

 Windows 11 Pro

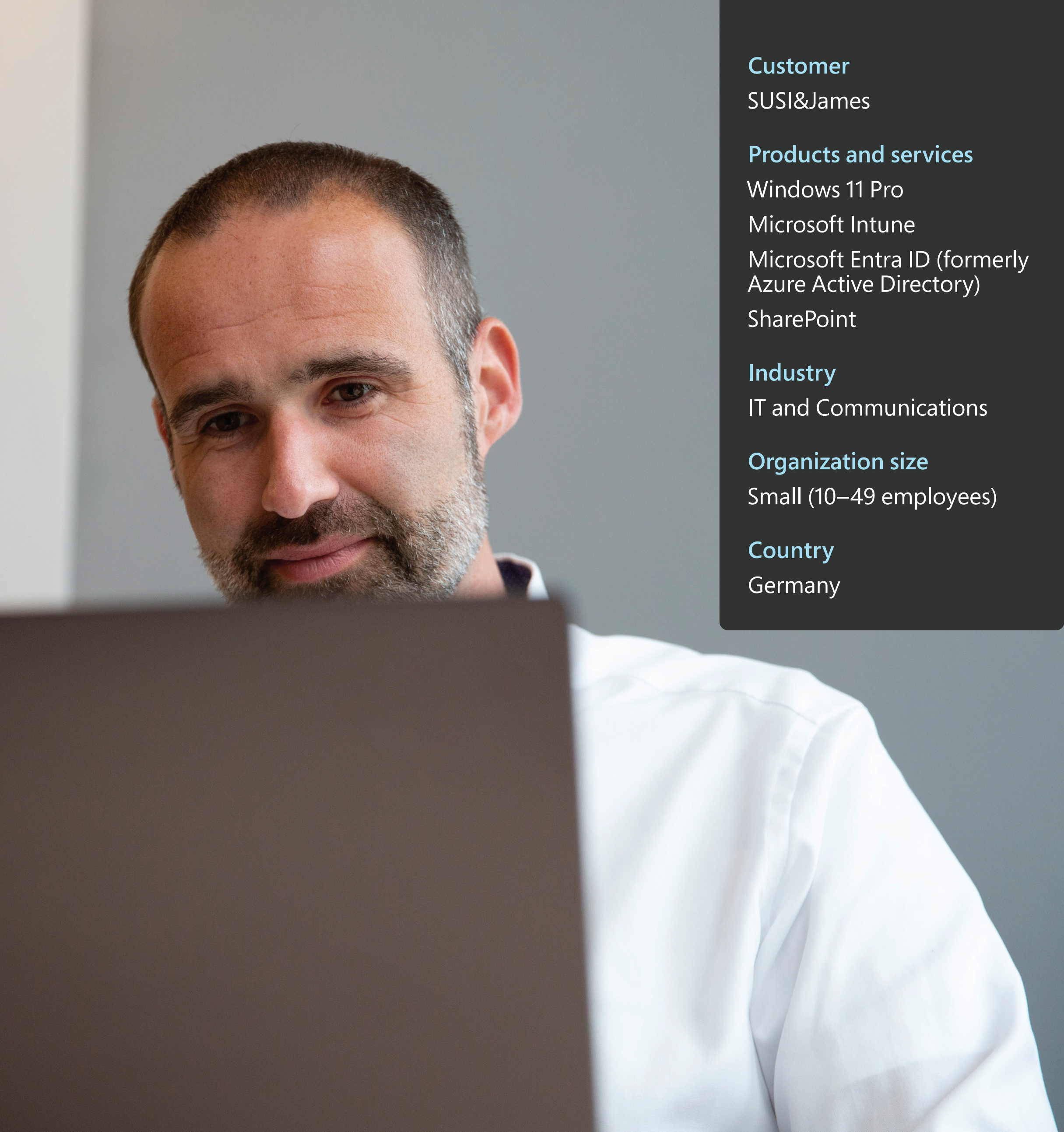
Onward
with security that
lets SUSI&James
transform business
communication



About the company

SUSI&James' goal is to transform business communication with AI. Their voice assistant can interact with customers and take action in a remarkably human way, hence the term "digital employees." The company deploys machine learning, natural language processing, and deep learning to handle a range of communication-heavy tasks—and not just within the confines of an office. While test-driving a vehicle, for example, the driver can speak naturally to an AI-powered co-driver while focusing on the road ahead. The co-driver records driving maneuvers, captures abnormalities, and logs test data in real time, all while increasing driver safety.

By automating and optimizing traditional business processes, SUSI&James' customers save time and money, reduce errors, and maintain quality. It's a winning formula for the company, provided they can keep empowering their remote developers in the middle of a fast-evolving threat landscape. For Julian Gerhard, Chief Technology Officer of SUSI&James, Windows 11 Pro devices are a way to mitigate those risks. With security on by default, Julian can spend less time responding to threats and more time enabling employees and innovation.



Customer
SUSI&James

Products and services
Windows 11 Pro
Microsoft Intune
Microsoft Entra ID (formerly
Azure Active Directory)
SharePoint

Industry
IT and Communications

Organization size
Small (10–49 employees)

Country
Germany

“We need strong security without losing productivity. So TPM 2.0 is a game changer.”

— Julian Gerhard
Chief Technology Officer, SUSI&James



“The most important thing is a secure development environment”

As CTO, Julian is keenly aware that while training an AI assistant, developers are dealing with sensitive data every day, and it all needs to be protected—on their devices and while communicating with external sources. His biggest fear is that sensitive data could get leaked by accident or human error. He says: “Windows 11 Pro helps keep the developer environment secure; it has everything I need to have to ensure that.” Like layers of security out-of-the-box, including hardware-backed protection. Julian has a real-world example: “To work with the auto industry, our security certificates rely on TPM 2.0 for our daily work, to make our devices secure. That’s a remarkable advantage from Windows 11 Pro.” He notes that all his colleagues have their own development environment, from firewalls to VPNs, adding, “It would be a super heavy workload if I had to manage every single environment on my own. That’s pretty much solved by using this OS.”

“With Autopilot, it’s easy to deploy a wide range of devices”

There are only so many hours in a day, and Julian has his priorities straight. “My daily work is about implementing the best possible customer experience with AI. We simply don’t have the time to spend hours of setup for every single device.” He used Windows Autopilot¹ for zero-touch deployment of business-ready devices, and he’s still impressed with how much time he saved. “I’ve done this for 20 years with lots of different Windows versions, and it has never been easier to set up a device in a company context. The process from unboxing a new device to installing Windows 11 Pro as a company device takes less than 10 minutes. For someone with a full schedule, that’s amazing.” After rolling out Windows 11 Pro, Julian was more than a little surprised to hear only good news: Everything just worked. “My employees are simply using it; they don’t have to care about things like properly configured policies or enhanced phishing protection.”



“Windows 11 Pro helps us bring humanity to technology”

As Julian says, “I strongly believe that during the next 20 years, almost every company will have to transform itself into a technology company. You need a reliable OS to be able to create and evolve that technology.” In fact, with Windows 11 Pro as a springboard, SUSI&James is able to do more than just create technology; they’re transforming the nature of business interactions using natural language. Julian calls it “AI with a heart, because we strongly believe it’s not only about the business process—it’s about bringing emotion into the communication with machines as well.” To succeed in this field, you need both. As Julian points out: “I’m deeply in love with technology—it’s super important for the future.”

“Windows 11 Pro gives me the confidence to focus on our core business”

For Marcel Martini, SUSI&James’ Managing Director, creating great software for clients is at the core of what he does—and Windows 11 Pro empowers his developers to do that anywhere, with layers of built-in protection enabled by default. As he explains, “Our software is our only asset, so it’s really important to keep that as secure as possible. And we’re dealing with highly confidential customer data, so we need to ensure that it’s being stored and processed securely, and have all our devices also be secure, with Windows 11 Pro and Microsoft Intune.” For SUSI&James, security is a business enabler, opening the door to more and more orders from Germany’s top automakers. As Marcel says, “We want to focus on building intelligent software, and finding the right solutions for even the big players makes me really happy.”

“Working with the German automotive industry, we’re required to prove we’re secure. So, Windows 11 Pro was an easy choice.”

— Marcel Martini
Managing Director, SUSI&James





“We don’t need to spend a lot of time managing our own IT”

Working remotely a lot of the time, Marcel likes how seamless it is to log on via Windows Hello passwordless, or to switch between touch, pen, and keyboard. But from a business perspective, he loves that Windows 11 Pro works smoothly with cloud services like Microsoft Entra ID² (formerly Azure Active Directory). As he says, “I really like that it’s easy to set up new devices. It’s easy to enroll all the security rules we need to have. It’s easy to see the status of all our devices so

we don’t need to spend a lot of time managing our own IT.” Another thing that’s key for Marcel is 99.7% app compatibility.³ “One of the most important features for my staff is that it’s really easy to integrate all the development software needed to create our applications, and it’s easy to interact with other devices and create software for different operating systems. I think Windows 11 Pro really enables us to run our business.”

Building the go-to AI app for B2B companies

With Windows 11 Pro taking the day-to-day burden off his IT department, Marcel is stepping up innovation. As he says, "We want to focus all our energy and all the skills of our team on creating great software for our customers instead of focusing on keeping our devices running. We're not just creating an AI application; we're solving a real business problem. And we want to make the digital employee fully configurable for our customers, not just in terms of voice, but for every possible B2B process they have." His ultimate goal is for SUSI&James to become synonymous with business

AI applications—the generic term for making business processes more efficient. He smiles, "That is my dream, that one day people will ask each other, what does your SUSI do for you?"

SUSI&James is transforming B2B interactions with their AI-driven voice assistant. Windows 11 Pro allows the company to spend more time enabling innovation and less time responding to cyberthreats—with quicker deployment and out-of-the-box security that never slows down their developers.



Learn more about how Windows 11 Pro is helping other businesses [go onward](#).

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