



Turn the refresh wave into new pipeline.

How to position Windows 11 Pro and Copilot+ PCs to SMB customers.

Today, many small and medium businesses (SMBs) are running their organization on devices that are no longer secure. With Windows 10 support having ended in October 2025⁴, customers who have not upgraded to Windows 11 may be exposing their networks (and their peace of mind) to unnecessary risks.

Moving to Windows 11 and Copilot+ PCs helps SMBs stay secure and productive:



5 Hours

Saved per week with productivity features.¹



2X Faster

In-office productivity¹



22 Hours

Of streaming battery life¹



70%

Of typical breach vectors addressed.¹



5-15%

Reduction in risk exposure.¹

Understanding your SMB customers' needs.

SMB buyers have limited IT, a tight budget, real security anxiety and no time to waste. They buy outcomes, not silicon: which means you need to translate every new device capability into a business result.

"We don't really need AI".

Many SMBs think AI is too complex and expensive. For advanced solutions, it's better to start the conversation with time-savings and productivity perks, not flashy technology features.



Many don't know they need new devices.

Windows 10 end of support³ was a hard operating system (OS) deadline, meaning every aging device should be considered for an upgrade.

Aging hardware costs money (and time).

Slow startups, unstructured file storage, poor video quality and repetitive manual tasks all add up to lost time and lower productivity.

Small team, big risk.

Limited resources paired with constrained budgets heightens security and data concerns, especially when SMBs don't have dedicated IT staff.

Think outside the box.

Attach Microsoft 365 Copilot, accessories, security and deployment services to turn one sale into an evolving solution. TD SYNEX can back you up with configuration, financing, security and demand-generation support.

Why choose Windows 11 Pro and Copilot+ PCs?

Windows 11 Pro and Copilot+ PCs put AI into the ordinary workday, ultimately helping SMB users save time and resources.

Key feature	What is it?	How do I pitch it?
Improved Windows Search ⁴	Finds files and images by description, with no exact names needed.	<i>"Stop hunting for that proposal, just describe it in the search bar and it's there."</i>
Click to Do	Delivers smart, in-context actions on any text or image on screen.	<i>"Turn what's on screen into the next step – rewrite, schedule or open – in one click."</i>
Live Captions	Caption and translate video from 40+ languages during any call in real time.	<i>"Run inclusive meetings with customers and suppliers anywhere in the world."</i>
Windows Studio Effects	Adds AI auto-framing, eye contact and noise suppression.	<i>"Show up polished on every client call, even in a busy room."</i>
Recall (preview) ⁵	Retraces files, sites and conversations, encrypted and on-device.	<i>"Pick up exactly where you left off: Securely, with IT in control."</i>
Microsoft 365 Copilot	Bring in AI features across Word, Excel, Outlook and Teams.	<i>"Add Copilot when they're ready. It's an easy, high-value attach."</i>

What to say when end users hesitate.

End users at SMBs have several common concerns with upgrades like these, ranging from cost and complexity to security and maintenance. We recommend approaching these concerns quickly and confidently using some of our own successful responses:

Topic	End users say...	You say...
On AI security	"Are Copilot and its Recall features safe to use?"	<i>"Recall snapshots remain encrypted, on-device and policy-controlled, allowing IT teams to make the final call of what goes up."</i>
On IT complexity	"This upgrade will make my network too complicated."	<i>"Windows 11 Pro with Intune simplifies management, and Agent in Settings lets non-technical users configure devices in plain language."</i>

Topic	End users say...	You say...
On cost	"This upgrade is too expensive, and I don't have the budget available for it."	<i>"With the end of Windows 10 support, the cost of standing still is even greater. Plus, you make up the cost in time savings – five hours saved per employee each week and devices that run up to 2x faster."</i>
On OS security	"I just bought a bunch of Windows 10 devices. Can't I wait a little longer?"	<i>"After end of support, Windows 10 devices receive no more security updates. This upgrade not only lowers your security risk, but it also improves your productivity."</i>
On headcount/ bandwidth	"My IT team is already stretched thin; we can't add this upgrade to the mix now."	<i>"If your IT team needs an extra hand, AI can offer them simplified management and plain-language device configuration. Plus, TD SYNEX offers services to help you carry the extra load when needed."</i>

Ready to turn the refresh wave into your pipeline?

Open every SMB conversation with the six discovery questions – fleet age and what remains on Windows 10, where the team loses the most time, how much work is hybrid or on video, their biggest security worries with limited IT, whether they work across languages and whether they already use Microsoft 365 and are curious about Copilot.

Download now

Download TD SYNEX enablement resources to get in front of SMB customers and have the Copilot+ PC conversation.

Contact us

Contact your TD SYNEX Microsoft representative to build your SMB play and scope the opportunity across your install base.

Lean on TD SYNEX to support to close Copilot+ PC deals faster:

Configuration & deployment

Financing

Security

1. Time savings and security figures: New Tech: The Projected Total Economic Impact of Microsoft Copilot+ PCs, a Microsoft-commissioned study by Forrester Consulting, July 2025. Projected benefits for a single composite organization with US\$1B annual revenue and 2,000 employees, 80% using Copilot+ PCs, versus a mixed environment of conventional Windows 11 and Windows 10 PCs. Speed and battery figures: Redefining productivity with Copilot+ PCs, Microsoft and Principled Technologies, October 2025.

2. Battery life varies significantly by device and with settings, usage and other factors. See aka.ms/cpclaims

3. Windows 10 support ended 14 October 2025 (Microsoft lifecycle). Windows 11 Pro hardware requirements and Copilot+ PC NPU (40+ TOPS) requirements apply; features vary by device and market. Microsoft, Windows 11, Copilot+ PC, Copilot, Microsoft 365, Surface, and Intune are trademarks of Microsoft Corporation. TD SYNEX and the TD SYNEX logo are trademarks of TD SYNEX Corporation.

4. Improved Windows search works with specific text, image, and document formats only and is optimized for select languages. Click to Do availability varies by device, region, language and character set, and a subscription may be required. Live Captions translates video and audio subtitles into English from 40+ languages and into Simplified Chinese from 27. Windows Studio Effects requires a built-in AI engine (NPU), and available features vary by device.

5. Recall (preview) requires Windows Hello Enhanced Sign-in Security, is optimized for select languages, and carries content and storage limits; an enterprise license is required for some policy-managed controls. Snapshots stay on-device, encrypted and policy-controlled. Agent in Settings availability and timing vary by device and region and is currently English only. Microsoft 365 Copilot requires a Microsoft 365 subscription, sold separately.