

WINDOWS 10 PRO: BOOST YOUR PRODUCTIVITY AND HELP SECURE YOUR BUSINESS

PERFORMANCE AND PRODUCTIVITY

New PCs enable small businesses with up to **65%** faster multi-tasking compared to a 5 year old PC.¹

Up to 3x longer battery life² than older Windows devices



Windows Ink

Capture ideas as easily and quickly as they occur to you – that's the power of Windows Ink.⁵

Cortana⁴

Your personal digital assistant is there for you wherever you need her, helping make sure nothing slips through the cracks.



Windows AutoPilot

Enable quick and easy setup of new business-ready PCs. Take your new device from box to fully configured and productive with minimal (or no) help from IT.



Deploy, manage and update devices in the office or anywhere employees need to work.

Windows 10 Pro

Log in with fingerprint or facial recognition.⁶



Windows Hello⁶

82 million passwords are stolen daily.⁷ Windows Hello is the password-free sign-in that gives you the fastest, most secure way to unlock your Windows devices.



Virtualisation-based security can help prevent malware installation to the OS layer.



BitLocker⁸

Keep your peace of mind by encrypting your data on your computers' hard drives and even on your USB drives, so your business information is protected when a device is lost or stolen.



Windows Information Protection

Control how your employees use your business data. For example, block them from copying customer or financial data into social media apps.



Windows Defender Antivirus offers built-in malware protection to help keep you safe from viruses, spyware and other malicious software.



Almost **50%** of UK businesses have suffered a data breach or cyberattack⁹. A typical attack can cost more than **£60,000**.¹⁰

SECURITY



Don't wait. Refresh today.

1 As measured by SEG562, which is an office productivity and multitasking workload using Microsoft Word® (save to PDF), Excel® (recalc), PowerPoint® (slide sort), and NXPowerLite Desktop® (to shrink contents with office documents kind of the compression), all while playing video in the background (simulating the watching of a business training or webcast).

2 Performance of 6th Gen Intel® Core™ processors in Windows 10 devices, estimated based on Windows 8.1 Local HD Video Playback Power. Comparisons based on Intel® Core™ i5-6200U vs. Intel® Core™ i5-520UM.

3 Testing conducted by Principled Technologies in July 2015 in a closed lab environment using OEM factory default images on a representative sample of Windows 7 devices. Each

boot test was run 10 times and the averages compared. Average improvement in startup was 26%.

4 Cortana available in select markets; experience may vary by region and device.

5 Touch-capable tablet or PC required. Pen accessory may be sold separately.

6 Windows Hello with biometrics specialised hardware, a fingerprint reader, illuminated IR sensor, or other biometric sensor is required. Hardware-based protection of the Windows Hello credential/keys requires TPM 1.2 or greater. If no TPM exists or is configured, credential/keys protection will be software-based.

7 Thycotic and Cybersecurity Ventures Report, "The World will Need to Protect 300 Billion Passwords by 2020," 2017.

8 Requires TPM 1.2 or greater for TPM-based key protection.

9 Cyber Security breaches survey 2017, Main Report, April 2017.

10 Ipsos MORI Social Research Institute

10 Small Biz Daily: 10 Small Business Trends 2018

Separate subscriptions may be required.