

 Windows 11 Pro

Stay secure and up
to speed with new
Windows 11 Pro PCs

Upgrade now before
Windows 10 end of support
in October 2025



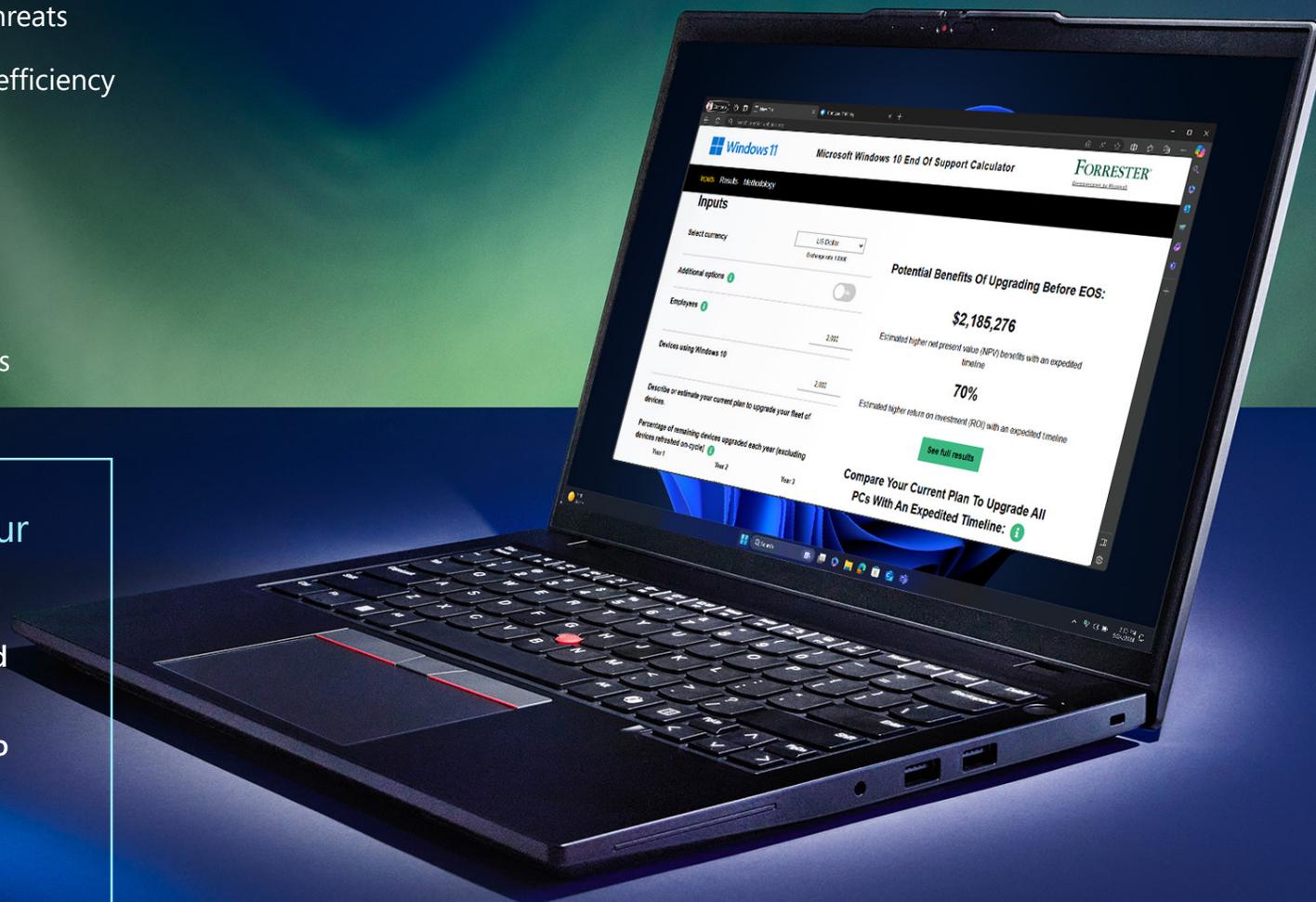
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Outdated PCs put your business at risk

Use this Forrester-designed calculator to plan your upgrade to Windows 11 Pro and ensure that you have the latest security updates.

[EOS calculator](#)



Maximize your teams, maximize your ROI

Thanks to artificial intelligence, business leaders have an opportunity to realize gains in productivity and revenue that are more than just incremental. Windows 11 Pro PCs are engineered to literally transform the way we work, giving people the power to maximize themselves. Copilot on Windows enables anyone to multitask like never before, get better answers faster, build a whole new set of skills, and effortlessly optimize their workflows.

Empowered by AI-enhanced productivity and a myriad of other productivity, security, and self-help features in Windows 11 Pro, your teams can be the absolute best version of themselves for any challenge—more instinctive, more efficient, more creative, and more confident. Ingenuity will become their new resting state. And when employees thrive, businesses thrive.

A REPORTED
250% ROI
with
WINDOWS 11 DEVICES¹



Industry-leading AI. Powerful cybersecurity. Designed for business.

Many businesses today are prioritizing AI-infused productivity to enhance skills, solve problems, and gain a competitive advantage. Now you can realize all of those benefits—on a secure, compatible, and business-ready Windows platform that you already know and trust.

With new Windows 11 Pro PCs, your organization will benefit from AI-enhanced efficiency, performance, and security today, and innovate to take on new challenges tomorrow.

This guide will take you through the three ways Windows 11 Pro devices can bring out the best in your employees and accelerate success for your business.

PROJECTS
COMPLETED
42% FASTER
on AVERAGE²

Windows 11 is built in a way that facilitates success. We didn't have to jump through a bunch of hurdles with Windows 11 [Pro] to get what we wanted—it was ready out of the box.

— Eric Ellis

Portfolio Lead of Endpoint Security
and Operations, Accenture

[Read the customer story](#)

Ready to upgrade? Complete our migration assessment.

Check your organization's readiness to migrate to Windows 11 Pro through this short series of questions. Get the resources you'll need to take the next step and personalized guidance that fits your specific scenario.

[Start assessment](#)

Stay secure and up to speed with new Windows 11 Pro PCs



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1

Protect against evolving threats

Deploy groundbreaking technologies with confidence backed by powerful out-of-the-box protection for a reported 62% drop in security incidents.³ Take advantage of modern security management and enterprise data protection⁴ across your organization, whether you're working with your favorite Microsoft 365 apps⁵ or Copilot on Windows. With powerful protection that's always on, you'll spend less time responding to threats and more time enabling your employees to make a bigger impact.



62% DROP
in
SECURITY INCIDENTS³
REPORTED

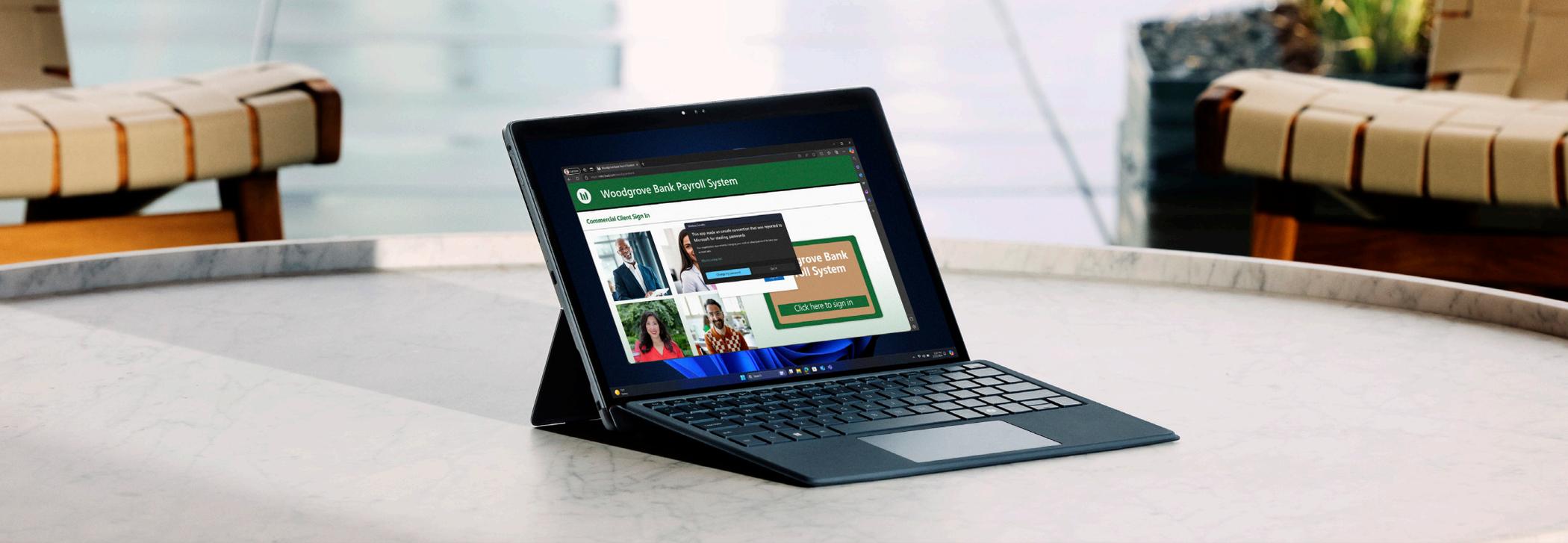
Gain granular control across endpoints and AI

Easily enforce security policies across all your endpoints, including PCs, apps, and new AI tools. With Windows 11 Pro devices, hardware-enabled protection is tightly integrated with software for a reported 3x reduction in firmware attacks.³ ITDMs can combine Windows 11 Pro with Microsoft Intune⁶ in Microsoft 365⁵ for efficient security policy management across all endpoints. And Copilot on Windows with enterprise data protection shields both business and personal information at no additional cost when you sign on with Microsoft Entra ID.⁴

Highlighted features

- Bolster application security with App Control for Business⁶
- Securely support employees with Intune Endpoint Privilege Management⁷
- Hardened security with token protection⁸





Shield identities anywhere

Defend against cyberthreats with the latest credential safeguards for better peace of mind, including biometric sign-in with Windows Hello for Business.⁹ That way, your teams can dive into work anywhere, shielded by powerful cybersecurity across hardware, software, identities, and data. TPM 2.0 provides hardware-backed protection for credentials and other sensitive data, while Windows Hello for Business passwordless makes signing on more secure.

Highlighted features

- Enhanced phishing protection catches threats before they occur
- Lock it and leave it helps keep your data safe from intrusions¹⁰
- Windows Hello for Business enables biometric passwordless sign-in

Powerful safeguards for data and privacy

As bad actors relentlessly probe for weak spots in your network, you can defend against cyberthreats with the latest safeguards for better

peace of mind—including a reported 2.9x fewer instances of identity theft.³ Protect valuable business and personal information from chip to cloud with powerful hardware-backed security by default, enhanced privacy settings, and granular IT controls.

Highlighted features

- Device attestation with Intune¹¹
- Enhanced privacy settings
- Integrated hardware-backed security



We prefer to be early adopters and realize the benefits of newer technologies as soon as possible. It helps that Microsoft makes it very easy to deploy new solutions.

— Thomas Kaiser
Technical Lead IT-Products
Klöckner Pentaplast
Koblenz, Germany

AI has become a business imperative. No other technology has such transformative power to spark creativity, enhance productivity, and take business innovation to a new level. IDC explains the value of deploying new AI-centric PCs ahead of the Windows 10 end of support.

[Read "The Refresh Imperative"](#)

2

Supercharge insights and efficiency

Today, employees spend more than 57% of their day in meetings, email, and chat—and just 43% creating.¹² We've reached a tipping point where process has literally overwhelmed progress. Copilot on Windows changes all of that with industry-leading AI that reduces busywork, amplifies employees, and does the heavy lifting so they can do the extraordinary. Meanwhile, intelligent suggestions based on current activities keep users on point, while AI-powered recommendations help them work smarter and collaborate better.

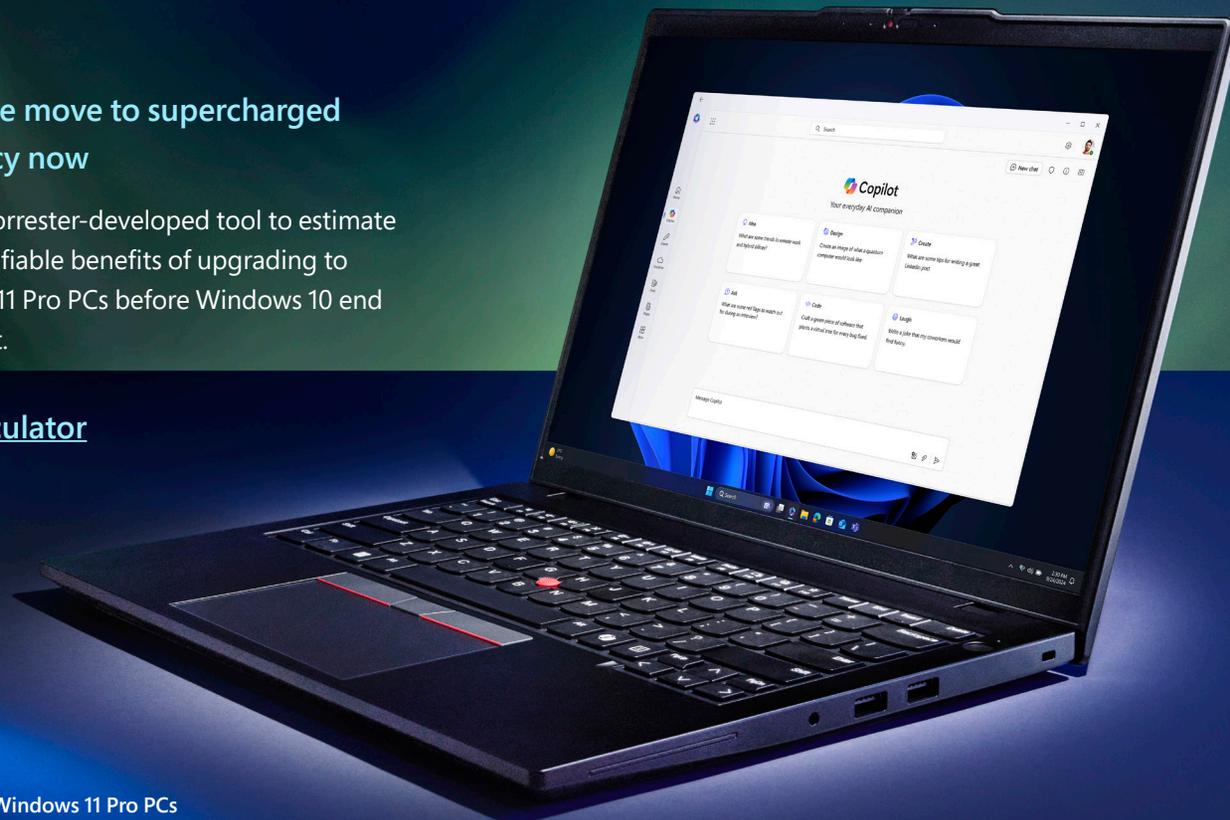
Windows 11 Pro PCs are engineered to foster innovation and creativity, allowing anyone to put their best sides to work.

50% FASTER
WORKFLOWS
on AVERAGE²

Make the move to supercharged efficiency now

Use this Forrester-developed tool to estimate the quantifiable benefits of upgrading to Windows 11 Pro PCs before Windows 10 end of support.

[EOS calculator](#)





Save time for your best work

A survey showed that about four-fifths of workers would like AI to summarize meetings, plan their day, and find the right answers and information.¹² Copilot on Windows can analyze complicated data and give team members a synopsis of almost any topic. As that one does not add any new words. They can achieve more with less time and effort using Copilot for AI assistance, features like snap layouts and seamless redocking to make their workflows flow, and the performance needed to complete demanding workloads 42% faster on average.²

Highlighted features

- Work smarter with AI-powered recommendations
- Summarize and rewrite with Copilot to inspire your writing
- Analyze complex data with Copilot

Stay in the flow anywhere

Since 2020, the amount of time people spend in meetings has tripled. And 68% of people say they simply don't have enough uninterrupted focus time in the day.¹² Windows 11 Pro PCs make it easy to stay in the flow when employees can find the right answers fast and work seamlessly across applications, data, and the cloud. They

can ask Copilot to search based on almost any information, including images. And with seamless redocking, they can stay immersed in their workflow even when switching between devices and locations.

Highlighted features

- Search with Copilot; save valuable time and get better results
- Dedicated Copilot key on a Windows 11 Pro keyboard¹³
- Snap layouts help you stay organized and optimize screen space
- Seamless redocking saves time by remembering your open windows

Experience fast, intuitive discovery

No more wasting time and effort digging for information. With Windows 11 Pro PCs, team members can quickly find the right content at the right time. And locating crucial data isn't just much faster; it's also much more personalized. From searching for information in your own words to automatically surfacing the most relevant files for your work, Windows 11 Pro makes problem solving instinctive and spontaneous.

Highlighted features

- Search with Copilot using natural language
- File Explorer helps you get the files you need quickly and easily
- Microsoft Search across files, apps, and the internet

Elevate every workstyle

With inclusive, AI-enhanced experiences on the latest Windows 11 Pro PCs, everyone in your organization can make a bigger impact. They can use their voice¹⁴ to interact with Copilot, sign into and navigate their device, and type in any application. They can enable systemwide live captions¹⁵ whenever audio is played. And they have access to a wide choice of fast, powerful devices, apps, and accessories that meet the needs of every workstyle.

Highlighted features

- Control your PC with your voice
- Live captions for enhanced engagement
- A wide choice of devices, apps, and accessories for every workstyle



Copilot on Windows is extremely accurate and valuable in giving general, useful information. Wellvii device users will be able to ask any question they like in full privacy.

— Mark Khachaturian
CEO, Wellvii
Palm Beach Gardens, Florida

[Read the customer story](#)

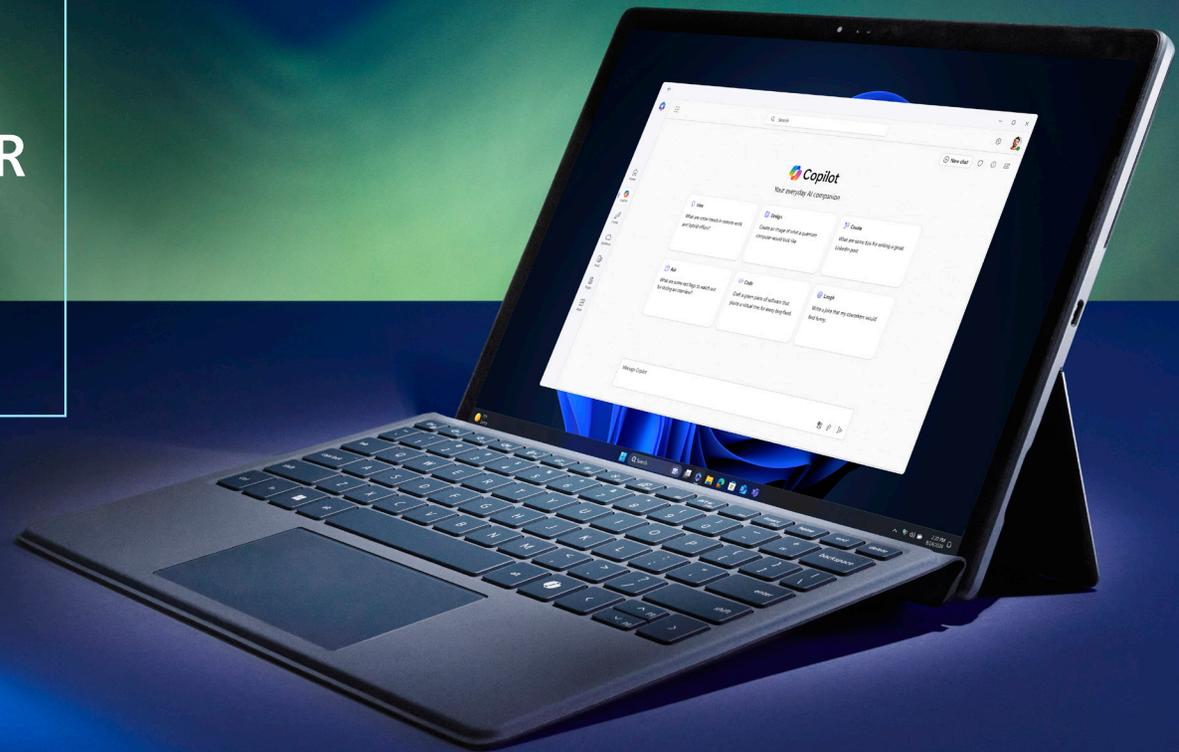


3

Easier, cost-effective, and AI-ready IT

While most companies are trying to figure out how to tap into the benefits of AI, Windows 11 Pro makes it simple and straightforward. Industry-leading AI on the latest Windows 11 Pro devices keeps you ahead of modern business requirements, supercharging your workforce and empowering your team for the future of work. And while employees will see less busywork, so will IT teams. Because these new devices are engineered for unmatched compatibility, fast deployment, and a reported 80% drop in helpdesk calls.¹

**25% FASTER
DEPLOYMENT
REPORTED¹**





Scale IT from edge to cloud

With new Windows 11 Pro PCs as the cornerstone of your AI solution stack, you can grow from local to global, strengthen security, and unlock new potential. You can enforce security policies across your infrastructure. With a built-in management component that connects PCs to Microsoft Entra ID, devices can be automatically enrolled to Microsoft Intune for cloud management.⁷ You can keep devices up to date anywhere with Windows Update for Business.¹⁶ And imagine the time and cost savings when organizations report 25% faster deployment¹ through efficient, cost-effective IT.

Stay secure and up to speed with new Windows 11 Pro PCs

Highlighted features

- Optimized for Microsoft 365 for productivity, management, and advanced security
- Windows Remote Desktop
- Microsoft Intune⁶
- Windows Update for Business

Customize AI for unique needs

Innovate and improve efficiency with custom industry-specific AI experiences on Windows 11 Pro PCs. For example, with Microsoft Copilot Studio¹⁷ you can easily enhance Microsoft 365 Copilot¹⁸ or

build your own agents to automate tasks and improve support for your employees and customers. And if you have Copilot+ PCs,¹⁹ use Windows Copilot Runtime to create or enhance apps with NPU-powered AI features, including chat, analytics, image recognition, and more.

Highlighted features

- Design AI-infused apps with Windows Copilot Runtime
- Automate your workflows with Microsoft Copilot Studio

Automate update and deployment processes

Free up your IT department with features like Windows Update for Business¹⁶ and Windows Autopilot⁷ for zero-touch deployment. Windows 11 Pro makes it simple to get your employees up and running quickly with easy remote onboarding and automated updates and deployment. Helpdesks stay even quieter thanks to PCs that come with security already configured.

Highlighted features

- Built-in enrollment and client management
- Accelerate deployment with zero-touch provisioning using Windows Autopilot
- Stay up to date with Windows Update for Business

Works with almost anything for easy adoption

Windows 11 Pro is designed to work with the business apps and hardware you use today, making it easy to deliver productivity upgrades and AI innovation to everyone. An astounding 99.7% of business apps²⁰ work as expected, along with most monitors, pens, printers, and even specialized line-of-business tools,⁹ which means higher productivity for users and IT staff. And our App Assure program helps you resolve any app compatibility issues at no cost.

Highlighted features

- Compatibility backed by the App Assure program
- Responsible AI leveraging Microsoft best practices and tools²¹
- Windows Insider Program for Business





Stay secure and up to speed with new Windows 11 Pro PCs

You need to be ready for challenges when you perform a major upgrade like this, but our **Windows 11 Pro** rollout went as smoothly as we could have dreamed.

— **Mathew DeWolfe**
Senior Director of IT Operations
and Service Delivery
SHI, Somerset, New Jersey

[Read the customer story](#)

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Windows knows business

Industries worldwide rely on Windows to innovate, solve problems, help block cyberthreats, and achieve more with less time, effort, and cost. Our deep industry experience is your competitive advantage—especially today, when companies seek proven ways to tap the vast potential of artificial intelligence to transform their workplaces and workforces.

Windows delivers that transformation—on a secure, compatible, and business-ready platform you already know and trust. Our industry-leading AI is deeply integrated into Windows to make ingenuity instinctive, to make creativity available at the touch of a button, and to turn your employees into the absolute best versions of themselves at work.

While we believe AI is the defining technology of our time, we are committed to the advancement of AI driven by ethical principles. With Windows, you can create a customized, end-to-end responsible AI experience based on Microsoft's best practices and tools.²¹

What you can expect when you own a Windows 11 Pro device:

- The latest innovations in AI, delivered straight to your desktop
- Stable, fast updates fine-tuned by service to more than 1.6 billion devices worldwide
- Intelligent, proactive protection informed by 65 trillion signals synthesized daily²³
- The benefits of our deep partnerships with OEMs and silicon manufacturers
- Scalable industry-specific solutions for your business on Azure
- Our commitment to responsible AI in accordance with the Responsible AI Standard

90%
of FORTUNE 500
COMPANIES
are using
WINDOWS 11 PRO²²

Overachiever me

Brilliant me



My best me

Independent me

Empower your teams and accelerate business success

In closing, new Windows 11 Pro devices turn employees into the best versions of themselves—and into champions for the organization. Here's how:

- **Supercharge insights and efficiency.** Achieve more with less time and effort. Enhance every workstyle with business AI and features to get organized in a snap, speeding workflows by 50% faster on average.²
- **Easier, cost-effective, and AI-ready IT.** Optimize your business operations with a reported 25% faster deployment,¹ automated updates, and granular control across apps, data, and AI.
- **Protect against evolving threats.** Windows is secure by design and secure by default, with layers of hardware-backed protection and a reported 62% drop in security incidents.³
- **Set the pace with faster performance.** Work exceptionally well anywhere with speed, flexibility, and style on the latest Windows 11 Pro devices, including PCs optimized for AI with a built-in NPU.

[See all Windows 11 Pro business devices >](#)



Act soon

Move to Windows 11 Pro devices before Windows 10 support ends on October 14, 2025. Shield your business with the latest security updates and layers of powerful protection enabled by default. And stay up to speed with AI-enhanced efficiency, fast deployment, and compatibility with your mission-critical apps.

See how moving to Windows 11 Pro now could create financial gains for your business

Use this Forrester-designed calculator to estimate the quantifiable benefits of upgrading to Windows 11 Pro now and the costs of keeping Windows 10 devices secure after EOS.

[EOS calculator](#)

 Windows 11 Pro

Endnotes

1. [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.
2. Compared to Windows 10 devices. "Improve your day-to-day experience with Windows 11 Pro laptops," Principled Technologies, April 2023.
3. Windows 11 Survey Report. Techaisle, September 2024. Windows 11 results are in comparison with Windows 10 devices.
4. Requires eligible Microsoft 365 license.
5. Microsoft 365 subscription required; sold separately.
6. Intune sold separately.
7. Microsoft Intune and Entra ID required; sold separately.
8. Developer enablement required.
9. Hardware dependent.
10. Hardware dependent. Entra ID sold separately.
11. Requires Microsoft Intune or other modern device management service; sold separately.
12. [Will AI fix work? Work trend index annual report](#), Microsoft, May 9, 2023.
13. Copilot key is available on many new Windows 11 PCs. Copilot key feature availability varies by market. [Learn more.](#)
14. Hardware dependent. English language only.
15. Live Captions available in many languages. [Learn more.](#)
16. Windows Update for Business works with Microsoft Entra ID, sold separately.
17. Requires Microsoft 365 along with tenant and per user licensing.
18. Sold separately and requires either Microsoft 365 Business Standard, Business Premium or Microsoft 365 E3/E5.
19. On some devices, Copilot+ PC experiences require free updates available starting later this year and continuing into 2025. Timing varies by device and region. [See aka.ms/copilotpluspcs.](https://aka.ms/copilotpluspcs)
20. App Assure program data.
21. [Microsoft Responsible AI.](#)
22. [FY23 Q3 - Press Releases - Investor Relations – Microsoft](#) based on Monthly Active Device data.
23. [Microsoft Digital Defense Report](#), Microsoft 2023.