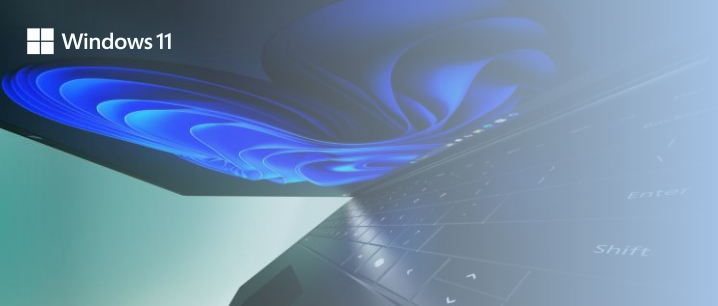




More security, more performance, more success

Optimize operational efficiency and business results with Windows 11 Pro PCs built for game-changing AI, faster performance, and layers of security enabled by default.

Designed for rapid, easy deployment and compatibility with your business apps, existing tech, and accessories, Windows 11 Pro PCs help you do more and move faster.

Productivity: Supercharge insights and efficiency

Get more done with less time and effort, staying organized with features like snap layouts and completing tasks faster with Microsoft 365 Copilot.²

50%

Faster workflows on average¹

Security: Most secure, resilient Windows yet

Windows 11 Pro PCs are secure by default, with layers of protection already enabled, with features like passkeys and passwordless sign in for a reported 62% drop in security incidents.⁴

62%

reported drop in security incidents⁴

Business-readiness: Easier, cost-effective, and AI-ready IT

Rapid onboarding, compatibility with your existing apps, and smooth, automated updates all add up to more time-savings and less hassle for IT and employees.

25%

Faster deployment reported on average³

Performance: Set the pace with faster performance

Windows 11 Pro PCs are where speed meets endurance, with all day battery life⁵ and performance to complete demanding workloads 42% faster on average.¹

42%

faster completion of demanding workloads on average¹

Highlights of Windows 11 Pro PCs

Innovate, improve efficiency, and enable everyone to make a bigger impact with inclusive AI-enhanced experiences on the latest Windows 11 Pro PCs.

- ➔ Speed everyday tasks with AI assistance in familiar apps including intelligent recommendations in File Explorer, fast discovery with Windows search, and Microsoft Copilot² to help perfect content.
- ➔ Get employees up and running quickly with easy remote onboarding and automated updates and deployment on Windows 11 Pro.
- ➔ Protect valuable business and personal information from chip to cloud with integrated hardware-backed security, enhanced privacy settings, and granular IT controls.
- ➔ Make a bigger impact and upgrade to Copilot+ PCs for the fastest performance, longest battery life,⁵ and most advanced AI⁶ on any Windows PC.

Resources

- ➔ [Estimate financial benefits with the Microsoft commissioned Forrester Windows 11 Devices Calculator](#)
- ➔ [App assure program](#) to help you resolve compatibility issues at no charge
- ➔ [Windows 11 Pro for business](#)
- ➔ [See how other customers experienced a smooth upgrade from Windows 10 to Windows 11 Pro](#)
- ➔ [Windows technical documentation for IT pros](#)

¹Results in comparison to Windows 10 PCs. Improve your day-to-day experience with Windows 11 Pro laptops, Principled Technologies, April 2023. Report commissioned by Microsoft.

²Sold separately.

³Results in comparison to Windows 10 PCs. Microsoft commissioned study delivered by Forrester Consulting The Total Economic Impact™ of Windows 11 Pro Devices, December 2022. 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.

⁴Windows 11 Survey Report, Techaisle, September 2024. Microsoft commissioned report where results are in comparison with Windows 10 devices.

⁵Battery life varies based on settings, usage, device, and other factors.

⁶Copilot+ PC experiences vary by device and region and may require updates continuing to roll out through 2025; timing varies. [See Copilot+ PCs FAQ](#)



Helping your customers navigate the post Windows 10 EOS Journey

What is Windows 10 End of Support?

Windows 10 ended support on October 14, 2025. Microsoft will no longer provide software updates, security fixes, or technical assistance to Windows 10 PCs. PCs running Windows 10 will continue to function.

While your Windows 10 PC will continue to function, it will no longer receive regular security updates, making the device more vulnerable and susceptible to viruses and malware. Windows 10 PCs may also experience slower performance and functionality across the device and applications.

What are the benefits of Windows 11?

Windows 11 Pro delivers advanced security and faster performance. It is business ready providing enterprise level management while helping employees become more productive with Microsoft 365 Copilot and modern features like snap layouts.

What are the main options for moving to Windows 11?

Microsoft knows many people rely on their Windows 10 PC every day. With Windows 10 support ending on October 14, 2025, our goal is to help ensure a smooth, secure, and seamless transition, providing the information and resources needed to choose the path that works best for the customer.

- **Upgrade your Windows 10 PC to Windows 11.** For PCs eligible to upgrade to Windows 11, Microsoft strongly encourages users to update, as it provides the highest level of security for a device. The upgrade is available at no additional cost.
- **Explore Windows 11 and Copilot+ PCs.** There are a broad portfolio of Copilot+ PCs and Windows 11 PCs available today, offering choice and value across a range of price points. Upgrade to a new Windows 11 or Copilot+ PC for faster performance, enhanced security, and longer battery life with the latest features and experiences to help with productivity and creativity.
- **Enroll in the Extended Security Updates program.** For Windows 10 customers that may require additional time before moving to a PC eligible for Windows 11, Microsoft is offering Extended Security Updates (ESU) for Windows 10 commercial and consumer customers. This provides continued protection through October 13, 2026. Commercial customers can purchase ESUs for up to three years.

Tell me more about ESU for commercial customers?

For organizations that need a little more time to transition for some of their Windows 10 PCs, they can subscribe to ESU for \$61 USD per device to receive monthly critical and important security updates for one year. The subscription can be renewed annually for up to three years, with the cost increasing each year. ESU is not intended to be a long-term solution rather a short-term solution to ensure Windows 10 PCs stay secure during the transition period. To learn more, visit: [Extended Security Updates \(ESU\) program for Windows 10 | Microsoft Learn](#)

Some of my SMB customers have only a few PCs, can they use the Consumer version of ESU?

Customers that do not use an Entra ID, are not joined to an Active Directory domain, or not IT-managed (e.g. Mobile Device Management (MDM) solution), may be eligible for the consumer ESU program that offers updates until October 13, 2026, providing time to transition to Windows 11. [Windows 10 Extended Security Updates | Microsoft Windows](#).

These customers are also eligible to enroll in the commercial ESU program if they need longer to transition to Windows 11. Commercial ESU program is available for up to three years and requires a one-year commitment. Since ESUs are cumulative, customers deciding to enroll in year two or three must retroactively purchase the previous years.

Microsoft recommends customers look across their current Windows PC portfolio and put together a plan to transition to Windows 11 Pro. This may include upgrading eligible PCs to Windows 11, purchasing new Windows 11 Pro PCs, and / or enrolling in ESU for those devices that need more time to transition.