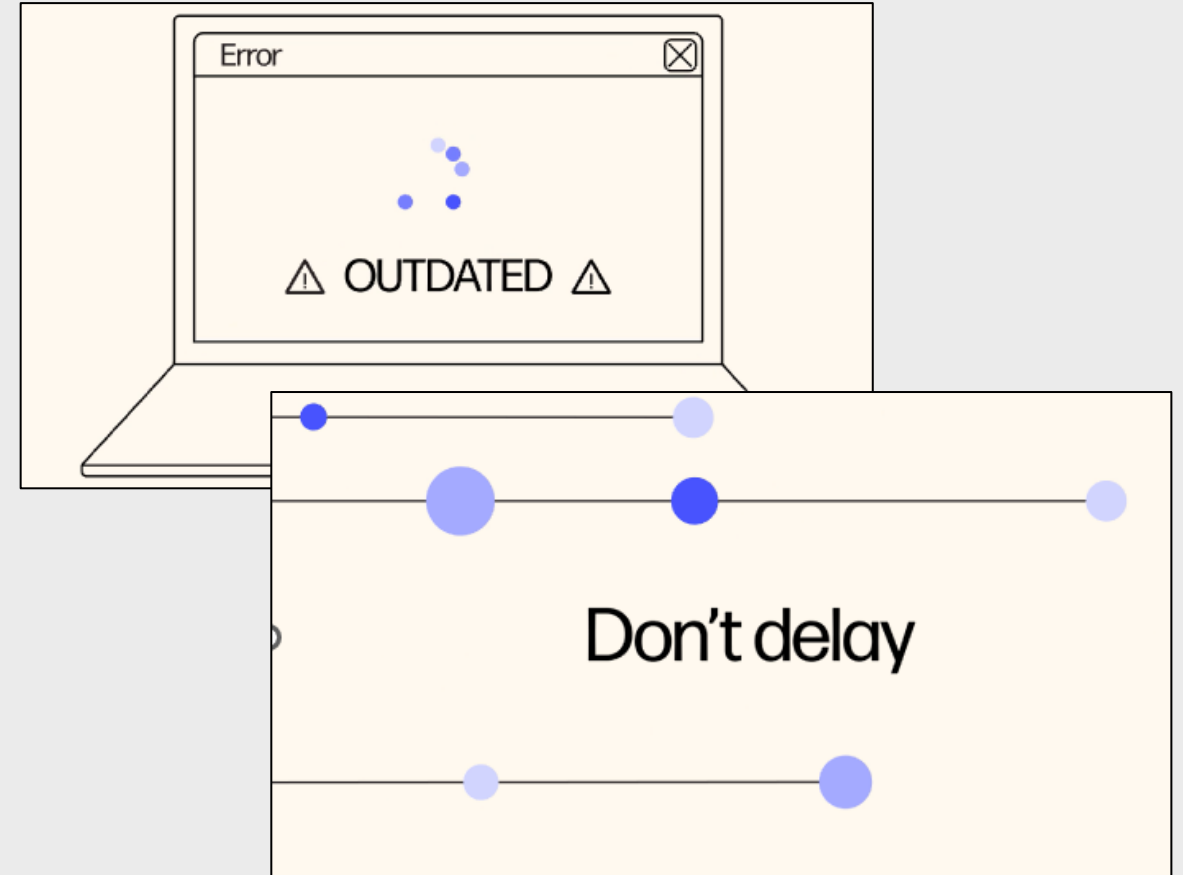


Enhanced Productivity: 15s Cut Down

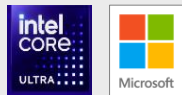
Title option: Enhanced Productivity with HP and Win 11

Video & Source file can be downloaded here:

- [HP DAM: Asset Details](#)



Source + Final Files



Banner and Driver Assets



HP.com Landing Page

Link to US Page:

<https://www.hp.com/us-en/software/microsoft-windows-11-upgrade.html>



Windows 11 Upgrade

Contact Sales

HP solutions provide a seamless transition to Windows 11

HP is the ideal partner with hardware, software and services to enable the modern workforce to work almost anywhere, worry free.



Windows | Get to know Windows 11 Pro



Best tech

Don't let old devices limit your potential

Move to new HP AI PCs optimized for Windows 11 now, and build a plan with confidence before Windows 10 support ends.

HP devices are ideal for your Windows 11 refresh

HP offers an array of 26 supplementary features to Windows 11 for modern collaboration, productivity, and security.

Banner and Driver Assets



eDM



eDM: Email MSFT

Key Message	Discover new experiences with HP PCs optimized for Windows 11
Available Sizes	Adaptive format for desktop and mobile devices
Recommended subject line	A. Transition smoothly to Windows 11 with HP's AI-powered solutions B. Refresh to Windows 11 with HP AI PCs C. Uncover the secret to peak performance for your workforce!

Source + Final Files



Discover new experiences with HP PCs optimized for Windows 11

With more demands from the hybrid workforce, it's critical to equip your teams with technology to help them thrive and be your force for growth, from anywhere. Old devices will not suffice, lacking essential features and issues causing interruptions.

89% of employees say that outdated tech directly impacts their productivity.¹

Modernize your workforce with future-ready HP devices offering 26 supplementary intelligent PC features to optimize the Windows 11 experience and help enhance productivity, provide seamless collaboration, and stronger endpoint security.

Support for Windows 10 ends on 14th October 2025 with the average migration to Windows 11 taking up to 18 months. To ensure a smooth migration, get HP's expert assessment of compatible devices, apps, and infrastructure, as well as continued support.

Plan, prepare, and deploy with HP today

[Learn more](#)

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1. Source: Future of Digital Work Enterprise Insights. Productivity is a shared responsibility rooted in tech. Adobe Blog. <https://blog.adobe.com/en/jp/adobe/2024/01/future-digital-work-enterprise-insights-productivity-shared-responsibility-rooted-in-tech>





Intel Banners



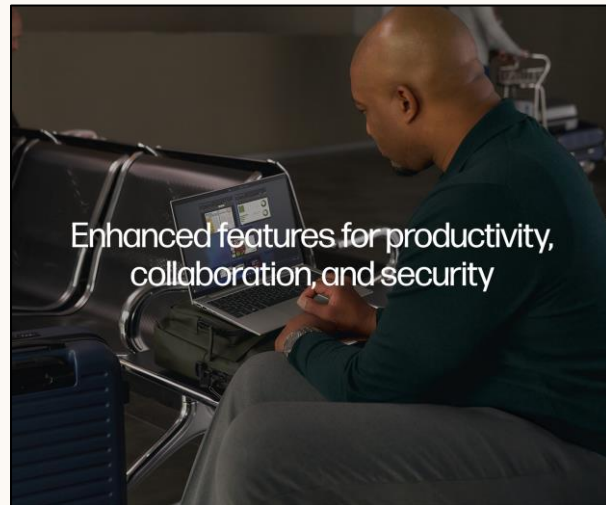
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Source + Final Files

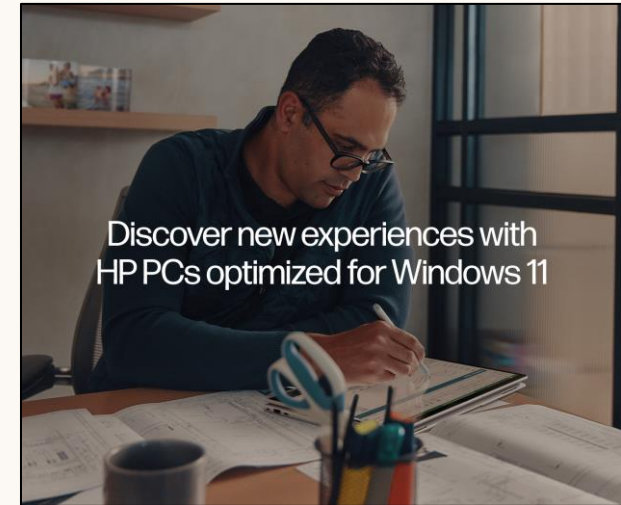
Frame 1



Frame 3



Frame 2



Frame 4

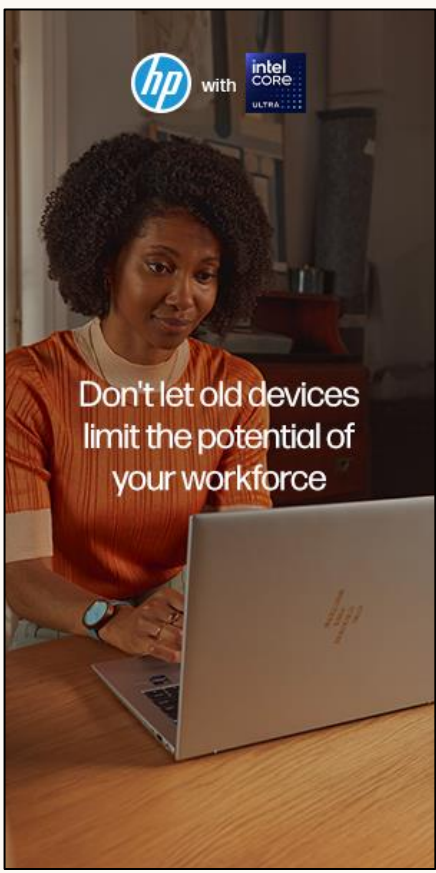




Static

Source + Final Files

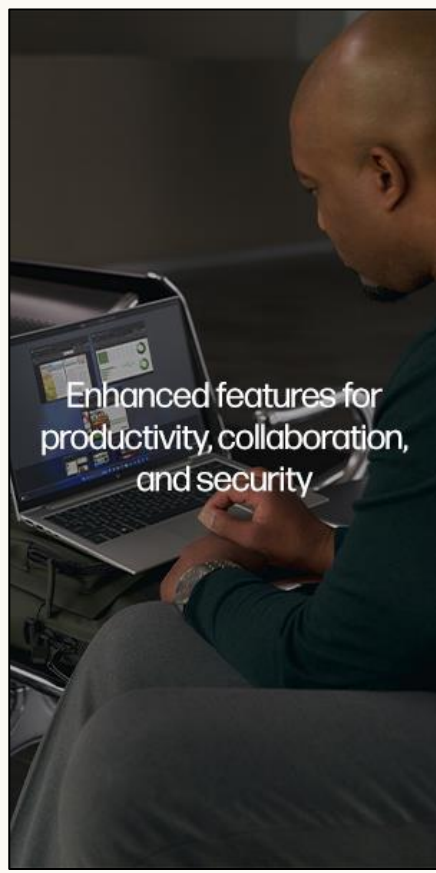
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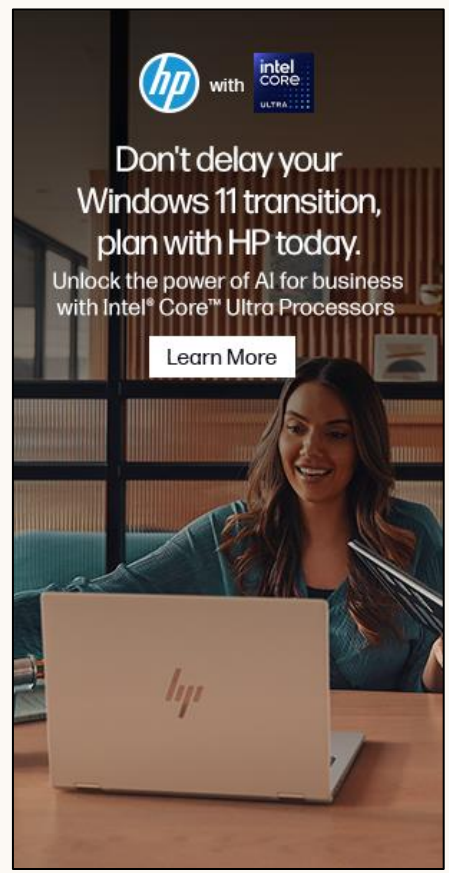
Frame 2



Frame 3



Frame 4





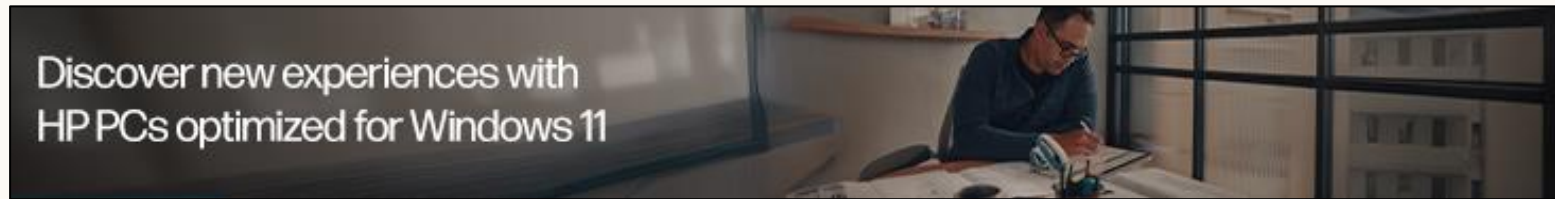
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Source + Final Files

Frame 1



Frame 2



Frame 3



Frame 4

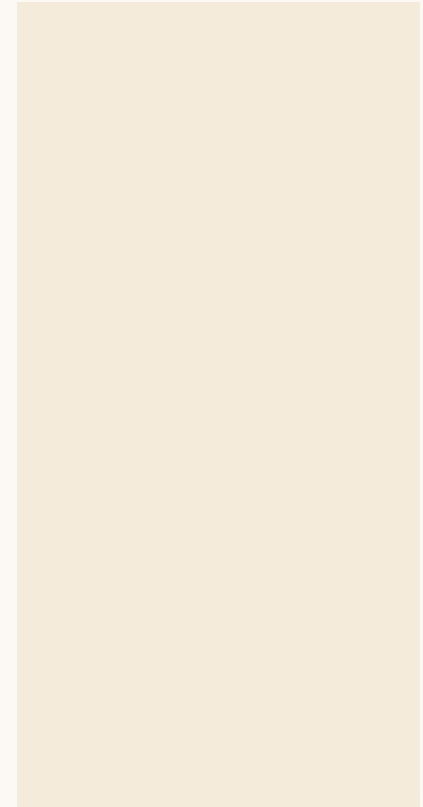
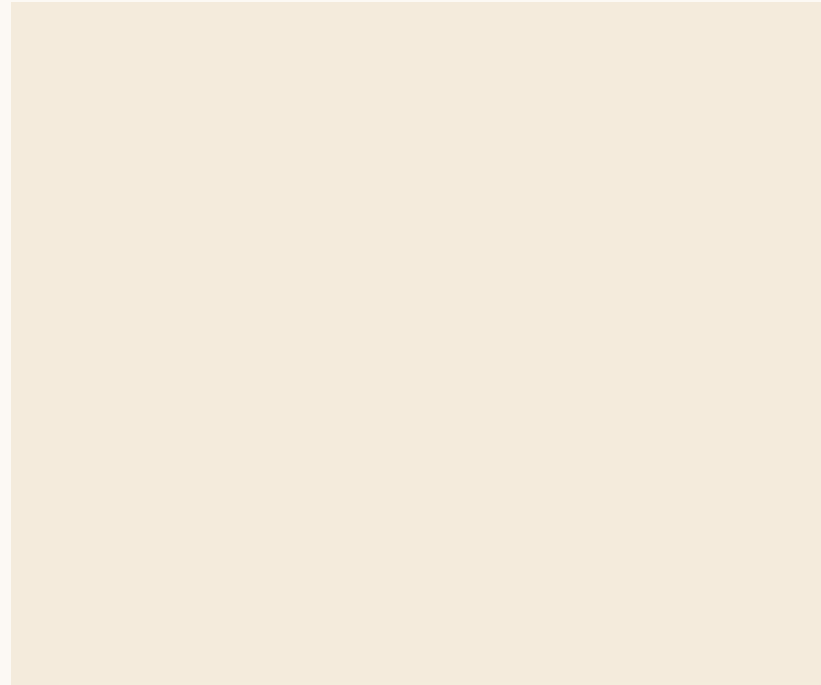




300x250

300x600

Animated Banners



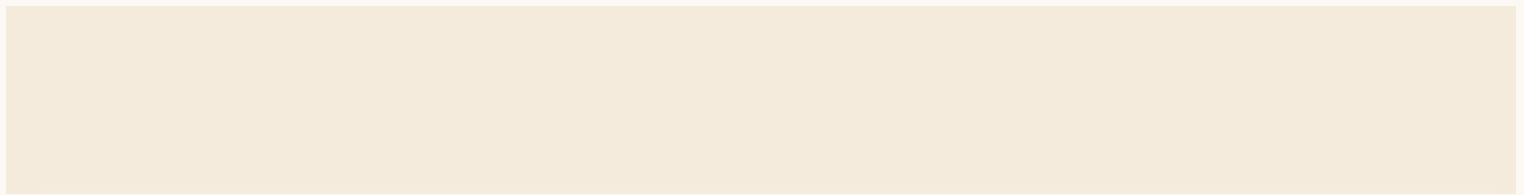
Source Files

Final File

728x90

Source Files

Final File



Source Files

Final File



Windows 11 Banners



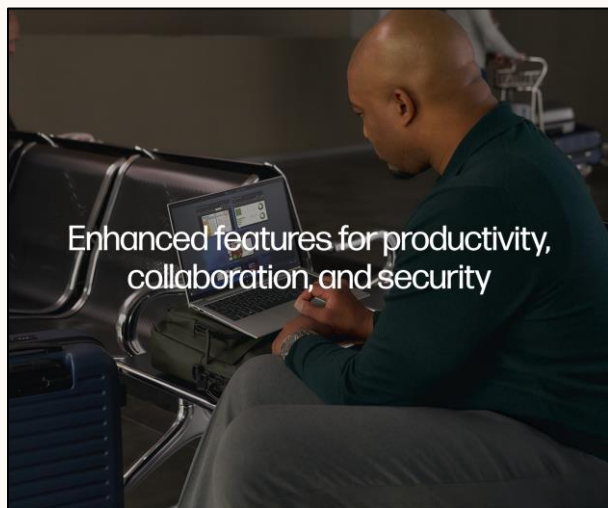
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Source + Final Files

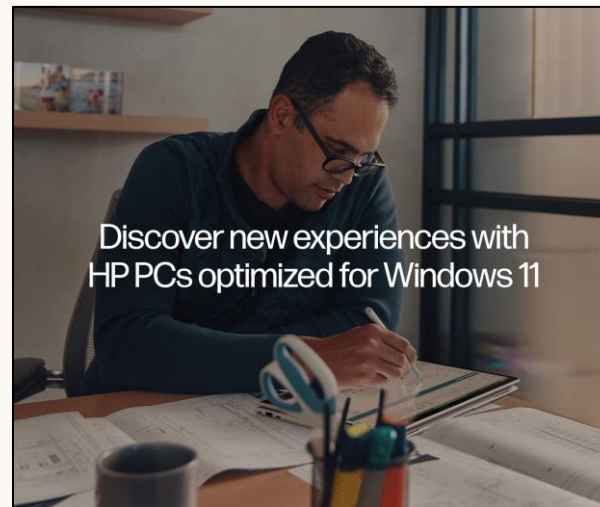
Frame 1



Frame 3



Frame 2



Frame 4





Static

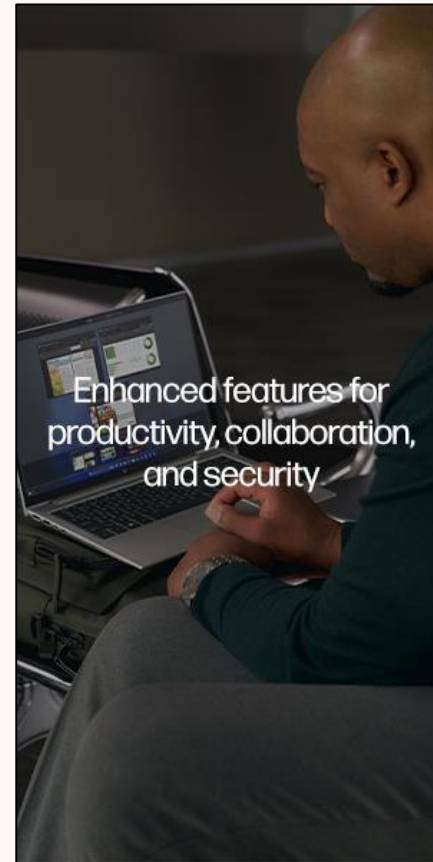
Frame 1



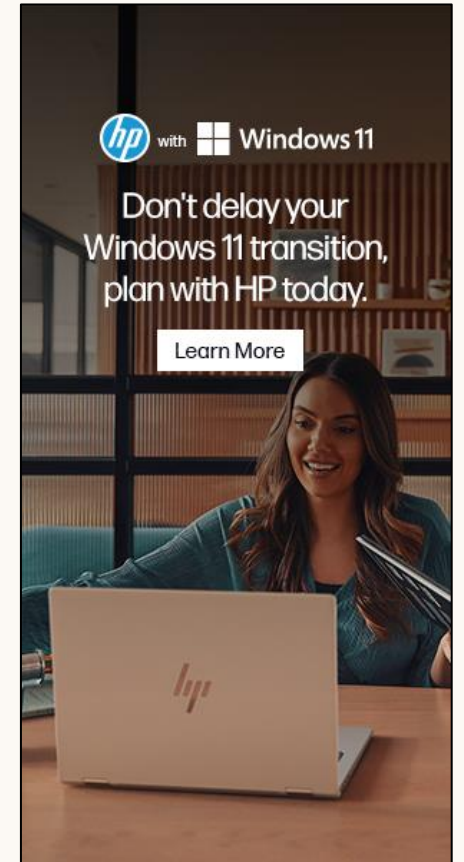
Frame 2



Frame 3



Frame 4





Static

Source + Final Files

Frame 1



Frame 2



Frame 3



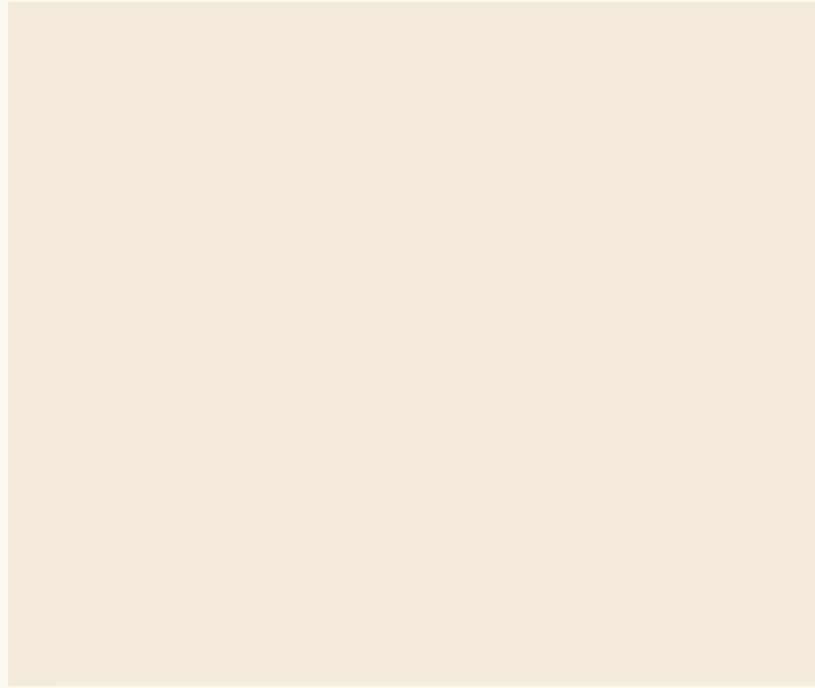
Frame 4





Animated Banners

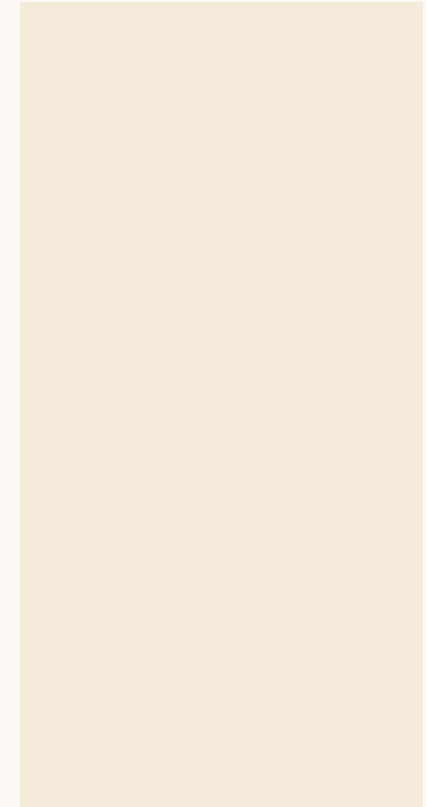
300x250



Source Files

Final File

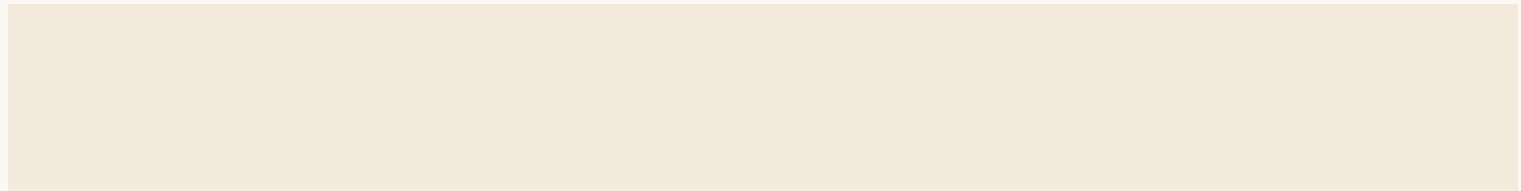
300x600



Source Files

Final File

728x90



Source Files

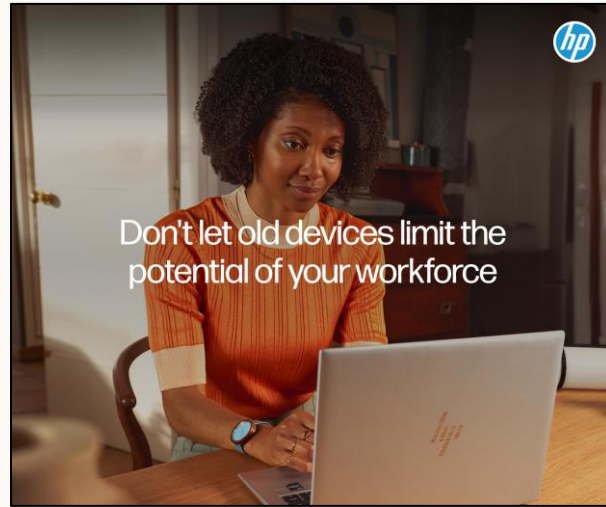
Final File

OPEX Banners

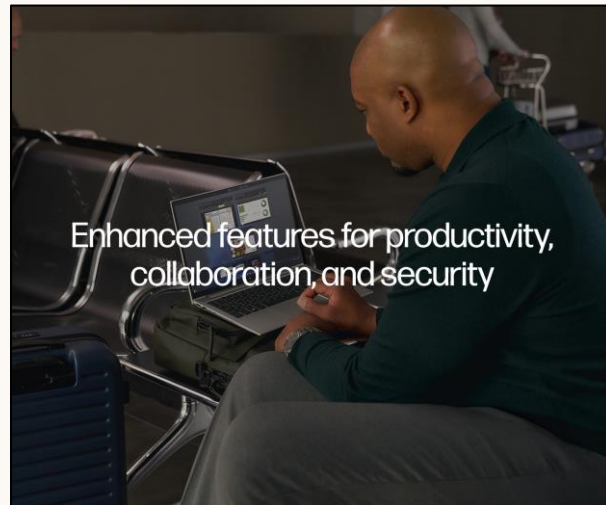
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Source + Final Files

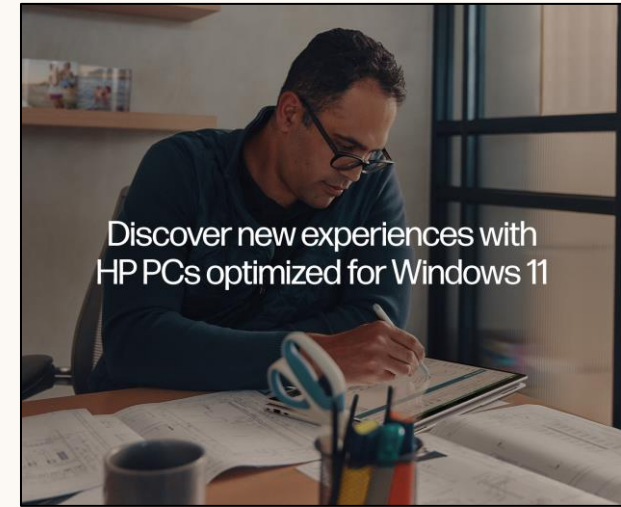
Frame 1



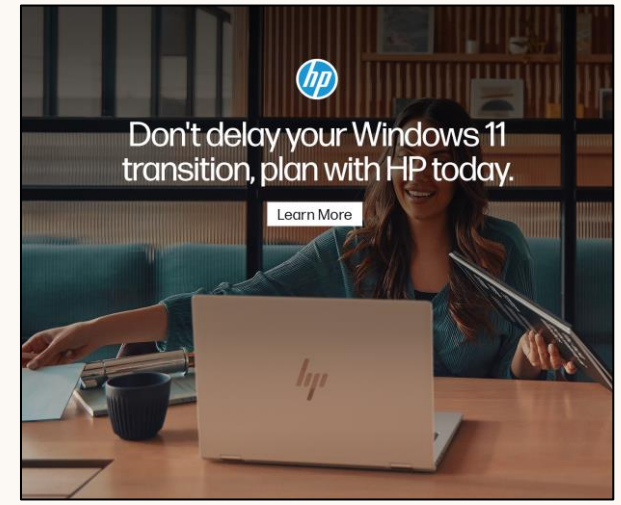
Frame 3



Frame 2



Frame 4



Static

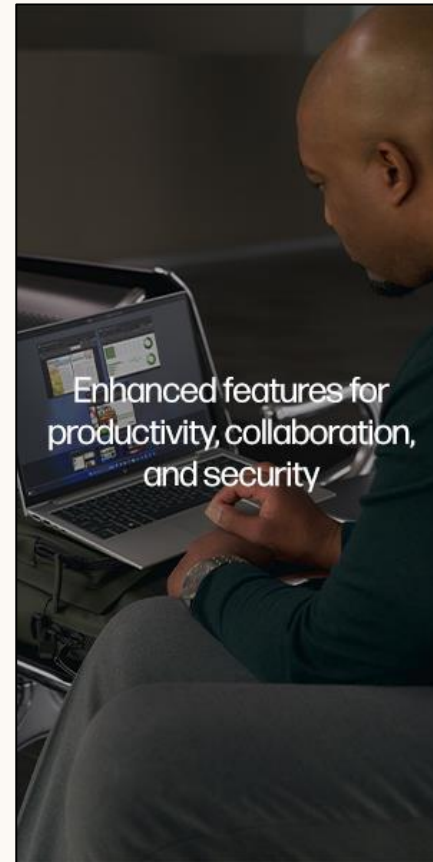
Frame 1



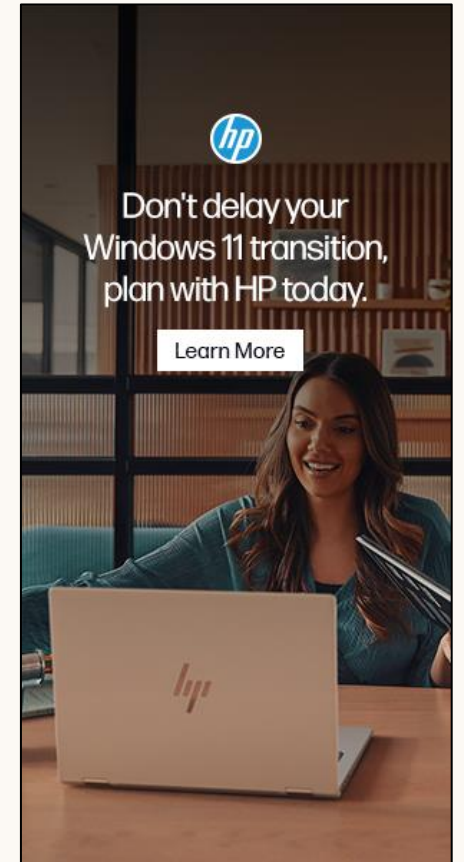
Frame 2



Frame 3



Frame 4



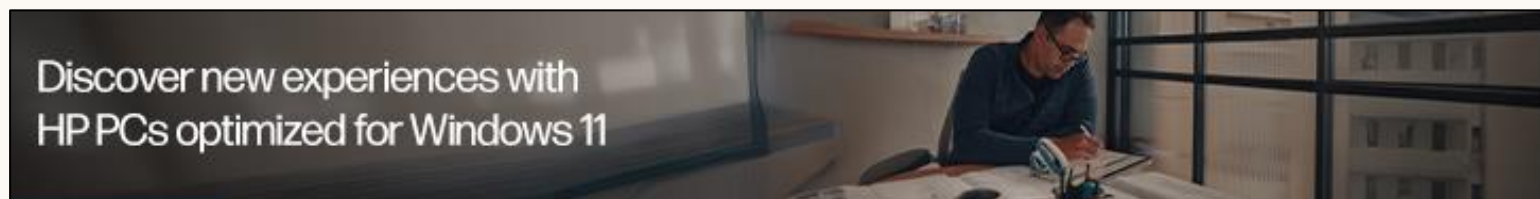
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Source + Final Files

Frame 1



Frame 2



Frame 3

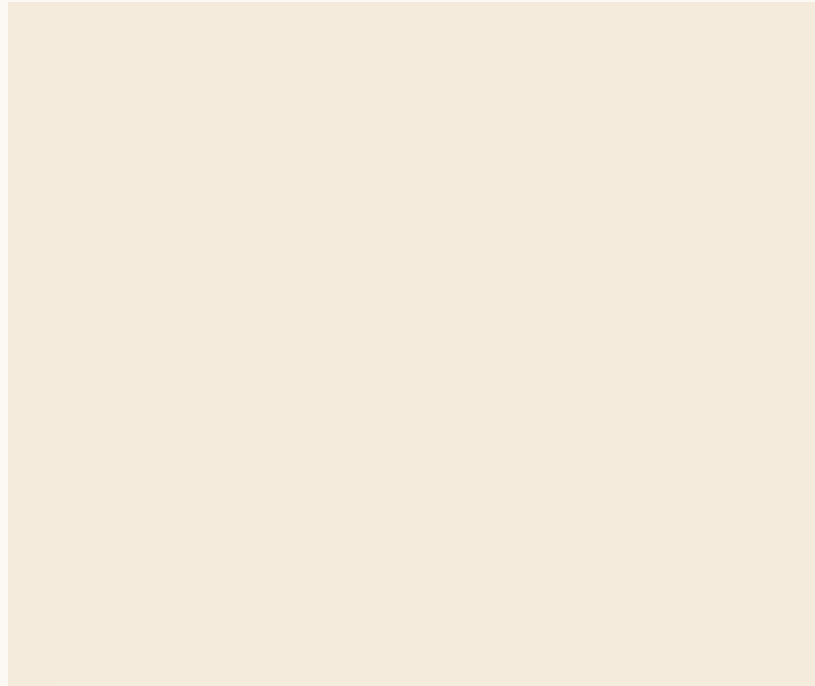


Frame 4



Animated Banners

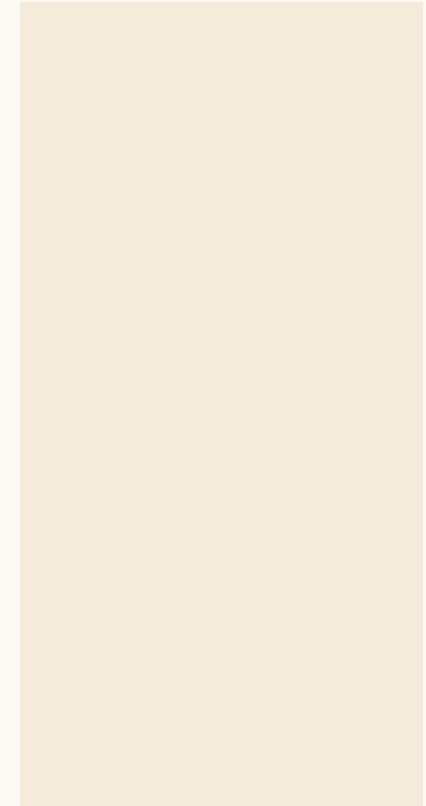
300x250



Source Files

Final File

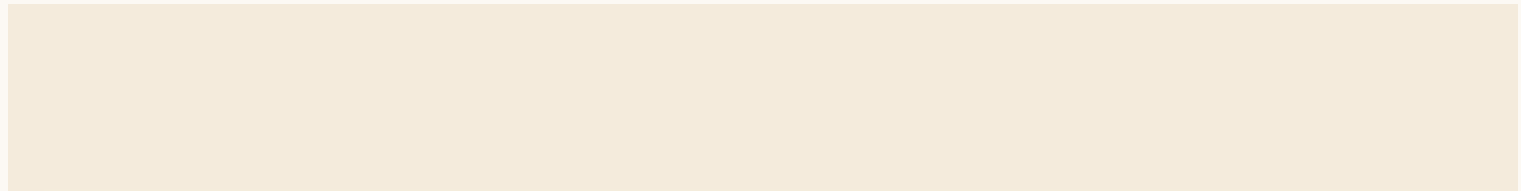
300x600



Source Files

Final File

728x90



Source Files

Final File

Brochure

OPEX Brochure

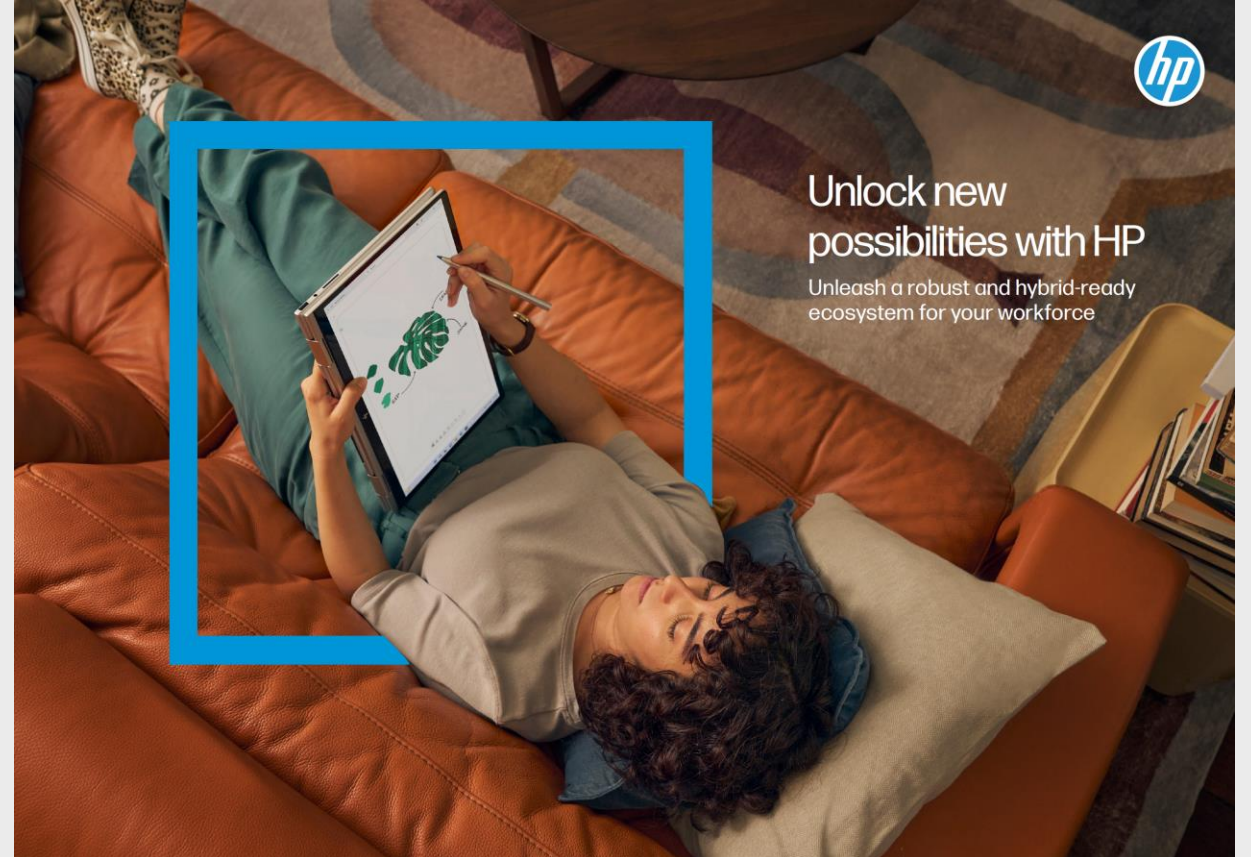
Unlock new possibilities with HP

Unleash a robust and hybrid-ready ecosystem for your workforce

Source Files

Final File

Concentra



Intel Brochure

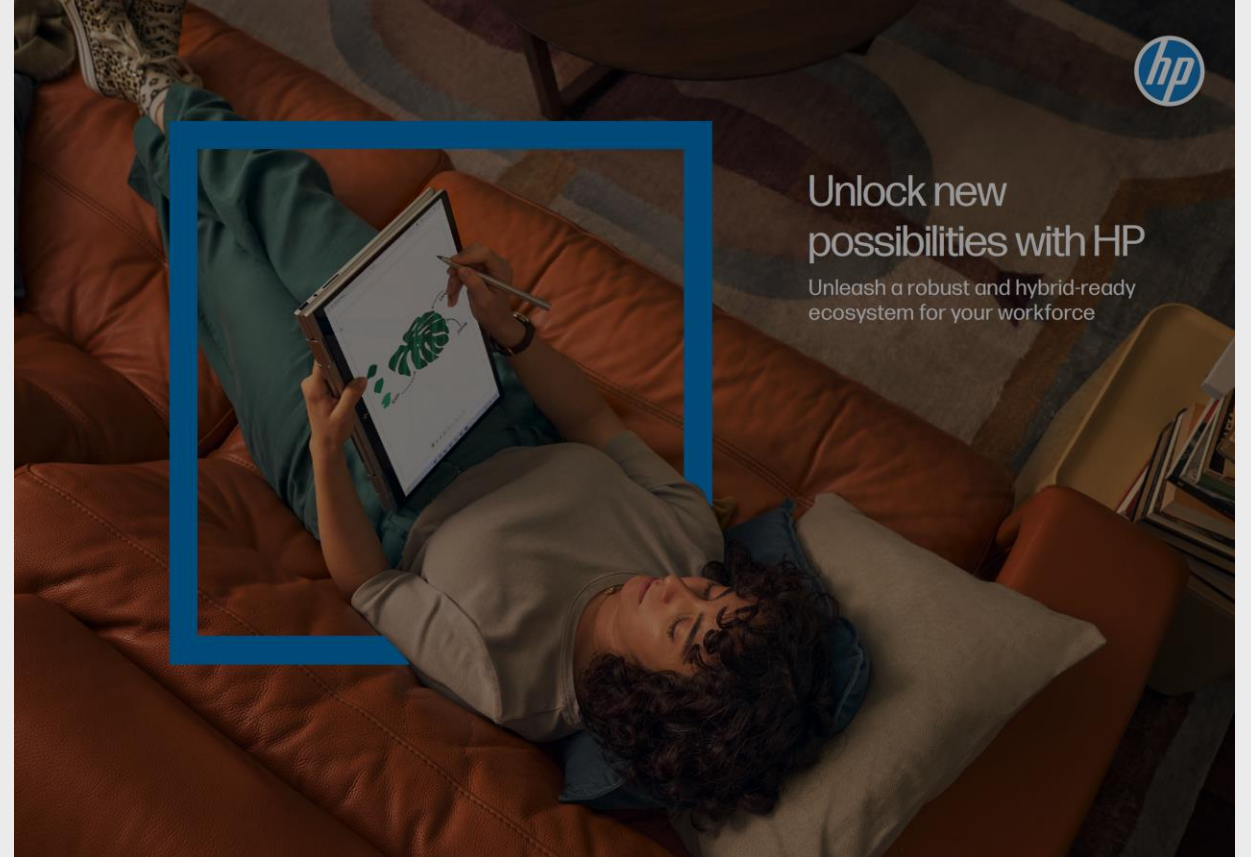


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Source Files

Final



Windows 11 Brochure



Windows 11 Brochure

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[Source Files](#)

[Final File](#)



