

**Windows 11****Copilot+PC**

Why Windows 11 Pro and Copilot+ PCs?

Straight answers to the questions your customers ask most about AI, security and more.

A lot of small and medium businesses (SMBs) considering Copilot+ PCs ask very similar questions about it: what is it, why now, is my data safe and is it worth the budget?

This overview gives you the answers in your customer's own language, so you can move a conversation from curiosity to decision, without a technical detour.

What is Windows 11 Pro and Copilot+ PC?

The straight answer:

A Copilot+ PC is a new class of Windows 11 PC with a built-in neural processing unit (NPU) able to run over 40 trillion operations per second (40+ TOPS), running advanced AI directly on the device. It's fast, private and won't drain the battery quickly. When paired with Windows 11 Pro, it also gives your business enterprise-grade management and security straight out of the box.

The numbers that support this:

- Up to five hours saved per employee, per week.¹
- Up to two times faster than the average five-year-old Windows PC.¹
- Up to 22 hours of streaming battery life.
- Roughly 70% of typical breach vectors addressed by default.¹
- A 5-15% risk reduction in data exposure.¹

What will the Windows 11 Pro and Copilot+ PC solution look like?

Use these key points as your response set when talking about the combined capabilities of Windows 11 Pro and Copilot+ PCs:

They ask...	You say...
What is a Copilot+ PC?	A Windows 11 PC with a built-in NPU delivering 40+ TOPS, running AI on the device rather than taxing the main processor, which is why it stays fast and cool.
What does Windows 11 Pro do?	Windows 11 Pro adds what small businesses need to secure and manage devices, including BitLocker device encryption, Windows Information Protection, Microsoft Entra join, Group Policy and mobile device management through Intune, Windows Update for Business and Remote Desktop.
What are the top AI features, and how can they help me in my daily work?	- Improved Windows Search finds files by describing them.² - Click to Do enhances on-screen smart actions. - Live Captions offer real-time translation from over 40 languages. - Windows Studio Effects ensures auto-framing, eye contact and noise removal on calls. - Recall (Preview) remembers your work.³ - Agent in Settings helps configure the PC in plain language.
How secure is the AI? Will Recall (Preview) snapshots stay on my device?	Recall (Preview) snapshots stay on-device, encrypted and policy-controlled, and require Windows Hello Enhanced Sign-in Security to open.
Are there other offerings I can add to make this solution even better?	The on-device Windows AI features work on the PC itself, with a Microsoft 365 subscription required only for Microsoft 365 Copilot across Word, Excel, Outlook and Teams. Many other businesses start with the device and add Copilot when they're ready.

Why should my business upgrade now?

There are many reasons why customers should upgrade now, but the biggest drivers can be found in security, budget and productivity:



AI security anxiety.

This is the most common blocker, and it centers on one specific question you should be ready for: *Is my data safe with AI, especially in a feature like Recall?*



Disruption is the quiet objection.

Customers don't want to waste time migrating their data to a new system. They need to be assured that existing apps, files, printers and peripherals carry over with ease.



Budget scrutiny is real.

Answer the question of rising hardware costs with productivity and IT savings inside the refresh cycle.



A Microsoft 365 subscription is not required.

Many SMBs assume Copilot+ PCs and Windows 11 AI features require a Microsoft 365 subscription. This misconception stalls deals that could close on the device alone.



Windows 10 support ended in October 2025.⁴

Devices past that date receive no security updates, making aging fleets your easiest place to start the conversation.

What are the biggest business impacts of this solution?

For most SMBs, the productivity and IT savings will outweigh the hardware cost well within the refresh cycle, making the following solution benefits an effective way to seal the deal:

The deal closer.	How to pitch it?
Make up for budget with time savings.	With Windows 11 Pro and Copilot+ PCs, you can save up to five hours per employee each week. This compounds quickly across a team, while newer devices cut help-desk time and security risk.
Close the security update gap to minimize risk.	Refreshing from Windows 10 closes the security-update gap while the hardware gives your business the most productive and secure PCs currently available in the Microsoft market.
All-day productivity for everyone.	All-day battery and cool, quiet performance suit all teams, whether they're in-office, working away from their desk or somewhere in-between.
An easy migration with tools your team is already familiar with.	Make the most of Microsoft's familiar business apps, files, printers and peripherals. Your teams likely already works with Microsoft tools, and you can confirm compatibility for specialized or line-of-business software before rollout.

How do I get started?

After you answer your customer's questions, follow it all up with a personal demo to show how their everyday tasks get faster, meetings get smoother and IT gets simpler.

Contact us

Offer a Copilot+ PC recommendation tailored to the customer's team, with your TD SYNEX Microsoft representative behind you on configuration and pricing.

Click here

Help your customer pick the right models and plan the Windows 10 to Windows 11 Pro migration across the fleet.

Contact us

Stand up management and security with TD SYNEX deployment and configuration support behind you.

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. 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.

3. 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.

4. 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.