

# Why upgrade to Windows 11



## Strengthened security

Delivers layers of chip-to-cloud protection across hardware, operating system, identity and privacy, and the cloud.

- Intelligent safeguards against ever-evolving threats
- Multiple layers of protection
- Enhanced phishing detection
- Passwordless credential protection<sup>1</sup>

**84%**

of surveyed SMB IT Pros agree Windows 11 Pro provides improved continuous protection<sup>2</sup>

**60%**

of surveyed SMBs saw a drop in security incidents with Windows 11 Pro built-in protection<sup>3</sup>

## Modern management

Simplifies deployment, management, and support for your hybrid workforce using familiar tools with cloud technologies.

- Remote help for secure, real-time support through the cloud<sup>4</sup>
- Familiar update tools
- Zero-touch deployment with Windows Autopilot<sup>5</sup>

**83%**

of SMBs surveyed agree Windows 11 Pro is easy to manage<sup>2</sup>

**78%**

of surveyed SMBs expect improved deployment and manageability with Windows 11 Pro<sup>2</sup>

## Accelerated productivity

Provides business-class performance, intuitive experiences, and smarter collaboration that help you work better, not harder.

- A simplified and streamlined UI
- Smarter videoconferencing to look and sound your best in meetings
- Voice typing in any text box<sup>6</sup>

**81%**

of surveyed SMBs believe that Windows 11 Pro increases employee efficiency and effectiveness<sup>2</sup>

**82%**

of surveyed SMBs agree Windows 11 Pro offers effective collaboration experience<sup>3</sup>

**86%**

of surveyed SMBs agree modern hardware would help protect against future threats<sup>7</sup>

## Windows 11 Pro devices

Intuitive to use.  
Easy for IT.  
Secure for all.

## Ready to upgrade?

View Windows 11 Pro devices to benefit your business.

[Shop now](#)

<sup>1</sup> Hardware dependent  
<sup>2</sup> SMB Windows 11 Survey Report. Techaisle, February 2022  
<sup>3</sup> As compared to Windows 10 based on Techaisle Microsoft SMB Windows 11 Survey Report 2022  
<sup>4</sup> Microsoft 365 E3 subscriptions required; sold separately  
<sup>5</sup> Azure Active Directory required. Sold separately  
<sup>6</sup> Hardware dependent. Requires Windows PC with microphone capability.  
<sup>7</sup> Security Signals Boost SDM Research Learnings. Microsoft, September 2021