

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



Cortana⁴

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

Start up on average up to 28% faster³ than Windows 7.



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 Ink

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



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.



Log in with fingerprint or facial recognition.⁶



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.



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.



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



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

More than **50%** of small businesses have suffered a data breach or cyberattack,⁹ averaging more than US \$84,000 per breach.¹⁰

SECURITY



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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 file 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™ i5-5200U vs. Intel® Core™ i5-5200JM.
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 28%.
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 specialized 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 Ponemon, 2016 State of Cybersecurity in SMB (USA), Canadian Chamber of Commerce, An Analysis of the Adoption of Internet-based Technology, February 2017
10 Small Biz Daily: 10 Small Business Trends 2018
Separate subscriptions may be required.

