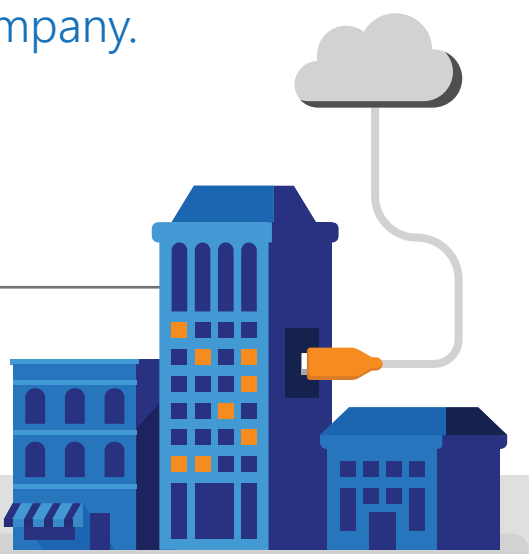**Microsoft**   **intel**

Why should your business make the shift to a modern device with Windows 10 Pro?

Still running Windows 7 and think your devices work just fine? Are you worried that your existing apps and devices won't work with a new system? Does it feel like it's too expensive to upgrade to new devices powered by Intel® Core™ vPro processors?

Let's walk through the facts and fictions of shifting sooner rather than later.

FICTION 1:

It seems like hackers mostly go after giant corporations. I don't think they'd bother with my small company.

FACT 1:

Actually, more than

50%
of small businesses have suffered a data breach[1,2]

In fact, SMBs faced an average of 12.5 breaches in the past year.[3]

What's worse? Each breach costs an average of $84,000.[4]
Not to mention losing your most valuable assets: your reputation and a client's trust. New Windows 10 Pro devices with 8th gen Intel® Core™ vPro™ processors have our most secure Windows ever.

FICTION 2:

New devices are expensive. It's cheaper for me to just keep what I have.

FACT 2:

All those PCs that are more than four years old can cost you more than you realize.

Compared to newer PCs, a 4+ year-old PC can cost

2x
more in repairs, and it's 3.5x more likely to need repairs.[3]

Maintaining and repairing those dinosaurs can add up to a whopping $515 US a year for each device.[3]
And new Windows 10 Pro devices with 8th gen Intel® Core™ vPro™ processors come in a range of prices to fit any budget.

FICTION 3:

I'm worried that my Windows 7 apps won't work on a new device.

FACT 3:

Good news.

99%
of Windows 7 apps are compatible with Windows 10 Pro[5]

Windows 10 Pro builds on your current network and works with it. Your peers agree—63% of SMBs report that managing newer PCs is significantly easier.[3] All of your Windows apps and internal apps should also be compatible (and familiar). We can help you find out for sure at www.readyforwindows.com.

FICTION 4:

I know that a new device would be faster, but I'm not sure it makes that much of a difference.

FACT 4:

The best part of new devices is that your employees can multi-task like a pro.

They'll get more done

2.1x
faster multitasking than a 4-year-old PC[6, 7, 8]

New Windows 10 devices have up to 80% better performance compared to Windows running on a 4-year old laptop.[7, 8, 9]
PCs older than 4 years can cost you 98 hours of lost productivity, 3x more than a newer PC.[3] What is your competition using? 67% of SMBs say that newer PCs improve performance and efficiency.[3]

So should you switch? Let's look at some more facts.

Windows 10 Pro is our most secure Windows ever—it's much less likely to be hacked. With Windows 10, security events requiring IT remediation are reduced by up to 33%.[10]

Windows 10 Pro devices save you time and money. Not only in repairs and maintenance, but they're just way more productive. 67% of SMBs say that newer PCs improve performance and efficiency.[3]

Windows 10 Pro devices with 8th gen Intel® Core™ vPro™ processors multitask 2.1x faster,[6,7,8] are more reliable, and available in a price range to fit any budget.

Windows 10 Pro is an advanced, improved, and continually updated version of the Windows 7 you know and love. Users can experience all the benefits of a modern device with virtually no training.

Ready to switch? Let's talk.