Help your SMB customers choose Windows 11 Pro modern devices powered by Intel vPro®

Discussion guide

Windows 11 Pro | intel vPRO® Built for Business

How to use this guide

Use this guide to begin a conversation with your customers about the changing work environment and the need for businesses to be agile to stay competitive. Help them see how Windows 11 Pro PCs powered by Intel vPro® are uniquely positioned to unlock key features in modern devices so they can thrive during uncertain times. Also consider opportunities to sell additional PCs, software, and services that offer complete solutions to power your customers' business now and in the future.

Get Windows Pro Accreditation on our on-demand readiness platform for partners, ExpertZone.

What's inside

This guide includes the following sections:

- **Target audience** to provide insight into your customers

- **Elevator pitch** to describe the key benefits of modern Windows 11 Pro devices powered by Intel vPro

- **Customer challenges** to understand the business environment of SMBs

- **Assessing customer needs** to encourage SMBs to discuss pain points

- **Addressing common objections and concerns** to help SMBs see the value of modern devices

- **Resources** to identify additional information that supports your sales efforts
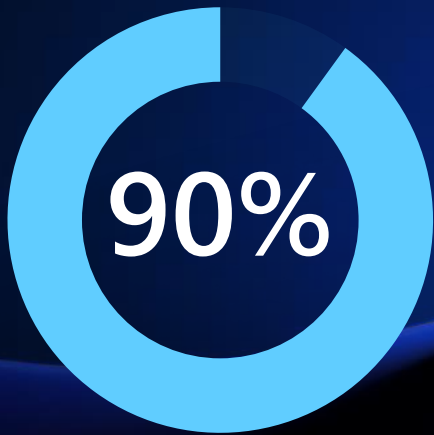
Empower Possibilities – Customer voices

Watch how Windows 11 Pro devices powered by Intel vPro® are designed for today's hybrid workforce.

Target audience

The hybrid workspace used to be the exception for small and medium-sized business (SMB) work environments. It's now become part of the norm. **Remote work, for example, increased nearly ten times in 2020.**[1] This transformative change has brought with it new risks. Many SMBs are using outdated firmware and hardware, leaving them very vulnerable to ransomware and malware attacks. **Partners have a great sales opportunity today to encourage customers to upgrade.**

Small and medium-sized businesses have

25-499 employees

Tech decisions are made by:

Business decision makers (BDM)
Concerned with productivity, security, and profitability

90% **Global business represented by SMBs.**[2]

IT decision makers (ITDM)
Concerned with threat protection, management, and efficiency

Elevator pitch

The **hybrid workplace** is here to stay. Using older hardware and software can leave your organization open to security threats.

Invest in **modern devices to safeguard** your company data, personal information, and devices.

Give your onsite and remote workforce the tools to **work confidently** and **securely** from almost anywhere.

Get **built-in security features, remote management,** and **productivity tools** with Windows 11 Pro modern devices powered by Intel vPro®.

50% of surveyed SMBs **have seen increased cybersecurity attacks** since the start of the pandemic[3]
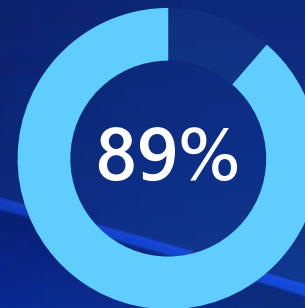
89% of surveyed SMBs **believe their organization is exposed** to cybersecurity risks[3]

Customer challenges

- Hybrid work environments increase security risks and management complexity

- Remotely deploying and managing devices

- Long hours on devices and online meetings are causing mental fatigue and hindering productivity

- Employees are feeling disconnected from their teams

- Organizations lack flexibility to let employees work how they want and from where they want
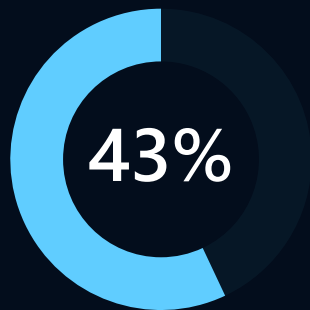
43% of business leaders said **better security is one of the reasons for purchasing new PCs**[4]

Assessing customer needs

Use these questions to learn about your customer's current technology and business environment. Be sure to ask open-ended questions that challenge customers to think about their situation in new ways.

" Over the past two years, many businesses have shifted to remote and hybrid work. How has your organization dealt with these challenges?"

" Given the increase in security threats, what measures are you taking to secure devices, business data, and identities?"

" Workers in many organizations need to collaborate efficiently from multiple locations. How is your team collaborating remotely?"

" What is required to configure and deploy your devices? How much time does it take your IT team?"

" What kind of devices do your people use and what kind of smart experiences do they offer?"

Empower possibilities

Invest in modern devices with Windows 11 Pro powered by Intel vPro®

Security	Modern management

Productivity and collaboration	Business Ready

Windows 11 Pro

intel vPRO
Built for Business

Security

The most secure Windows to date

- **Smart App Control** blocks untrusted or unsigned software preventing users from running malicious apps[5]

- Hardware-based chip-to-cloud security built on **Zero-Trust security principles**

- Powerful built-in protection, including **hardware-based isolation, advanced encryption**, and **malware protection**

- **Enhanced phishing detection and protection** help thwart credential theft

- **Windows presence** sensing that signs you in when you approach, and locks when you leave[4]

Modern management

A modern experience delivered with familiar IT tools and cloud technology

- **Microsoft Endpoint Manager** lets you send templated organizational messages sent to specific devices using configurable tools[6]

- **Microsoft App Assure** provides application compatibility assistance at no cost to any organization size

- **Remote help** provides secure, real-time support through the cloud[6]

- **Windows Autopilot provides** zero-touch deployment that simplifies remote device provisioning and management[6]

Productivity

Natural workflows and intelligent experiences for creating and collaborating from any location

- **Snap layouts** let you organize open apps with pre-configured layouts that intelligently adapt to your screen[7]

- **Easily organized custom desktops and tabbed File Explorer**[5] help you work smarter

- **A simplified and streamlined UI** offers an immersive workflow experience

- **Smarter videoconferencing** with Intel vPro® helps you look and sound your best in meetings

- **Voice focus** dims background noise and clarifies your voice

5. Coming in a future release; appearance may vary. | 7. Some layouts only available based on display resolution and scale settings.

Microsoft Confidential – Shared Under NDA

Business ready

Modern devices for today's business needs

- **World-class fundamentals** designed for longer battery life, instant startup, and ultra-reliable uptime

- **AI camera effects enhance videoconferencing**, helping you look and sound your best in online meetings

- **Improved multi-finger touch, smooth rotation, and touch and pen** available to capture thoughts for every text input

- **Intel Evo Design** provides the ultimate PC experience with real-world responsiveness, instant wake, and next-level batter life[8]

Addressing common objections and concerns

Use these four steps for handling any objections that your customers may have

1. **Listen** to why people say "no"

2. **Acknowledge** their objections and show you understand

3. **Suggest** a solution that will meet their needs

4. **Close** by answering all their concerns and asking for the sale

Addressing common objections and concerns

"We're not worried about cyberattacks – those happen to bigger businesses."

Cybersecurity is top of mind with many SMBs. A recent report showed that **88% of surveyed SMBs**[9] believe they're underprepared to handle cyber threats.

Modern devices powered by Intel vPro® offer the most secure Windows ever, guarding against the most sophisticated threats with powerful built-in security and layers of powerful protection across devices, data, user credentials, apps, and the cloud.

Built-in protections such as **advanced encryption, robust network** and **system security,** and **intelligent safeguards** against ever-evolving threats keep your data secured.

"New devices don't offer any must-have capabilities for us."

Older devices can't unlock the full productivity and security tools and features of modern devices powered by Intel vPro.

Windows 11 Pro with Intel vPro empower hybrid workers with powerful out-of-the-box protection including **enhanced phishing safeguards, passwordless security,** and more control over apps and access anywhere. The most secure Windows yet delivers layers of chip-to-cloud protection across hardware, operating system, identity and privacy, and the cloud.

Modern devices also help simplify deployment, management, and support for your hybrid workforce using familiar tools with cloud technologies. **Remote help** enables IT to provide secure, real-time support through the cloud.[6]

"The devices we have are fine. We don't need modern devices."

Older devices lack security enhancements, modern management, and flexible productivity tools.

Modern devices enable employees to get work done how they want, anywhere. Powerful out-of-the-box protection guards against the most sophisticated threats from wherever you work.

Familiar tools with cloud technologies like **Windows Autopilot** simplify deployment, management, and support for your hybrid workforce.

Natural workflows and intelligent experiences let you focus, create, and collaborate with ease from any location.

Plus, employees across your organization can choose the right device that matches their workstyle.

Addressing common objections and concerns

"We already upgraded from Windows 7 to Windows 10. Why would we upgrade again?"

Older devices can't make the most of today's security, management, and productivity enhancements.

Modern devices with Windows 11 Pro are designed with the hybrid workspace in mind. Layers of end-to-end protection help your team safely collaborate from anywhere and your business stay protected against security threats.

You also get new security features like enhanced phishing detection and protection and remote IT help for secure, real-time support through the cloud. For videoconferencing, background blur helps keep the focus on you.[10] And voice focus dims background noise, making sure your voice is clearly heard.

"New devices are too expensive. We don't have the budget for them."

Older devices cost you more. One study concluded that on average, they're 3.3x more expensive to own and maintain than modern ones.[2]

A lot of that comes from hidden costs to owning older PC such as:

- 3.8x less productivity.[2]
- 4.5x frequency of IT problems, on average.[2]

Older devices also leave your company more vulnerable to security threats, which can quickly become the most expensive cost your company will ever face. We offer the world's largest selections of modern devices, at many different prices and form factors.

Sustainability with Microsoft and Intel

Making an impact through sustainable practices

Microsoft is dedicated to protecting the safety and health of our employees, customers, and the public through our environmental policies and practices. Microsoft honors its commitment to environmental sustainability by working with Industry groups and NGO's to establish responsible practices in building sustainable products. Microsoft is continually working to improve our performance as well as engaging with our stakeholders about our objectives and targets. If you or your organization are interested in contributing to Microsoft's sustainability initiatives by recycling your old hardware, please visit your Original Equipment Manufacturers website for more information. To read more about Microsoft's recycling commitment, visit the website:
https://www.microsoft.com/en-us/legal/compliance/recycling

Intel's commitment to positive global impact is embedded in their purpose to create technology that enriches the lives of every person on the planet. The RISE Strategy has a goal to create a more responsible, inclusive, and sustainable world, enabled through technology and collective actions. Intel practices responsible business across their global manufacturing operations, value chain, and beyond. Through the RISE strategy, Intel aims to create a more, diverse and inclusive workplace by continuing to expand opportunities within. Intel empowers and enables its employees and customers to create a more sustainable world and reduce their carbon footprint. To learn more about Intel's RISE strategy, visit the website:
https://www.intel.com/content/www/us/en/corporate-responsability/2030-goals.html

Footnotes

1. Before the Coronavirus, telework was an optional benefit, mostly for the affluent few, Pew Research Center March 20, 2020.
2. Techaisle 2020
3. Forbes Insights 2022 Intel Cybersecurity Outlook for Small and Midsize Businesses
4. SMB Windows 11 Survey Report. Techaisle, February 2022
5. Coming in a future release; appearance may vary.
6. Azure Active Directory required. Sold separately.
7. Some layouts only available based on display resolution and scale settings. Sold separately.
8. Battery life varies settings, usage, device and other factors.
9. Stay safe from cybersecurity threats (sba.gov)
10. The Total Economic Impact™ Of Microsoft Windows PCs for Business, September 2021.

Intel claims

Intel vPro® is built for business, with premium performance focused around productivity, collaboration, and content creation. Intel® Hardware Shield adds comprehensive features like below-the-OS security, application and data protections, and advanced threat protections. Professional grade tools enable users to multitask while executing demanding workloads in highly personalized setups. All integrated into a single, validated platform for business.

Intel® Active Management Technology is the only wireless solution for remote manageability for business. As measured by December 2020 IOActive study (commissioned   by Intel) of in-band software-based remote management functions; out-of-band hardware-based remote management functions; and cloud-based support in thin & light Windows-based PCs. AMT requires a network connection; must be a known network for WiFi out-of-band management. Learn more at intel.com/PerformanceIndex. Results may vary.

Intel builds products with security integrated at every step, backed by dedicated teams evaluating security resilience. Intel applies the security development lifecycle from inception to production, with testing from teams of dedicated security experts. No product or component can be absolutely secure. Learn more at www.intel.com/PerformanceIndex

Intel technologies may require enabled hardware, software or service activation. No product or component can be absolutely secure. Your costs and results may vary.

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