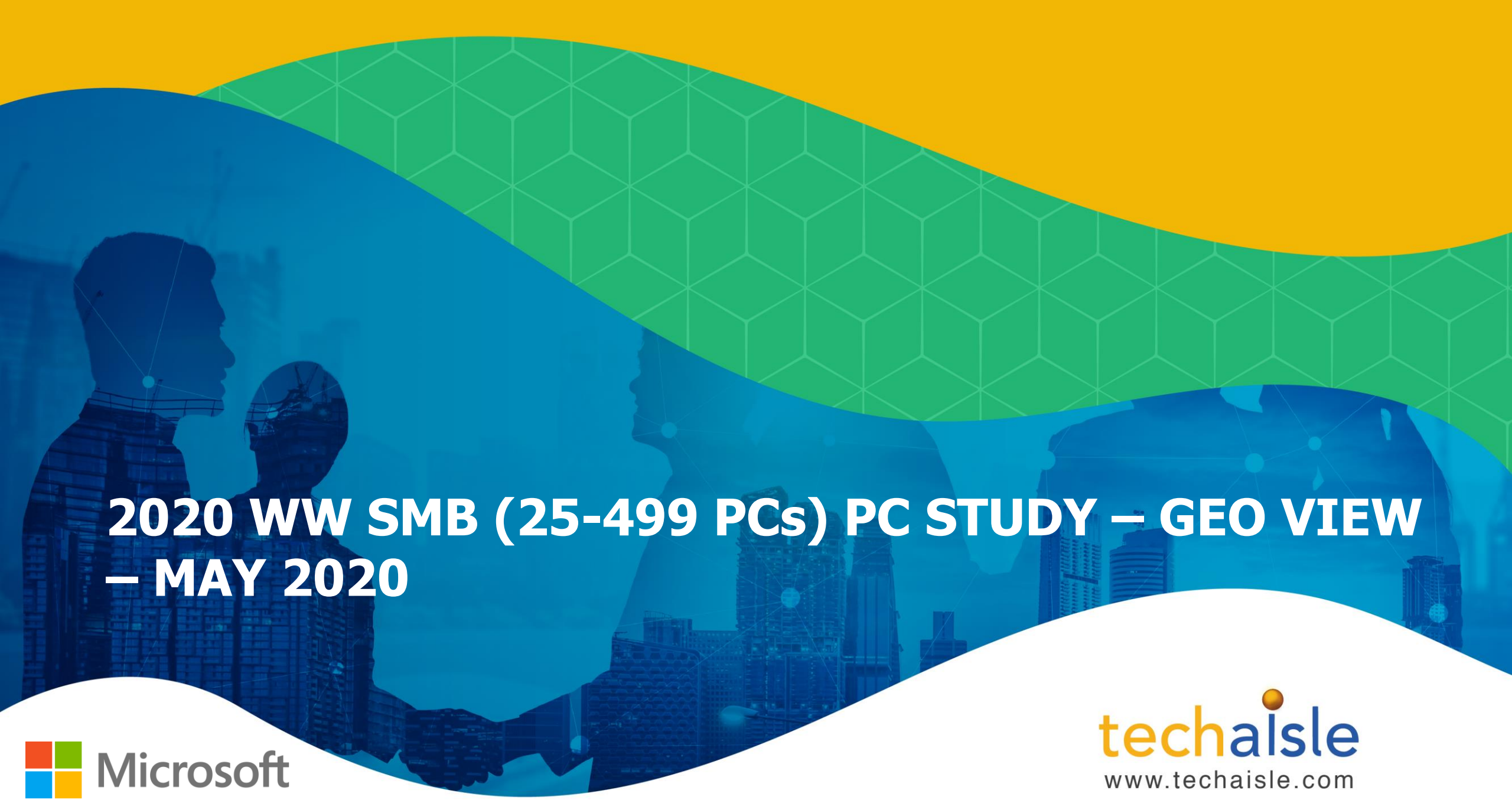
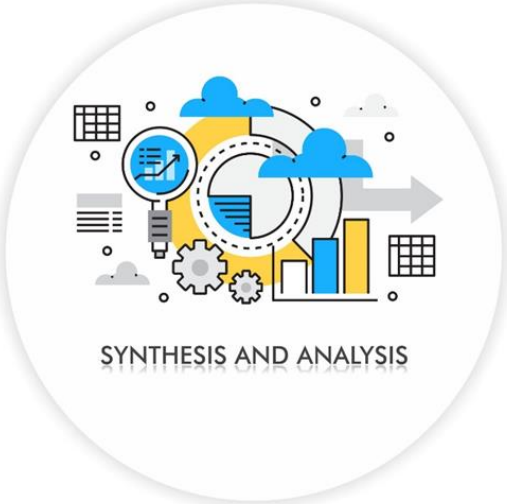


2020 WW SMB (25-499 PCs) PC STUDY – GEO VIEW – MAY 2020

Microsoft

techaisle
www.techaisle.com

Methodology

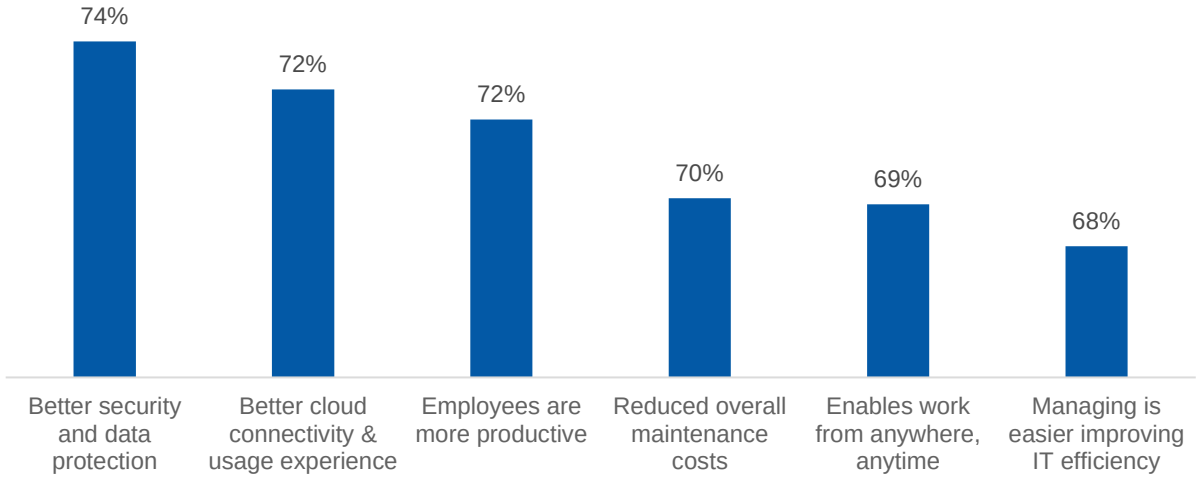


Completes	US	Europe	APAC	LATAM
N =	251	551	532	270

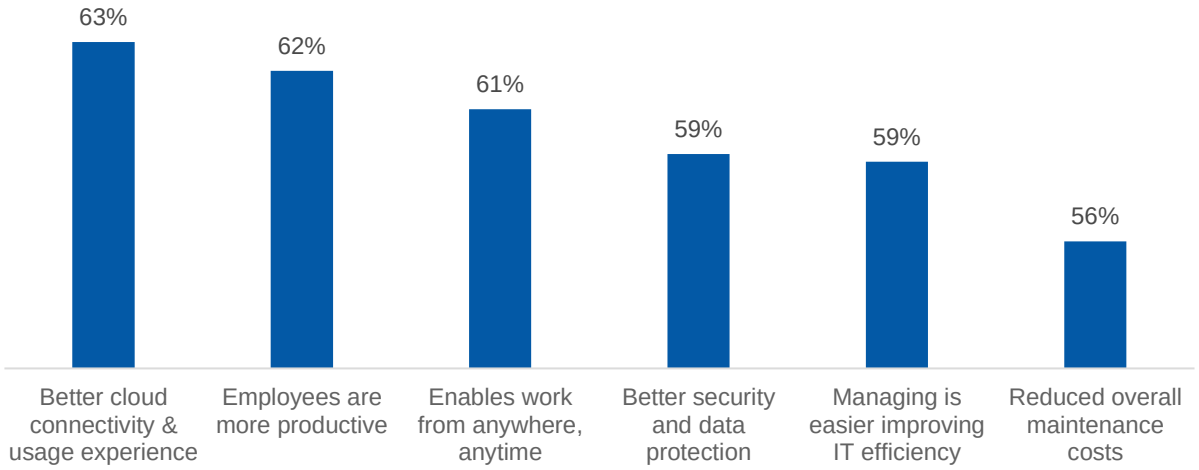
- A total of 1604 SMBs completed the survey
- Respondents were IT and Business decision makers
- Survey research was conducted in March-April 2020

Business Impact of new Windows 10 PCs

US: Impact of newer Windows 10 PCs on business (Strongly Agree + Agree)



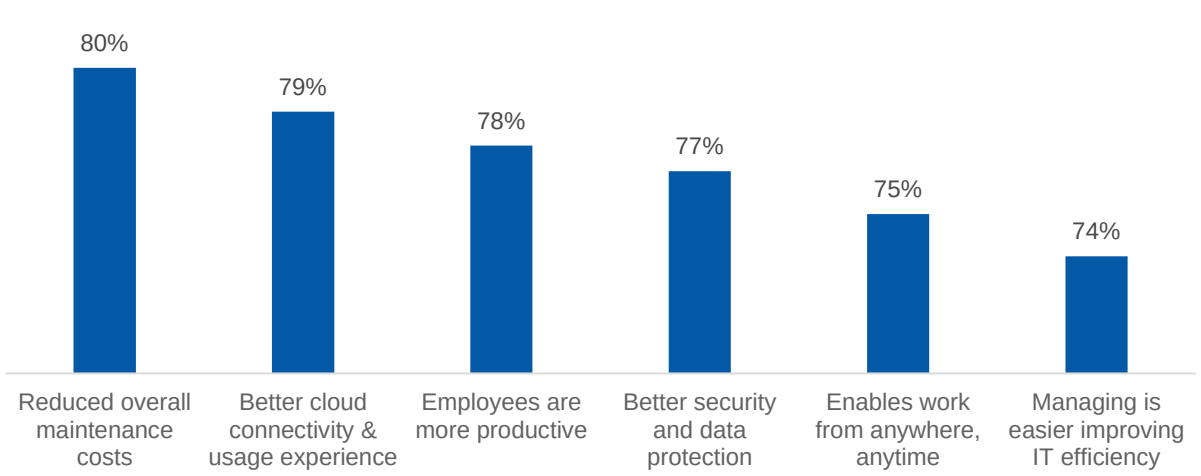
Europe: Impact of newer Windows 10 PCs on business (Strongly Agree + Agree)



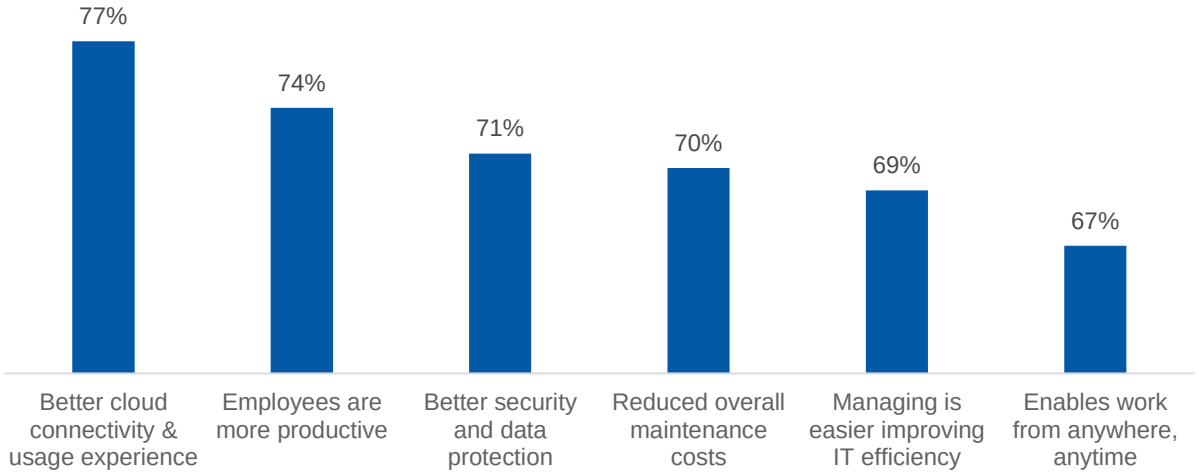
Q. We would like to understand the impact newer Windows 10 PCs have had on your company's business and employees' productivity?

Business Impact of new Windows 10 PCs

APAC: Impact of newer Windows 10 PCs on business (Strongly Agree + Agree)

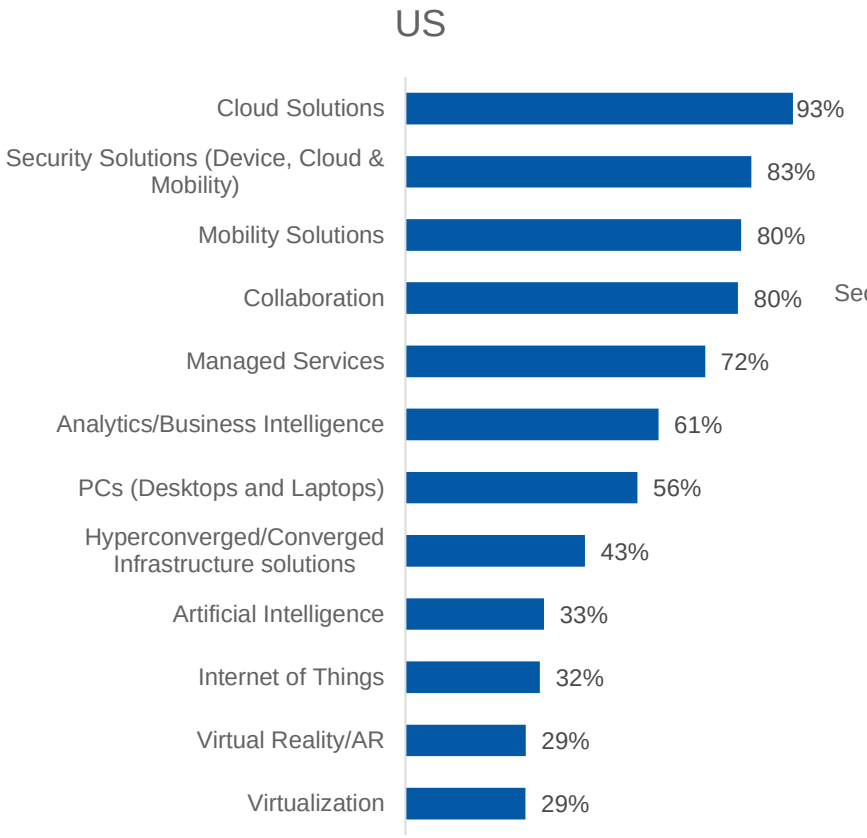


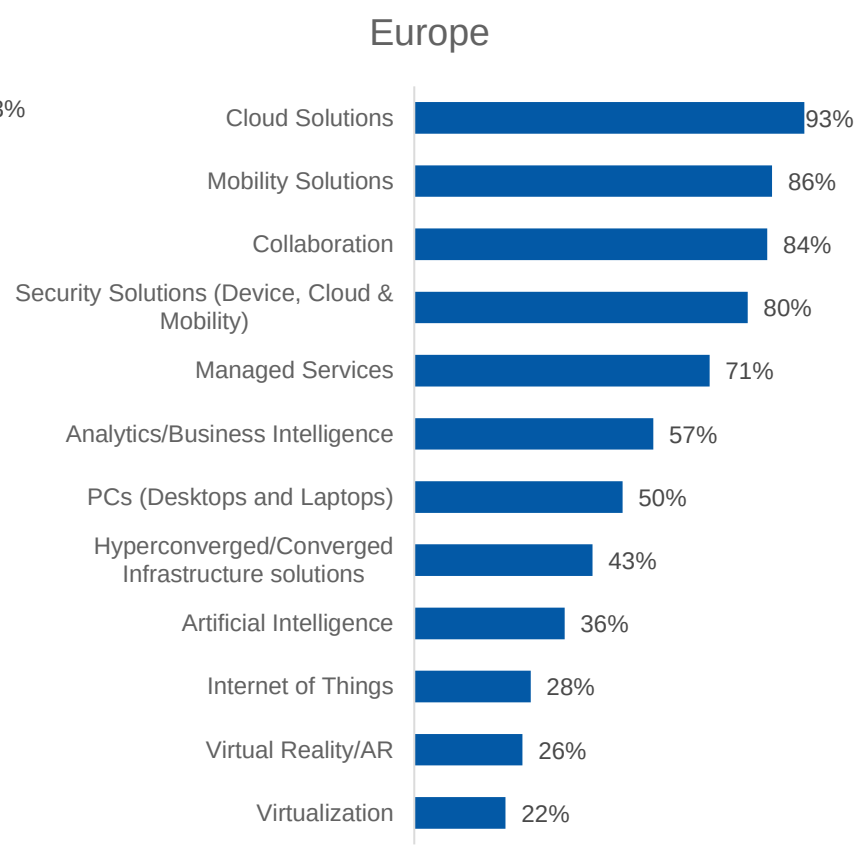
LATAM: Impact of newer Windows 10 PCs on business (Strongly Agree + Agree)



Q. We would like to understand the impact newer Windows 10 PCs have had on your company's business and employees' productivity?

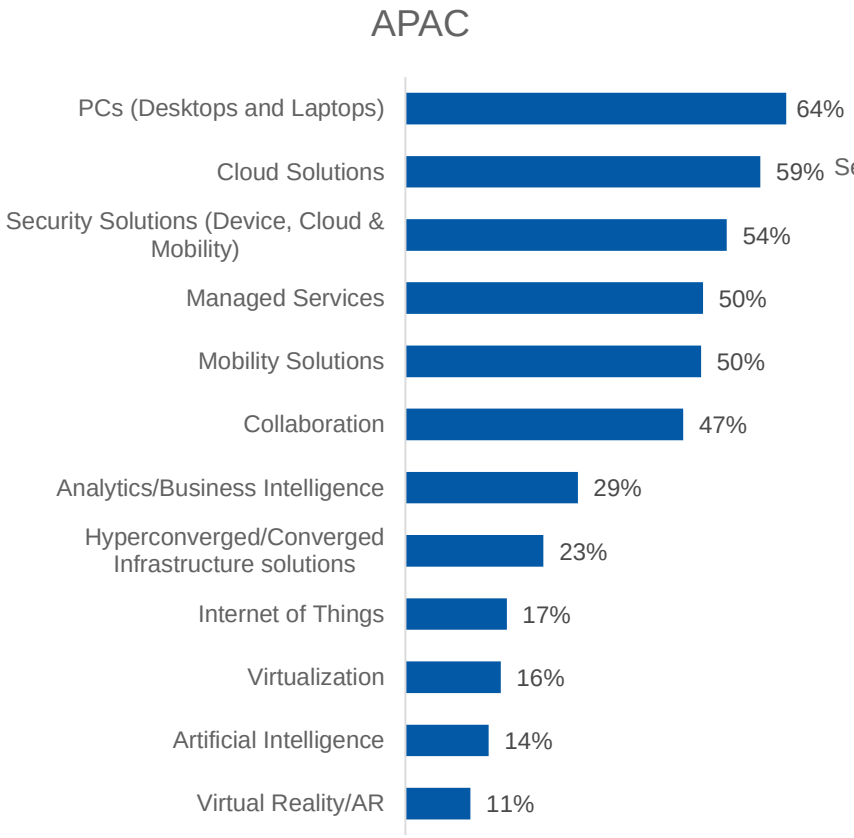
Technology priorities for the next 1 year

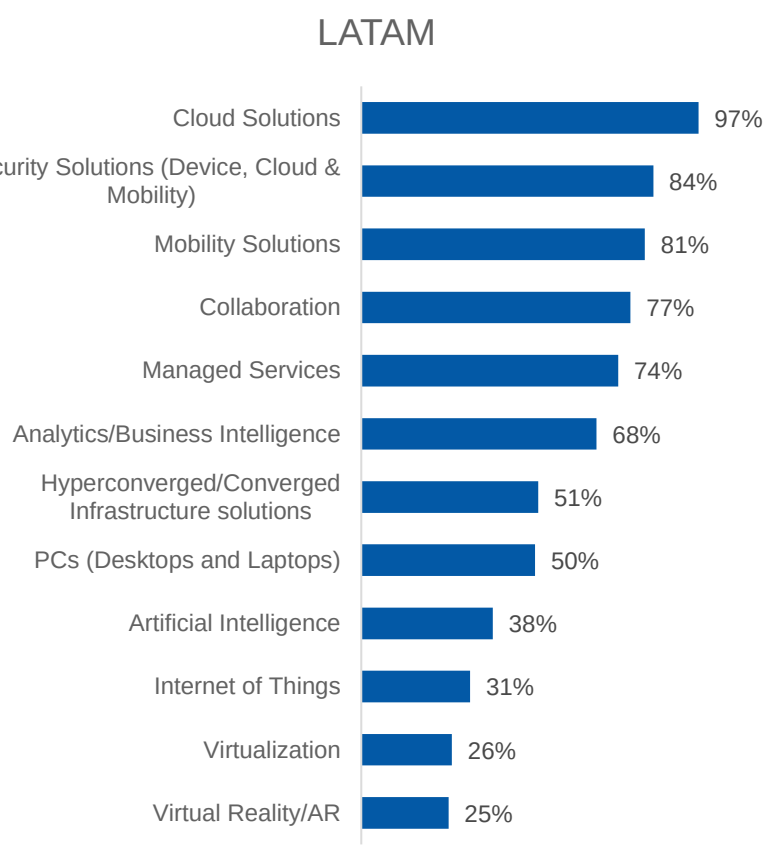




Q. What are the IT (technology) priorities for your organization for the next 1 year?

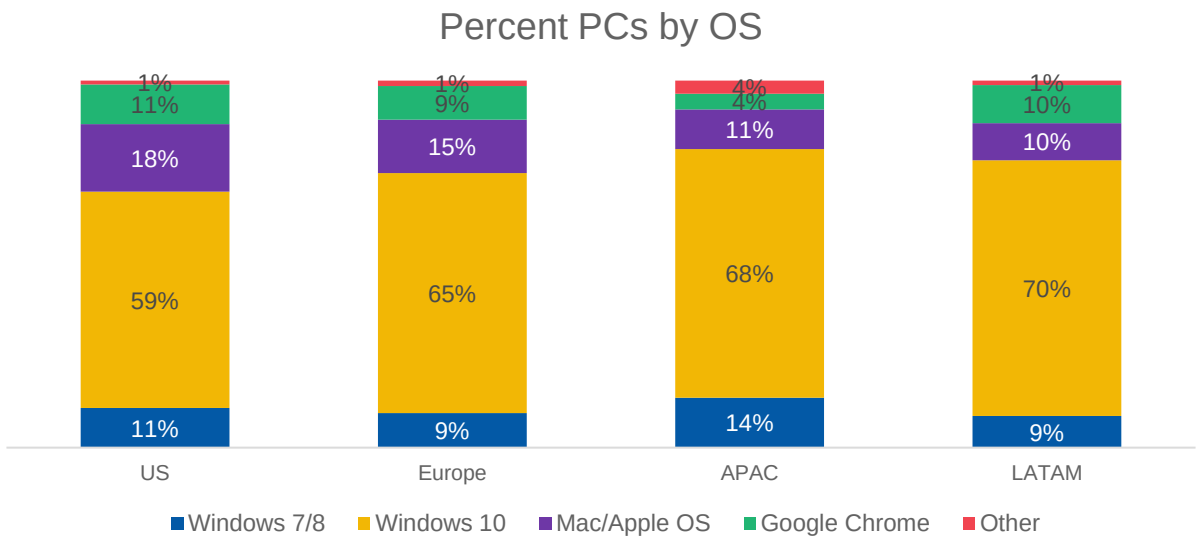
Technology priorities for the next 1 year

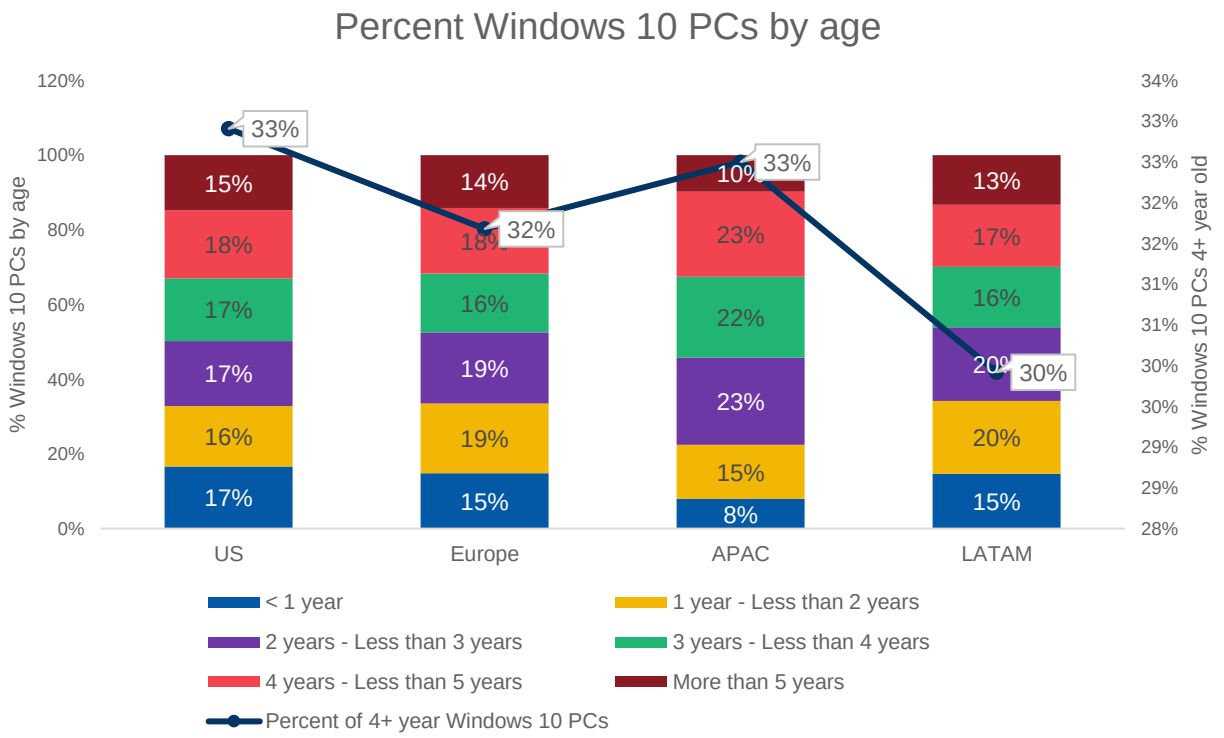




Q. What are the IT (technology) priorities for your organization for the next 1 year?

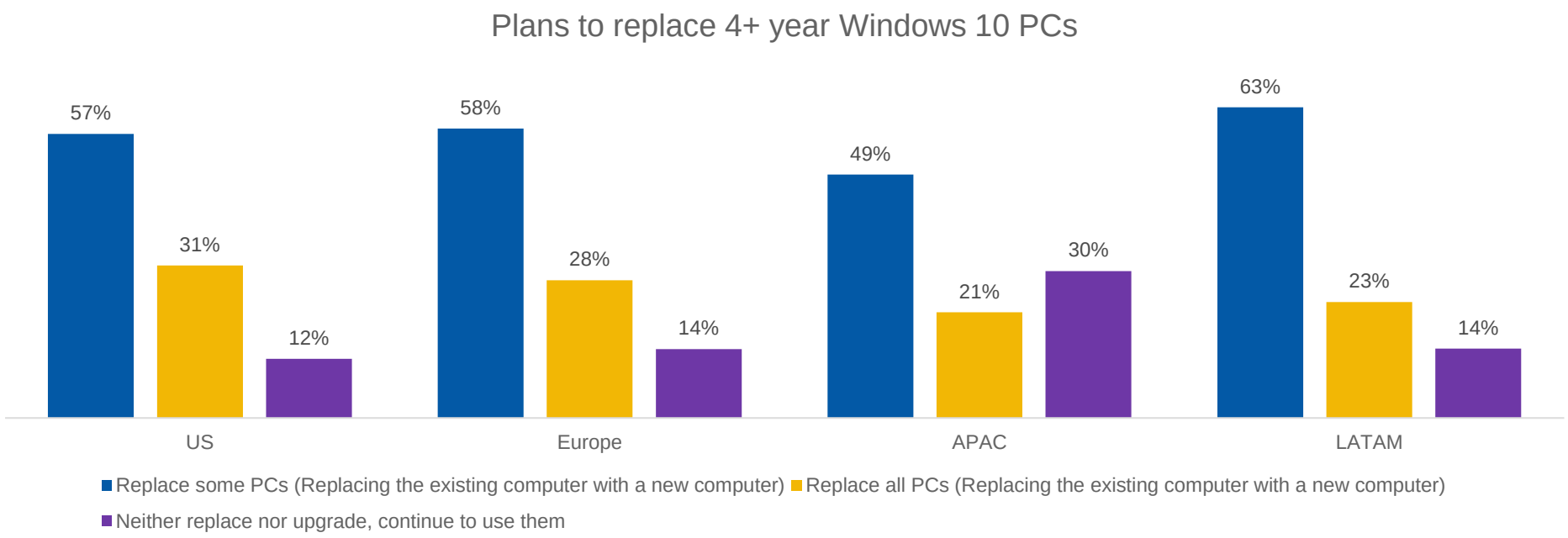
Current OS being used, Age of PCs





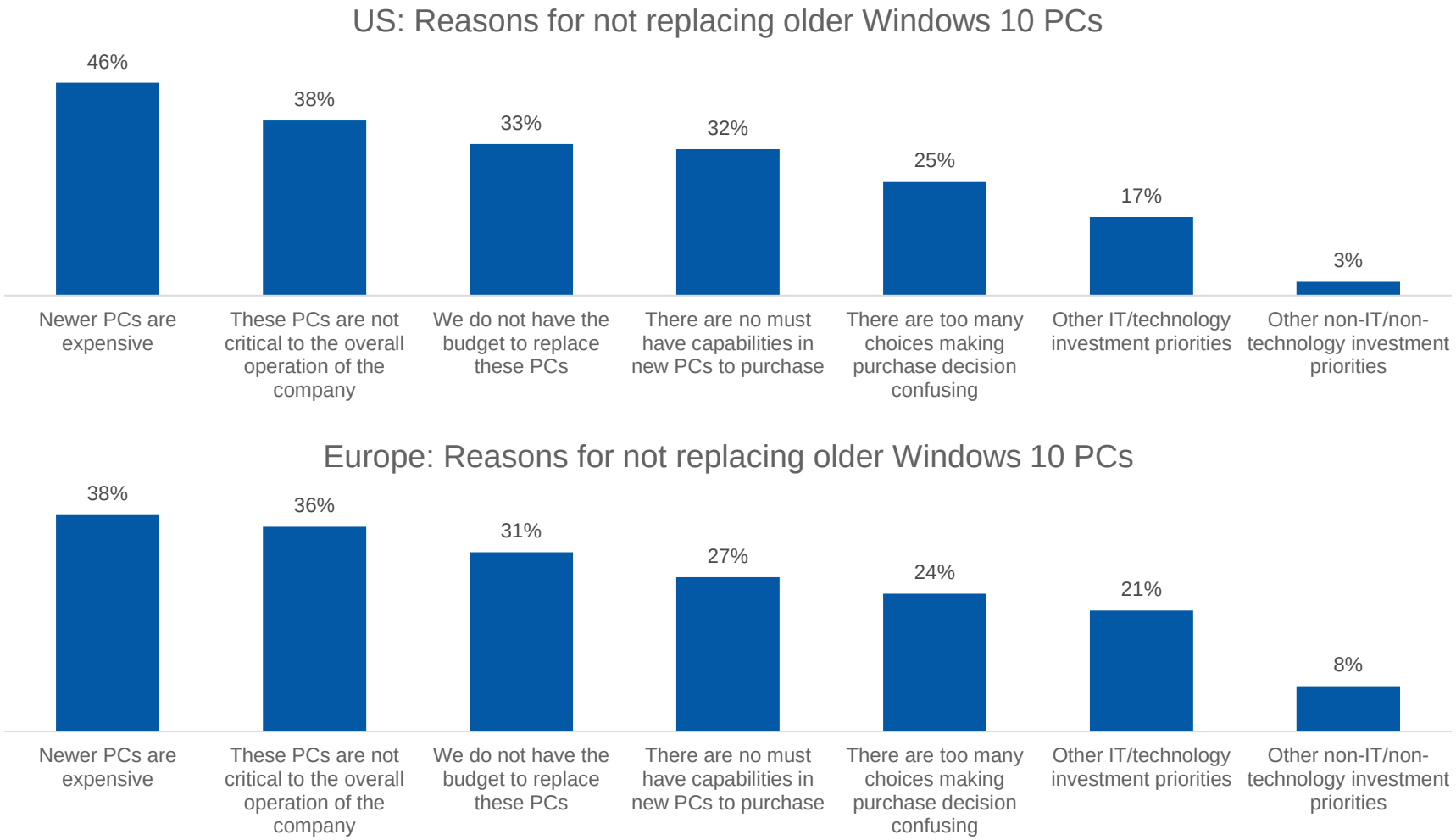
Q. What percent of PCs in your company are running each of the following operating systems?
Q. Thinking about your Windows 10-based PCs (Desktops, Notebooks, Convertibles/2 in 1s referred to as PCs), please tell us what percent of them are…

Intent to replace older PCs



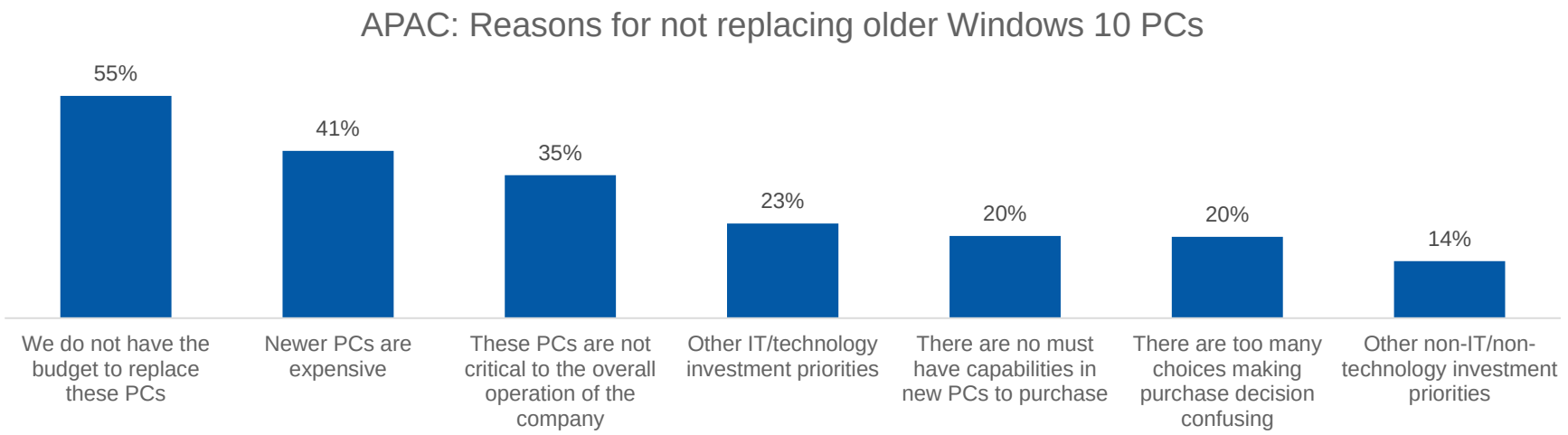
Q. Thinking about Windows-10 PCs that are 4 years or older, is your organization likely to replace them in the next 12 months?

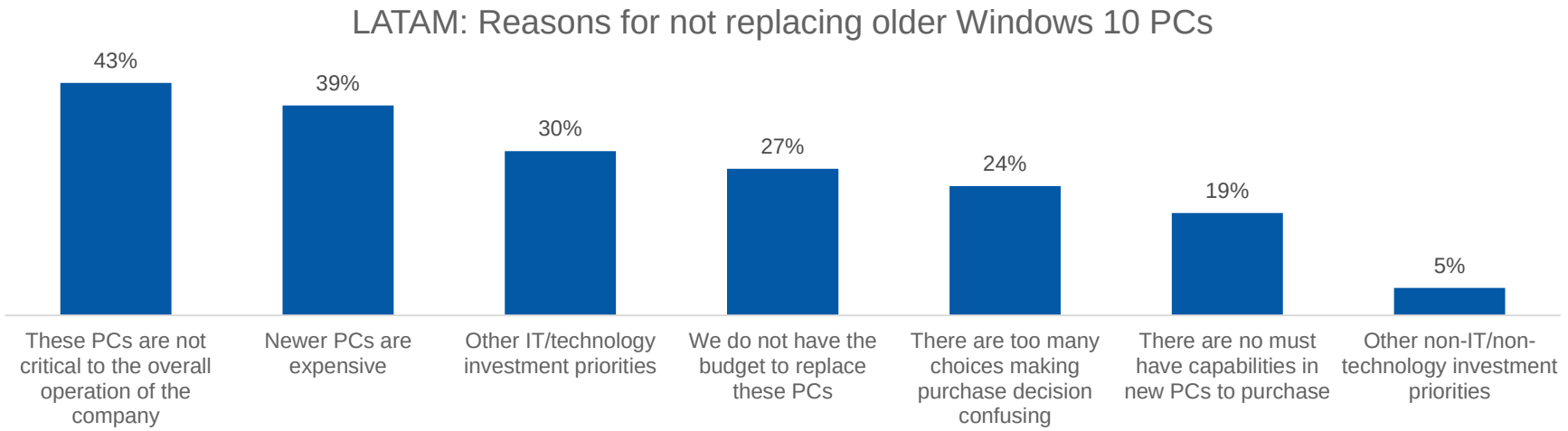
Reasons for not replacing older PCs



Q. Please tell us the reasons why you have not replaced older PCs running Windows 10 with newer PCs running Windows 10?

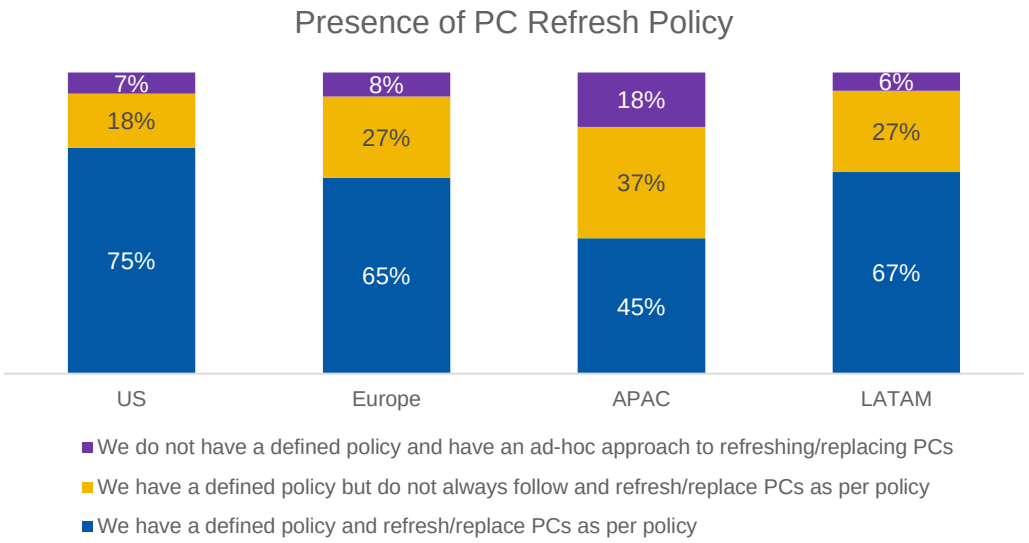
Reasons for not replacing older PCs

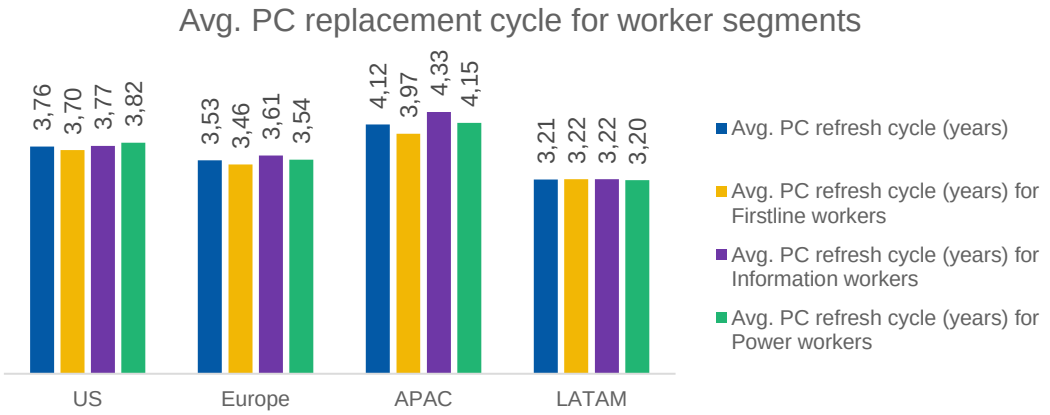


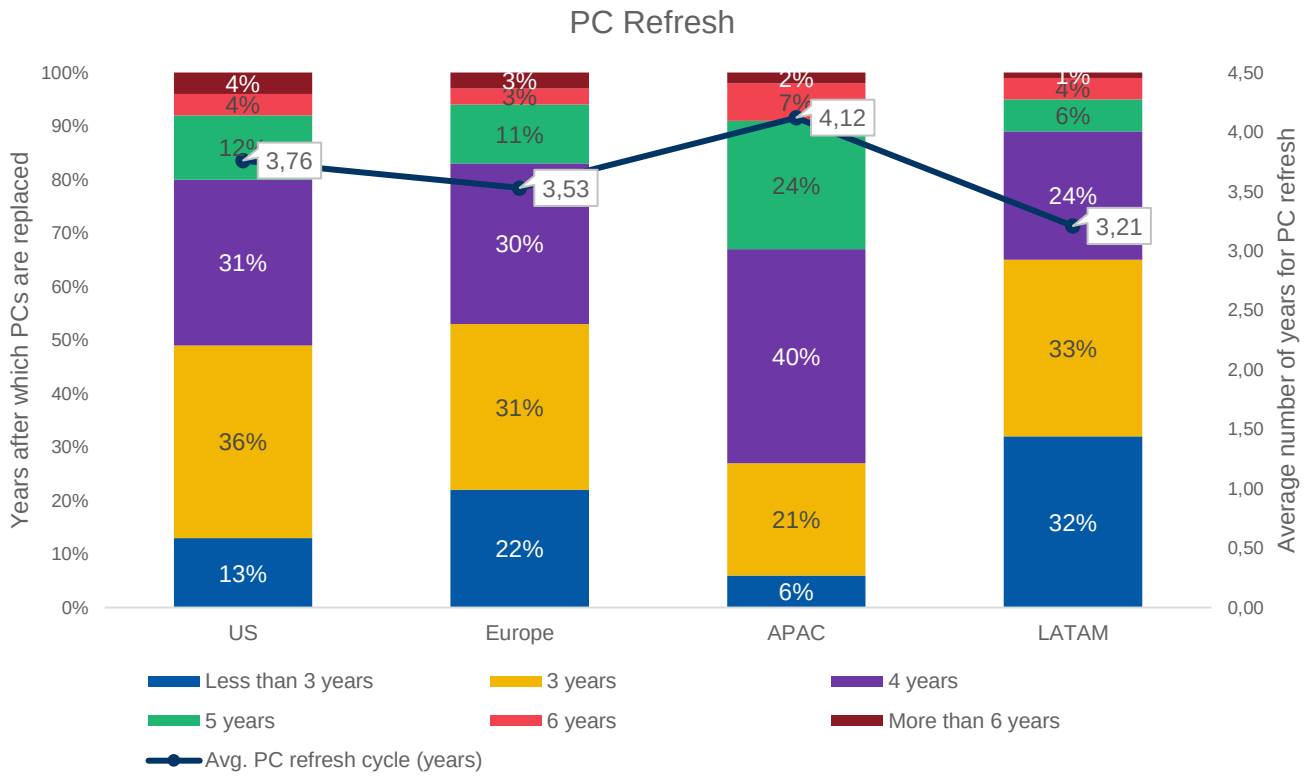


Q. Please tell us the reasons why you have not replaced older PCs running Windows 10 with newer PCs running Windows 10?

PC Refresh Policy



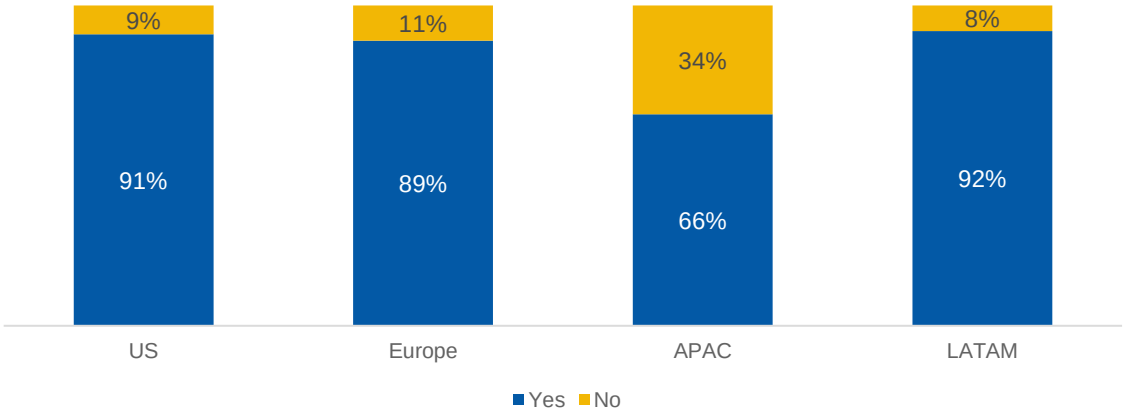




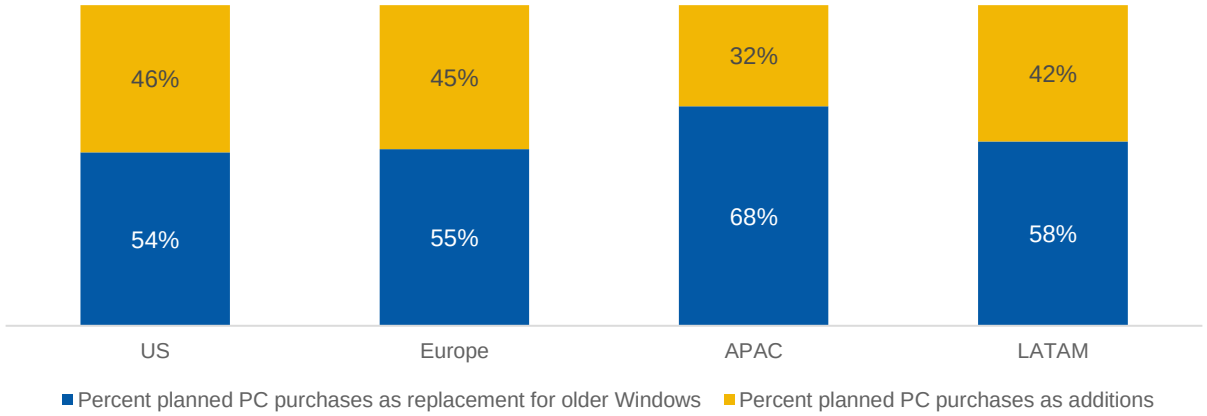
Q. Please tell us about your current policy regarding replacement & refresh of PCs?
Q. What is the typical PC replacement and refresh cycle at your company, that is, on average after how many years of use are PCs usually replaced?
Q. What is the typical PC refresh cycle for each of the worker profiles? For reference, you mentioned the overall PC refresh is [PIPE IN RESPONS]

PC purchase intent

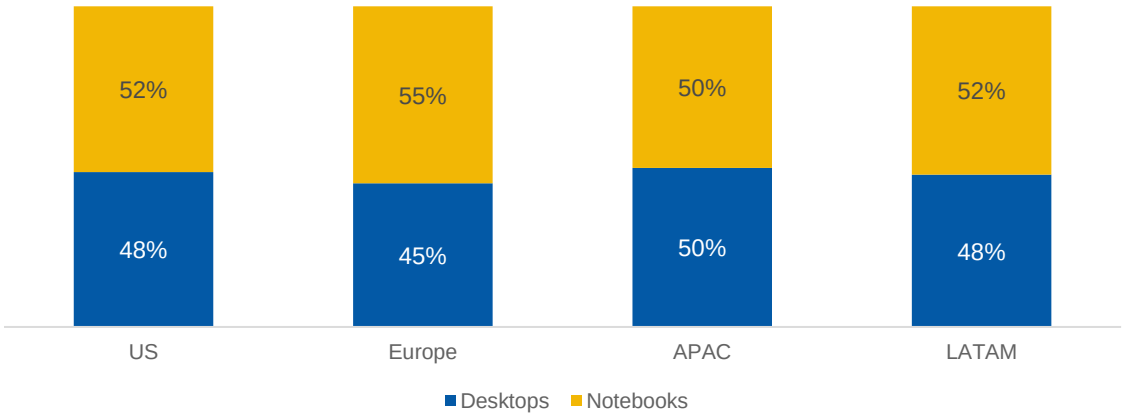
Percent businesses planning to purchase PCs in the next 1 year



Percent replacement PCs for older Windows vs. additions



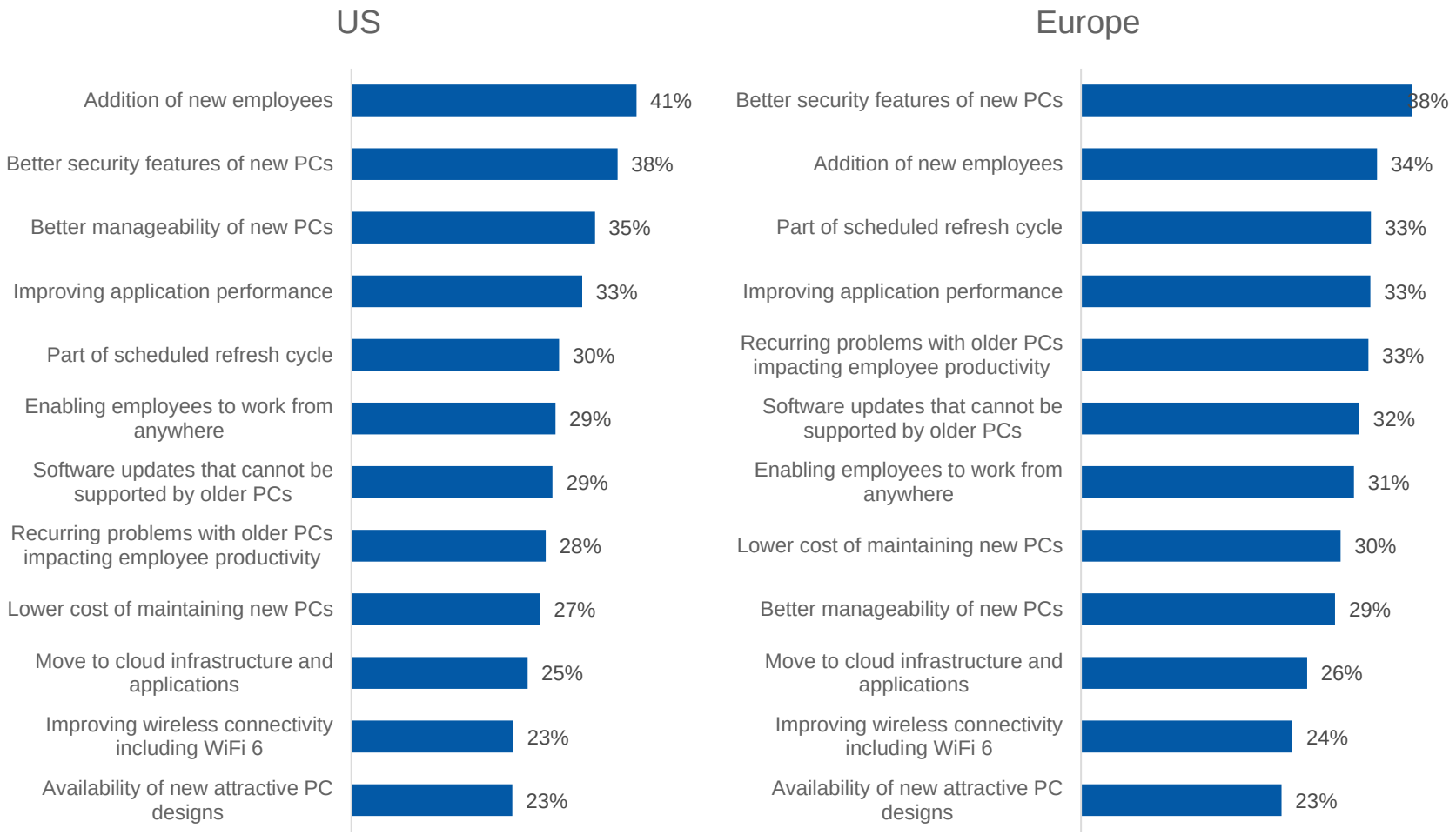
Percent planned PC purchases: desktops vs. notebooks



Percent additional PCs for current vs. new employees

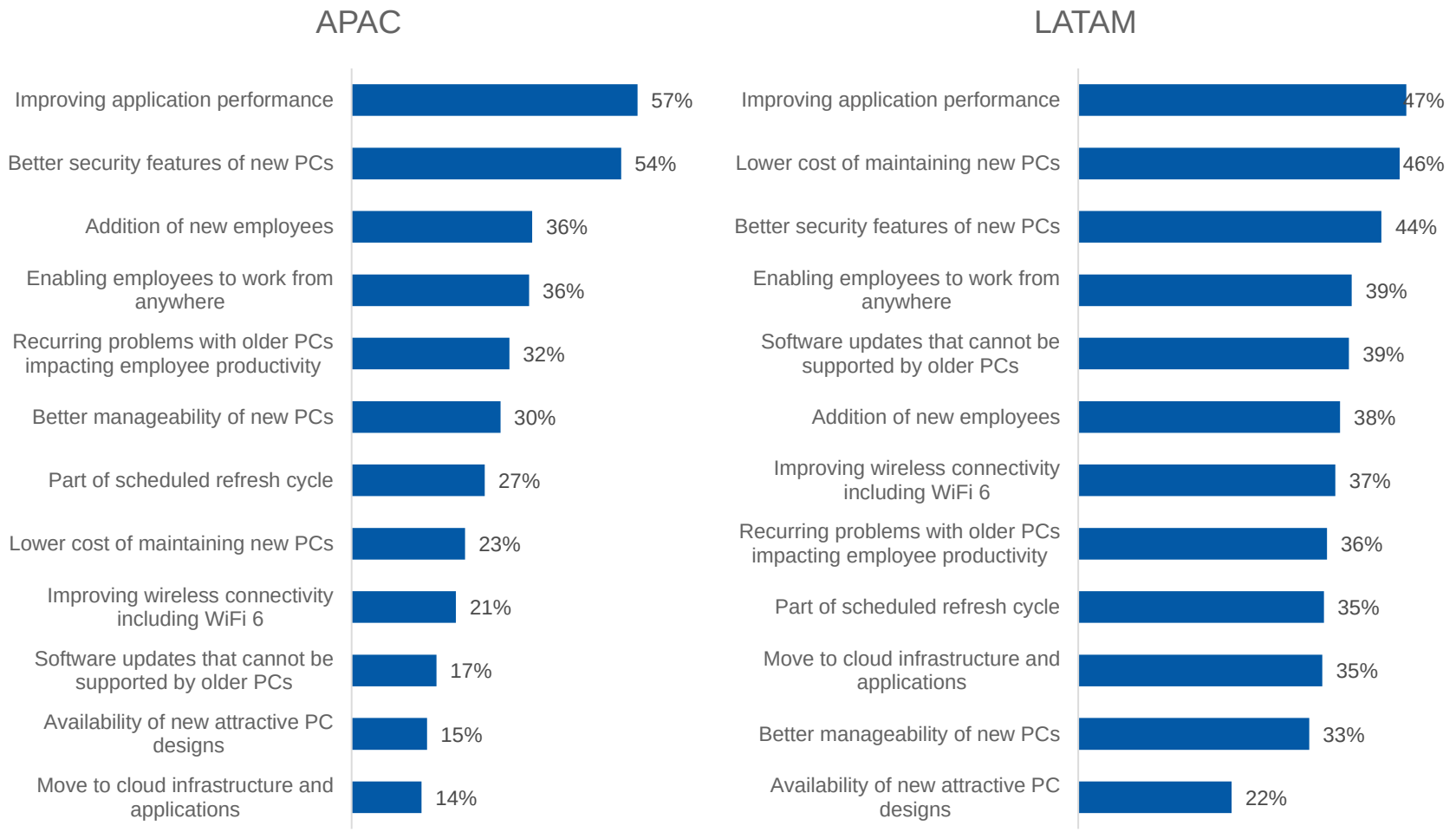
Q. Is your company planning to purchase PCs in the next 12 months?
Q. What percentage of these PCs will be replacements of older Windows 10 PCs versus additions?
Q. You mentioned that some new PC purchases will be net additions? Please tell us what percent of these PC additions will most likely be for new employees vs. additional PCs for current employees
Q. What percentage of the new PC purchases will be Desktops versus Laptops/notebooks?

Reasons for purchasing new PCs



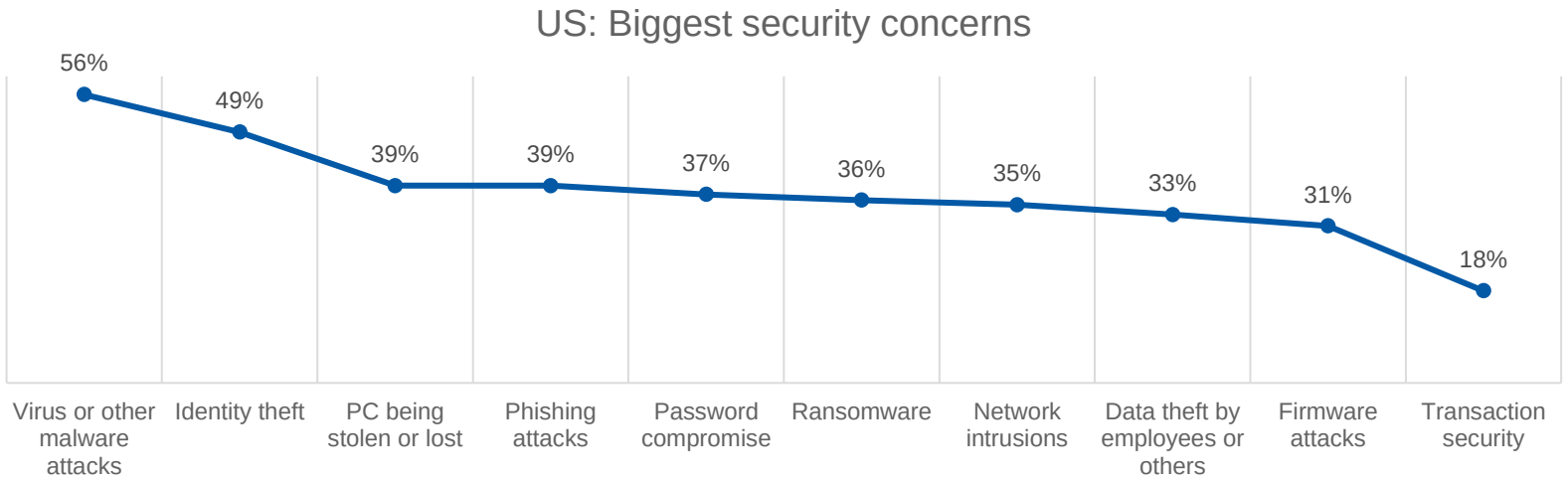
Q. What are the reasons for purchasing new PCs?

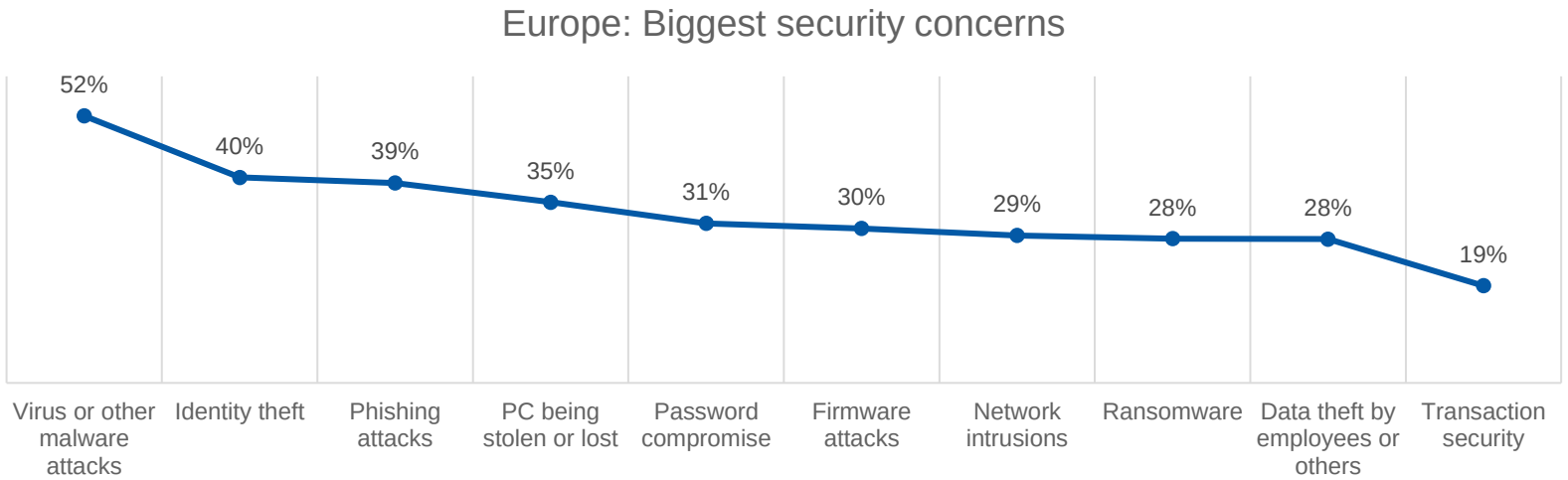
Reasons for purchasing new PCs



Q. What are the reasons for purchasing new PCs?

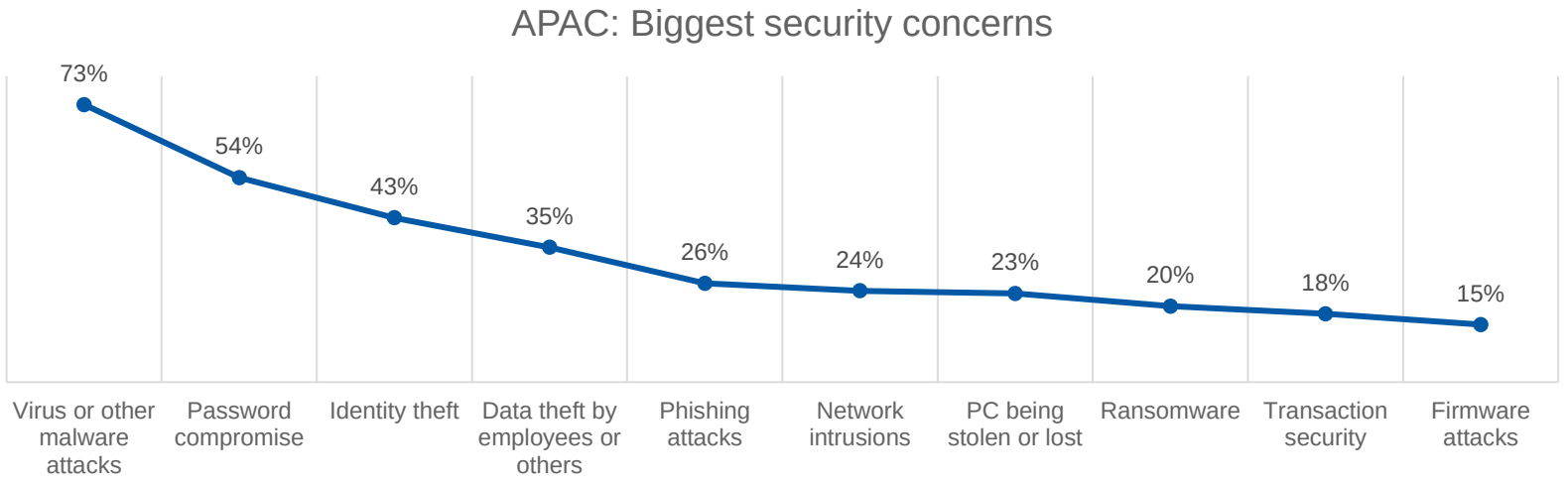
Biggest security concerns

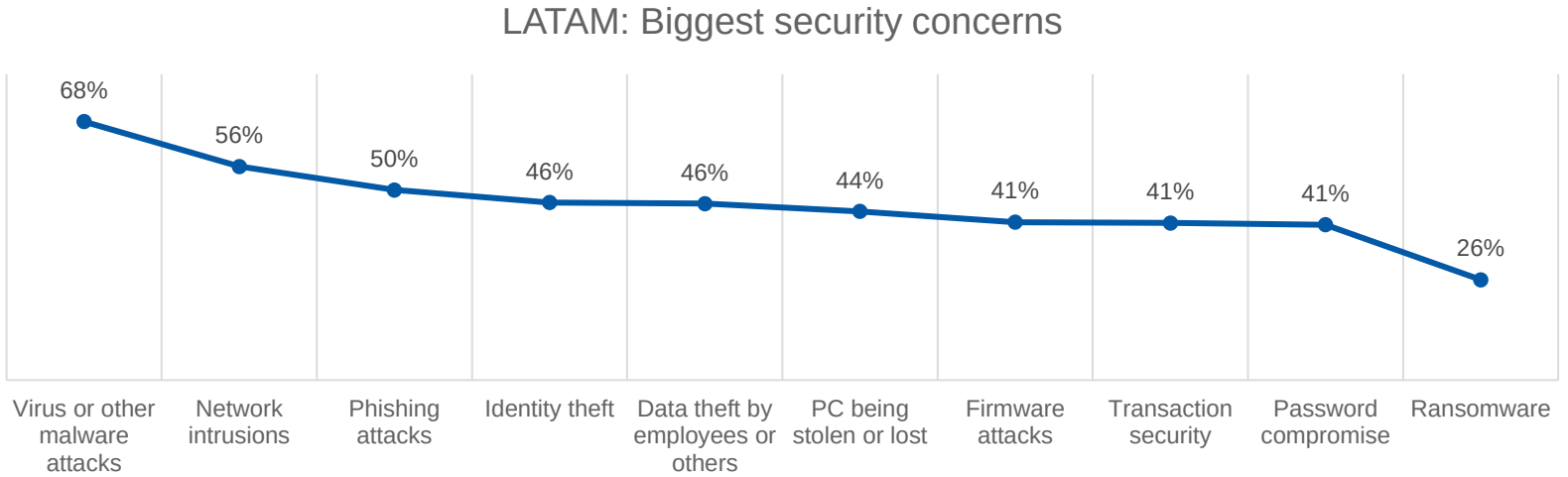




Q. With respect to PC security what are your biggest concerns?

Biggest security concerns

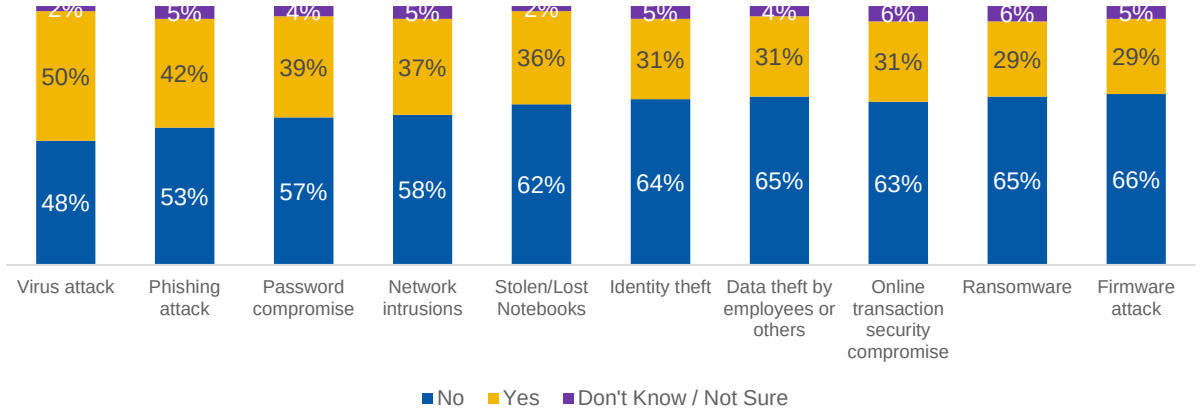




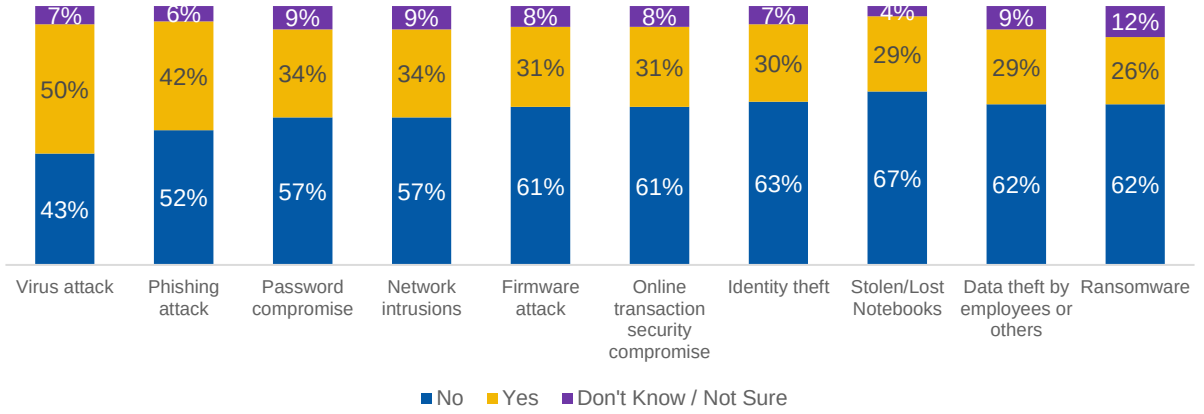
Q. With respect to PC security what are your biggest concerns?

Security incidents and security breach

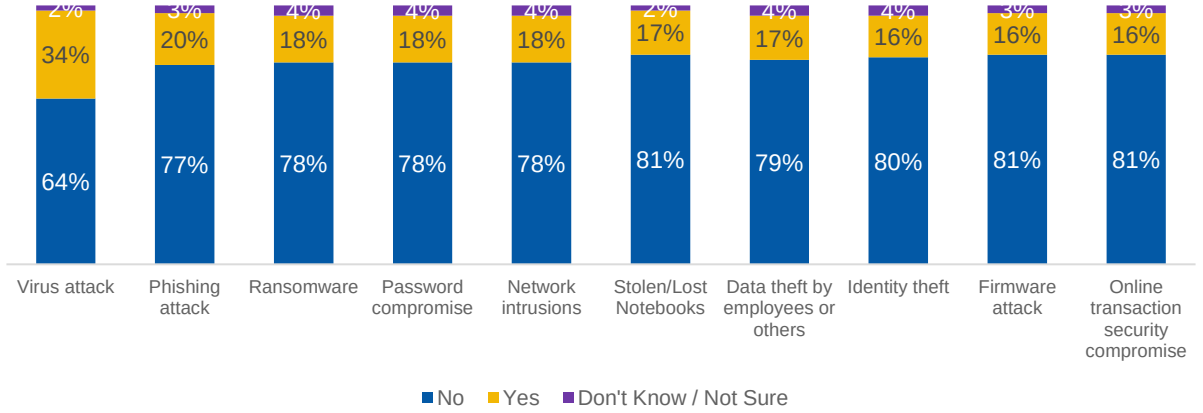
US: Types of security incidents experienced in the last 1 year



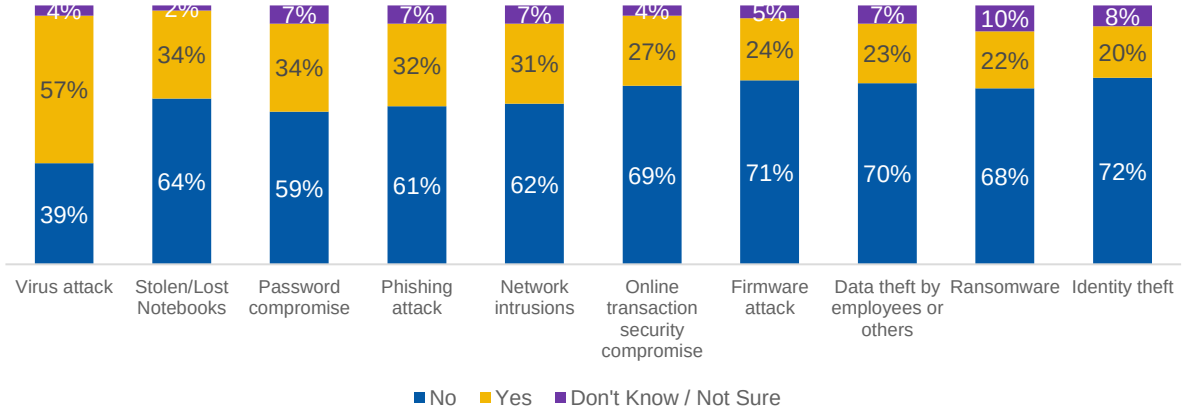
Europe: Types of security incidents experienced in the last 1 year



APAC: Types of security incidents experienced in the last 1 year

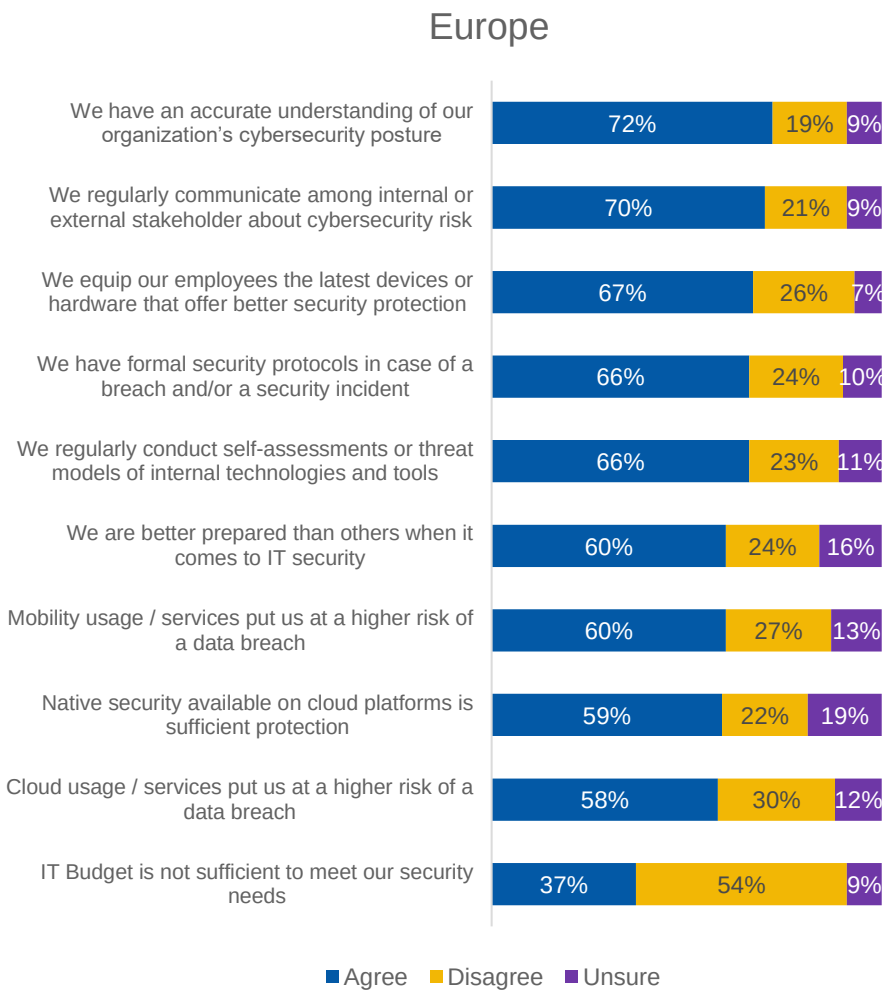


LATAM: Types of security incidents experienced in the last 1 year



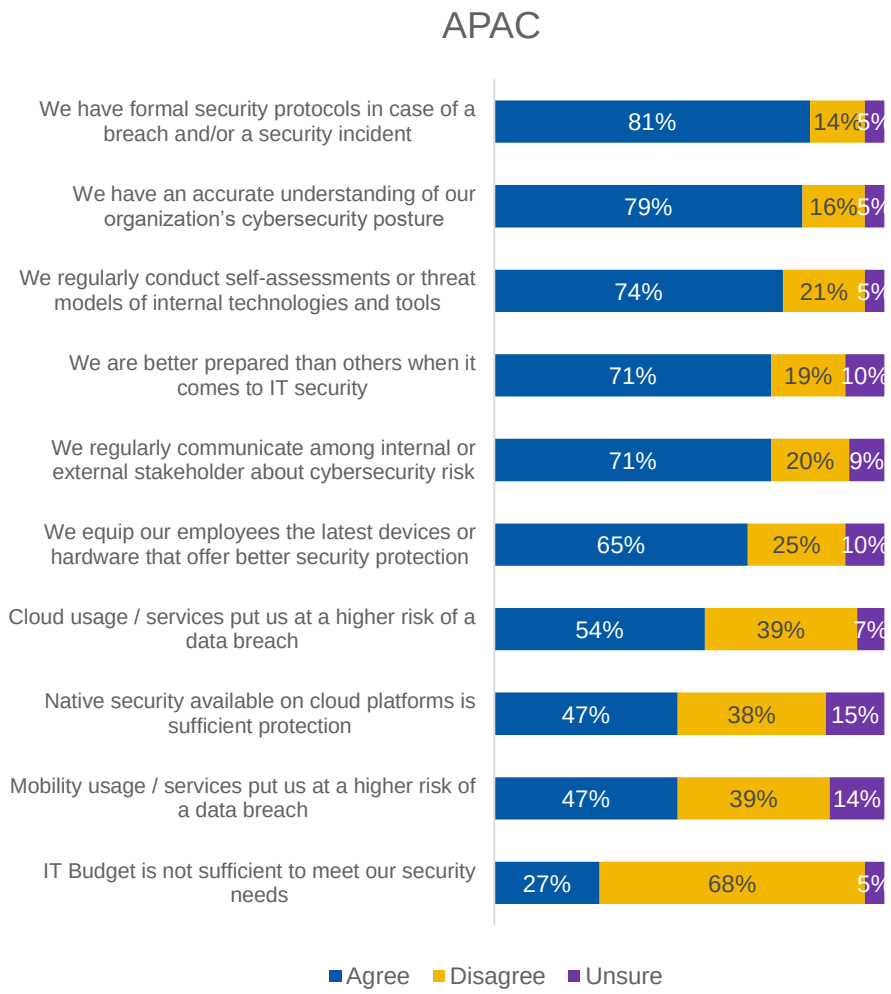
Q. Within the last one year have there been any security breaches / incidents or stolen/lost notebooks?

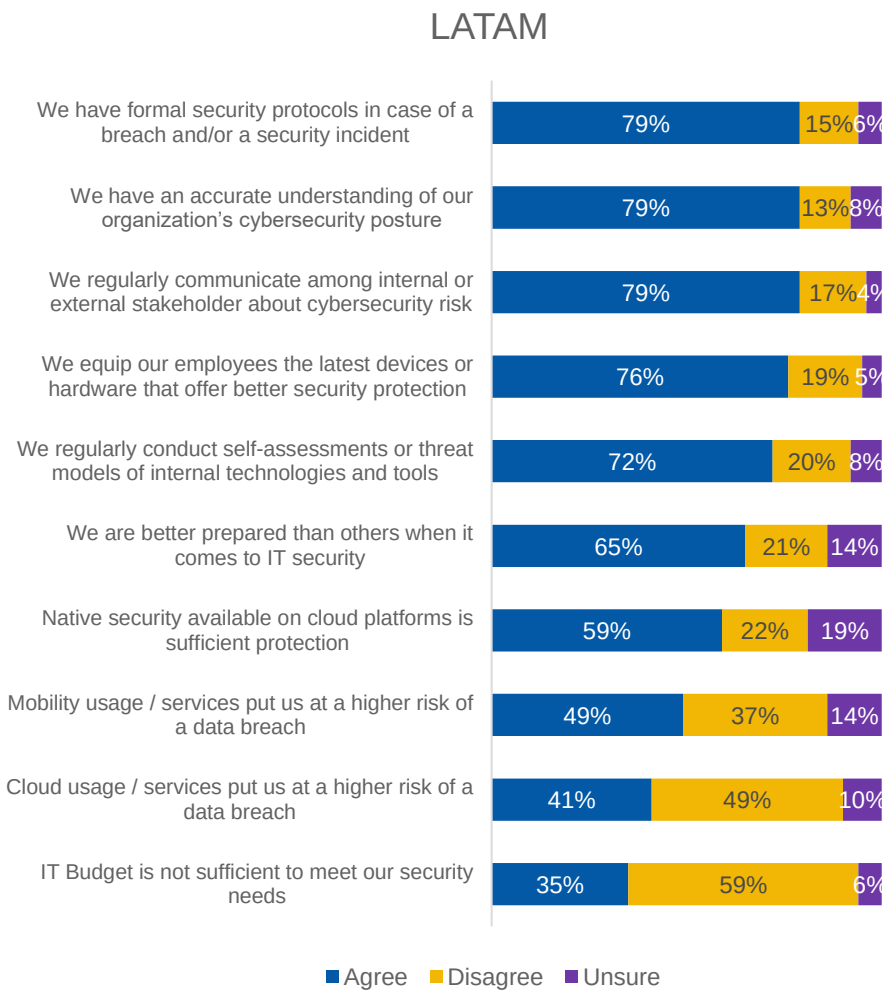
Attitude and approach to security



Q. Please indicate if you agree or disagree or are unsure with the following statements as applicable to your organization?

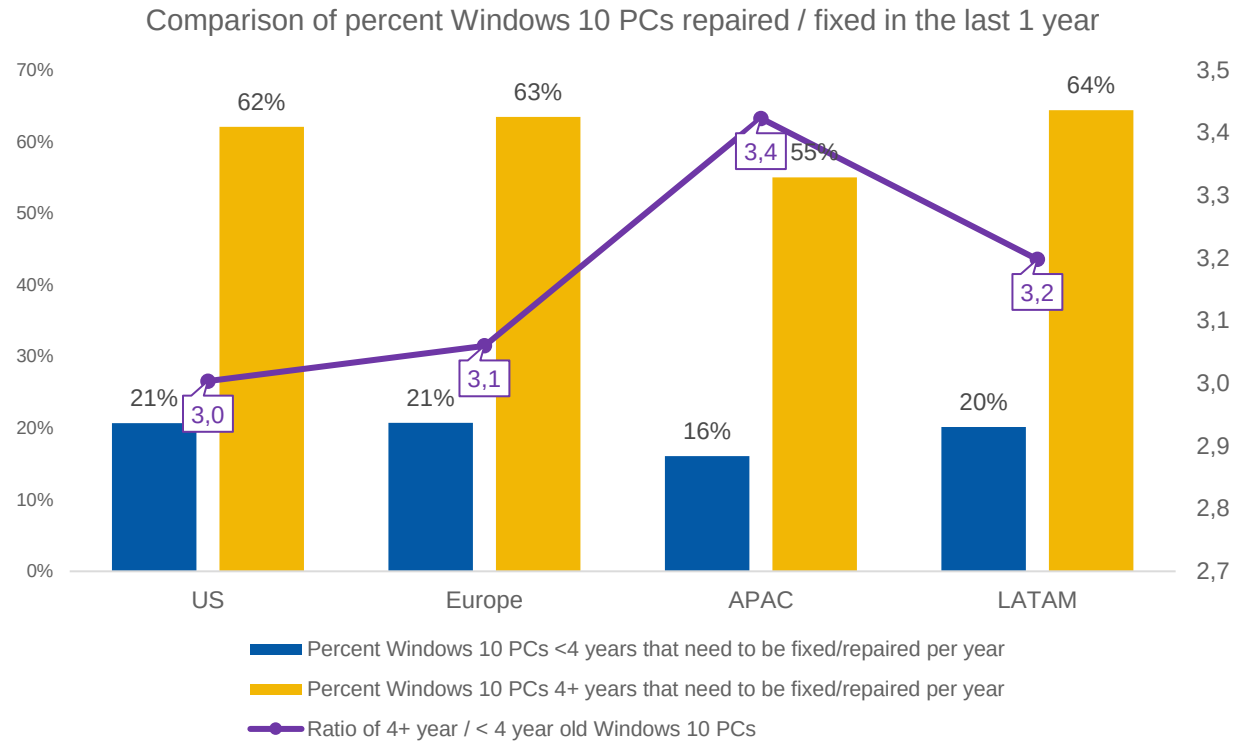
Attitude and approach to security

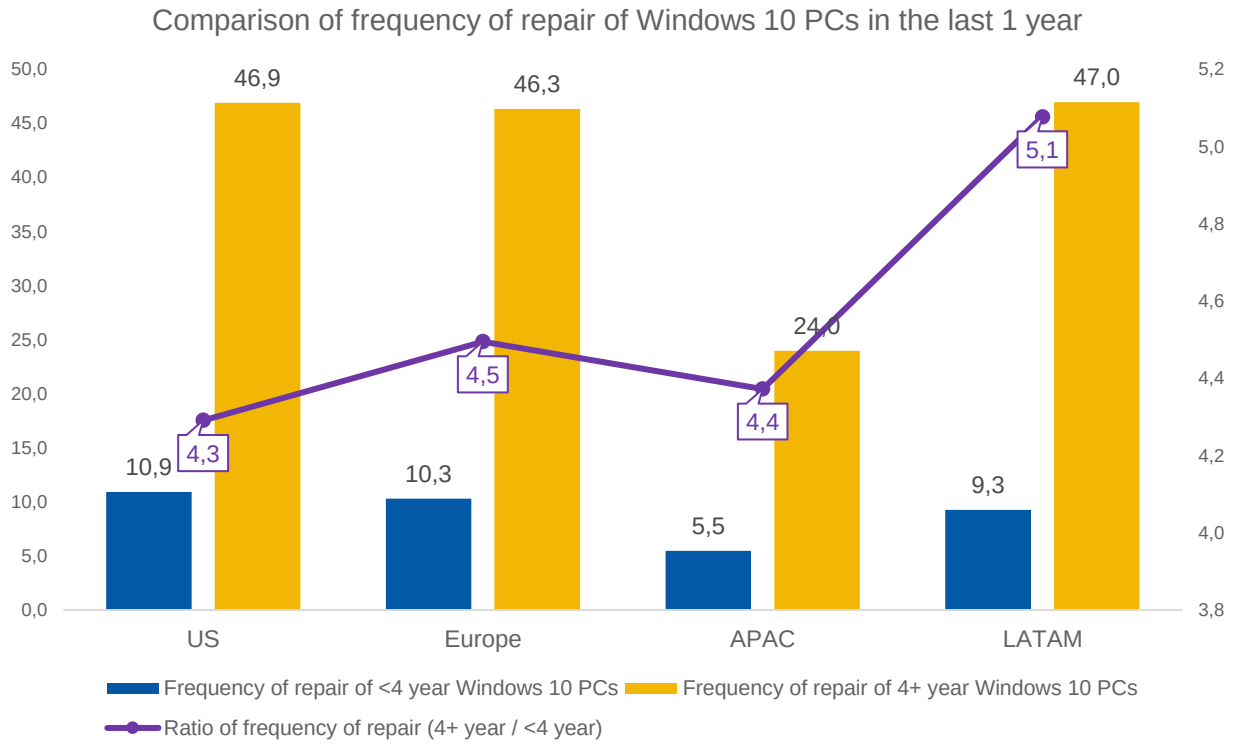




Q. Please indicate if you agree or disagree or are unsure with the following statements as applicable to your organization?

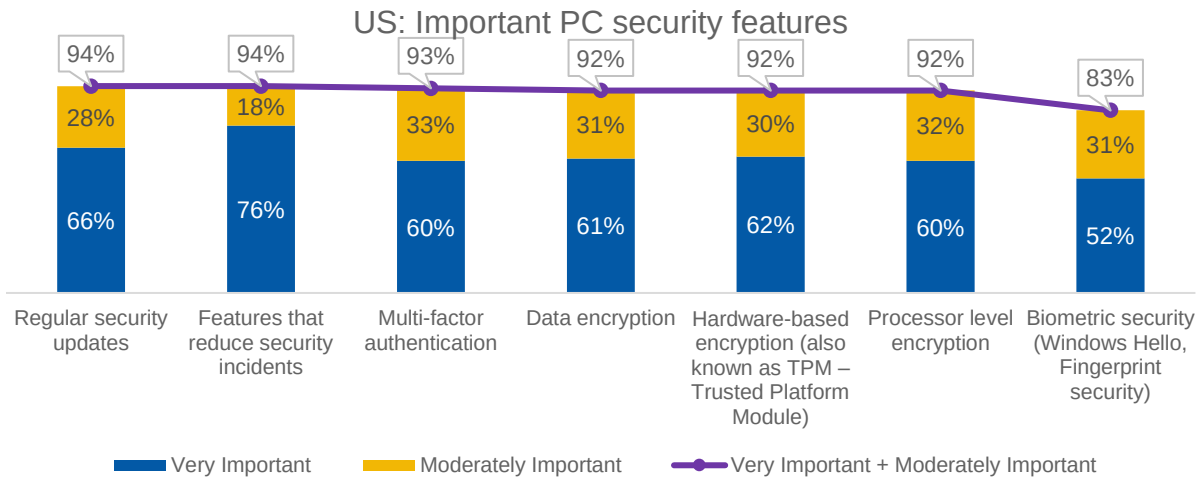
Frequency of repair of older vs. newer Windows 10 PCs

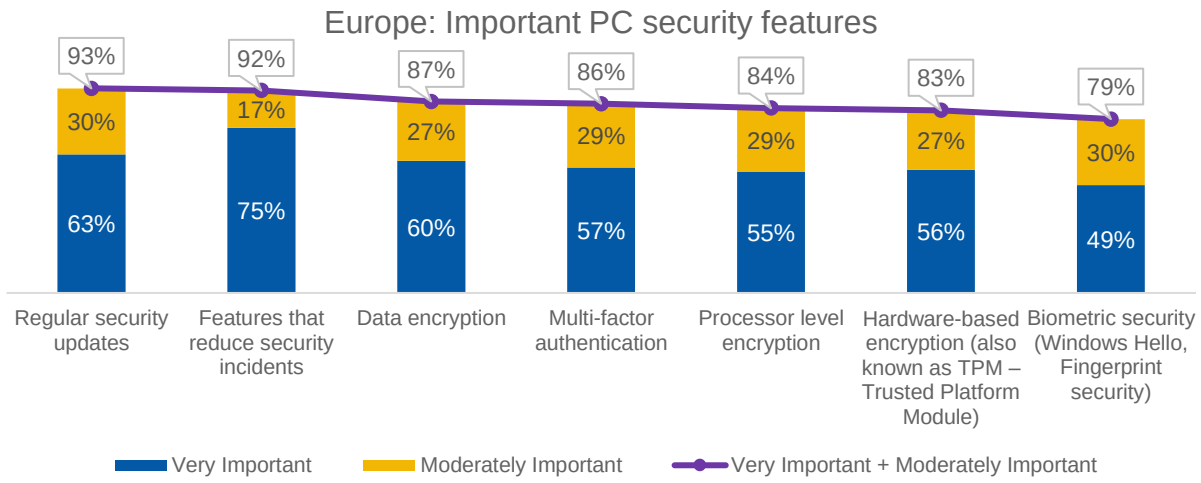


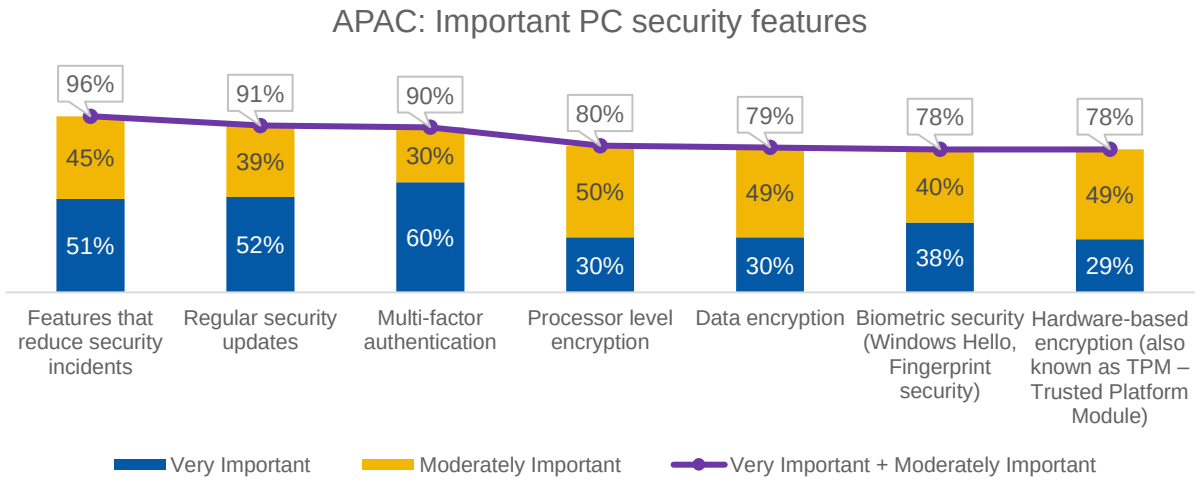


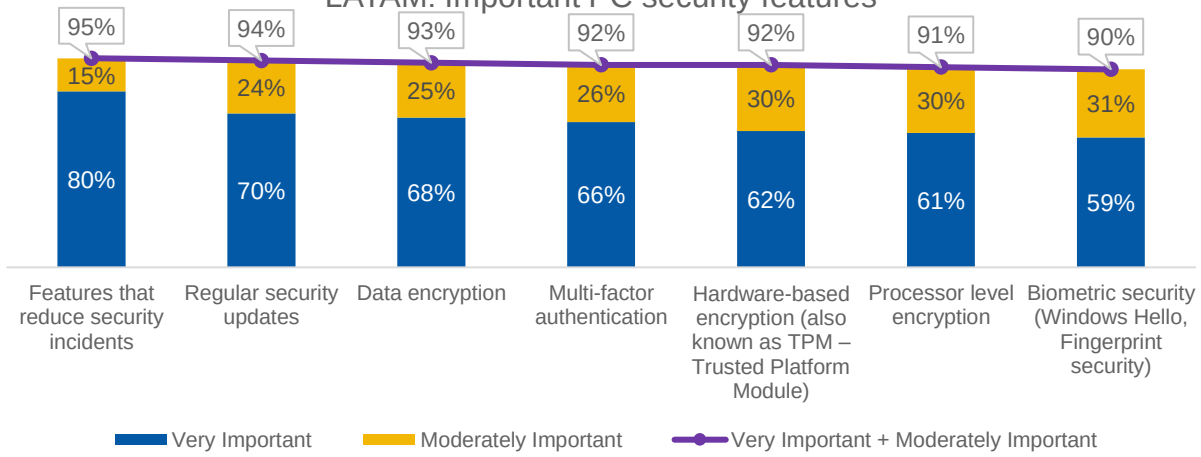
Q. Approximately what percentage of PCs need to be fixed/repaired in a year?
Q. Approximately how many times have PCs been required to be fixed/repaired in the last one year?

Important PC Security features





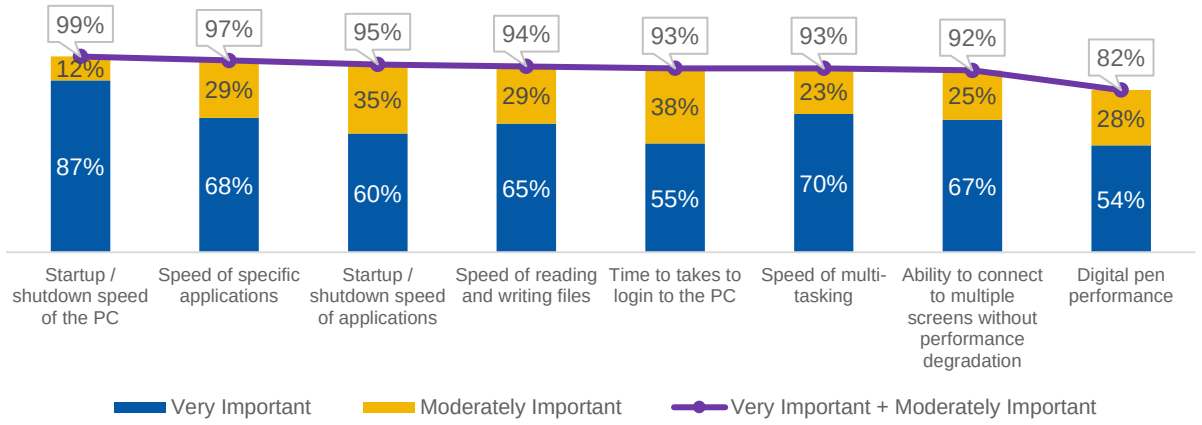




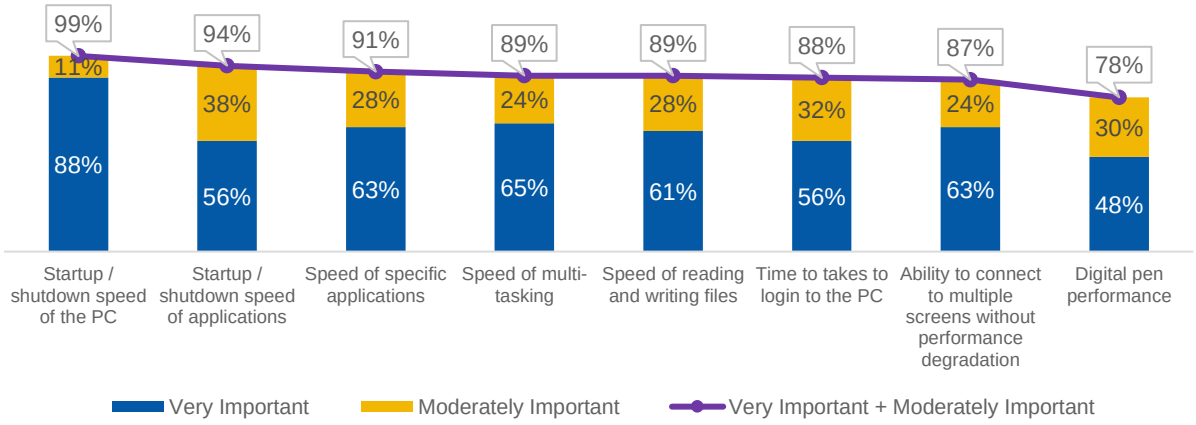
Q. In your experience how important are each of the following PC security features for your organization?
Q. Which of the following PC performance capabilities are important for your organization?

Important PC performance capabilities

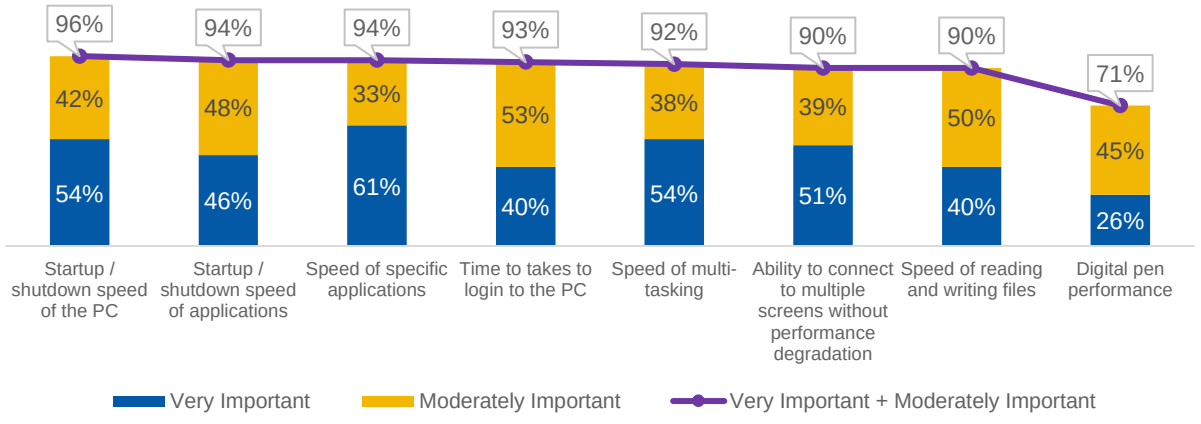
US: Important PC performance capabilities



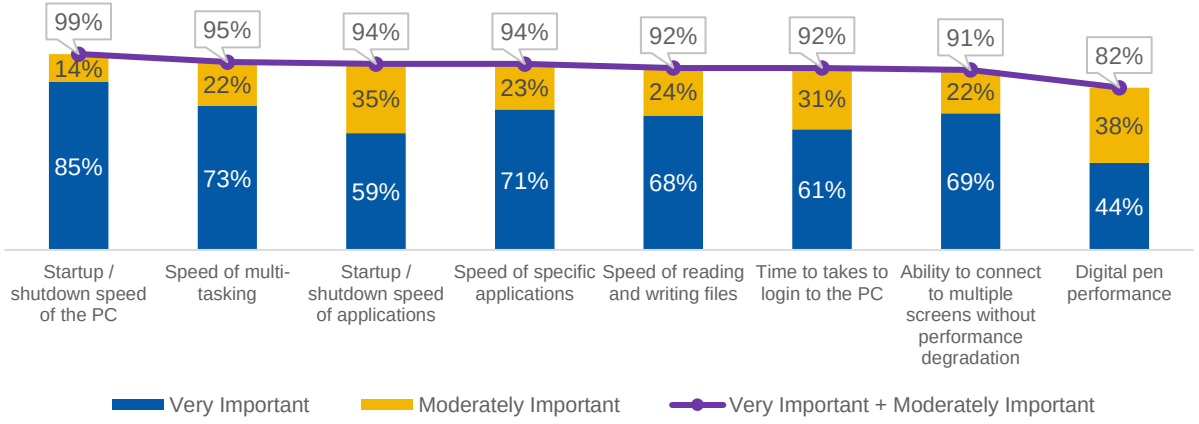
Europe: Important PC performance capabilities



APAC: Important PC performance capabilities



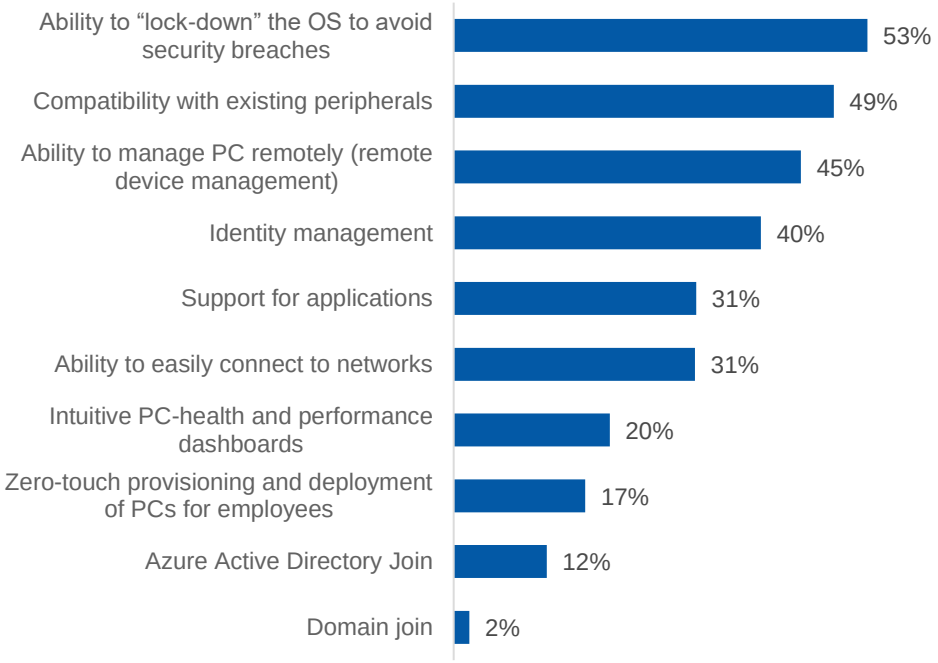
LATAM: Important PC performance capabilities



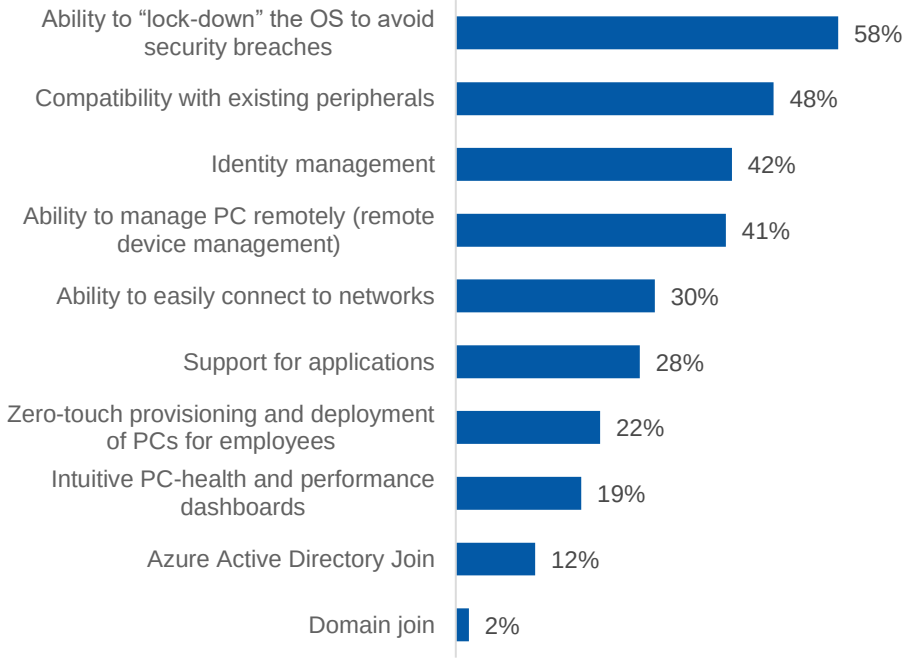
Q. In your experience how important are each of the following PC security features for your organization?
Q. Which of the following PC performance capabilities are important for your organization?

Top PC manageability considerations

US: Top manageability considerations when purchasing a new PC



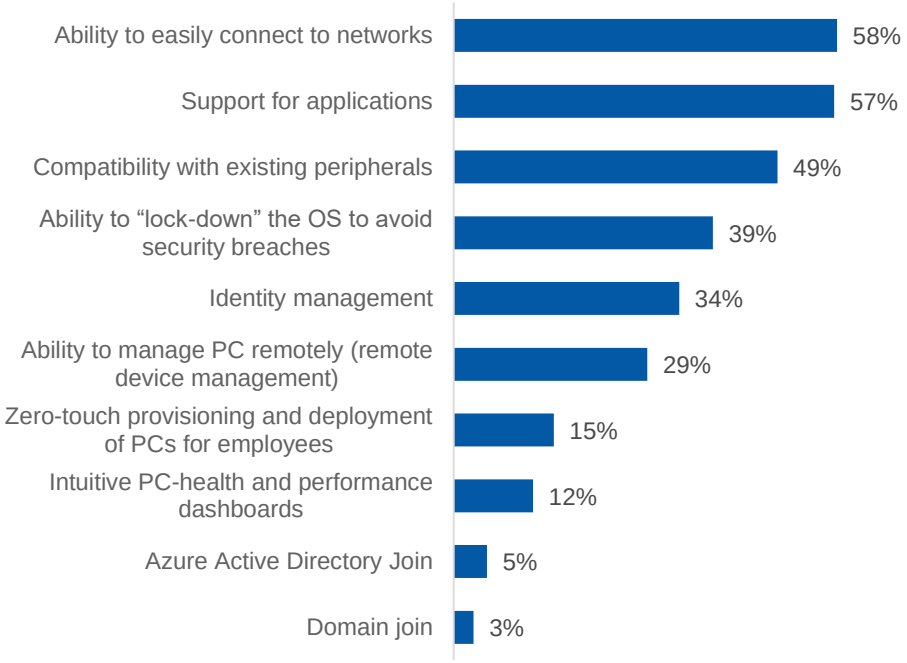
Europe: Top manageability considerations when purchasing a new PC



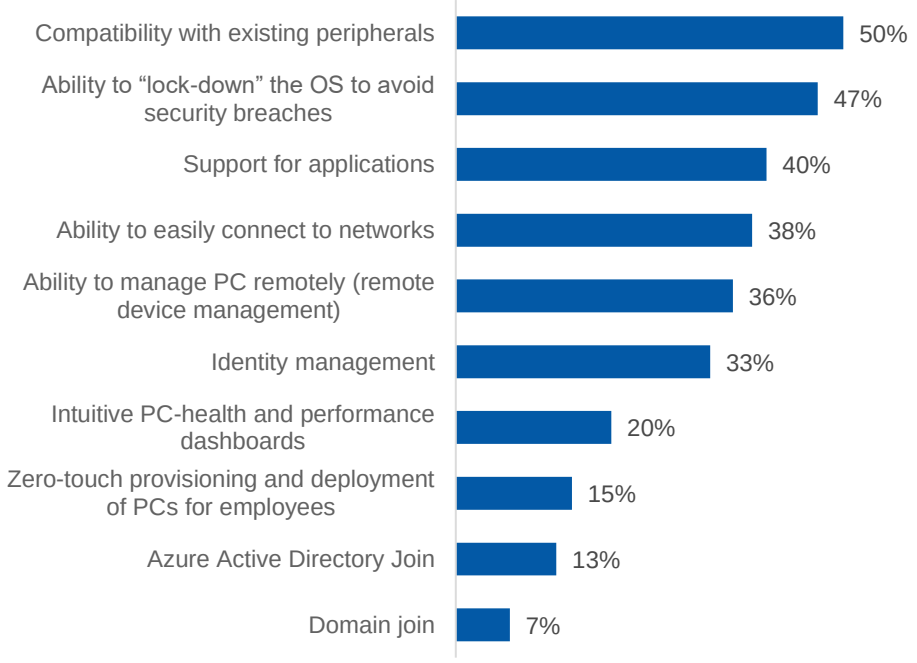
Q. Which are the top three manageability considerations for your organization when purchasing a new PC?
Q. Which are the top three employee productivity considerations for your organization when purchasing a new PC?

Top PC manageability considerations

APAC: Top manageability considerations when purchasing a new PC



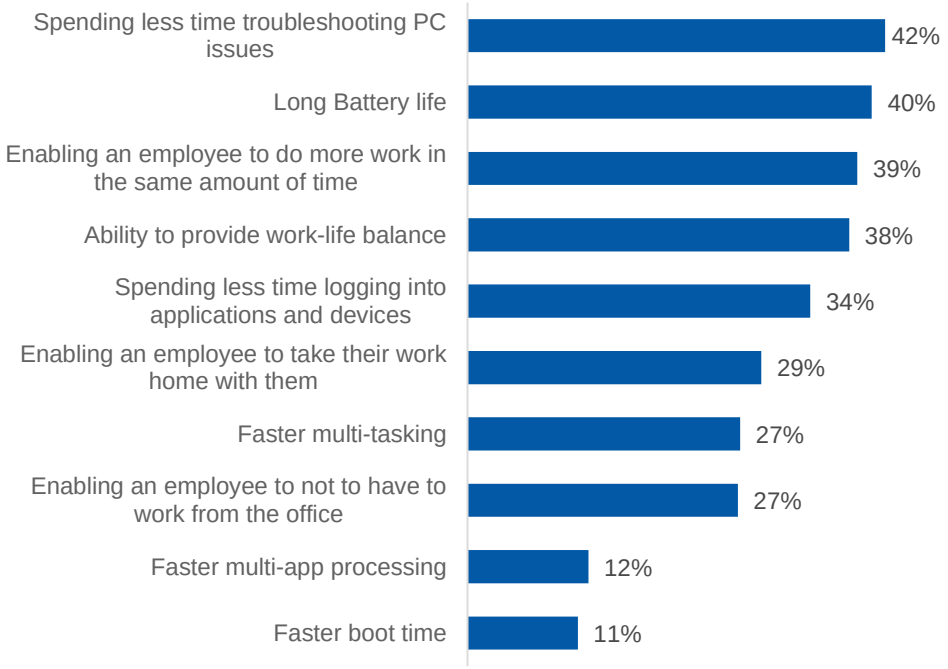
LATAM: Top manageability considerations when purchasing a new PC



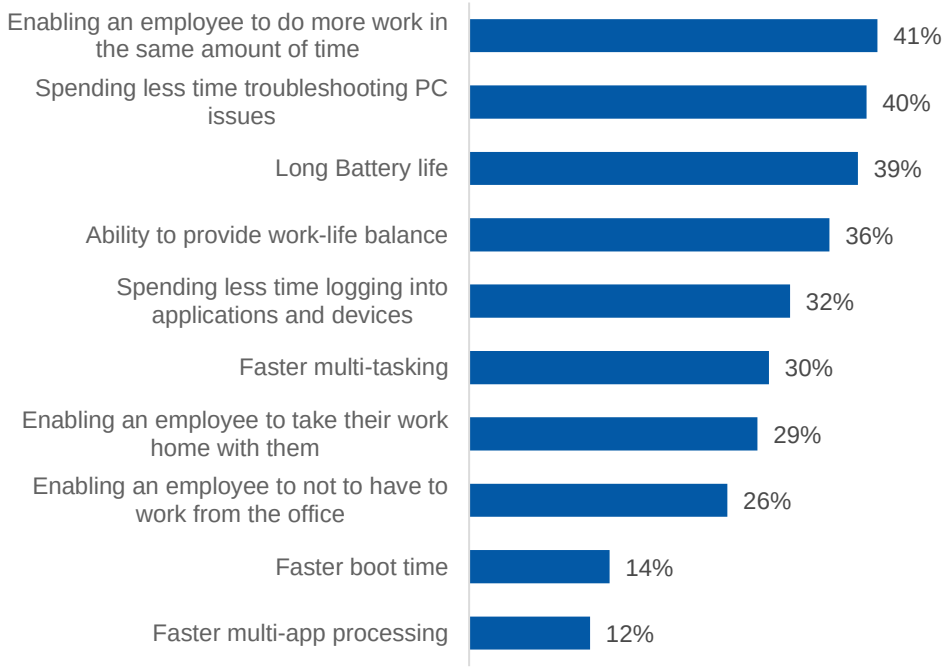
Q. Which are the top three manageability considerations for your organization when purchasing a new PC?
Q. Which are the top three employee productivity considerations for your organization when purchasing a new PC?

Top employee productivity considerations

US: Top employee productivity considerations when purchasing a new PC



Europe: Top employee productivity considerations when purchasing a new PC



Q. Which are the top three manageability considerations for your organization when purchasing a new PC?
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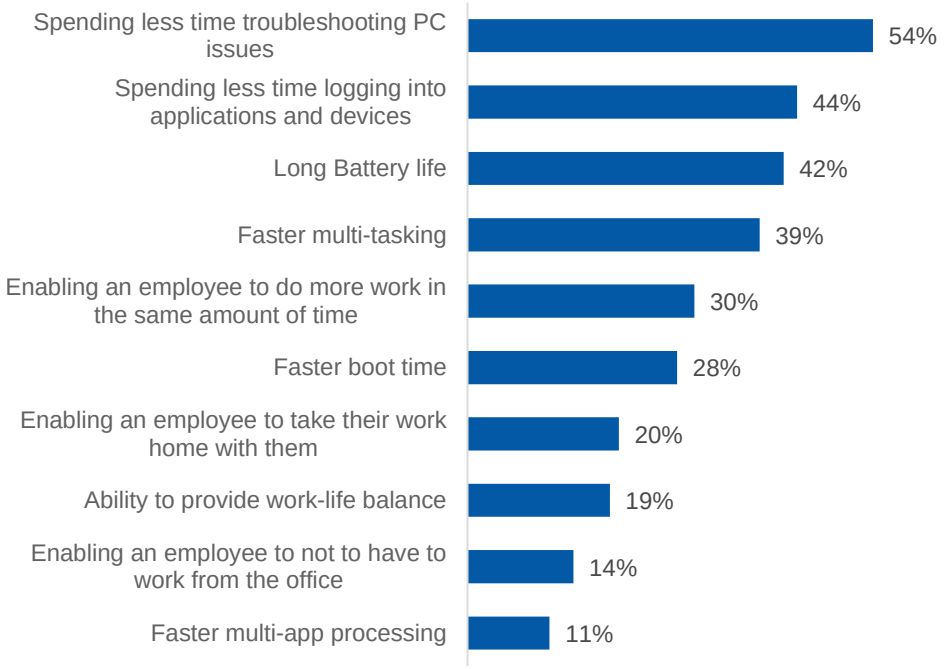
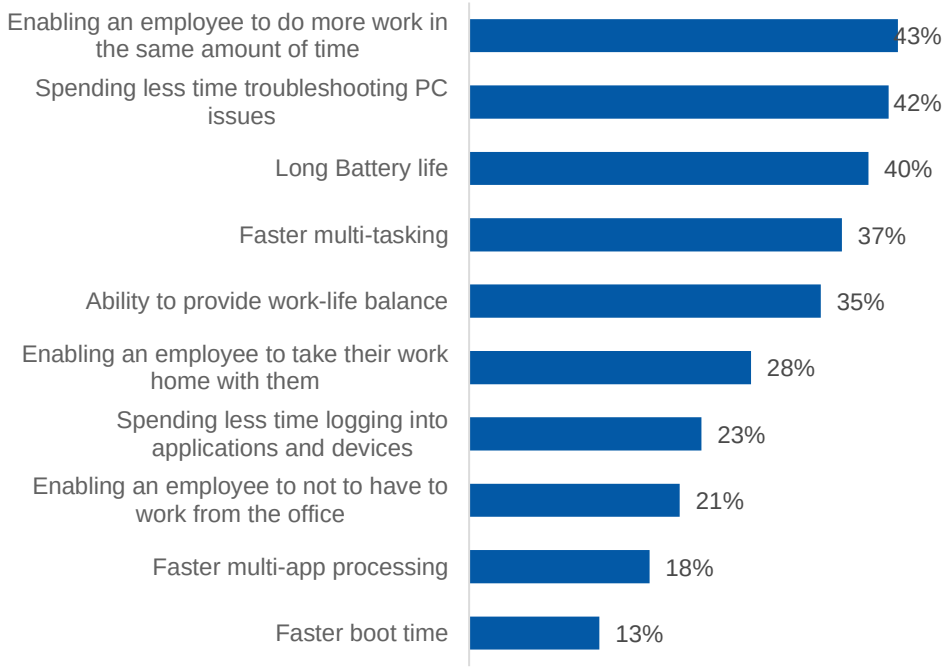
Top employee productivity considerations

APAC: Top employee productivity considerations when purchasing a new PC



LATAM: Top employee productivity considerations when purchasing a new PC



Q. Which are the top three manageability considerations for your organization when purchasing a new PC?
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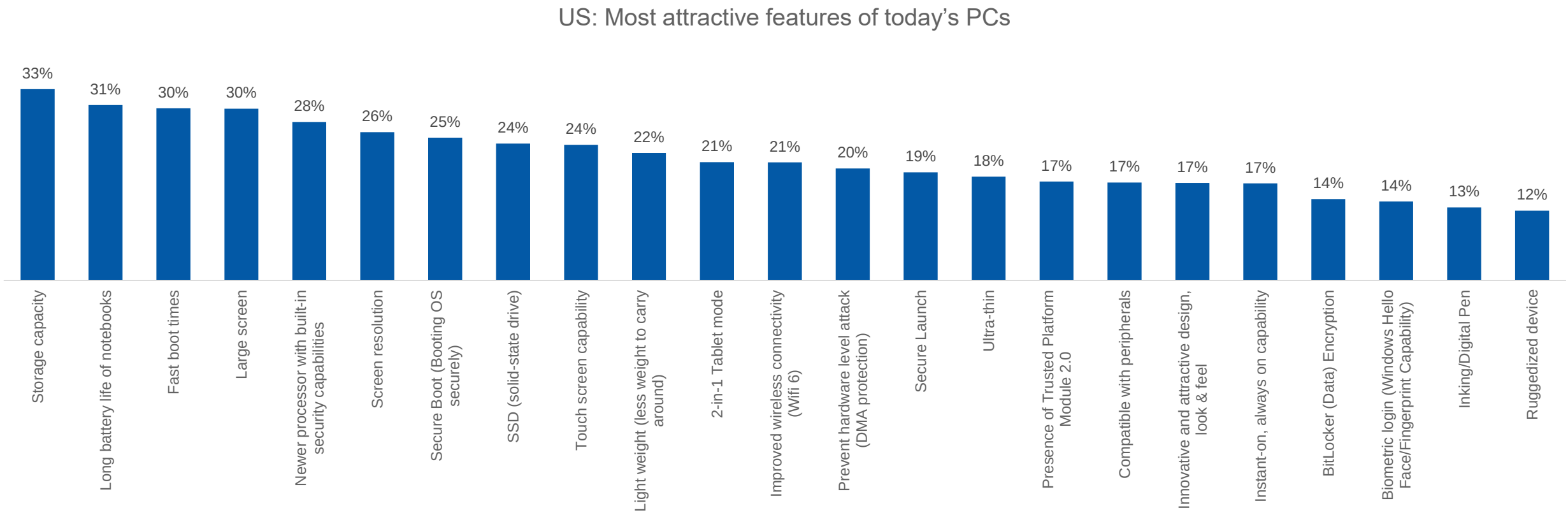
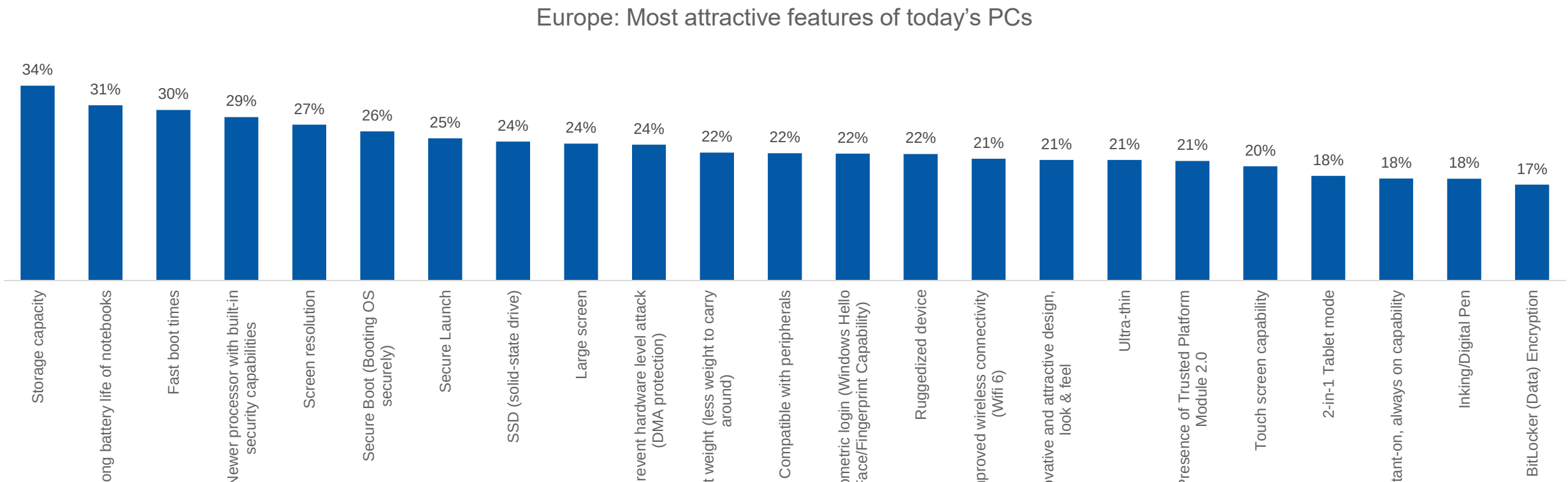
Attractive PC Features



Q. Which features are most attractive to you regarding PCs today?

Attractive PC Features



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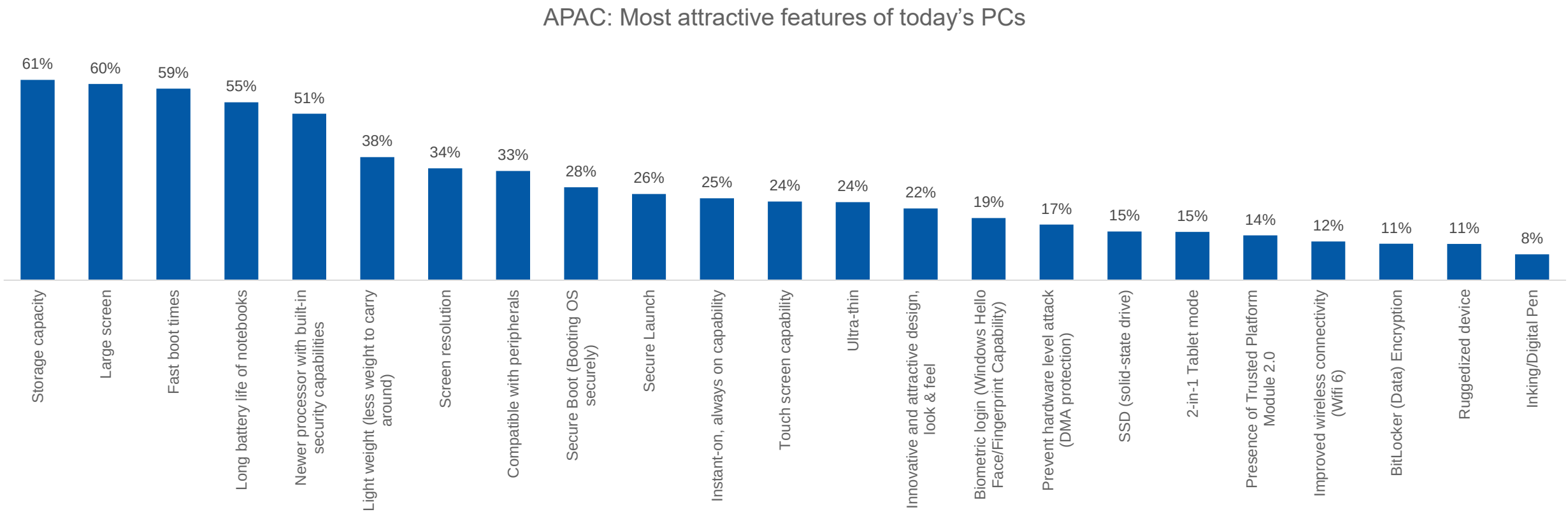

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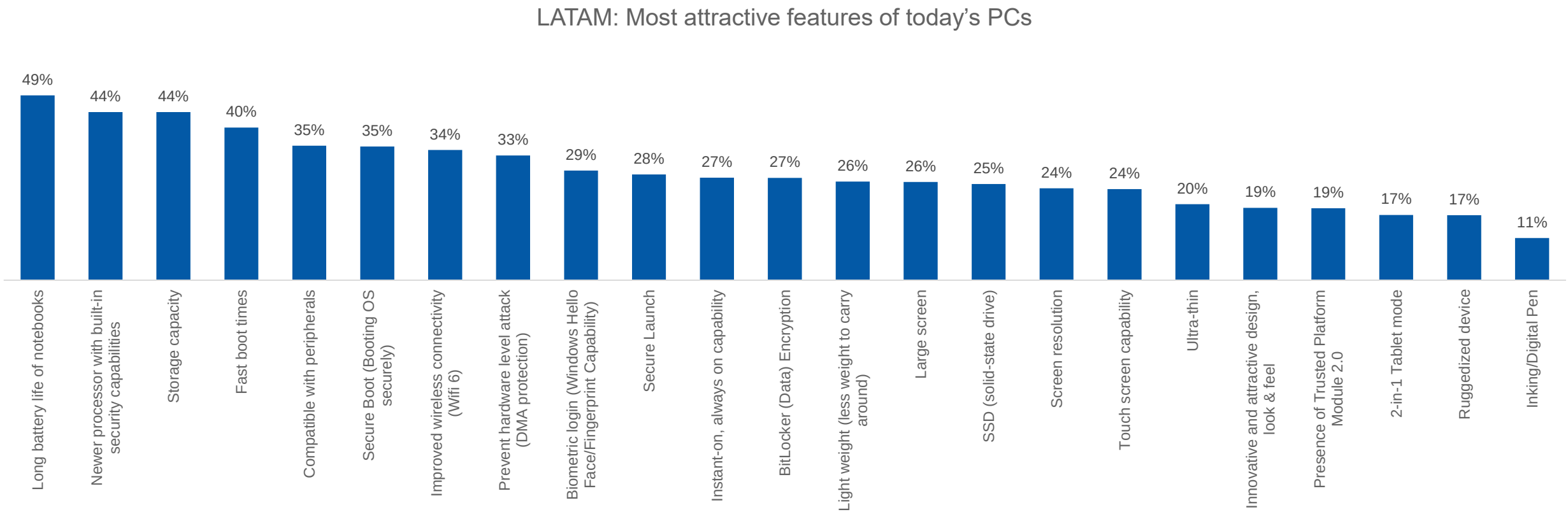
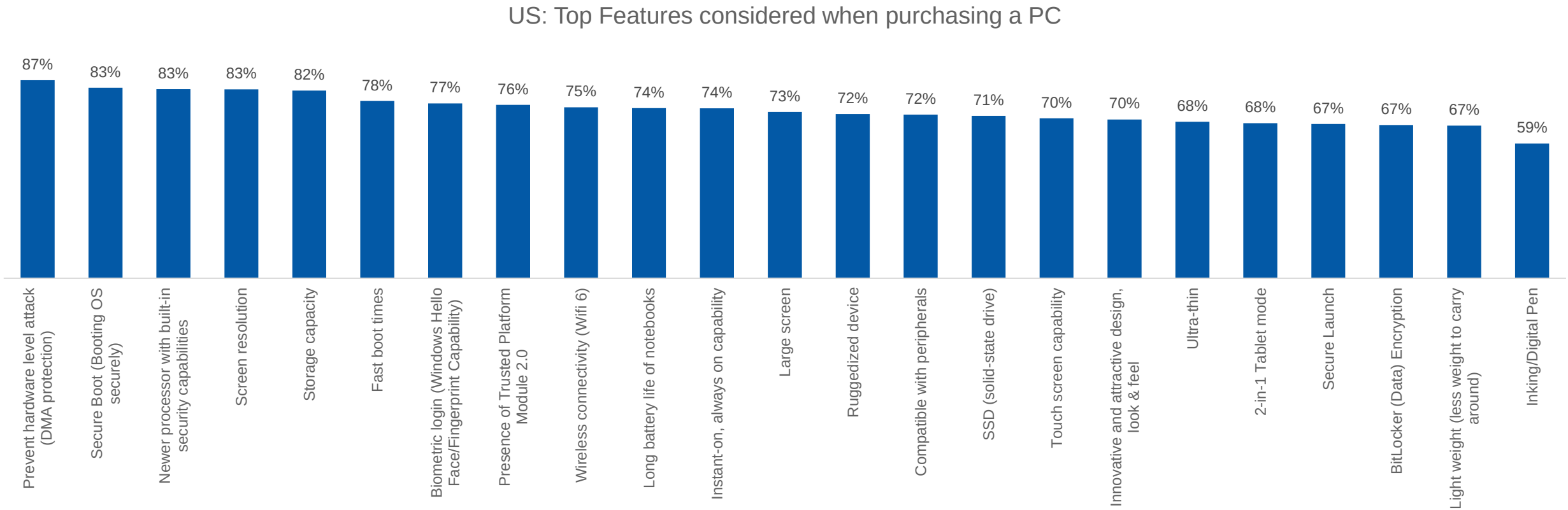


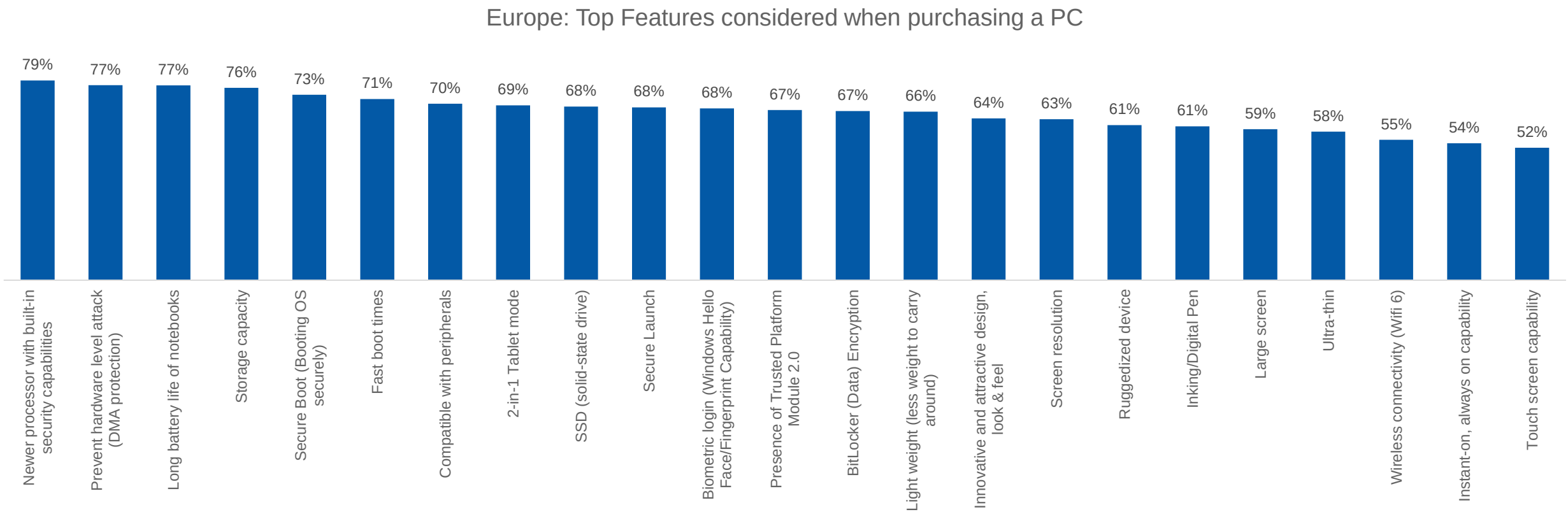
Q. Which features are most attractive to you regarding PCs today?

Features considered when purchasing new PCs



Q. Please tell us which are the top 5 features that are considered when purchasing PCs?

Features considered when purchasing new PCs



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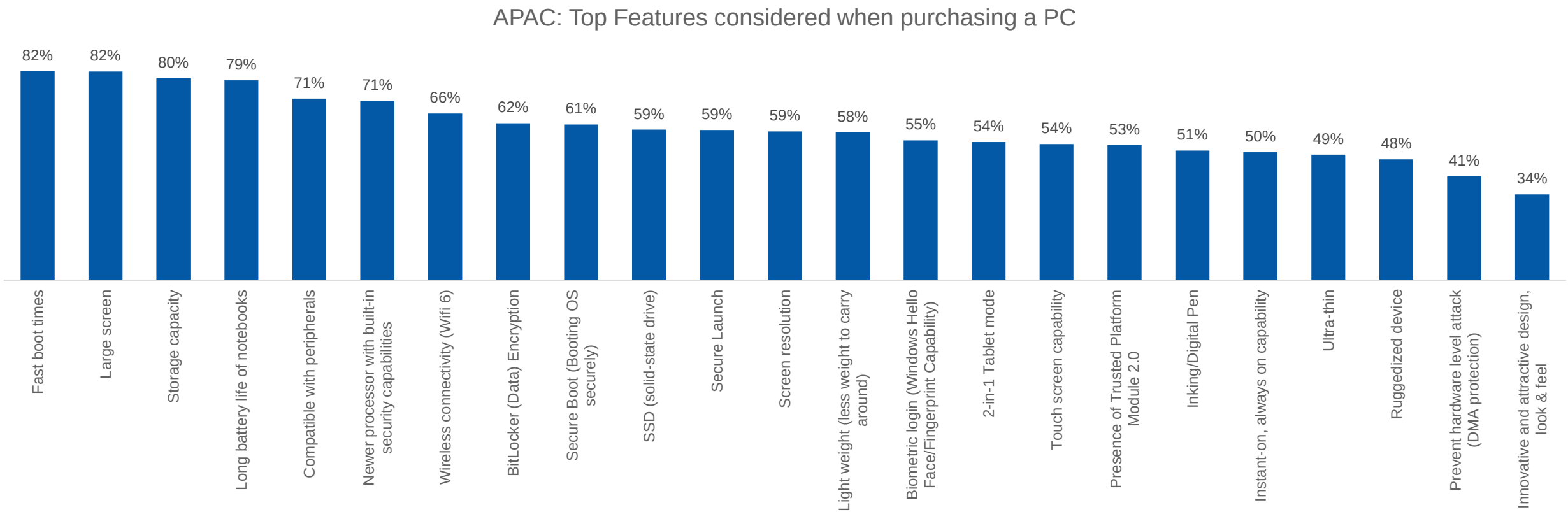

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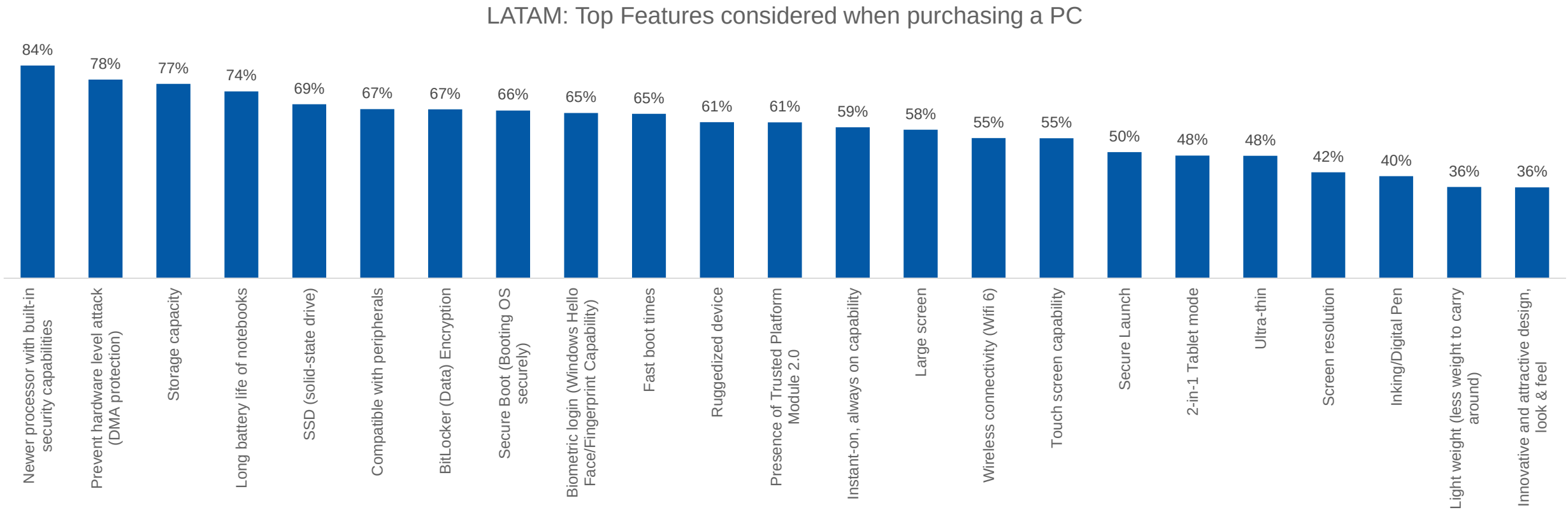
Features considered when purchasing new PCs



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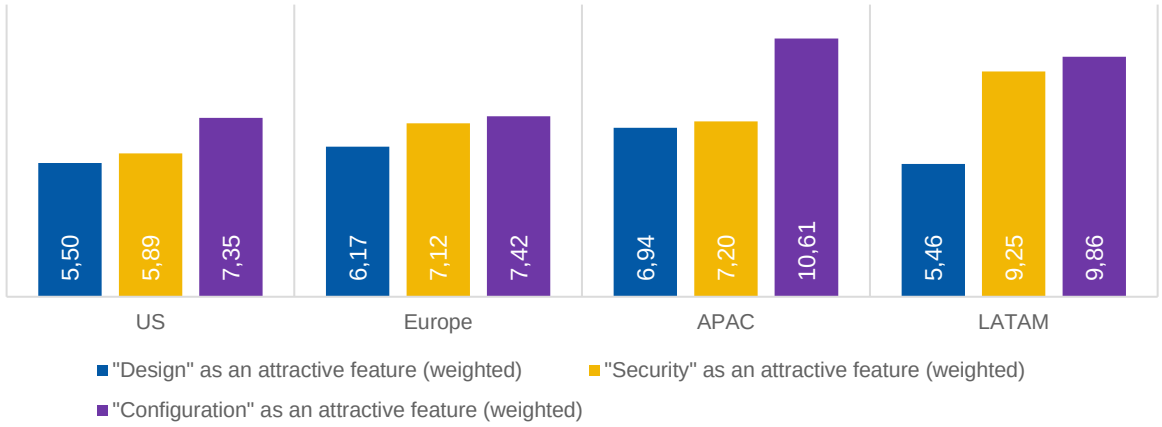
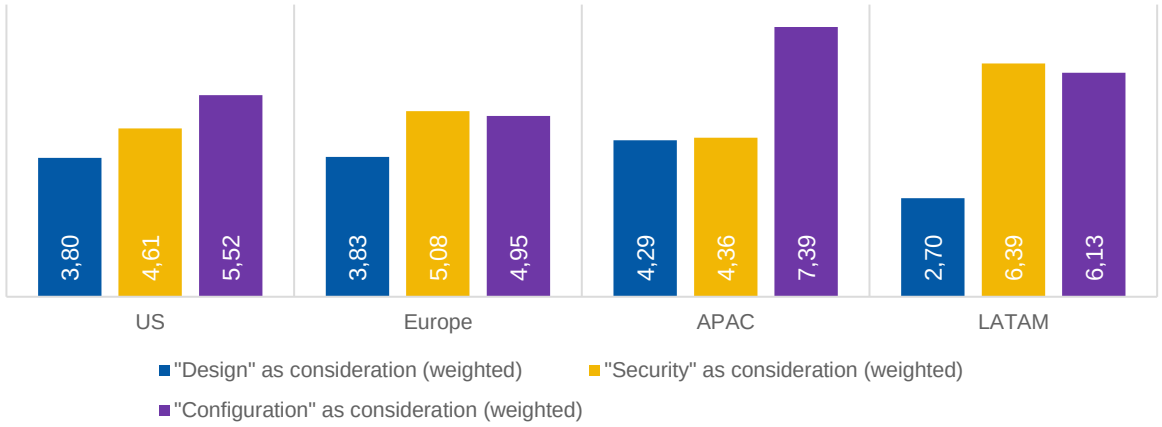
Design vs. Security vs. Configuration

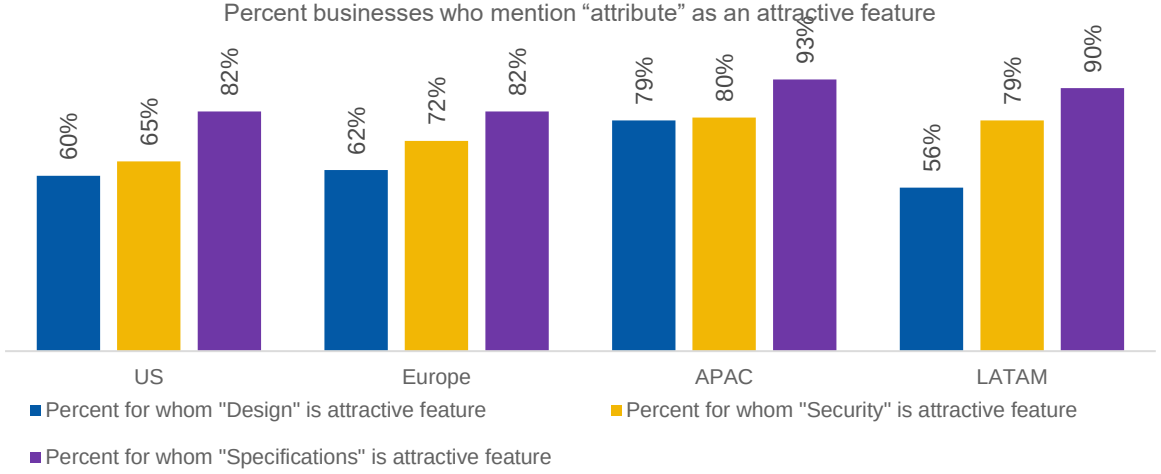
Design vs. Security vs. Configuration as **attractive features** regarding today's PCs



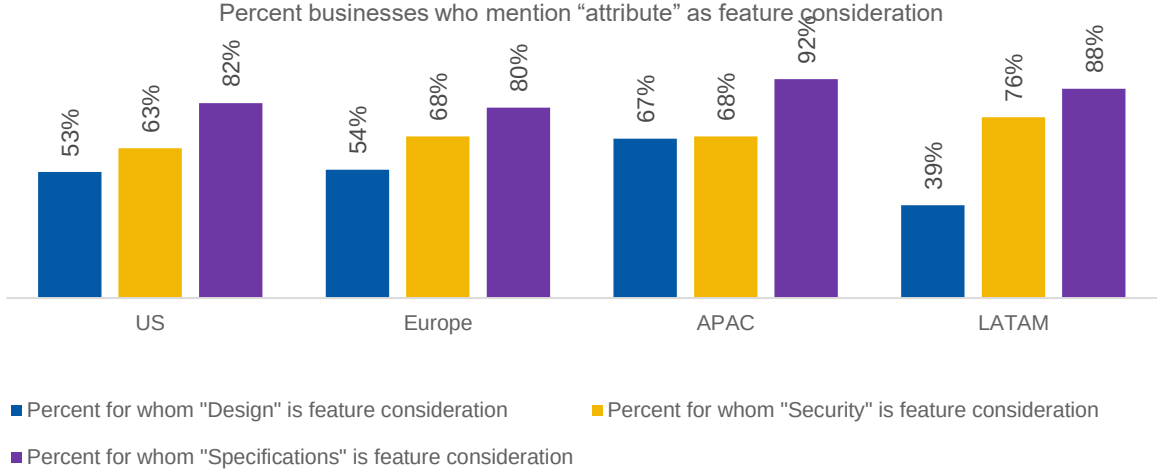
Design vs. Security vs. Configuration **feature consideration** when purchasing a new PC



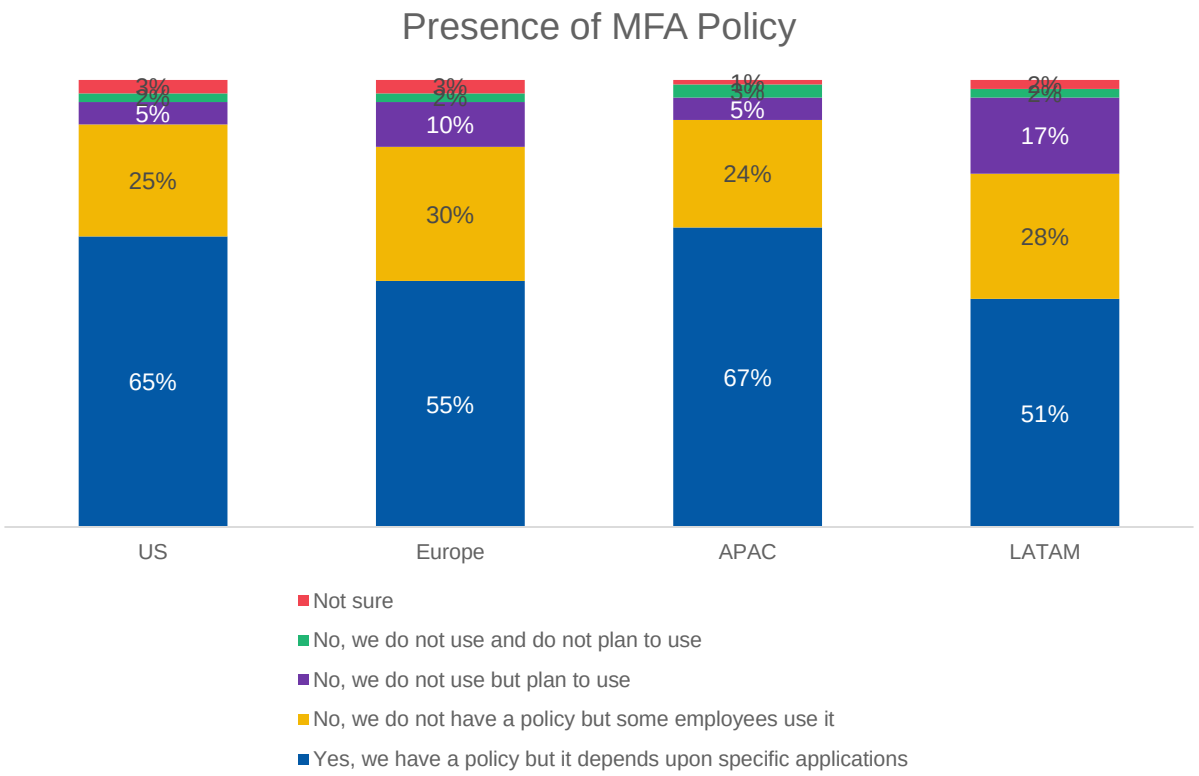
Percent businesses who mention "attribute" as an attractive feature

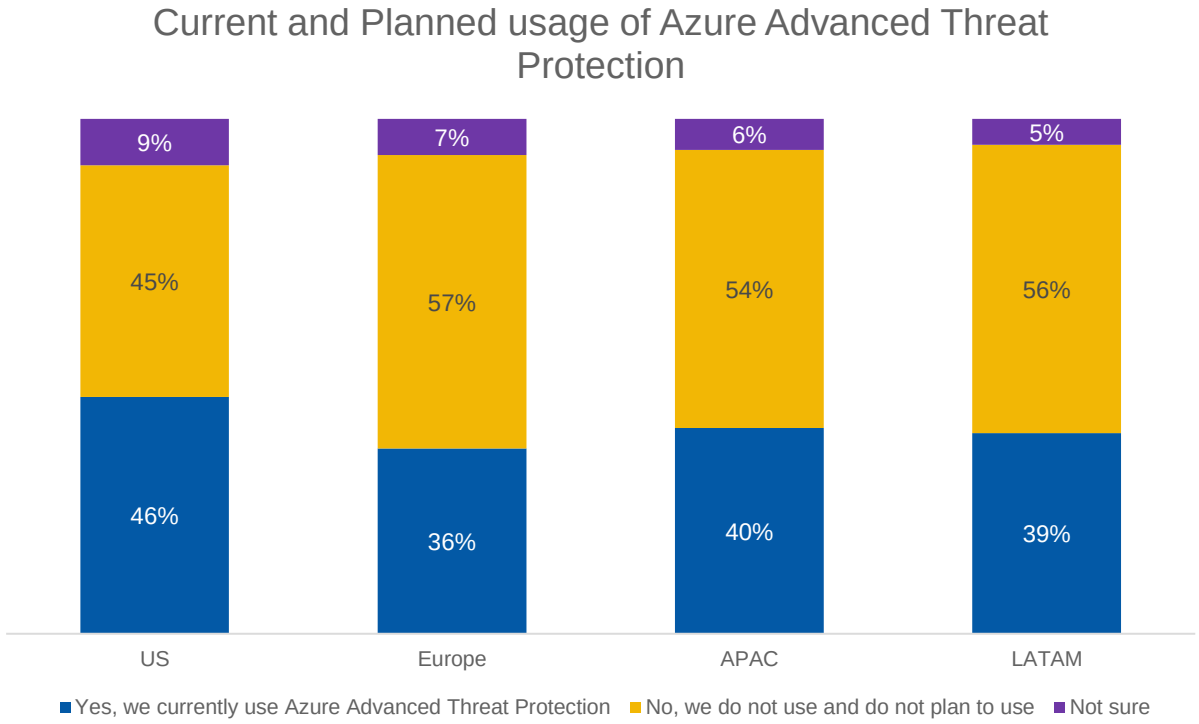


Percent businesses who mention "attribute" as feature consideration



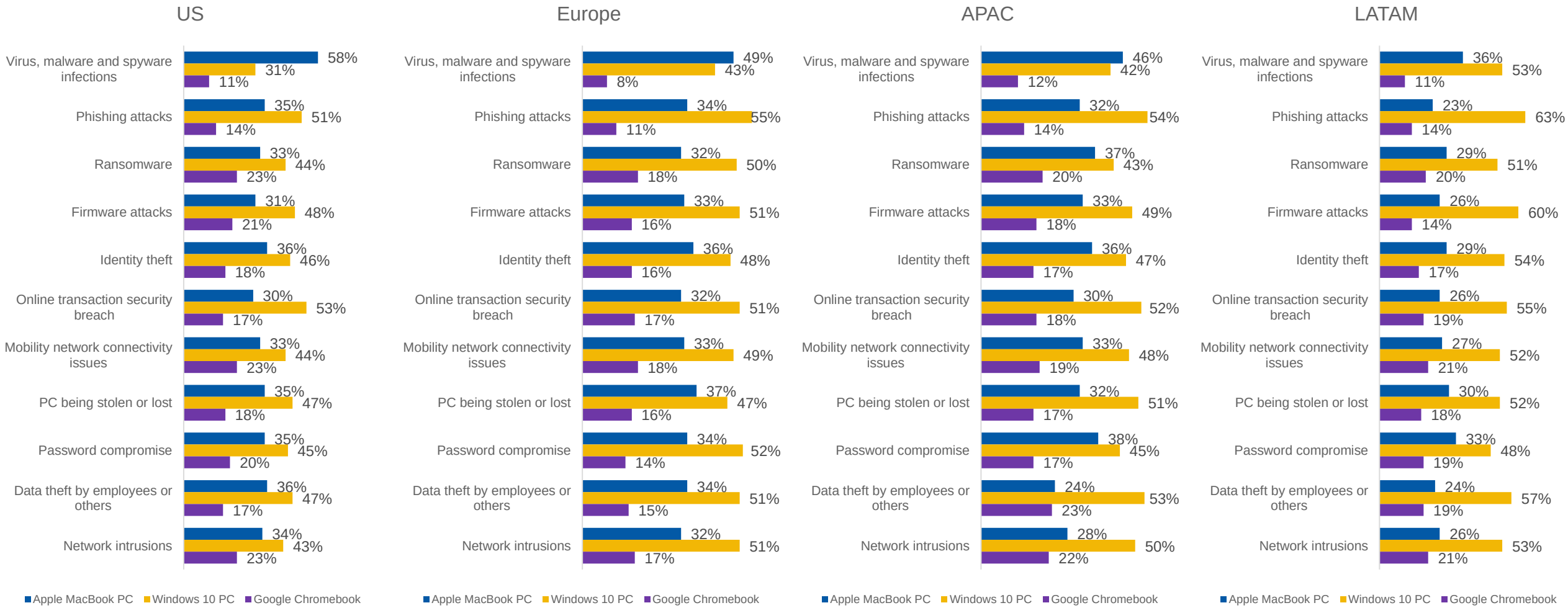
Use of MFA and Azure ATP





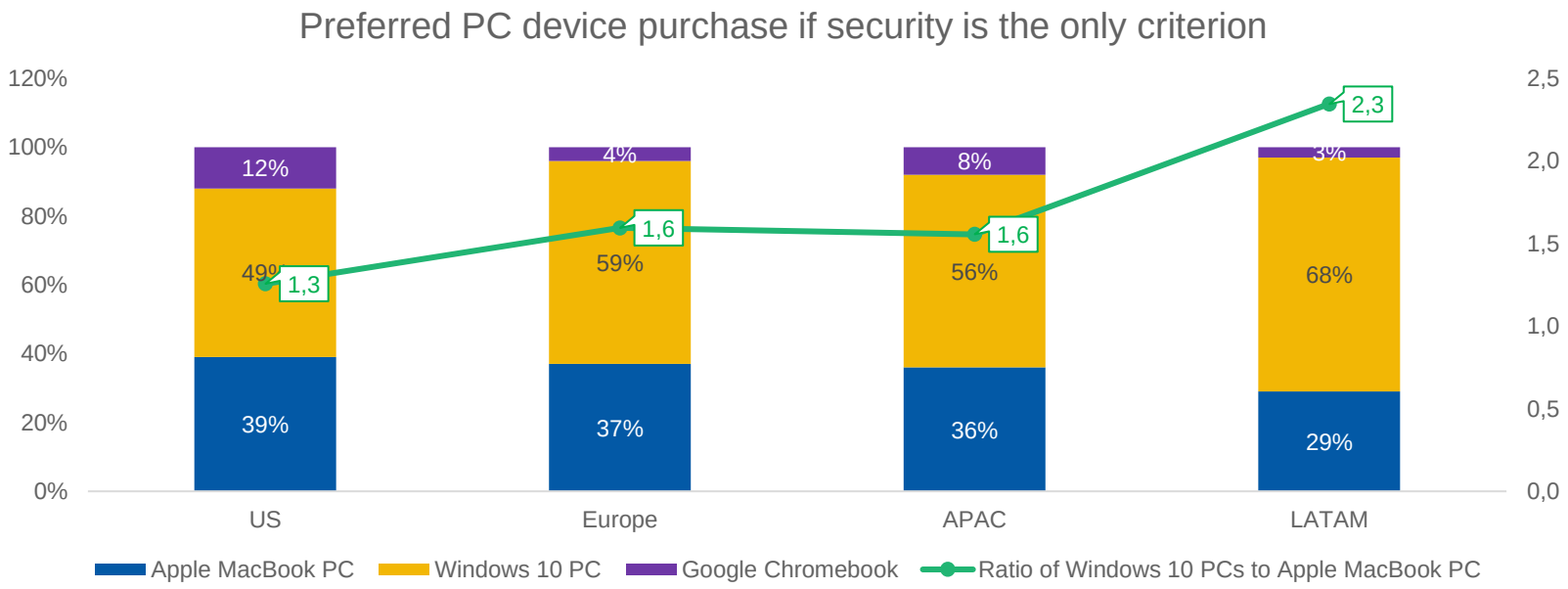
Q. Does your organization currently use multi-factor authentication (MFA)?
Q. Does your organization currently use Azure Advanced Threat Protection?

Apple, Windows, Google - PC device with most effective security features



Q. To the best of your knowledge which type of PC, Apple MacBook PC, Windows-10 PC or Google Chromebook has the most effective security capabilities that prevents?

Apple, Windows, Google - PC device purchase if security is the only criterion



Q. If security was the only criteria being considered when purchasing a new PC purchase, in your opinion and knowledge, which of the following would you purchase for your organization?