

# THE DEVICE REVOLUTION

## A MAJOR SALES OPPORTUNITY

As hybrid work becomes the norm, businesses are seeking modern, secure, and efficient solutions to improve productivity. With the end of support for Windows 10 approaching, many organisations are now facing the challenge of upgrading their outdated or lower-spec hardware. This creates a significant refresh opportunity for new devices powered by Windows 11 Pro, ensuring businesses stay secure and productive in the evolving workplace environment.

### Target Audience:

IT Decision Makers,  
Security Decision Makers,  
Finance/Procurement

### Key Stakeholders

#### Concerns:

**IT:** Seamless management and productivity

**Security:** Enhanced protection and reduced vulnerability

**Finance:** Maximised ROI and cost-efficient investment

## THE CASE FOR WINDOWS 11 PRO & INTEL vPro®

### SECURITY

Outdated devices are vulnerable to cyber-attacks. Windows 11 Pro and Intel vPro® offer robust security features, such as hardware-based protection, Trusted Platform Module (TPM) 2.0, and enhanced encryption.

### PRODUCTIVITY

With modern features like better video/audio capabilities, enhanced multitasking (Snap Layouts), and improved collaboration tools, Windows 11 Pro boosts workforce productivity by up to 15%.

### MANAGEMENT

IT teams can deploy and manage devices remotely with tools like Windows Autopilot, reducing the need for on-site IT support and minimising downtime by up to 80%.

### Why Now?

Many businesses are using outdated hardware that is not compatible with Windows 11. Almost half of all devices in the SMB space are ineligible for upgrades, providing a clear opportunity to shorten their refresh cycle and upgrade to modern, secure systems.





# HOW TO POSITION & OVERCOME OBJECTIONS

## TIPS FOR SALES CONVERSATIONS

### Understand Your Customer's Hybrid Work Needs:

- Focus on the shift to hybrid work and how modern devices improve flexibility, security, and productivity.
- Highlight the long-term cost savings from reducing IT support tickets and boosting employee output.

### Tailor the Message to the Stakeholder:

- **IT Decision Makers:** Emphasise simplified device management, easy deployment, and high compatibility (99.6% of apps).
- **Security Decision Makers:** Highlight enhanced protection against emerging cyber threats with features like TPM 2.0.
- **Finance/Procurement:** Talk about the strong ROI (250% over 3 years) and fast payback period (6 months).

## OVERCOMING COMMON OBJECTIONS

### "I don't want to upgrade from Windows 10."

You can run both versions within the same network without disruption. Windows 11's improved security and productivity features will future-proof your business.

### "I don't see the need for TPM 2.0."

TPM 2.0 ensures that your devices meet today's security standards, enabling features like Windows Hello and encryption.

### "My apps won't work on Windows 11."

99.6% of apps are compatible, and Microsoft's App Assure team will work with you to ensure smooth compatibility for the remaining apps.

## NEXT STEPS

**POCs & Support:** Encourage customers to take advantage of the free Proof of Concept (POC) trials offered through Westcoast, which include deployment support and app compatibility testing.

**Westcoast's End-to-End Solutions:** From secure disposal of old hardware to seamless deployment of new devices, Westcoast provides complete support, making the transition to Windows 11 smooth and efficient.

