

Step into a new generation with Windows 10.

Smarter
technology
for all

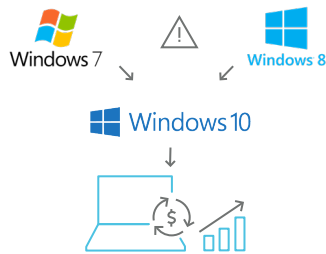
Lenovo

IT'S BEEN TIME TO CHANGE FOR A WHILE NOW

Microsoft ended support for Windows 7, which means PCs running Windows 7 no longer receive software patches, updates or security fixes.

That means your business is at greater risk of viruses and malware by its use.

To mitigate these risks and enhance employee productivity, it is crucial to move to Windows 10.



THE CASE HAS ALWAYS BEEN CLEAR



233%

The Return on Investment (ROI) for a Windows 10 installation with a payback period of 14 months¹.



33%

Reduction in security issues and/or resolution time when using Windows 10¹.



25%

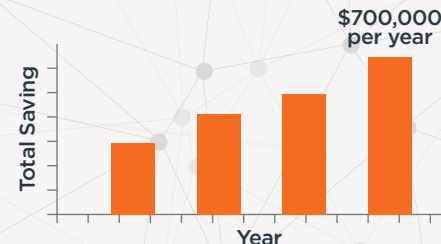
Employees, especially mobile workers, estimate they have more time to get work done with Windows 10¹.

POWERFUL SECURITY BUILT INTO WINDOWS 10 PRO



PROTECTION THAT PAYS

The advanced security features of Windows 10 Pro can save some businesses up to \$700,000 per year in client-device security remediation costs¹.



DON'T NEGLECT THE HARDWARE

Purchase a new Windows 10 Pro device for increased performance, enhanced security and better battery life compared to your old PC.

Look out for these features in a new device:



A fingerprint reader (FPR) or Infrared camera, which leverages Windows Hello to unlock the PC without remembering passwords -- ensuring an easy, quick, secure login.



Complement Windows 10 security with Lenovo laptops that run Intel® vPro processors - the built-in Intel® Hardware Shield provides protection against attacks below the OS and damaging firmware-level attacks.



Choose laptops with **PCIe Solid-State Drives (SSDs)** over those with **hard disk drive (HDD)**, as they access data faster and are more power-efficient.



If you can't purchase a new PC, you can **buy Windows 10 Pro from Microsoft** to install on your device.

Transitioning to the new OS is easier than you may think. **Back up your files to the cloud for easy retrieval** or use an external storage drive. Additionally, **99% of Windows 10 apps are compatible with Windows 7 or 8**, so you're able to reinstall the apps from the Microsoft store.

EVERYONE WINS

A new Windows 10 device unlocks significant security and productivity benefits, while retaining the familiar user experience of Windows 7 or 8. The time to move to Windows 10 is now.

¹ Forrester Consulting for Microsoft, Total Economic Impact of Windows 10, updated April 2017
² Business.com, Increasing Productivity: How Dual Monitors Can Save You Time and Money