



Windows 11

Pro

Benefits

IT operations

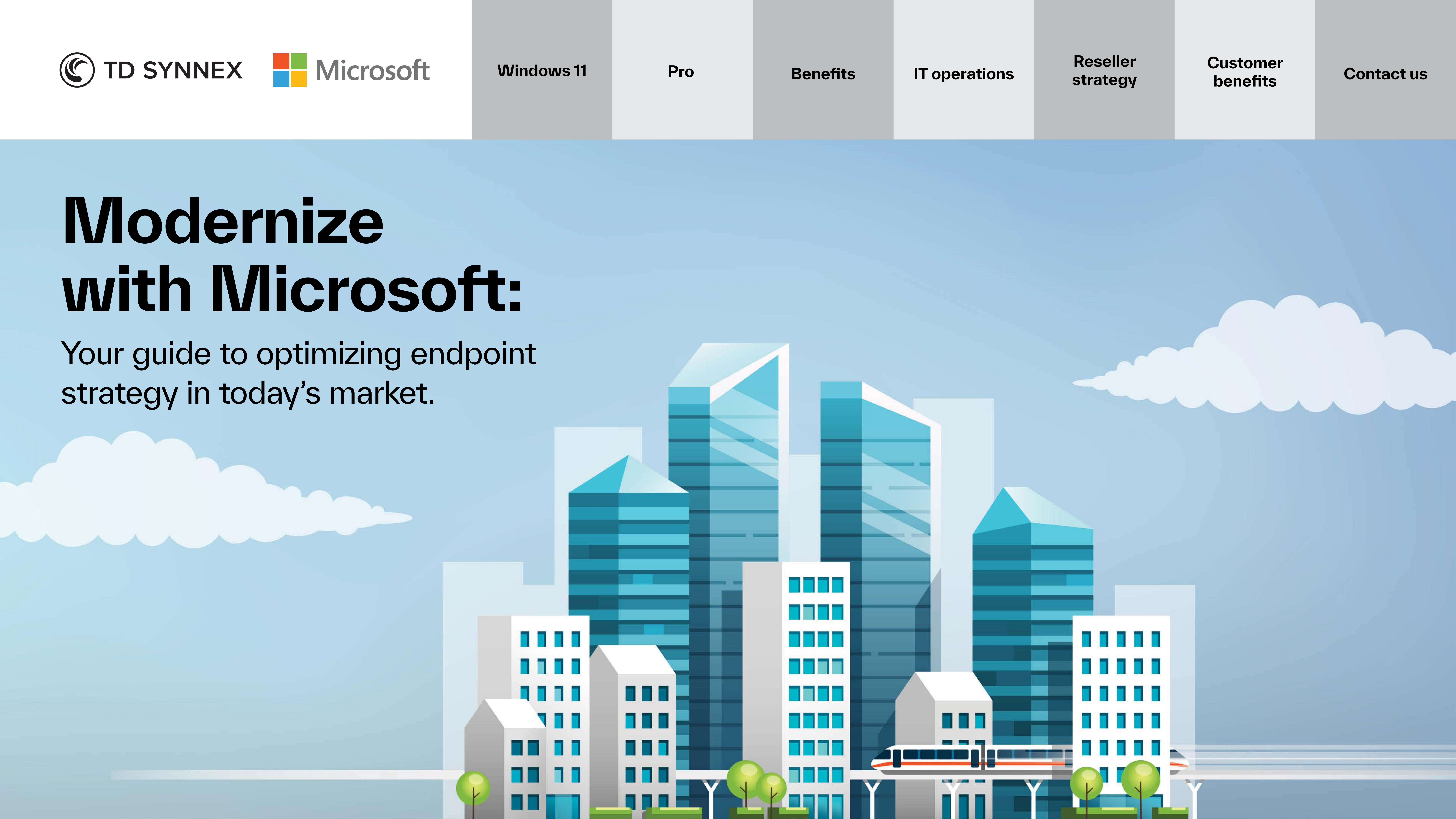
Reseller
strategy

Customer
benefits

Contact us

Modernize with Microsoft:

Your guide to optimizing endpoint
strategy in today's market.





Windows 11

Pro

Benefits

IT operations

Reseller strategy

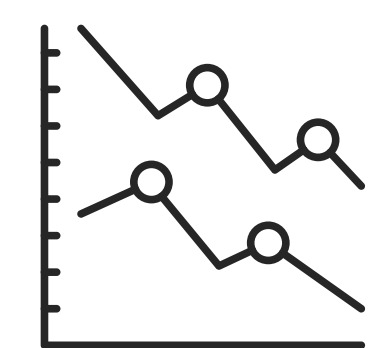
Customer benefits

Contact us

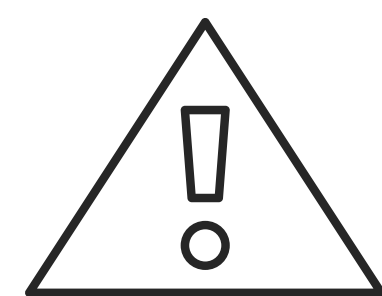
Modern endpoint strategy: Invest now. Lead while others pause.

The business challenge

Despite the challenges keeping partners from optimizing, they are also the exact same reasons why your customers should modernize their endpoint infrastructure:



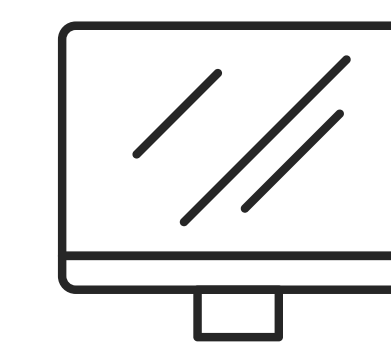
Slowing economy



Rising security threats and compliance exposure

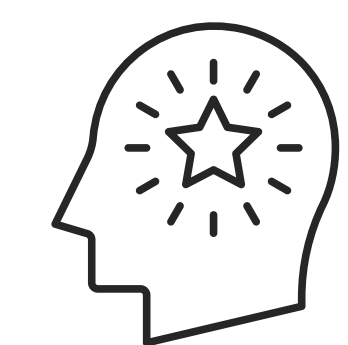


More pressure on cost, productivity and headcount

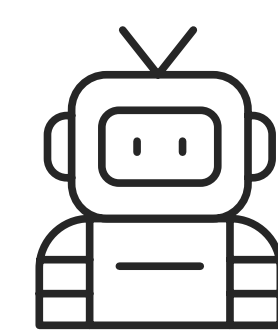


Windows 10 end of service (Oct 2025) creates immediate risk

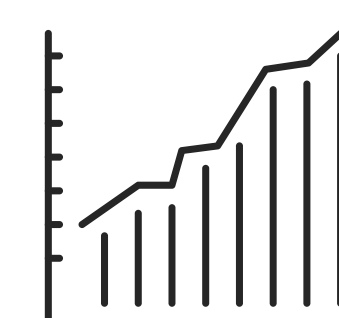
The opportunity



Modernize endpoints
(Windows 11 Pro) + AI stacks
(Copilot devices)



Shift from reactive IT to automated, intelligent operations



Increase output without increasing cost

The bottom line

Organizations that invest now will outpace those that wait:



More productivity per employee



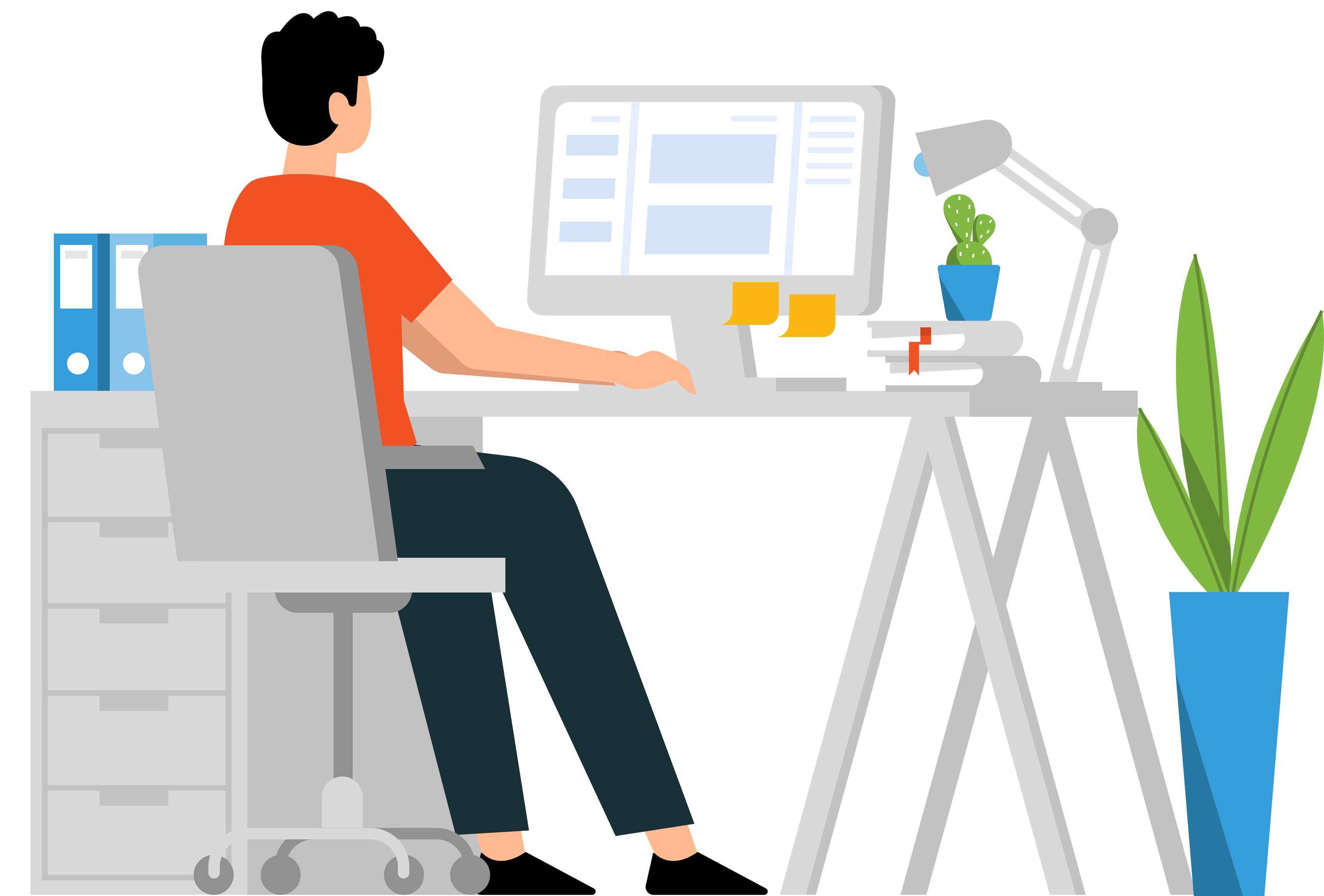
Lower IT and support cost



Stronger, built-in security



Faster onboarding and time-to-value

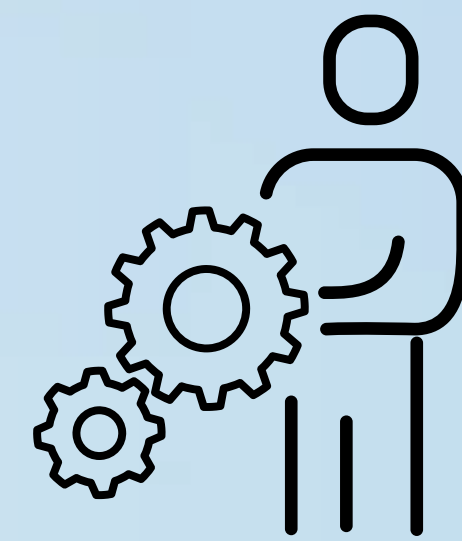


Windows 11 Pro: Your foundation for cost, security and AI

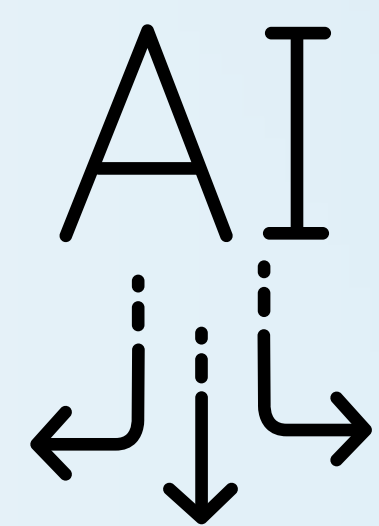
Core capabilities



Secure by default
(BitLocker, Defender, biometrics)



Built-in productivity tools
(Snap, desktops)



AI-enabled workflows (Copilot integration)



Cloud-ready, hybrid-managed

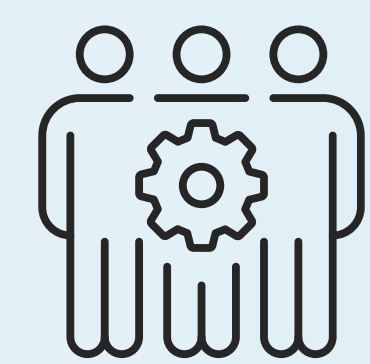
Three reasons why Windows 11 Pro matters

1. Built for SMB to mid-market scale
2. Familiarity with the program means no retraining cost
3. Deploys into existing environments with minimal disruption

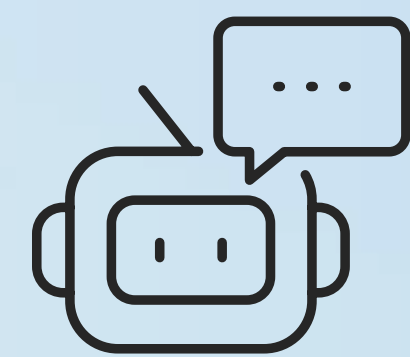


Windows 11 Pro helps you do more with the same team.

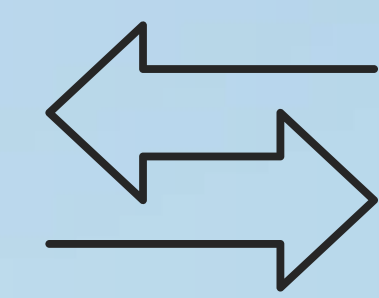
User gains



Faster multitasking and workflow execution

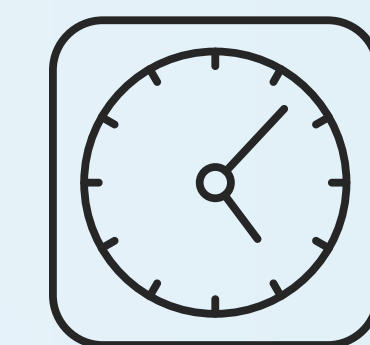


AI-driven summarization, search, and content creation



Seamless Microsoft 365 experience

Business impacts



Faster task completion



Better hybrid collaboration



Less friction across workstreams

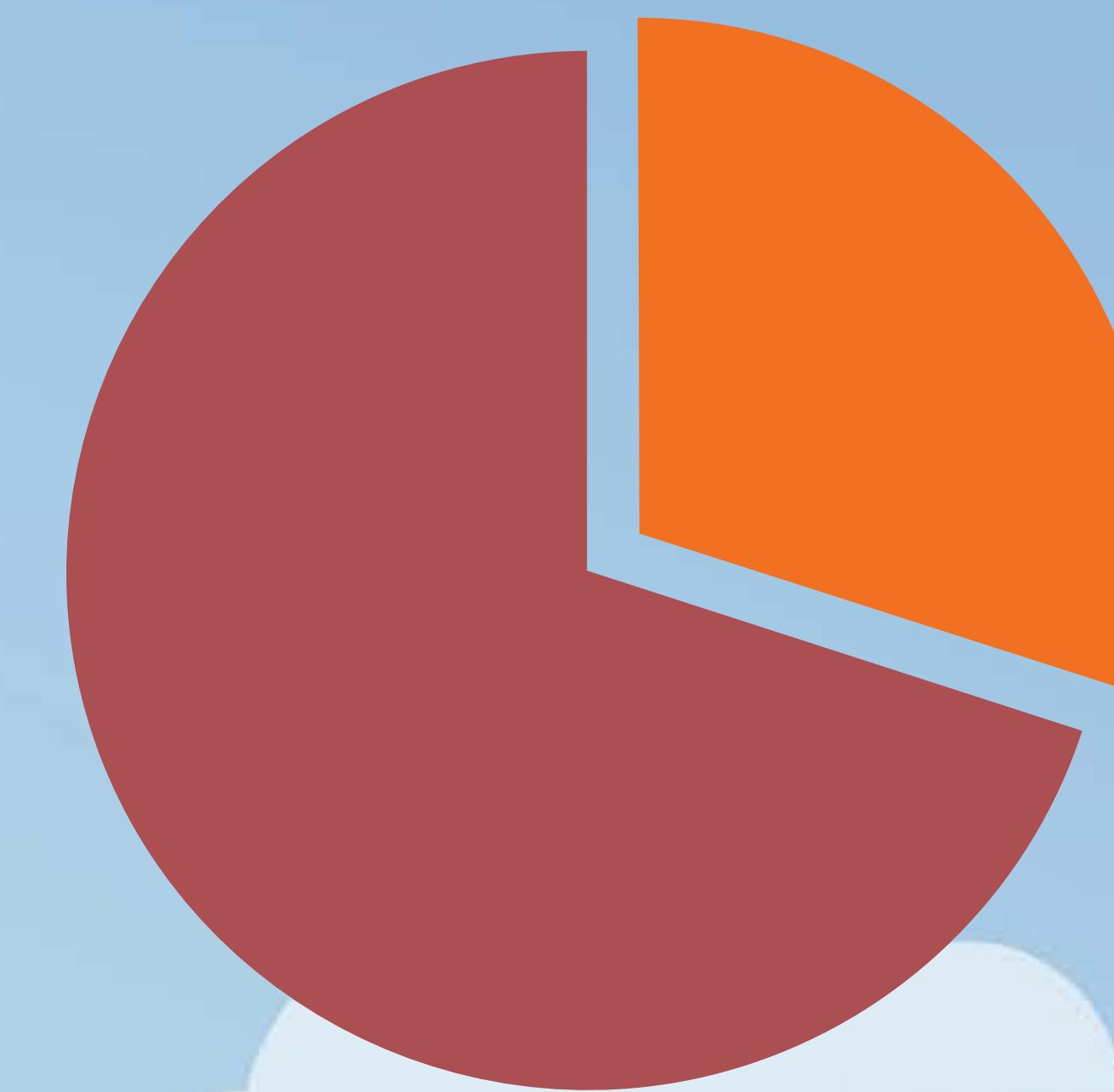
Security and risk reduction

Core security

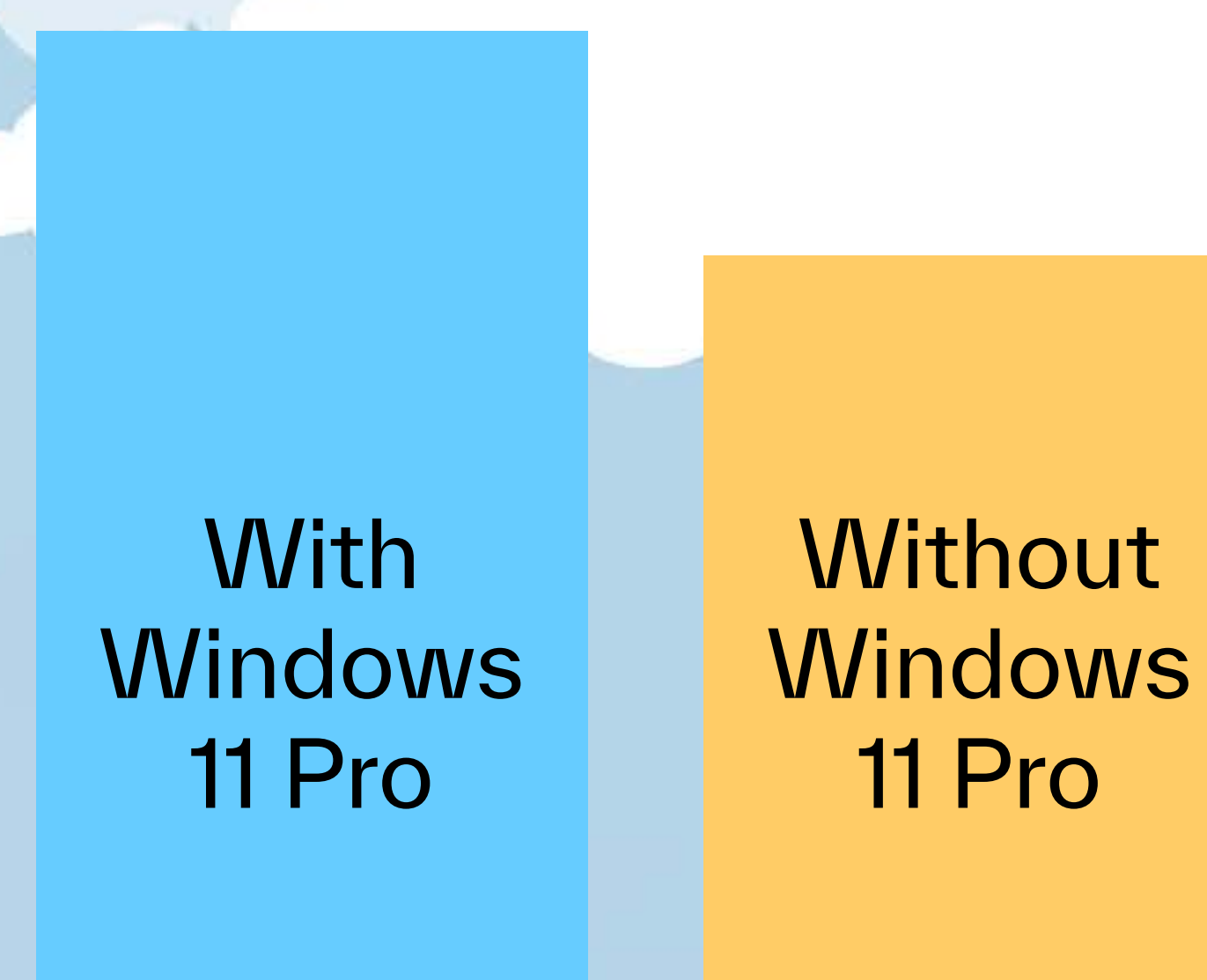
- Enterprise-level security built in
- Hardware-based protection (TPM, encryption)
- Password-less identity (Windows Hello)
- Integrated threat defense (Defender)

Why it wins?

1. Eliminates need for layered security tools
2. Aligns to Zero Trust by default
3. ~58% reduction in security incidents



~70% of users report higher productivity with AI

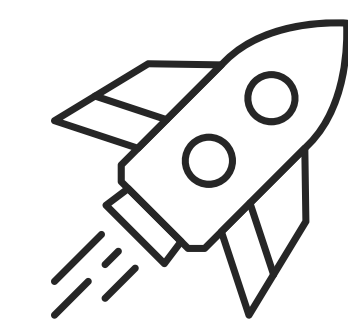


~20% IT/security efficiency improvement

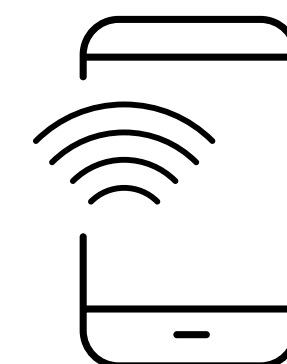
Reduce IT operation costs and complexities.

Streamline IT operations with Windows 11 Pro, emphasizing a more strategic focus while encouraging less reactive IT:

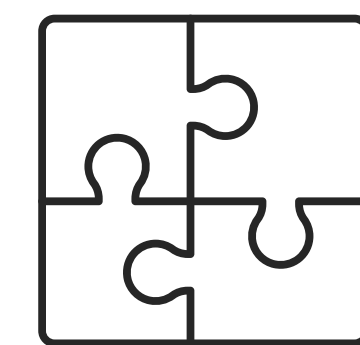
What changes?



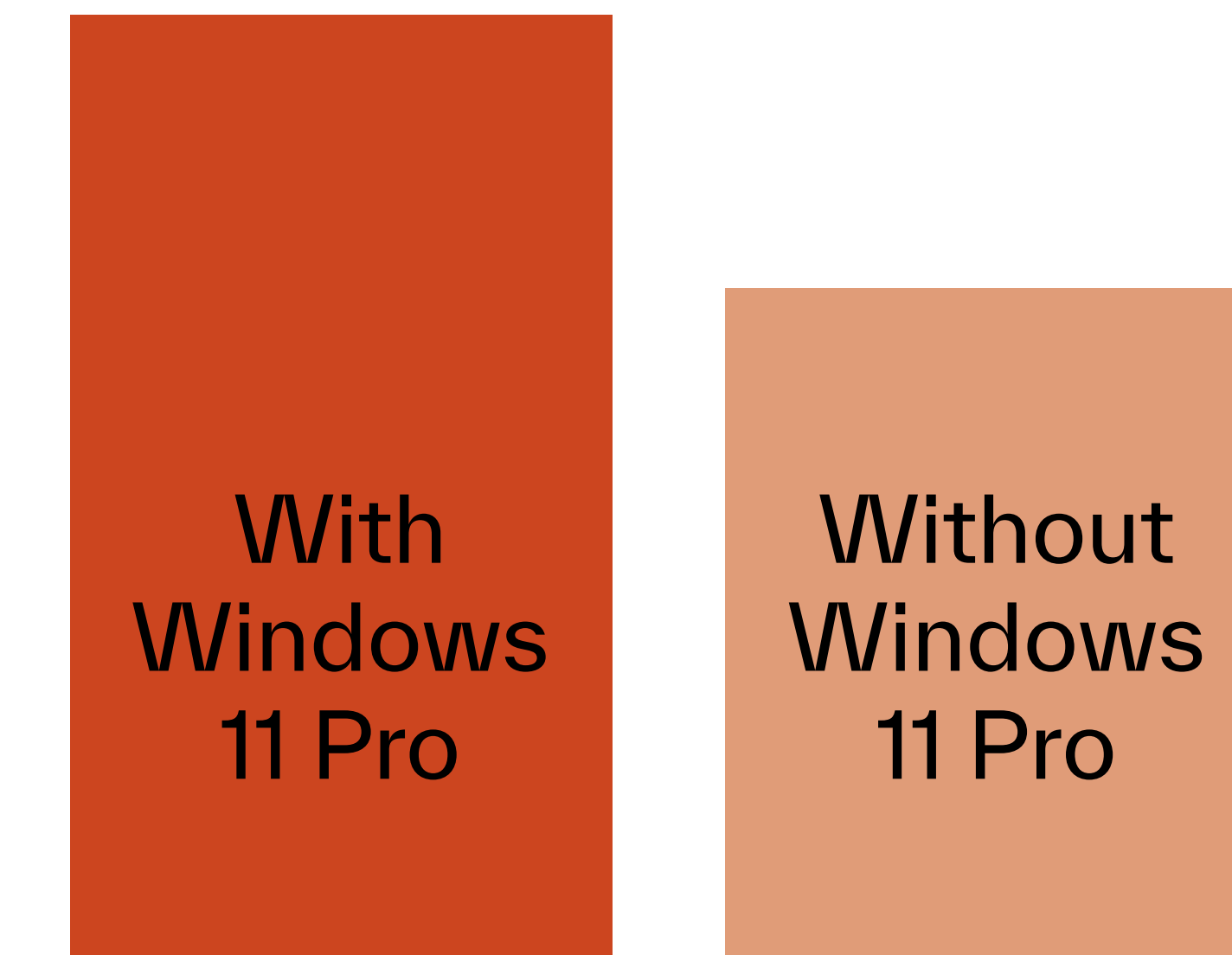
Automated deployment + updates



Remote device control



Seamless integration with existing tools



~25% Faster provisioning



Major reduction in helpdesk tickets

Total cost of ownership (TCO)

Cutting costs by standing still increases risk. Modernizing reduces costs in the long-term.

Cost drivers go down...

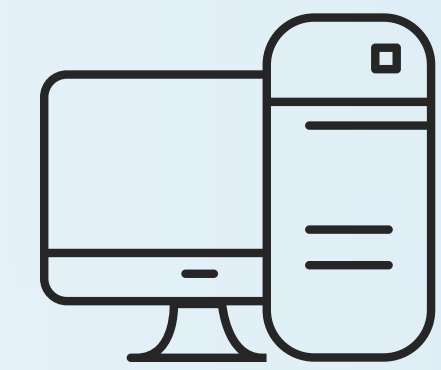
- ↓ Lower cost while increasing capability
- ↓ Fewer tickets + less downtime
- ↓ Reduced security incidents
- ↓ Less reliance on third-party tools

...While productivity goes up

- ↑ Faster onboarding + deployment
- ↑ Higher end-user efficiency
- ↑ Proven gains across productivity, security, IT ops
- ↑ Up to ~250% ROI potential

Our strategy? Win while competitors hesitate.

Why leave Windows 10 behind?



Removes EOS security risk



Eliminates rising support cost



Unlocks AI-native productivity

The competitive edge

- AI + OS integrated (not layered)
- Secure, hybrid-ready by default
- Enterprise capability without enterprise cost
- Full business app compatibility
- Native Microsoft 365 + Copilot advantage
- Familiar UX drives faster adoption

Why customers should invest now?

The risk is not investing – it's falling behind while others do:

Market reality

- ↓ Down markets reward efficiency leaders
- ☹ Windows 10 EOS = forced decision
- ↑ AI advantage compounds over time

Action plan

- ✓ Assess environment
- ✓ Identify upgrade devices
- ✓ Pilot AI productivity scenarios
- ✓ Deploy with modern management

Outcomes

- ↑ Productivity gains
- ↓ Lower TCO
- ↑ Competitive advantage





Windows 11

Pro

Benefits

IT operations

Reseller strategy

Customer benefits

Contact us

Seven practical ways your customers win with Windows 11 Pro

Windows 10 EOS Refresh

Replace aging fleet with Windows 11 Pro

Outcome: lower support cost + eliminate risk

AI Workforce Enablement

Deploy Copilot-ready devices

Outcome: more output per employee

Secure Hybrid Workforce

Standardize Windows 11 Pro + endpoint management

Outcome: controlled, secure remote access

IT Cost Optimization

Automate provisioning, patching, updates

Outcome: fewer tickets, leaner IT

Security Consolidation (SMB)

Replace third-party tools with built-in security

Outcome: lower cost + simpler stack

Power User Acceleration

Deploy high-performance Win11 Pro devices

Outcome: faster analysis, higher retention

Competitive Displacement

Replace legacy or limited platforms

Outcome: better capability + long-term ROI





Windows 11

Pro

Benefits

IT operations

Reseller
strategy

Customer
benefits

Contact us

Ready to launch *Windows 11 Pro*?

Our TD SYNEX Microsoft team is here to help you every step of the way:

Contact our team

Visit us online

