Windows 11 Pro

Onward:
How security drives business opportunity
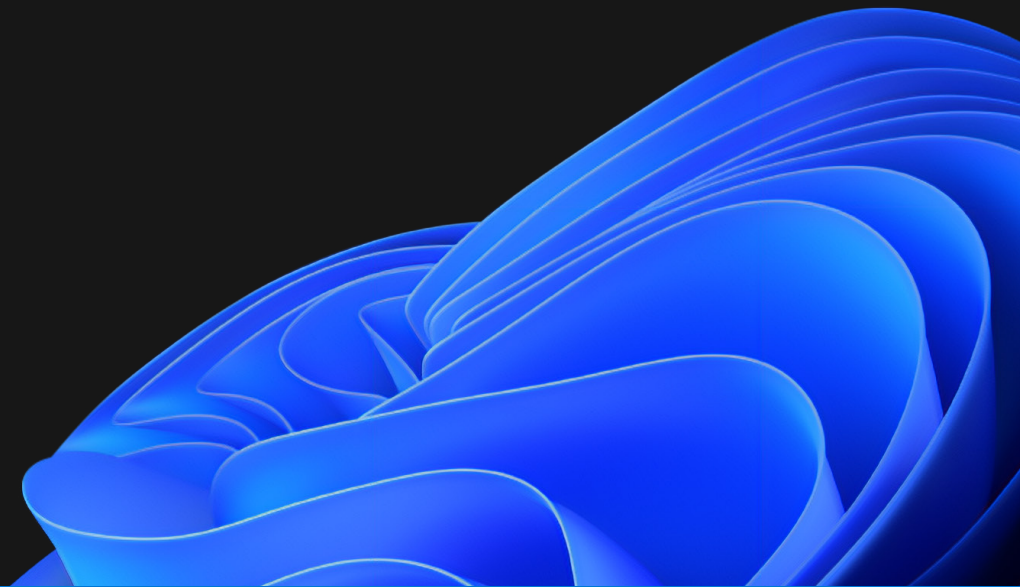
Security isn't a shield;
it's a springboard

Tonez Azzopardi, IT Support Analyst, TMRW Music Group, Sydney, Australia

While security has long been considered a cost of doing business, Windows 11 Pro was engineered for a fundamentally different approach to defense

Security shouldn't just be a business investment; it should be a business enabler. It shouldn't slow you down; it should accelerate timelines. It shouldn't mean always putting out fires; it should mean focusing on the things that matter. Security shouldn't just protect business; it should power business onward. Nimbly. Proactively. Confidently.

2.8x fewer instances of identity theft reported[1]

50% faster workflows on average[2]

When you stop looking over your shoulder, you can grab the opportunities in front of you

With a security-by-default posture, you can grow your business without worrying about growing your attack surface.

You can make quicker decisions and bolder moves. You can seize the moment while others are focused on responding to threats. Your employees can do their best work without slowing down, anytime and anywhere.

This guide will take you through the four ways Windows 11 Pro devices can help drive opportunity for your business.

A reported 3.1x reduction in firmware attacks[1]

:)

Projects completed 42% faster on average[2]

"We want to build intelligent software, while keeping our IT department lean. So built-in functions like Windows Hello are great."

— **Marcel Martini**

Managing Director, SUSI&James, Mannheim, Germany

SUSI&James calls its AI voice assistant a "digital employee" because of its remarkably human way of interacting with customers and taking action. To succeed, the company needs to focus on training their AI, not on training their IT. Windows 11 Pro gives them the confidence to do that, with powerful built-in security that never slows down their developers. See how security-by-default is helping SUSI&James transform business communication with AI.
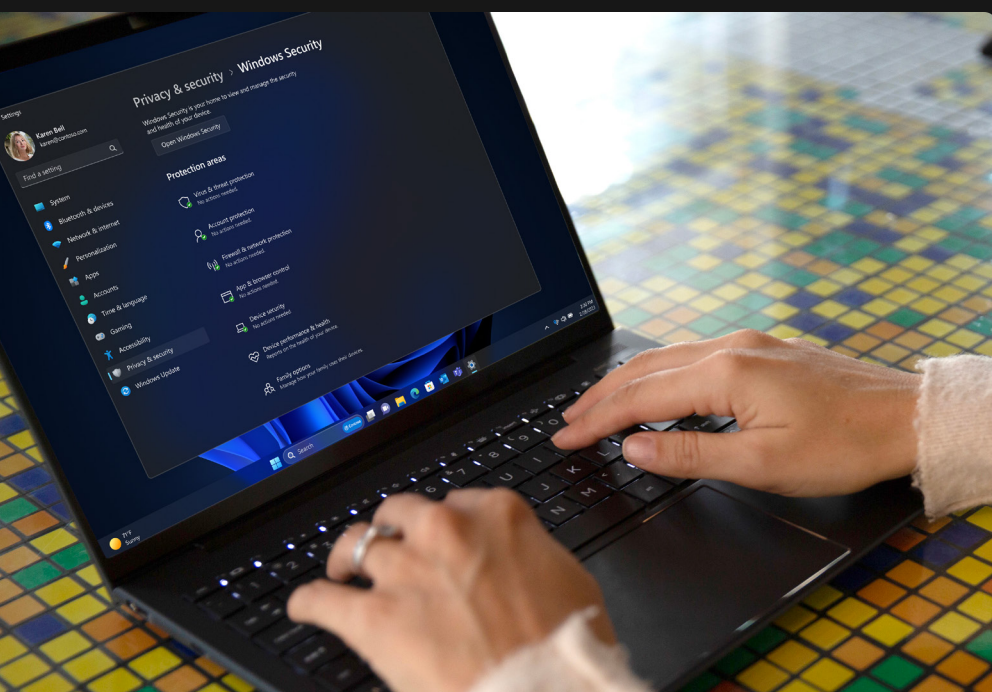
1. More security. Less cost.

The most secure Windows ever is one of your most valuable investments, yielding a 250% ROI in less than six months due to factors like tighter security, faster deployment, and fewer helpdesk tickets.[3] Windows 11 devices harden your security posture with layers of built-in protection that limit and contain threats before they can make an impact. With security on by default, you'll spend less time responding to threats and more time enabling your employees. So you can focus on growing your business instead of protecting it.

Security out-of-the-box

While sophisticated attacks target flexible workforces, your own team members are shielded by Windows 11 Pro. Hardware-enabled protection is tightly integrated with software for a reported 3.1x reduction in firmware attacks[1]—without any compromise to system performance or employee productivity. Phishing attacks can be proactively blocked before they impact your data or network. And Secured-core PCs are designed with additional protection for the most data-sensitive industries.

Highlighted features

- TPM 2.0 provides hardware-backed protection for credentials and other sensitive data

- VBS and HVCI protect the Windows kernel by running apps in a virtualized environment

- Microsoft Pluton security processor increases protection for sensitive data at the silicon level

A reported
58% drop in security incidents[1]
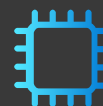
Security teams saw
20% more productivity[3]

1. More security. Less cost.

Ziad Mehio, Vice President of Technology, Calgary Sports and Entertainment Corporation, Calgary, Canada

Stay ahead of evolving threats

Layers of defenses enable your employees to work anywhere and anytime, for a reported 2.8x fewer instances of identity theft.[1] Real-time protections warn users and catch threats before they occur. Passwordless authentication adds robust identity security with biometrics supported by Windows Hello for Business. And Windows Update for Business reduces download size up to 40% for fast, reliable updates.[5] Threats may be evolving, but not as quickly as Windows 11 Pro.

Highlighted features

- Enhanced phishing protection with Microsoft Defender SmartScreen

- Passwordless sign-in with Windows Hello for Business

- Lock-on-leave with presence sensing works with Windows Hello for Business[4]

1. More security. Less cost.

Mission-critical app protection

The easiest route into your business is often via the weakest link: an unwitting click on a website or infected document. The good news is, Windows 11 Pro helps keep your employees safe and productive, no matter which applications they need to use. Upgrading to Windows 11 Enterprise E3 adds even more protection; from the Microsoft Edge browser to Microsoft Office to line-of-business software, every app runs in a secure, virtualized environment that isolates malware from the main system.

Highlighted features

- Win32 apps open and run in isolation using virtualization-based security

- Microsoft Defender Application Guard for Office[7] opens files in an isolated environment

- Microsoft Defender Application Guard for Edge[7] allows safe browsing via virtualization

Julian Gerhard, Chief Technology Officer, SUSI&James, Mannheim, Germany

1. More security. Less cost.

End-to-end protection, simplified

It's easy to deploy and enforce security policies through the cloud for complete control over your devices and apps anywhere. Get started by combining Windows 11 Pro with Microsoft 365 Business Premium.[8]

Windows 11 Pro highlighted features

- Windows Hello for Business passwordless authentication

- Windows Autopilot[6] lets you easily set up and preconfigure new devices

- Windows Update for Business keeps devices up-to-date

- Config refresh[6] checks and reverts to preferred IT security settings every 90 minutes

- Token protection for sign-in sessions binds security tokens to the intended device

- Windows Local Admin Password Solution (LAPS)

HUG HUB makes insurance more customer-friendly by modernizing and simplifying the industry's legacy platforms. Slava uses Windows 11 Pro to enable his team to work remotely while keeping sensitive customer data and source code secure. All his devices have encrypted drives and adhere to the same security policies—without slowing down his developers. See how security-by-default is helping HUG HUB bring the insurance industry into the digital age.

" As a fast-growing company, having preconfigured devices with all the right security settings installed is a huge time-saver for us. "

— **Slava Solovei**

Chief Technology Officer, HUG HUB Insurance Software

London, England

80% fewer helpdesk tickets on average[3]

25% faster deployment reported by IT[3]

Jeyalakshmi Venkatanarayanan, Founder, Universe Power Systems, Bengaluru, India

2. Easy to manage. Future ready.

Yes, it's possible to strengthen security while simplifying IT. From automatic updates to unmatched compatibility, Windows 11 Pro is designed to keep flexible workers secure while lightening the burden on IT. Which means fewer helpdesk tickets and increased productivity—for both employees and IT. In fact, organizations with Windows 11 Pro devices report a 20% increase in productivity for security and IT teams.[3] Best of all, those devices are cloud-ready to help you seize the next business opportunity.

Helpdesks will miss you

The most secure Windows ever may be the simplest ever; everything has been thought through to make flexible work as frictionless as possible. Users can set up their home office and their devices without calling for help. And the new interface is intuitive and easy to learn, no training required. When employees help themselves, they can do great work with fewer interruptions, and IT can focus on business goals instead of repetitive tasks.

Highlighted features

- Accessories like displays, keyboards, printers, and specialized devices work out-of-the-box

- Improved power management for OS stability and energy efficiency

- Fast connectivity with Wi-Fi/VPN/Bluetooth® settings and status right on the taskbar

- Windows Hello for Business passwordless authentication

2. Easy to manage. Future ready.

Zero-touch deployment. Zero headaches.

Whether you're managing remote employees or scaling your business, you'll save time and money; a reported 25% faster deployment results in US$58 in time savings[3] per device. And it's easy to onboard and provision devices. Updates are 40% smaller to download,[5] increasing reliability for users and efficiency for IT. And when you're ready to take the next step, Windows 11 Pro has built-in enrollment and management clients for MDM and Microsoft Entra ID (formerly Azure Active Directory).

Highlighted features

• Windows Autopilot with Microsoft Entra ID (formerly Azure Active Directory) and Microsoft Intune[6]

• Windows Update for Business with Express Update helps keep devices up-to-date

• Windows Insider Program for Business lets you preview new features and deploy faster

2. Easy to manage. Future ready.

IT that scales from local to global

Grow your business and your IT capabilities on your terms. For an easy path to cloud management, combine Windows 11 Pro with Microsoft 365 Business Premium.[8]

Windows 11 Pro highlighted features

• Windows Hello for Business passwordless hardware-based authentication

• Windows Autopilot[6] lets you easily set up and preconfigure new devices

• Windows Update for Business helps keep devices up-to-date

• Config refresh[6] checks and reverts to preferred IT security settings every 90 minutes

• Token protection for sign-in sessions binds security tokens to the intended device

• Windows Local Admin Password Solution (LAPS)

Noriya Nakanishi
General Manager, Hakutsuru Sake Brewing, Kobe, Japan

Karen Bell, Group Marketing Director, TMRW Music Group, Sydney, Australia

Apps work. Carry on.

When 99.7% of apps work as expected,[9] along with most monitors, pens, printers, and even specialized line-of-business tools, you'll see higher productivity for users and IT staff. Our App Assure service helps you resolve any compatibility issues at no cost, while Test Base for Microsoft 365[8] offers data-driven app testing and access to intelligent testing from anywhere in the world.

Highlighted features

- App Assure program provides comprehensive guidance; see how

- Test Base for Microsoft 365[8] automatically tests apps for compatibility; learn more

- Apps run seamlessly even with default protection enabled

> **Windows 11 Pro gives me the confidence that our devices have the best available security features, so I can focus my time on projects that matter to me.**

— **Neal Freeman**

Chief Digital and Technology Officer, The Broadway League, New York City, United States

The Broadway League trade association represents Broadway professionals. They also produce the Jimmy Awards for teens in theater, while their Broadway Bridges program introduces kids to Broadway. Neal's goal is to get more 10th graders into Broadway shows, not to get more patches into PCs. Windows 11 Pro keeps his employees protected—and productive—with seamless updates that are 40% smaller to download.[5] See how security-by-default is helping The Broadway League bring Broadway to the next generation.

3. Enable exceptional work anywhere

Keep your employees at peak efficiency while keeping them secure across locations and computers. Enabled by default on Windows 11 Pro devices, virtualization-based security improves malware resistance without impacting performance.[2] AI experiences help users work faster and collaborate better, while seamless workflows boost their efficiency. In fact, 62% of companies surveyed said that increased worker productivity is a top benefit of Windows 11 Pro devices.[1]

AI-enhanced multitasking mastery

Windows 11 Pro brings the magic of AI to everyday tasks, helping employees save valuable time and multitask better. Navigating multiple folders and drive locations is a snap, while contextual suggestions make it easy to locate important documents. Search is now incredibly fast and intuitive, pulling up what you want even without the file name. And new Windows 11 Pro devices have the performance to get creative projects out the door 42% faster on average.[2]

Highlighted features

- AI enhanced recommendations in File Explorer and Start are time-savers

- Organize open apps in preconfigured snap layouts with click or touch

- Smart search across apps, files, and websites is fast and accurate

Rachelle Roulston, Project Manager, Technology, Calgary Sports and Entertainment Corporation, Calgary, Canada

A reported
20% reduction in
risk of attacks[3]

15% increase
in employee
productivity on
average[3]

Caroline Jakobsen, Project Manager and Business Analyst, HUG HUB Insurance Software, London, England

Seamless workflows anywhere

Windows 11 Pro was built for the way people work today, allowing them to stay immersed in their workflow even when switching between devices and locations. The system remembers the position of windows, as well as any open applications, so employees can change locations or displays and instantly resume working when they redock. And with easier connections between phones and laptops, they can access the file they need, anytime.

Highlighted features

• Seamless redocking and snap layouts let users work without interruption

• Microsoft Phone Link with support for Android™ phones and iPhone® devices[10]

• Blended cloud lets you access personal and work files in one place

3. Enable exceptional work anywhere

Your work style, unlimited

When your employees have the flexibility to work the way they prefer, they do their best work. Users can personalize their workspace via peripherals, applications, and settings, and easily switch between input devices. Multiple monitors boost productivity and creativity without taking a toll on system performance. And widgets let team members glance at customized content without losing focus on important tasks.

Highlighted features

• Support for multiple 4K monitors increases creativity and productivity

• Switch between touch, pen, keyboard, and voice[4]

• Widgets display content without switching between apps, devices, and websites

Left: **Gennean Scott**, Chief Diversity and Inclusion Officer, The Broadway League, New York City, United States

3. Enable exceptional work anywhere

Have more engaging meetings

Low-quality video or audio can hog valuable IT time and prevent attendees from meeting goals. Windows 11 Pro makes every call productive, eliminating distracting noises and backgrounds. Higher-quality cameras and microphones in new Windows 11 Pro devices help to put your best face forward and make your point clearly. And if your device has an NPU chip on board, the sky's the limit: AI keeps you in the frame while you're moving around, even maintaining eye contact while you're looking down.

Highlighted features

- Mute, unmute, and share right from the taskbar
- Intelligent noise canceling and background blur remove distractions
- Windows Studio Effects[11] include automatic framing and natural eye contact

3. Enable exceptional work anywhere

Accessibility for all, impact for more

Windows 11 Pro is designed to empower everyone to learn, discover, work, and enjoy the things they love. Instead of a mouse or keyboard, use your voice or eyes to interact with devices and apps. Live captions make any audio accessible. Windows converts spoken words to text so you can use your voice to write in any application. You can even hear what's on your screen to help you navigate, thanks to a built-in human-sounding narrator.

Highlighted features[12]

- Systemwide live captions in more languages

- Narrator with natural voices enhanced with support for braille devices and more languages

- Voice access lets you control your PC and apps like Microsoft Word and File Explorer

Marcel Martini, Managing Director, SUSI&James, Mannheim, Germany

To increase security and support for its 500-strong global workforce, Hakutsuru Sake recently upgraded to Windows 11 Pro devices. Mr. Katsube was pleased that his existing apps ran seamlessly. And his remote employees were delighted by the productivity improvements, from faster startup to more efficient search, from easy customization to the reorganized Start menu.
See how security-by-default is helping Hakutsuru keep its position as the number one exported sake.

"We moved to Windows 11 Pro laptops because we wanted security out-of-the-box and compatibility with our existing in-house and third-party apps."

— **Ichiro Katsube**

Manager, Information System Division, Hakutsuru Sake, Kobe, Japan

99.7% of **applications** are compatible[9]

61% longer battery life reported[2,13]

Madhusudhana Holla, General Manager, Universe Power Systems, Bengaluru, India

4. Devices for business transformation

Seize the day with business-ready devices that are secure by default and optimized to boost protection as well as productivity. Employees can work anywhere with hardware-enabled security that never slows performance. Modern Windows 11 Pro devices are built to a higher spec, with faster processors, higher-resolution cameras, and more sensitive microphones for accelerated workflows and collaboration, elevating the potential of your employees.

Perform like a pro

Windows 11 Pro devices give team members the power to outperform, wherever they need to work. AI experiences speed up their workflows and enable them to collaborate more effectively. Better battery life keeps them going through a long work day. They can use multiple 4K monitors to multitask efficiently without taking a toll on system resources. And flexibility goes up when they can use pen, ink, touch, or voice,[4] instead of just a keyboard and mouse.

Highlighted features

- 50% faster workflows[2] and collaboration on average increase team productivity

- 61% longer battery life[2,13] enables employees to work without interruptions

- Support for multiple 4K monitors increases creativity and productivity

4. Devices for business transformation

Tech for every talent

Modern Windows 11 Pro devices increase security, performance, and simplicity today, while helping you meet new business goals tomorrow. You can combine them with Microsoft 365[8] to help your team perform at their very best. You can leverage cloud-ready features for faster deployment anywhere. You can get safe access to everything by enabling passwordless single sign-on across apps and the cloud. The possibilities are endless, now and in the future.

Highlighted features

• Supports the broadest app, peripheral, and device ecosystem

• Combine with Microsoft 365[8] for ultimate productivity and teamwork

• Accessibility innovation amplifies potential

Julian Gerhard, Chief Technology Officer, SUSI&James, Mannheim, Germany

Karen Bell, Group Marketing Director, TMRW Music Group, Sydney, Australia

Save energy. Unplug longer.

Windows 11 Pro devices are designed with energy efficiencies across silicon, software, and applications. Sustainability features like screen and sleep settings aren't just good for the planet—they're good for your employees, improving battery life so they can go longer without having to plug in their devices. And to help you reduce your carbon footprint, updates can be scheduled to happen when the grid is powered by renewable energy sources.

Highlighted features

• Windows carbon-aware updates leverage more renewable energy

• Sustainable power settings and recommendations help reduce energy costs

• Default screen and sleep settings increase battery life[13]

4. Devices for business transformation

Elevate every work style

Every employee is different, but each one of them can make an impact with the right Windows 11 Pro device. On-the-go professionals can seamlessly move between meetings and locations with better connectivity and battery life. Multitasking wizards can work uninterrupted with more screen real estate and peripherals. While creative geniuses and power users can complete projects faster, even in the most demanding applications.

On-the-go professionals

- 2-in-1 convertibles/tablets
- Ultraslim laptops
- Secured-core PCs and Pluton
- 10+ hours of battery life[13]
- Wi-Fi 7+
- Precision touchpads

Multitasking wizards

- Ultraslim laptops
- Ultrasmall desktops
- All-in-one
- 61% longer battery life[2,13]
- Multiple 4K monitors
- Support for pen, ink, touch, voice[4]

Creative geniuses and power users

- Ultraslim laptops
- Ultrasmall desktops
- Windows 11 Pro for Workstations
- Finish creative projects 42% faster[2]
- Multiple 4K monitors
- Support for pen, ink, touch, voice[4]

Onward:
Secure any opportunity

Ziad Mehio, Vice President of Technology, Calgary Sports and Entertainment Corporation, Calgary, Canada

In closing, new Windows 11 Pro devices have everything you need to help drive your business forward, from built-in defenses to cloud-ready capabilities, so you can:

- **Thrive anywhere** with layers of protection enabled out-of-the-box for a reported 58% drop in security incidents and 3.1x reduction in firmware attacks.[1]

- **Support your workforce efficiently** with a reported 25% faster deployment,[3] seamless updates that are 40% smaller to download,[5] and compatibility with 99.7% of applications.[9]

- **Elevate your employees** with 50% faster workflows,[2] AI-enhanced multitasking and collaboration, and the performance to complete projects 42% faster on average.[2]

Go onward securely with new Windows 11 Pro devices.

See all Windows 11 Pro business devices >

Windows 11 Pro

Endnotes

1. SMB Windows 11 Survey Report. Techaisle, February 2022. Windows 11 results are in comparison with Windows 10 devices.

2. Compared to Windows 10 devices. "Improve your day-to-day experience with Windows 11 Pro" laptops, Principled Technologies, February 2023.

3. 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.

4. Hardware dependent.

5. Microsoft, "How Microsoft reduced Windows 11 update size by 40%," October 21, 2021.

6. Microsoft Intune and Microsoft Entra ID (formerly Azure Active Directory) required; sold separately.

7. Windows 11 Enterprise E3 or E5 required.

8. Sold separately.

9. App Assure program data.

10. To experience the full functionality, mobile phones must be running Android™ 7.0 or later. Microsoft Phone Link and PC both need a Wi-Fi connection, or you can give permission for the app to use your mobile data. Phone Link for iOS requires iPhone® with iOS 14 or higher, Windows 11 device, Bluetooth connection and the latest version of the Phone Link app. Not available for iPad® (iPadOS®) or MacOS®. Device compatibility may vary. Regional restrictions may apply. Trademarks are the property of their respective owners.

11. 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 available on select devices; check device specifications or ask your OEM for information.

12. Voice typing/voice access: Hardware dependent. Voice access now works during Windows log-in and across Eng locale. US English only for voice access. Live caption: Supports English, Chinese, French, German, Italian, Japanese, Korean, Portuguese, Spanish, and Danish. Narrator: Availability varies by market: See Appendix A: Supported languages and voices.

13. Battery life varies based on settings, usage, device and other factors.