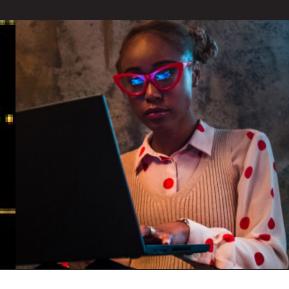# MAKE THE SHIFT TO WINDOWS 10 PRO
Market Drivers

Windows 7 is moving to End-of-Service (EOS), and after January 14, 2020, Microsoft will no longer provide updates (free or paid support) for Windows 7 PC users. This EOS initiative leaves users on these systems open to security vulnerabilities as well as the potential for degraded device performance.

An upgrade to a modern Lenovo device means guaranteed power and protection from the Intel® vPro™ Platform and ThinkShield Solutions. And, with Windows 10 Pro, you can help connect SMB users with a wide range of security and performance benefits not available in Windows 7:

- Boost productivity with faster multitasking, performance, longer battery life, and flexible form factors
- Safeguard users, devices, and data with the most secure Windows OS to date
- Reduce time spent managing legacy PCs prone to downtime and performance degradation
- Lower the total cost of ownership with modern PCs aligned with user and business needs — and configured for modern applications and peripherals

SMB CHALLENGES AND PAIN POINTS

- Lack of awareness of EOS challenges/upgrade opportunities
- A rise in malware and cyberattacks targeting SMBs
- Loss of features and functionality in unsupported Windows 7 PCs
- Inability to support modern applications or peripherals
- Outdated PCs are costly to maintain and vulnerable to downtime

PARTNER VALUE

- New Lenovo PCs power business with 65% faster multitasking[1]
- Powerful, integrated security protects against advanced cyberthreats
- Integrated IT automation improves productivity and enhances performance
- Forrester Research says new Lenovo devices running Windows 10 Pro have a 188% ROI[1]

WHO TO TARGET

C-Level/Business Owner: Concerned about top-line business performance, security, efficiency — and ROI

IT Decision-Maker (Manager, Director, VP): Vets and selects PC solutions, aligning technology investments to business objectives

CONVERSATION STARTERS

Microsoft will stop supporting Windows 7 PCs in January 2020. Who can I speak to about your plan for migrating to an upgraded PC operating environment?

Windows 10
Windows 10: Make the Shift

intel vPro™ Platform
Powered by the Intel® vPro™ Platform

Lenovo

SMB BATTLECARD

SALES STATS

Approximately 85% of SMBs have PCs that are more than 4 years old[2]

Only 55% of SMBs are at most slightly aware of Windows 7 EOS[3]

Fewer than 30% of SMBs have a plan in place to address Windows 7 EOS[2]

More than half of SMBs have suffered a breach or cyberattack averaging more than $84,000[4] in losses

PCs older than four years are 3.5 times as likely to be repaired, resulting in 98 hours of lost productivity[5]

More than 72% of employees will be working remotely by 2020[6]

NEXT STEPS

Engage your channel account manager
Great to hear you are interested! Our IT services and solutions experts are great resources in addressing your technology questions. Let's set up a meeting.

Offer additional information
I'd love to send you some information and insight to help you learn more. We've got tons of informative papers, product brochures, infographics, and videos — what email address should I send it to?

QUESTIONS

Has your company experienced a data breach or cyberattack?

Is your IT department spending more time troubleshooting PC performance issues?

Are your current PCs unable to run the modern applications your employees need to innovate?

Do you have mobile users or a remote workforce who need to stay productive outside of the office?

OVERCOMING OBJECTIONS

We've invested a lot of time and money integrating our systems with Windows 7.
Windows 10 Pro is compatible with 99% of Windows 7 apps and integrates easily with existing technology, networks, printers, and other hardware and supports cloud connectivity.[7]

Our employees don't have time to learn a new system.
Windows 10 Pro speeds workflows with digital pen, touch, and gesture control — and delivers the power to run up to eight or more apps simultaneously with extended battery life.[5]

We don't have the budget for a PC upgrade right now.
Windows 10 Pro PCs deliver a 15% improvement in IT efficiency; saving up to $27,700 annually — and devices are available in a range of prices and configurations.[5]

We can't afford the downtime associated with a new OS migration.
Windows 10 Pro can deliver a 20% improvement in management and is easy to set up and use with virtually no help or training from IT.[8]

The Final Word

Making the shift is easy and will pay dividends for users.
Equipped with the Intel® vPro™ Platform, ThinkShield solutions and Windows 10 Pro, your modern Lenovo device is sure to propel your Small Business to success in the future.

**Please contact your
Lenovo Partner to learn more.**

[1]Lenovo web page, The Cost of Doing Nothing, accessed April 2019.
[2]Techaisle, "Small Business PC Study," 2016.
[3]Microsoft Corporation, "Windows 7 End of Service Research," April 2018.
[4]Small Biz Daily, "10 Small Business Trends," 2018.
[5]Techaisle, "SMB PC Study," 2018.
[6]IDC, "IDC Forecast U.S. Mobile Worker Population to Surpass 105 Million by 2020," June 23, 2015.
[7]Hardware/software requirements apply; feature availability may vary. Internet connection required. To check for compatibility and other important installation information, visit your device manufacturer's website and readyforwindows.com. Additional requirements may apply over time for updates.
[8]Forrester Research, "The Total Economic ImpactTM of Microsoft Windows 10," a Forrester Total Economic ImpactTM Study Commissioned by Microsoft, Dec 2016