Windows 11

Windows 11 Pro:
Built for secure hybrid work
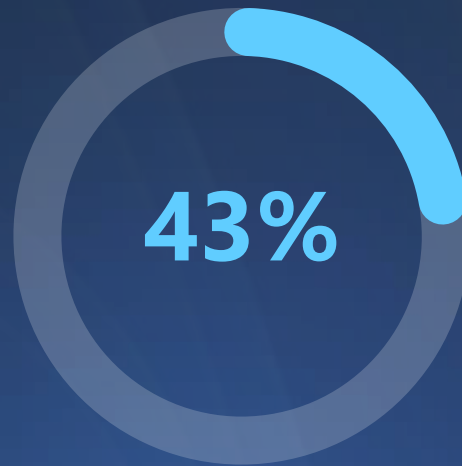
Gavin Tan and Evelin
Microsoft PAM for Dell

The challenge of hybrid work

The way we work is changing. Globally, more importance is being placed on work-life balance and mental health.

Prospective employees are looking for greater flexibility in where, when, and how they work.

In order to attract top talent, organizations need to embrace hybrid and remote work environments.

According to Microsoft's 2022 Work Trend Index (WTI)

43% of employees are likely to consider quitting their current jobs, which marks a 2% uptick since the 2021 WTI.*

"Microsoft's 2022 Work Trend Index." *Microsoft*. March 16, 2022.
https://news.microsoft.com/wp-content/uploads/prod/sites/631/2022/03/WTI_AnnualReport_Extended_.pdf

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52% of employees plan on going remote or hybrid.*

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Hybrid work is here to stay

People are working in more places, across more devices, with more flexibility. Technology must be equitable and connected and embrace opportunities for employee engagement.

52% of employees are **considering going hybrid or mobile** in the year ahead

43% of remote workers **do not feel included in meetings**

252% Increase in weekly time spent in meetings for an average Teams user since March 2020

Windows 11...

Increases engagement of each employee to bring you more **intelligent, inclusive experiences** across every job and workstyle.

Balances information access and employee flexibility with addressing **an ever-changing threat environment.**

Helps you **cut costs and complexity** with cloud tools, streamlined devices, and management from anywhere.

Strong case for device refresh to bolster security

Security decision makers (SDMs) and ITDMs agree that outdated hardware leaves companies open to attack.

Hybrid work increases security concerns

Outdated hardware leaves companies vulnerable

Windows 11 + modern hardware is the solution

60%
of organizations have employees that work from home at least some of the time[1]

3 in 4
feel that the move to hybrid work leaves their organization more vulnerable to security threats[1]

70%
of SDMs are more worried about the risk of device theft[1]

86%
of SDMs say that outdated hardware leaves organizations more open to attacks[1]

87%
experienced at least one firmware attack in the past two years[1]

44%
rank security as their top priority over performance, reliability, and compatibility[1]

80%
of SDMs believe software alone is not enough protection from emerging threats[1]

86%
agree modern hardware would help protect against future threats[1]

82%
recognized that a Trusted Platform Module (TPM) chip can bring greater security[1]

[1]Security Signals Boost SDM Research Learnings. Microsoft, September 2021.

Windows 11 Pro is the next step in our evolution of the PC.

Significantly reduce risk from cyberattacks by replacing aging PCs with new, modern devices optimized for security and hybrid work. Windows 11 Pro brings hardware and software together for powerful, out-of-the-box protection to shield your devices, data, applications, identities, and services.

Windows 11 Pro
Built for hybrid work

Most secure Windows

Easy management

Pro

Intuitive productivity

Business ready

*Requires NPU

Windows 11 Pro: Built for hybrid work

Most secure Windows

Powerful out-of-the-box protection includes enhanced phishing safeguards, passwordless security, and more control over apps and access anywhere.

Easy management

Cloud technologies work with familiar tools to simplify deployment, management, and support for your hybrid workforce.
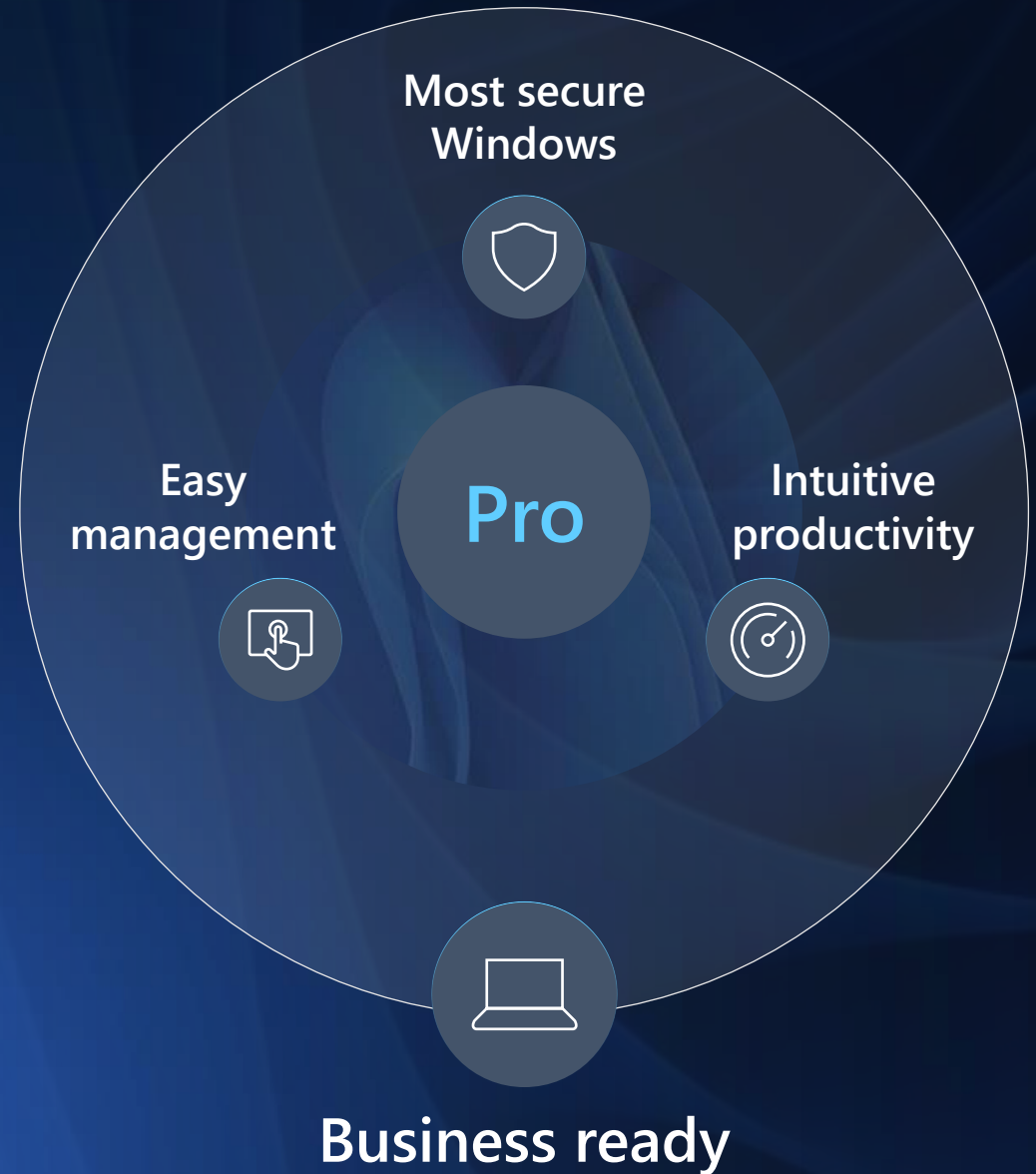
Intuitive productivity

Natural workflows and intelligence to help you focus, create, and collaborate easier from any location.

Business ready

Empower employees with the right device for each workstyle across your organization. Starting at the chip, hardware and software work together to deliver smart experiences, powerful security and performance, and ultra-reliable uptime.

Most secure Windows

Easy management

Pro

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Windows 11 Pro: Core capabilities

Most secure Windows
- Hardware-based security
- Operating system protection
- Application safeguards
- Identity and privacy security
- Cloud-based protection

Easy management
- Compatibility commitment
- Familiar deployment & update tools
- Cloud management
- Comprehensive compliance

Intuitive productivity
- Simplified interface
- Organized desktop
- Most accessible Windows
- Smarter video conferencing
- Intelligent actions
- Powerful editing tools
- Work naturally with Touch, Pen, & Voice

Business ready
- World-class fundamentals
- Premium PCs

Most secure Windows

Easy management

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Intuitive productivity

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What's new in the 2022 Update

Most secure Windows
- Enhanced phishing detection and protection with Microsoft Defender SmartScreen
- Smart App Control
- Presence sensing

Easy management
- Organizational messages
- Remote help
- Microsoft App Assure
- Microsoft Test Base

Intuitive productivity
- Personalized File Explorer
- Start menu app folders
- Snap layouts with touch
- Enhanced focus tools
- Integrated Live Captions
- Contextual recommendations
- AI NPU camera affects: Voice Focus, Eye Contact, Background Blur[1]

Business ready
- Longer battery life, instant startup, and ultra-reliable uptime[2]

Most secure Windows

Easy management

Pro

Intuitive productivity

Business ready

[1]Hardware dependent, requires Neural Processing Unit.
[2]Battery life varies significantly based on settings, usage, and other factors.

Video contains pre-release products that are coming in a future edition. Subject to change.
Some features/functionality shown require additional licenses and/or specific hardware.

Office Pre-installed (OPI)
Execution Guidance

Why Office Pre-Installed Devices
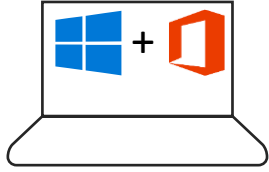
Complete PC Solution

Consumers want hassle free experience after purchase of PC. Not finding the complete solution leading dissatisfaction

~95% customers use Office

Office has high usage with windows PCs, not finding right solution at the time of device solution leading customers to find unsecured office versions

Genuine Office Secures PC

Office provides peace of mind by securing data from malware and external threats thus keeping the data safe created by users

Value of Office

Office Home & Student 2021
The essentials to get it all done.

- Office H&S 2021
- 100% Genuine
- Full version software
- Classic apps for home and school (Word, Excel, PowerPoint)
- Valid for life-time of PC

New features:

Word
- Black theme
- Office sounds
- Text to speech
- Accessibility improvements

PowerPoint
- Zoom
- Morph
- 3D images
- Roaming pencil case

Excel
- New charts and 2D maps

Insights: Motivations/Deterrence from purchasing an unlicensed software

- **Why users choose unlicensed software**
- Buying a new machine (without relevant software installed)
- Cost of genuine software much higher
- Ease of access to pirated software

- **What deters users from choosing unlicensed software**
- Availability of cloud-based subscription option
- Fear of malware/cyber attack
- Anti-piracy laws
- Proper understanding of the value of genuine software
- Machine comes with pre-installed genuine software

Messaging Guidelines

Get more. Do more. With a complete PC
Pre-installed with genuine Windows and Office
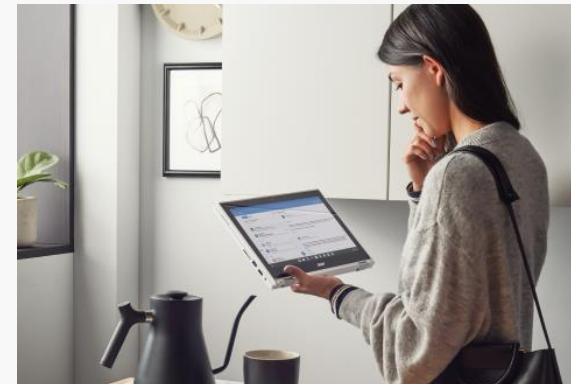
Best value	Peace of Mind

Complete PC

Enjoy all the benefits of owning a complete PC – one that comes pre-installed with Office Home & Student 2021

Lifetime access of Office apps

Lifetime validity of Office apps ensures you'll always have access to features that you're familiar with and love using.

100% Genuine Office apps

Comes equipped with 100% genuine Office applications, supported by regular security updates that protect your programs and devices.

Full version of Office apps

Full versions of Office apps (Word, Excel, and PowerPoint) provides you with all the necessary functionalities that you've come to expect from the suite.

Microsoft's SRP (Suggested Retail Price)

Dankie   Faleminderit   **Shukran**   Chnorakaloutioun   Hvala   Blagodaria

Děkuji   **Tak**   Dank u   Tänan   Kiitos   **Merci**   Danke   Ευχαριστώ   A dank

Mahalo   תודה.   **Dhanyavād**   Köszönöm   Takk   Terima kasih   **Grazie**   Grazzi

THANK YOU

감사합니다   Paldies   Choukrane   Ačiū   **Благодарам**   ありがとうございました

谢谢   Баярлалаа   **Dziękuję**   Obrigado   Mulţumesc   **Спасибо**   Ngiyabonga

Ďakujem   Tack   Nandri   Kop khun   **Teşekkür ederim**   Дякую   Хвала   Diolch