



## THE POWERS *of* ME

Accelerate employee superpowers and business success with Copilot in Windows<sup>1</sup>



## Table of contents

- 03 Maximize your teams,  
maximize your ROI
- 06 Supercharge insights  
and efficiency
- 10 Powerful protection  
by default
- 14 Unlock your AI advantage
- 18 Windows knows business
- 19 Empower your teams and  
accelerate business success



# Maximize your teams, maximize your ROI

Thanks to artificial intelligence, business leaders have an opportunity to realize gains in productivity and revenue that are more than just incremental. Windows 11 Pro PCs are engineered to literally transform the way we work, giving people the power to maximize themselves. Copilot in Windows<sup>1</sup> enables anyone to multitask like never before, get better answers faster, build a whole new set of skills, and effortlessly optimize their workflows.

**Empowered by Copilot and the myriad other productivity, security, and self-help features in Windows 11 Pro, your teams can be the absolute best version of themselves for any challenge—more instinctive, more efficient, more creative, and more confident. Ingenuity will become their new resting state. And when employees thrive, businesses thrive.**

A REPORTED  
**250% ROI**  
*with*  
**WINDOWS 11 DEVICES<sup>2</sup>**



## Industry-leading AI. Powerful cybersecurity. Designed for business.

Many businesses today are prioritizing AI-infused productivity to enhance skills, solve problems, and gain a competitive advantage. We deliver all of those benefits—on a secure, compatible, and business-ready Windows platform that you already know and trust.

With new Windows 11 Pro PCs, your organization will benefit from AI-enhanced efficiency, performance, and security today, and innovate to take on new challenges tomorrow.

**This guide will take you through the three ways Windows 11 Pro devices can bring out the best in your employees and accelerate success for your business.**

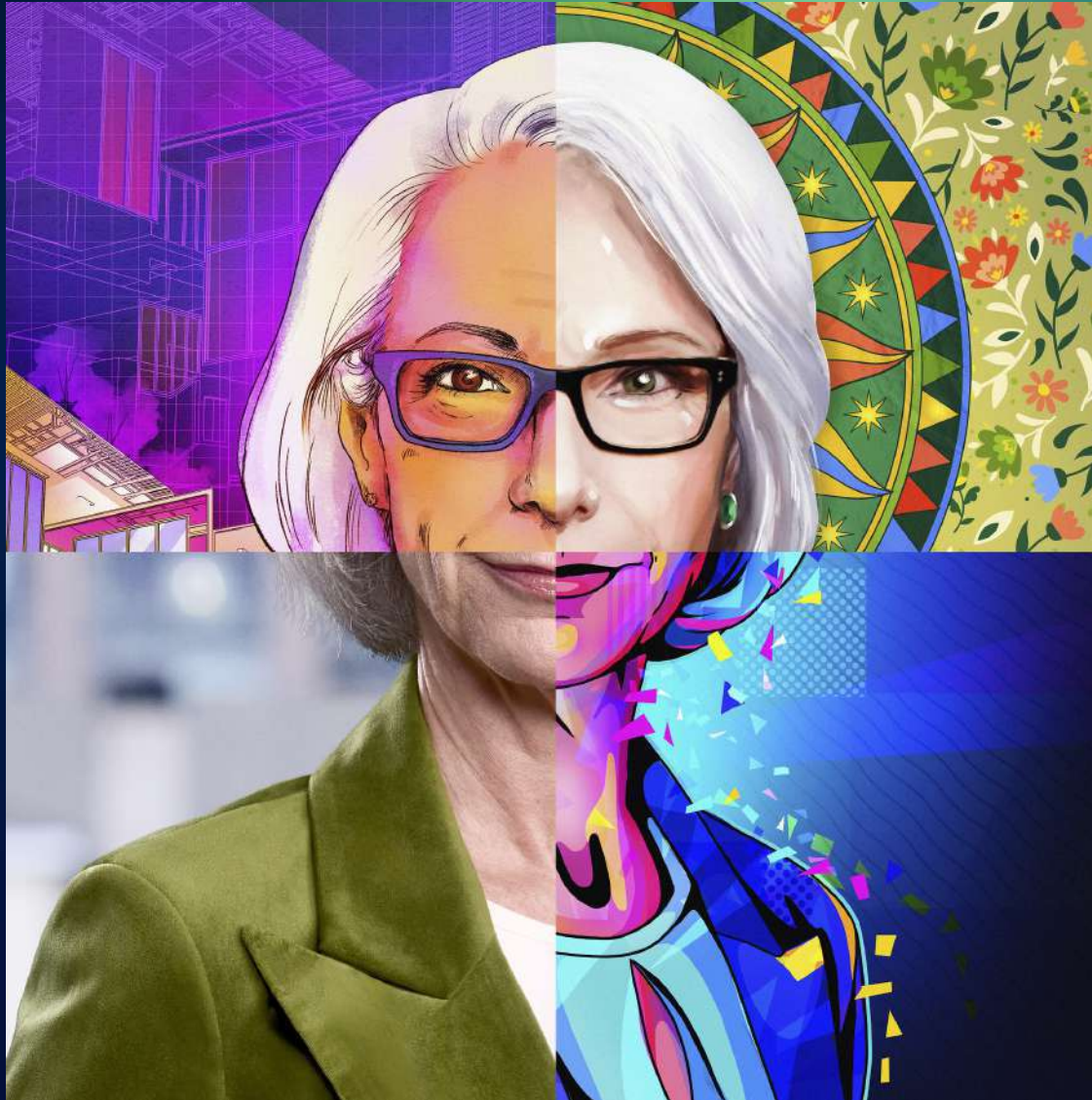
PROJECTS  
COMPLETED

**42% FASTER**

*on AVERAGE<sup>3</sup>*

*Accurate me*

*Inspired me*



*My best me*

*Optimized me*

**“We prefer to be early adopters and realize the benefits of newer technologies as soon as possible. It helps that Microsoft makes it very easy to deploy new solutions.”**

— **Thomas Kaiser**  
Technical Lead IT-Products  
Klückner Pentaplast  
Koblenz, Germany

# 1

## Supercharge insights and efficiency

Today, employees spend more than 57% of their day in meetings, email, and chat—and just 43% creating.<sup>4</sup> We've reached a tipping point where process has literally overwhelmed progress. Copilot in Windows changes all of that with industry-leading AI that reduces busywork, amplifies employees, and does the heavy lifting so they can do the extraordinary. Meanwhile, intelligent suggestions based on current activities keep users on point, while AI-powered recommendations help them work smarter and collaborate better. Windows 11 Pro PCs are engineered to foster innovation and creativity, allowing anyone to put their best sides to work.





## Breakthrough productivity

A survey showed that about four-fifths of workers would like AI to summarize meetings, plan their day, and find the right answers and information.<sup>4</sup> Copilot in Windows can give team members a synopsis of almost any topic, edit complicated data, and create an analysis. They can achieve more with less time and effort using Copilot for AI assistance, features like snap layouts and seamless redocking to make their workflows flow, and the performance needed to complete demanding workloads 42% faster on average.<sup>3</sup>

## Highlighted features

- Summarize and rewrite with Copilot to inspire your writing
- Analyze data with Copilot; ask complex questions and get relevant answers
- Stay organized with snap layouts and seamless redocking

## Immersive workflows

Since 2020, the amount of time people spend in meetings has tripled. And 68% of people say they simply don't have enough uninterrupted focus time in the day.<sup>4</sup> The good news is, Windows 11 Pro PCs make it easy to stay in the flow when employees can find the right answers fast and

work seamlessly across applications, data, and the cloud. They can ask Copilot to search based on almost any information, including images. And with seamless redocking, they can stay immersed in their workflow even when switching between devices and locations.

## Highlighted features

- Search with Copilot; save valuable time and get better results
- Seamless redocking lets users work without interruption
- Snip and edit anything on your screen, including video and audio

## Elevate every workstyle

With inclusive, AI-enhanced experiences on the latest Windows 11 Pro PCs, everyone in your organization can make a bigger impact. They can use their voice<sup>5</sup> to interact with Copilot, sign into and navigate their device, and type in any application. They can enable systemwide live captions<sup>6</sup> whenever audio is played. And they have access to a wide choice of fast, powerful devices, apps, and accessories that meet the needs of every workstyle.

### Highlighted features

- Control your PC with your voice
- Live captions for enhanced engagement
- A wide choice of devices, apps, and accessories for every workstyle

## Uniquely you

With Copilot in Windows, your PC adapts to you, instead of the other way around. That way, your teams can create a personalized, tailored experience that enables them to work exactly the way they want. They can ask Copilot to personalize desktop settings and connect accessories like displays and headphones. And they can work with their favorite accessories, like multiple 4K monitors or even a braille display.

### Highlighted features

- Personalize settings by asking Copilot
- Smart videoconferencing with intelligent noise canceling and background blur
- Windows devices offer the widest choice of form factors





**“I’d recommend Windows 11 Pro** to any business for its improved security features and ease of use. It’s a no-brainer way to keep our business devices secure, and it was such an easy transition.”

— **Neal Freeman**  
Chief Digital and Technology Officer  
The Broadway League  
New York City, United States

*Instinctive me*

*Creative me*



*My best me*

*Ingenious me*

# 2

## Powerful protection by default

Deploy groundbreaking technologies with confidence backed by powerful out-of-the-box protection for a reported 58% drop in security incidents.<sup>7</sup> Take advantage of modern security management and commercial data protection<sup>1</sup> across your organization, whether you're working with your favorite Microsoft 365 apps<sup>8</sup> or Copilot in Windows. With powerful protection that's always on, you'll spend less time responding to threats and more time enabling your employees to make a bigger impact.



**58% DROP**  
*in*  
**SECURITY INCIDENTS<sup>7</sup>**  
**REPORTED**

## Safeguard business data

Windows 11 Pro devices deploy end-to-end security management to protect your valuable data and control apps and access to information anywhere. Hardware-enabled protection is tightly integrated with software for a reported 3.1x reduction in firmware attacks.<sup>7</sup> And Copilot in Windows with commercial data protection shields both business and personal information at no additional cost when you sign on with Microsoft Entra ID.<sup>9</sup>

## Highlighted features

- Bolster application security with App Control for Business<sup>10</sup>
- Securely support employees with Intune Endpoint Privilege Management<sup>10</sup>
- Hardened security with token protection<sup>11</sup>





## Most secure Windows ever

As cyberattacks get increasingly sophisticated, you can rest easy knowing that your Windows 11 Pro PCs come with layers of security already enabled. That way, your teams can dive into work anywhere, shielded by powerful cybersecurity across hardware, software, identities, and data. TPM 2.0 provides hardware-backed protection for credentials and other sensitive data, while Windows Hello for Business passwordless<sup>5</sup> makes signing on more secure.

## Highlighted features

- Heightened business protection with hardware-backed protection such as TPM 2.0
- Easy, secure, passwordless sign-in to your PC with Windows Hello for Business
- Online credential protection replaces passwords with a passkey<sup>12</sup>

## Protect against evolving threats

Phishing attacks, ransomware attacks, zero-day exploits. As bad actors relentlessly probe for weak spots in your network, you can defend against cyberthreats with the latest safeguards for better peace of mind—including a reported 2.8x fewer

instances of identity theft.<sup>7</sup> Enhanced phishing protection warns users and catches threats even before they occur, while features like lock on leave/wake on approach<sup>5</sup> help keep your data and privacy safe from unwanted intrusions.

## Highlighted features

- Enhanced phishing protection with Microsoft Defender SmartScreen
- Safeguard data and privacy with lock on leave with Windows Hello for Business<sup>5</sup>
- Reduce risk from drivers with the Microsoft vulnerable driver block list<sup>13</sup>

*Flexible me*

*Creative me*



*My best me*

*Innovative me*

“I’ve done this for 20 years with lots of different Windows versions, and [with Windows 11 Pro] it has never been easier to set up a device in a company context.”

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

# 3

## Unlock your AI advantage

While most companies are trying to figure out how to tap into the benefits of AI, Windows 11 Pro makes it simple and straightforward. Industry-leading AI on the latest Windows 11 Pro devices keeps you ahead of modern business requirements, supercharging your workforce and empowering your team for the future of work. And while employees will see less busywork, so will IT teams. Because these new devices are engineered for unmatched compatibility, fast deployment, and a reported 80% drop in helpdesk calls.<sup>2</sup>

A REPORTED  
**80% DROP**  
*in*  
HELPDESK CALLS<sup>2</sup>





## Business transformation simplified

How can something so advanced be so easy to use, deploy, and manage? Windows 11 Pro makes it simple to benefit from the latest advances in business-ready AI. You can enforce security policies across your infrastructure, including Microsoft Copilot with built-in enrollment and client management.<sup>14</sup> You can keep devices up to date anywhere with Windows Update for Business.<sup>15</sup> And imagine the time and cost savings when organizations report 25% faster deployment<sup>2</sup> through efficient, cost-effective IT.

### Highlighted features

- Built-in enrollment and client management
- Faster deployment with efficient, cost-effective IT
- Stay up to date with Windows Update for Business

## Quiet helpdesks and happy employees

Imagine how much time you could save if every user in your organization maintained their own devices. Now stop imagining. Windows 11 Pro makes it easy to get team members up and running with simple self-help features. Users can ask Copilot in Windows to personalize settings, manage accessibility features, and troubleshoot issues with their devices. Helpdesks stay even quieter thanks to easy onboarding with Windows Autopilot<sup>14</sup> and PCs that come with security already configured.

### Highlighted features

- Manage settings and setup, and even troubleshoot with Copilot
- Accelerate deployment with zero-touch provisioning using Windows Autopilot
- Secure by default: Out-of-the-box security protects business information anywhere

## Everything just works

Windows 11 Pro is designed to work with the business apps and hardware you use today, making it easy to deliver productivity upgrades and AI innovation to everyone. An astounding 99.7% of apps<sup>16</sup> work as expected, along with most monitors, pens, printers, and even specialized line-of-business tools,<sup>5</sup> which means higher productivity for users and IT staff. And our App Assure program helps you resolve any app compatibility issues at no cost.

### Highlighted features

- Compatibility backed by the App Assure program
- Responsible AI leveraging Microsoft best practices and tools<sup>17</sup>
- Deploy with confidence by using Test Base for Microsoft 365<sup>18</sup>



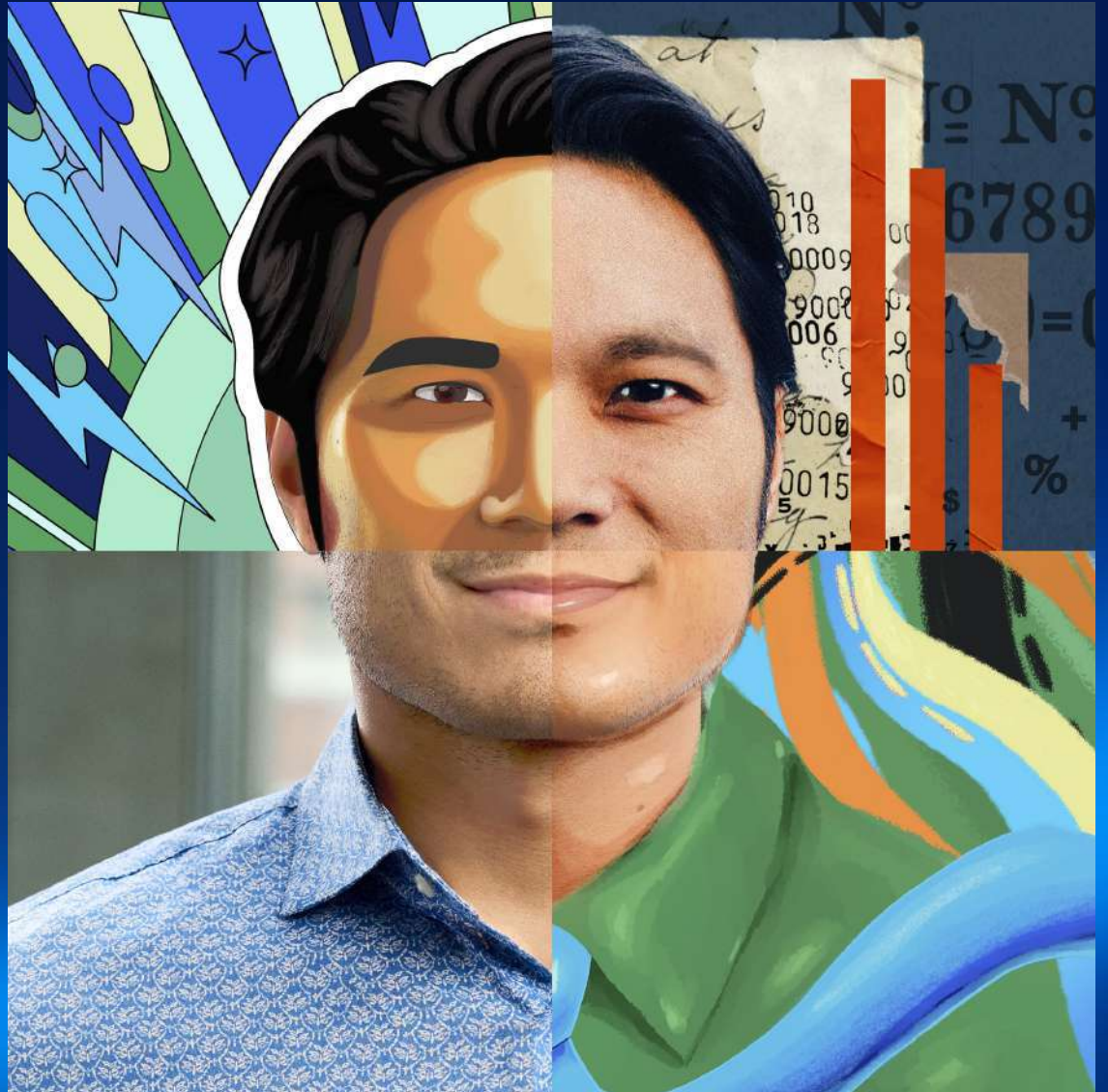


“With Windows 11 Pro, we have an environment that’s secure, works seamlessly, and lets us focus on making insurance customer friendly.”

— Slava Solovei  
Chief Technology Officer  
HUG HUB Insurance Software  
London, England

*Defender me*

*Problem-solving me*



*My best me*

*Dynamic me*

# Windows knows business

Industries worldwide rely on Windows to innovate, solve problems, help block cyberthreats, and achieve more with less time, effort, and cost. Our deep industry experience is your competitive advantage—especially today, when companies seek proven ways to tap the vast potential of artificial intelligence to transform their workplaces and workforces.

Windows delivers that transformation—on a secure, compatible, and business-ready platform you already know and trust. Our industry-leading AI is deeply integrated into Windows to make ingenuity instinctive, to make creativity available at the touch of a button, and to turn your employees into the absolute best versions of themselves at work.

While we believe AI is the defining technology of our time, we are committed to the advancement of AI driven by ethical principles. With Windows, you can create a customized, end-to-end responsible AI experience based on Microsoft's best practices and tools.<sup>17</sup>

## What you can expect when you own a Windows 11 Pro device:

- The latest innovations in AI, delivered straight to your desktop
- Stable, fast updates fine-tuned by service to more than 1.6 billion devices worldwide
- Intelligent, proactive protection informed by 65 trillion signals synthesized daily<sup>20</sup>
- The benefits of our deep partnerships with OEMs and silicon manufacturers
- Scalable industry-specific solutions for your business on Azure
- Our commitment to responsible AI in accordance with the Responsible AI Standard

**90%**  
*of FORTUNE 500*  
**COMPANIES**  
*are using*  
**WINDOWS 11 PRO<sup>19</sup>**

*Overachiever me*

*Brilliant me*



*My best me*

*Independent me*

## Empower your teams and accelerate business success

In closing, new Windows 11 Pro devices turn employees into the best versions of themselves — and into champions for the organization. Here's how:

- **Supercharge insights and efficiency.** Achieve more with less time and effort using Copilot in Windows for AI assistance, features to get organized in a snap, and performance to complete demanding workloads 42% faster on average.<sup>3</sup>
- **Get powerful protection by default.** Deploy groundbreaking technologies with confidence backed by powerful out-of-the-box protection for a reported 58% drop in security incidents and 2.8x fewer instances of identity theft.<sup>7</sup>
- **Unlock your AI advantage.** Stay ahead of modern business requirements and rethink your workplace with industry-leading AI. Make life easy for IT with compatibility, fast deployment, and a reported 80% drop in helpdesk calls.<sup>2</sup>

[See all Windows 11 Pro business devices](#)



## Act soon

Out-of-date devices increase vulnerability, and end of support for Windows 10 is coming soon on October 14, 2025.<sup>21</sup> Upgrading to Windows 11 Pro will give you the latest security features, while ensuring you're supported and up to date. Move to Windows 11 Pro devices before support ends for Windows 10 on October 14, 2025. Get started now to optimize deployment and benefit from the latest features, including Copilot in Windows.

 **Windows 11 Pro**

# Endnotes

1. Copilot in Windows (in preview) is available in select global markets and will roll out starting in summer 2024 to Windows 11 PCs in the European Economic Area. Copilot with commercial data protection is available at no additional cost for users with an Entra ID and an enabled, [eligible Microsoft 365 or Office 365 license](#).
2. [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.
3. Compared to Windows 10 devices. ["Improve your day-to-day experience with Windows 11 Pro laptops,"](#) Principled Technologies, February 2023.
4. [Will AI fix work? Work trend index annual report,](#) Microsoft, May 9, 2023.
5. Hardware dependent.
6. Supports English, Chinese, French, German, Italian, Japanese, Korean, Portuguese, Spanish, and Danish.
7. SMB Windows 11 Survey Report. Techaisle, February 2022. Windows 11 results are in comparison with Windows 10 devices.
8. Microsoft 365 subscription required; sold separately.
9. [Enabled, eligible Microsoft 365 license required.](#) Sold separately.
10. Endpoint Privilege Management requires Microsoft Entra ID and an additional license beyond the Microsoft Intune Plan 1 license. You can choose between a stand-alone license that adds only EPM, or license EPM as part of the Microsoft Intune Suite. For more information, see [Use Intune Suite add-on capabilities](#).
11. Developer enablement required.
12. Passkeys are securely stored on Windows in TPM 2.0, and users can manage them through Settings.
13. Requires separate management tools. Vulnerable driver blocklist rules can be enabled and configured using Microsoft Intune, mobile device management (MDM), Microsoft Endpoint Configuration Manager, Group Policy, and PowerShell. Sold separately.
14. Requires Microsoft Entra ID and Microsoft Intune; sold separately.
15. Windows Update for Business works with Microsoft Entra ID, sold separately.
16. App Assure program data.
17. [Microsoft Responsible AI.](#)
18. Test Base for Microsoft 365 sold separately.
19. [FY23 Q3 - Press Releases - Investor Relations – Microsoft](#) based on Monthly Active Device data.
20. [Microsoft Digital Defense Report,](#) Microsoft 2023.
21. [Blog: Plan for Windows 10 EOS with Windows 11, Windows 365, and ESU. Learn more.](#)