

Work **smart**
Work **secure**
Work **fast**

Work**Magic**

with Windows 11 Pro
devices and Microsoft 365



Table of contents

01

Introduction to the
pace of modern
work

05

Windows 11 Pro devices
+ Microsoft 365

06

Work smart:
Unleash employee
productivity

12

Work secure:
Deploy industry-
leading security

16

Work fast: Enhance
business efficiency

19

Office Home &
Business 2021

21

Work Magic with
the perfect pair

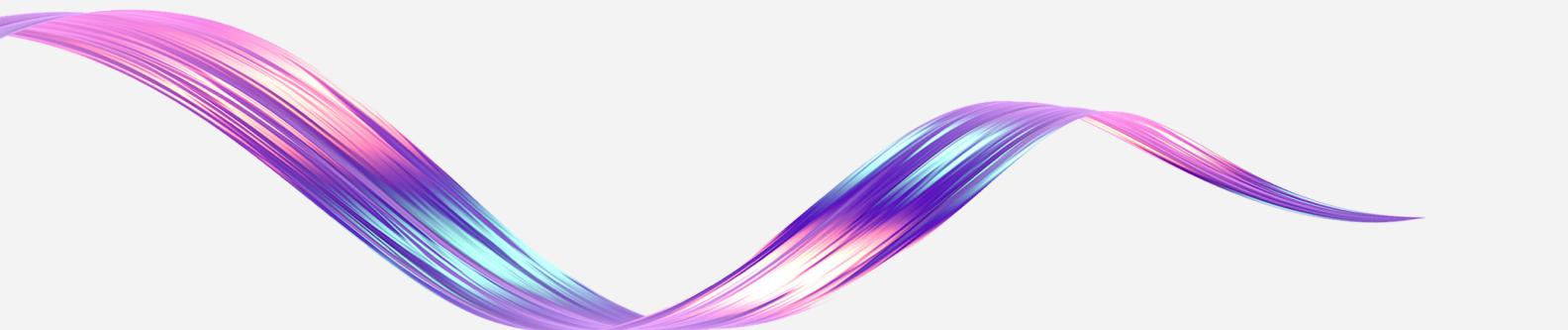
22

Endnotes

The pace of modern work and new technology demands a new approach

The pace of modern business and today's work requirements are driving businesses to prioritize technology investments that help them increase productivity and collaboration, reduce costs and complexities, and strengthen cybersecurity.

As these dynamics change, employees are spending more time communicating in meetings, email, and chat. Many organizations are working remotely most of the time while security and data protection breaches continue to grow in strength and numbers. Familiar as these trends may be, new technologies are emerging that can help business owners like you stay ahead of the curve and thrive in today's digital world. Now, more than ever, it's business-critical to deploy modern solutions that offer everything you and your organization need to succeed.



Employee productivity challenges

Many small- and medium-sized businesses rely on teamwork and collaboration to achieve their goals. Based on recent studies of how employees work, **57%** of people spend more than half their day communicating in meetings, chat, and emails and only **43%** of their time creating. Employees also indicate that they are unhappy with the current state of how they work with **68%** saying they don't have enough uninterrupted focus time in the day. Another **64%** say they face challenges managing work tasks due to a lack of energy and time, leading to a lowered ability for innovation and strategic thinking.¹

Your employees may also be facing challenges such as:

- Searching for information across disparate sources
- Using incompatible apps for collaboration and communication
- Summarizing meetings and sharing notes

These challenges can affect an employee's workday, impact their productivity, and decrease the time spent on tasks that matter most. It can also lead to more distractions. From managing multiple communication channels to their calendars being taken over by meetings, employees may struggle with staying focused on their core job functions. According to a recent study, these distractions have resulted in **33%** of workers saying their attention span is shorter than it was a year ago.²

Increase in security concerns

The digital landscape continues to grow larger and more complex. As a result, cybersecurity threats are increasing in numbers and strength. These realities of modern work make modern approaches to security an imperative for businesses.

3 in 4

feel the move to hybrid work leaves their organization more vulnerable to security threats³

87%

of security decision-makers experienced at least one firmware attack between 2019-2021³

921

password attacks every second, nearly doubling over a 12-month period⁴

As many small- and medium-sized businesses are working with limited IT resources, there are increasing concerns about the technical capabilities of solutions and their ability to integrate with existing systems. This also includes concerns with the security and reliability of technology solutions. For IT professionals and managers, this means there's more time spent focusing solely on cyber-attacks and phishing scams, and less time supporting their employees and helping their business scale.

Business and IT management transformations

As organizations grow, IT infrastructure becomes more complex and difficult to manage. This can lead to downtime, lost productivity, and increased costs.

64%

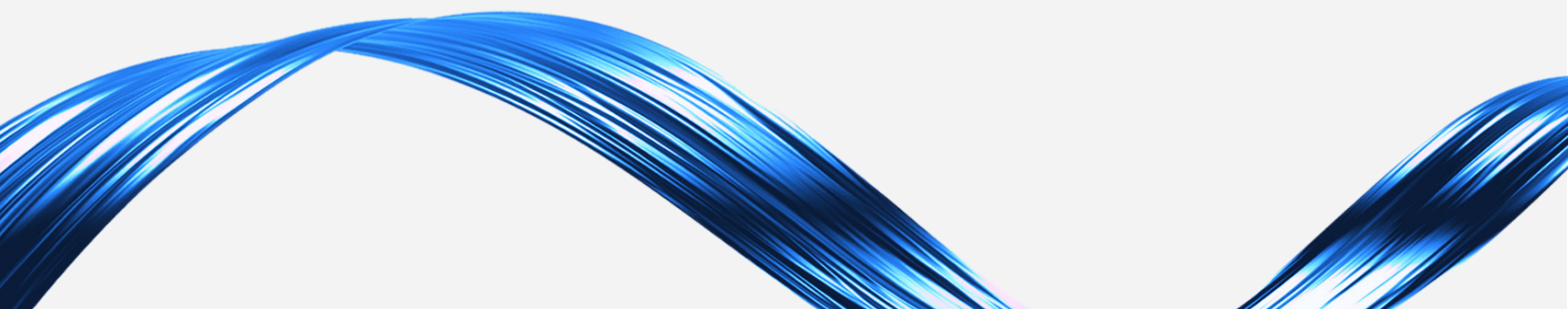
of small and medium businesses allow employees to access work data on personal phones and computers⁵

60%

of organizations have employees who work from home at least some of the time³

Hybrid work is here to stay, and many organizations are relying on remote work to power their business. Investing in advanced technology to empower your workforce to safely work from anywhere, on any device while still being cost-efficient might be something you're already considering—for many organizations like yours, it's a top priority.

To stay competitive and secure in the digital era, many businesses are acquiring new, powerful devices and Microsoft solutions, leveraging the benefits of the latest productivity and security enhancements. While adopting new technologies and deploying new devices can sometimes be a big shift, there's a simple solution to taking on this change: planning ahead and beginning the transition to Windows 11 Pro devices paired with Microsoft 365⁶.



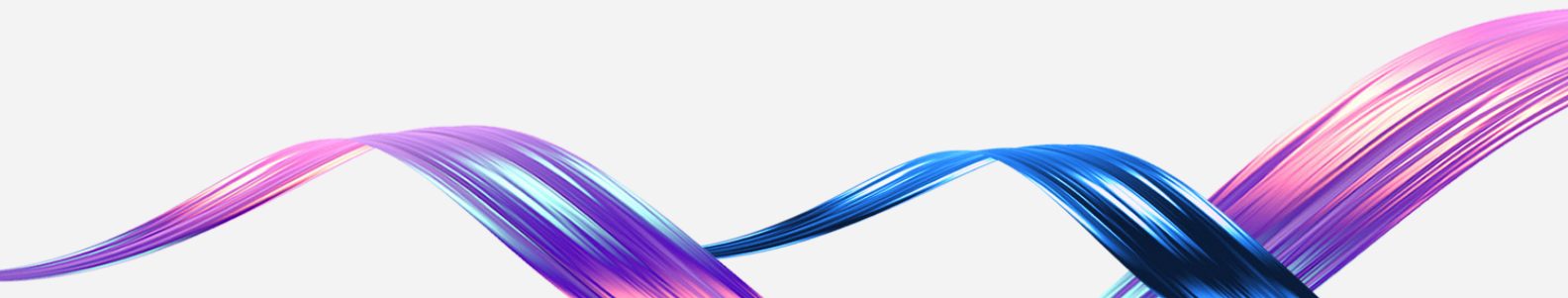
Work Magic with the perfect pair: Windows 11 Pro devices and Microsoft 365

Windows 11 Pro devices and Microsoft 365 offer a complete solution: combining a secure, AI-enhanced operating system optimized for productivity and collaboration with a cloud-based suite of apps that help organizations work smarter and faster. Pairing your Windows 11 Pro devices with Microsoft 365 can help your employees streamline tasks, save time, and gain insights with intelligent assistance that promotes innovation. You can seamlessly navigate across applications, data, and the cloud for more seamless workflows.

Windows 11 Pro devices and Microsoft 365 prepares your business for the future with AI-guided productivity and out-of-the-box security. With Windows 11 Pro and Microsoft 365, you can:

- Elevate workstyles with AI-enhanced experiences on Windows 11 Pro devices that allow customization to suit individual preferences. This includes smart search across apps, files, and websites and intelligent recommendations in File Explorer and Start.
- Leverage features like Copilot, an AI-powered assistant available in Windows⁷ and Microsoft 365⁸, to streamline tasks such as email writing, presentation creation, and project management. Copilot learns from your preferences, providing personalized suggestions while safeguarding company data.
- Benefit from built-in security features like Windows Hello, BitLocker, and Microsoft Defender in Windows 11 Pro devices and enterprise-grade security in Microsoft 365, ensuring device and data protection.

Windows 11 Pro devices and Microsoft 365 allow you to work **smart**, **secure**, and **fast**. Together, they **work magic**.





Unleash employee productivity

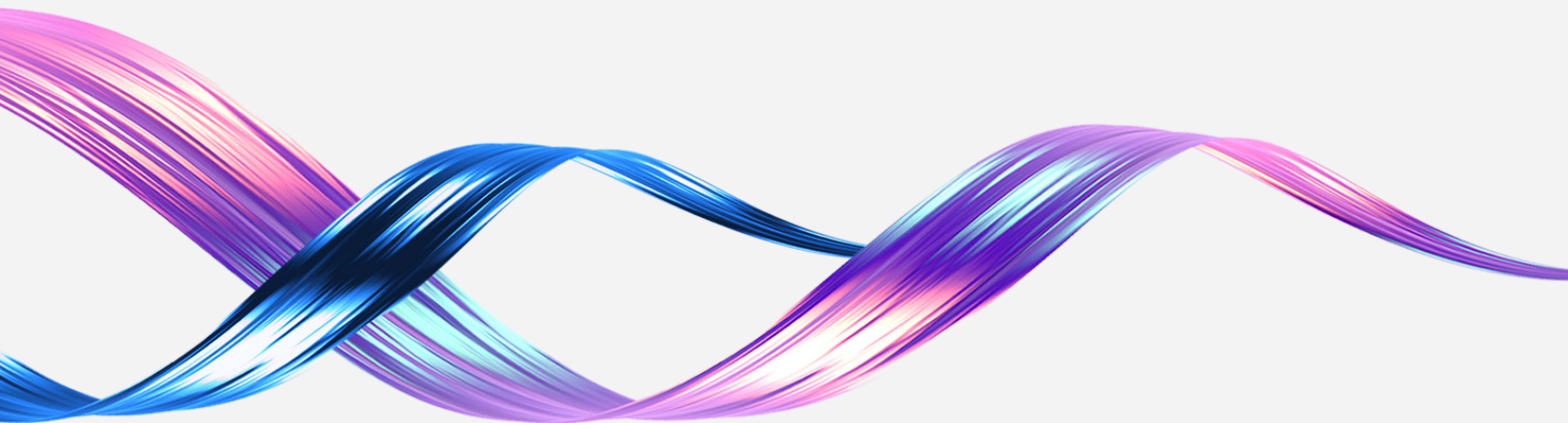
As business leaders, you want to empower your employees to make an impact within the business. With Windows 11 Pro devices and Microsoft 365, you can simplify your employees' workday while enabling them to impact business success directly. AI-powered tools within Windows 11 Pro devices and Microsoft 365 can help your employees be more productive, find more ways to collaborate, and personalize their desktop experiences.



Elevate efficiency

We mentioned earlier that employees spend a lot of their workday in meetings or performing tasks that aren't part of their core job functions. With Windows 11 Pro devices and Microsoft 365, you can help employees streamline their workday and focus on the things that matter most. The AI and Copilot capabilities within Windows 11 Pro devices⁷ and Microsoft 365⁸ use intelligent desktop and cloud tools to help get better answers, sharpen skills, and find solutions.

Windows 11 Pro devices provide advanced ways for employees to stay focused and efficient during their workdays. Windows Studio Effects⁹ eliminates distracting sights and sounds during meetings. Microsoft Entra ID¹⁰ uses AI-powered recommendations in File Explorer and Start that suggest the most relevant files based on usage, helping them prioritize their workday. AI-powered smart search across apps, files, and websites allow employees to blaze through their to-do lists. Additionally, Microsoft 365 can help improve your employees and business efficiency by providing a centralized intranet and knowledge base with SharePoint. You can build customized systems with automated and streamlined processes that fit both your employees and your business needs.



Streamline workflows

As we've learned, employees are unhappy with the current state of how they work, with **68%** saying they don't have enough uninterrupted focus time in the day¹. Windows 11 Pro devices and Microsoft 365 can improve the employee experience, helping your employees stay in the flow of work and encounter faster day-to-day experiences with paired, easy-to-use solutions across applications, data, and the cloud.

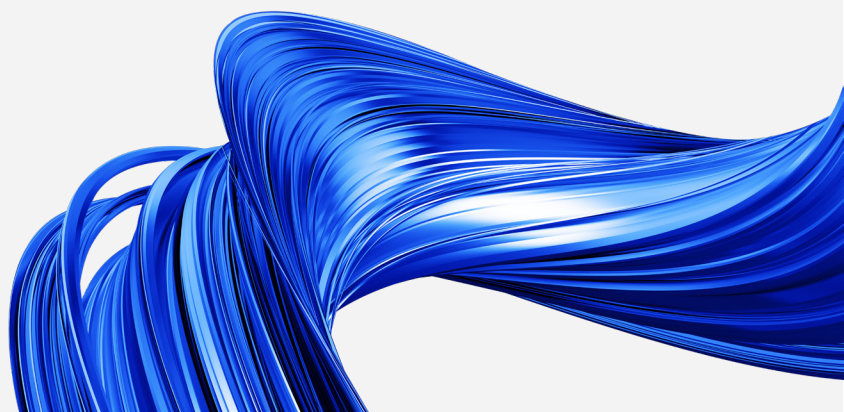
Experience

50%

**faster workflows
and collaboration¹¹**

Employees can stay immersed in their work by easily switching between locations, connecting their phones to their laptops, and quickly accessing the files and information they need. With Windows 11 Pro devices, seamless redocking helps keep them in the flow of their work. Windows remembers the positions of open apps on external displays, so when you re-dock, any open windows that were previously on that display return automatically. Your employees can quickly pick up where they left off.

Day-to-day experiences are also simplified with the ability to create and collaborate anywhere with Microsoft 365. The cloud-based features in Office applications allow employees to create documents in the app or online and quickly share them with anyone in the organization. They can then collaborate in real-time with multiple people in the same document and see changes as they are being made.



Breakthrough productivity

Copilot in Windows with commercial data protection⁷ includes AI features that can help your employees complete demanding workloads

42% faster on average.¹¹

Working as your AI assistant, it understands the web, your business data, and your local context informed by your preferences and permissions. Copilot in Windows can be accessed via a side pane and as an icon on your Windows taskbar, with a simple right-click, a text prompt, or through voice activation. Copilot in Windows can summarize and rewrite your work, provide fresh ideas or edit complicated content to inspire your writing. Results are customizable by style, length, tone, and format.⁷

With Copilot for Microsoft 365⁸, you can increase your productivity with intelligent assistance for tasks such as email writing, presentation creation, and project management. It can save you an average of six minutes on first-draft creation and saves you time on missed meetings by summarizing meetings nearly four times faster. Using Copilot in Teams, if you join a recorded or transcribed meeting five or more minutes after it started, a Copilot notification will pop up to provide a summary of what you've missed. You can even prompt Copilot in real-time during the meeting to help propel the conversation. From a simple "What questions can I ask to prompt discussion?" to a detailed "Create a pros and cons table based on the ideas discussed."

70% of Copilot users said they were more productive¹²



Prompts in Copilot are what powers it forward. Using your own words, you can create presentations, organize documents, draft notes, and analyze data in Microsoft 365 apps. Windows 11 Pro apps like Paint and Photos can create custom illustrations and automatically enhance your photo editing. Some prompts for each application include:



"Elevate my writing to match the tone of voice of [insert reference doc]"



"Create a pitch deck based on the meeting notes from [insert notes doc]."



"Analyze the data in tables 1-5 in order of highest profit."



"Gather all emails about Project X and summarize the main points from each."



"Blur the background of this photo and focus on the main subjects."



"Create an illustration of a diverse team at a conference table."

Advanced AI tools are changing how people work and collaborate, making major improvements to productivity levels. Windows 11 Pro devices⁷ and Microsoft 365⁸ help your employees achieve more with less time and effort.

Not only do the AI tools in Windows 11 Pro devices and Microsoft 365 keep your workforce productive, but they also keep them secure. Your chat and search data aren't saved, accessed, or viewed by Microsoft, or used to train the AI model.

“With over 32,000 devices in our organization running Windows 11 Pro, we are able to enhance security and maximize productivity with usability features that support a sustained approach to hybrid working.”

-Paul McKenna

Head of Digital Workplace & Contact Centre Platforms
Westpac, Australia.

Personalized experiences

With updates made to Windows 11 Pro devices, you can tailor your PC to your workstyle and work the way you want. You and your employees can personalize your work experiences across applications, data, and the cloud. With Copilot in Windows⁷ you can personalize desktop settings and connect accessories like displays and headphones. Broad accessory support across all Windows 11 Pro devices provides flexibility for you to mix and match the accessories you need to create great work. If you have a touchscreen, you can easily switch between pen, ink, touch, and voice. Lastly, updates to video calls help keep the focus on you in video meetings with intelligent noise canceling and background blur.





Deploy industry-leading technology

Backed by Microsoft's advanced security solutions and commitment to investing in secure technology, Windows 11 Pro devices and Microsoft 365 can help protect your apps, identities, data, and devices. Built-in security features such as phishing safeguards, password-free security, and app control help defend against cyber-attacks. In addition, enterprise-grade security and access to Microsoft Defender, Entra ID¹⁰, Azure Information Protection¹⁰, and advanced multifactor authentication protection can help keep your data secure anywhere.

"I would recommend Windows 11 Pro to any business for its improved security features and ease of use. It's a no-brainer way to keep our business devices secure, and it was such an easy transition."

-Neal Freeman

Chief Digital & Technology Officer, The Broadway League, USA

Security management with Microsoft 365 can help minimize the stress on your IT managers and teams with automatic protection in the cloud. With end-to-end identity, compliance, device management, and privacy protection, security is built in. You'll get access to security features like Microsoft Entra ID, Exchange Online Protection, Edge browser filtering, basic mobile device management, Microsoft 365 Admin Center, and built-in encryption for Microsoft Teams¹⁰.

Similarly, hardware and software are tightly integrated into Windows 11 Pro devices to elevate your level of security by default. Hardware-backed protection comes built-in and enabled, including TPM 2.0, virtualization-based security, malware protection, and encryption.



Automated security updates

Built-in automated security tools allow you to leverage end-to-end security management with enhancements such as:



Windows Hello



BitLocker



Windows Defender
Antivirus

With advanced security improvements, smaller download sizes for security and user experience updates¹³, and faster installation devices will be protected, and IT professionals will spend less time on help tickets and troubleshooting issues.

Out-of-the-box protection

When you deploy any Microsoft solution, you are always backed by industry-leading security. With security at the core, you can focus on your business and never second-guess whether your people and data are secure. Modern security management and commercial data provide protection across your organization with a reported **58%** drop in security incidents with Windows 11 Pro devices.¹⁴

Defend against evolving cyberthreats

Reduce the risk of costly damage from cyberthreats through AI-powered threat intelligence with the latest safeguards for better peace of mind including:

2.8X

fewer instances of identity theft on Windows 11 Pro devices¹⁴

100%

protection coverage blocking all attack stages, starting in the early stages¹⁵

Windows 11 Pro devices and Microsoft 365 simplify your data protection with enterprise-grade protection against phishing, ransomware, and data loss.

Windows Defender SmartScreen deploys proactive protection against credential theft and Windows Hello enables easy, secure sign-on without a password for business users. Microsoft 365 defends your business and employees with leading malware protection. Microsoft Defender for Business and Microsoft 365¹⁶ help protect against, defend, and respond to cyber-attacks and guard against email viruses, spam, and phishing attacks. OneDrive's built-in ransomware detection feature alerts you when it detects suspicious activity, such as mass deletions or encryption of your files. You can then restore your files to a previous point in time before an attack.



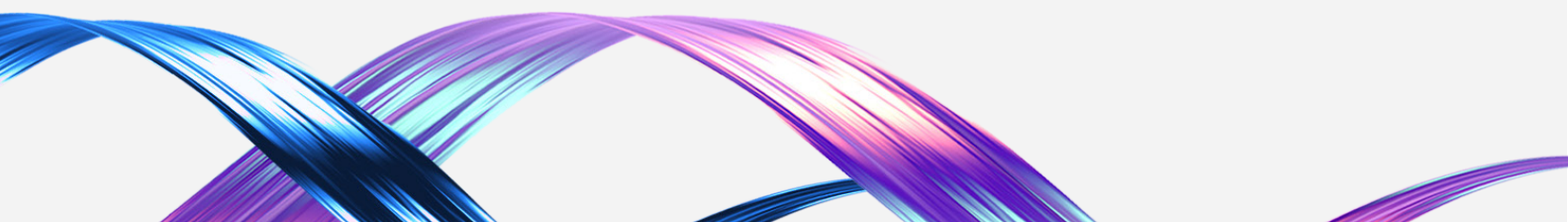
Safeguard business data

Windows 11 Pro devices' powerful security is enabled by default for a reported **3.1x** reduction in firmware attacks¹⁴. The end-to-end security management protects your valuable data and controls apps and access to information.

- Protect access to your system resources by using Intune Endpoint Privilege Management (EPM)¹⁷
- Enable your employees to access organizational content through Microsoft Edge on personal devices with Mobile Application Management (MAM) for Windows
- Bind security tokens for apps and services to their intended devices with token protection for sign-in sessions¹⁶
- Automate local admin password account management and improve security with local administrator password solution (LAPS) through Microsoft Entra ID.¹⁸
- Copilot in Windows⁷ shields business and personal information with commercial data protection at no additional cost when you sign on with Microsoft Entra ID. Your searches and content will not be retained or viewed by Microsoft or used to train the AI model.

Microsoft 365 apps arm your business with additional layers of protection.¹⁰

- Apply security policies to help protect business data on all your devices with Intune
- Secure your environment with identity and access management with Entra ID¹⁰
- Control and help protect email, documents, and sensitive data with Azure Information Protection.
- Automatically protect from threats with the tools, the security, and the flexibility you need





Enhance business efficiency

The partnership between Windows 11 Pro devices and Microsoft 365 reduces the need for IT support to constantly review security breaches and updates. It simplifies data security with enterprise-grade protection and rolls out automatic updates across devices and apps.

As Windows 10 end-of-service approaches, planning now will save you time and money in the long run. Windows 11 Pro devices are equipped with the latest advancements in AI, security, and business management that aren't available in Windows 10. Paired with Microsoft 365, upgrading to Windows 11 Pro devices will help you stay more secure and work faster and smarter.

These leading AI advancements and cloud-based management tools help reduce IT costs, simplify licensing complexities, and deploy scalable solutions that can adapt to your changing business needs.



Modern IT management

The pairing of Microsoft 365 and Windows 11 Pro devices allows you to manage and secure devices, apps, and data from a single cloud-based console with Microsoft Intune¹⁰, which supports cross-platform endpoint management. It can help you increase IT productivity and lower your operational costs through transparency and visibility into your environment. With Microsoft 365, business efficiency is increased by enabling you to utilize administrative and billing tools, as well as add or remove user licenses all in one place. This leads to cost savings by ensuring that organizations only pay for licenses they use and saves your IT team time.

AI advancements on Windows 11 Pro devices have contributed to an **80%** drop in helpdesk calls¹⁹ with enhancements that provide fast, reliable connectivity and quick access to device settings including Bluetooth and VPN. For example, Copilot in Windows⁷ offers simple self-help features that get your employees up and running quickly with faster deployment and troubleshooting support.

25%

productivity improvement

for IT and security teams due to a streamlined, chip-to-cloud security solution based on Windows 11 Pro.¹⁸

Flexible options to fit your business needs

Windows 11 Pro devices and Microsoft 365 offer scalable and flexible solutions that can adapt to your changing business needs and preferences, and offer various plans and options to suit your budget and requirements, including per-user models reducing upfront costs.

Subscription-based cloud services are convenient and can be easier to manage, including regular updates with the latest capabilities and security patches and more flexible billing options (monthly or annually) to suit cash flow needs.



Cost savings

Upgrading to newer, advanced devices and investing in a single license that empowers your workforce to work safely not only increases productivity, employee satisfaction, and security posture, but it can also save you a lot of money.

99.7%

of business applications, printers, and other hardware

are compatible with Windows 11 Pro reducing the risk and frequency of often expensive compatibility fixes.¹⁹

250%

ROI with Windows 11 Pro

devices due to factors like improved productivity, tighter security, faster deployment, and fewer helpdesk tickets.¹⁸

61%

longer battery life

on average with more responsive system performance.^{11, 20}

Zero-touch deployment

Windows Autopilot accelerates deployment with zero-touch provisioning using Microsoft Entra ID and Microsoft Intune.¹⁰ Windows 11 Pro devices also have faster, more seamless updates with Windows Update for Business. You can save time and money with a reported **25%** faster deployment.¹⁸

“Windows 11 Pro makes IT easily manageable, so we can focus on our core-business. Deployment was effortless, as were maintenance, policy enforcement, quick patch availability, and distribution.”

-Marcel Martini

Managing Director, SUSI&James, Germany



Enhance your Windows 11 Pro device with Microsoft Office Home & Business

Looking for a one-time purchase to jumpstart your business's productivity and collaboration initiatives? Look no further than Office Home & Business 2021.

It provides a balance of simplicity and performance—the convenience of a one-time purchase that eliminates the need to track and manage subscriptions. Office Home & Business 2021 helps support your organization, can improve productivity, and offers robust security features to protect your data and documents.

Classic Office apps you love



With the one-time purchase of Office with your device refresh, you can access the powerful applications your business requires.

Create content

You can craft captivating documents and presentations with fresh, contemporary visuals in Word, PowerPoint, and Excel. Autosave has your back, saving your work as you go.²² Word, Excel, PowerPoint, and Outlook also include accessibility checks with the Check Accessibility function.

Collaborate and increase productivity

Not only can you track work and actions needed with @mentions and Tags in Word, Excel, and PowerPoint, but you can also encourage more collaboration as team members can easily work on the same documents, at the same time. With real-time collaboration, you can see who is in the document and the changes they're making, as they make them.²²

Manage your data and finances

Excel within Office boasts a streamlined formula set, offering easier to use yet more powerful options. These formulas enable the creation of dynamic spreadsheets that effortlessly update as data changes. It enhances your data discovery process through improved search functionality and enhanced navigation features, ensuring you can locate information swiftly and efficiently. Excel's Dynamic Arrays feature empowers you to craft a single formula that can yield an array of values.

Security and seamless integration

Microsoft Defender Application Guard for Office opens Word, PowerPoint, and Excel documents in a virtualized, hardware-based environment to protect the operating system and sensitive information against potentially compromised files.

Your business. Your Magic.

Plan ahead and start the switch now to take advantage of the latest productivity and security enhancements to stay ahead of the curve and achieve your business goals.

As Windows 10 end-of-service approaches, you can control and plan for a full refresh of devices and upgrades to Windows 11 Pro and Microsoft 365⁶. Gone are the days of siloed working, fragmented solutions, and dissatisfied employees. Work secure, work smart, work fast. Together, the power of Windows 11 Pro and Microsoft 365 will help you and your business truly **Work Magic**.

Reach out for more information on how you can start the upgrade today.

"I would highly recommend Windows 11 Pro to other businesses as it offers advanced features, improved productivity, enhanced security, and easy compatibility with all types of applications. These features make it an ideal operating system for businesses of all sizes and industries."

Damien Ponweera Director of Finance, Techspace, UK



- 1 Work Trend Index Annual Report, [Will AI Fix Work?](#), May 2023
- 2 Asana Work Index, [The Anatomy of Global Work Index](#), 2023
- 3 [Security Signals Boost SDM Research Learnings](#). Microsoft, September 2021
- 4 According to Microsoft Azure Active Directory (Azure AD) authentication log data. 2022
- 5 Microsoft internal research of SMBs (2-299 employees)
- 6 Sold separately
- 7 Copilot in Windows (in preview) is available in select global markets and will be rolled out to additional markets over time. [Learn more](#). Copilot with commercial data protection is available at no additional cost for users with an Entra ID with an enabled, [eligible Microsoft 365 license](#)
- 8 Copilot for Microsoft 365 may not be available for all markets and languages. [To purchase](#), enterprise customers must have a license for Microsoft 365 E3 or E5 or Office 365 E3 or E5, and business customers [must have a license](#) for Microsoft 365 Business Standard or Business Premium, or a version of these suites that no longer includes Microsoft Teams
- 9 AI neural processing unit (NPU) camera effects. Hardware dependent. Experience may vary based on application. An NPU is a specialized processor designed to optimize AI capabilities. NPU is available on select devices; check device specifications or ask your OEM for information
- 10 May be sold separately with specific Microsoft 365 subscriptions
- 11 Compared to Windows 10 devices. [Improve your day-to-day experience with Windows 11 Pro laptops](#), Principled Technologies, February 2023
- 12 Work Trend Index Special Report, [What Can Copilot's Earliest Users Teach Us About Generative AI at Work?](#), November 2023
- 13 Ready, Jonathon. [How Microsoft reduced Windows 11 update size by 40%](#), Oct. 2021
- 14 Windows 11 Survey Report. Techaisle, February 2022. [Windows 11 results are in comparison with Windows 10 devices](#)
- 15 Maunder, J. ["Server security made simple for small businesses"](#) Nov. 2022
- 16 Included with Microsoft 366 Premium
- 17 Developer enablement required
- 18 Requires Microsoft Entra ID and Microsoft Intune or other modern device management solution product required; sold separately
- 19 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
- 20 Based on App Assure program data
- 21 Battery life varies based on settings, usage, device and other factors
- 22 Requires sign-in to OneDrive