



Help your SMB customers choose Windows 11 modern devices

Powered by the Intel vPro® Platform

Discussion guide

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 PCs powered by the Intel vPro® Platform 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.

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 devices powered by the Intel vPro® Platform
- **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



Target audience

Business has changed dramatically for SMBs. Remote work increased nearly 10 times during 2020.^{1, 2} As a result, core business needs such as productivity, remote access, and security are top of mind for business owners.³

However, many SMBs have not upgraded their devices to take advantage of modern productivity, security, and management tools. They are being held back by older devices. Partners have a great sales opportunity by encouraging customers to upgrade.

SMBs
represent
more than



of the global
business.³

Small and medium-sized businesses
have 25-499 employees

Managed IT services

Tech decisions are made by:

**Business decision makers
(BDM)**

Concerned with productivity,
security, and profitability

IT decision makers (ITDM)

Concerned with threat
protection, management,
and efficiency

1. Pew Research Center, 2020

2. Clutch, 2020

3. Techaisle, 2020

Elevator pitch

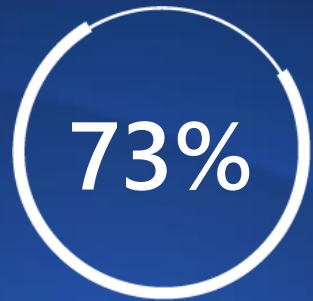
The **hybrid workplace** continues to grow and evolve.

Invest in **modern devices** to stay **agile** and **productive** in today's business environment.

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

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

Rise to the challenge.



of employees want **flexible remote options**⁴



of employees want **more in-person work or collaboration**⁴

Enable hybrid work with capabilities to help employees, customers, and businesses thrive

4. [The Work Trend Index. The Next Great Disruption Is Hybrid Work—Are We Ready?](#), March 2021.

No product or component can be absolutely secure.
Your costs and results may vary.



Customer challenges

- Businesses **must be agile** to meet the challenges of today's world
- Workers **need modern tools** for collaboration and productivity, whether from home or on the go
- Companies **must protect** valuable data, devices, and personal information from loss or theft
- IT managers want **simple, cost-effective ways** to deploy, manage, and protect hardware as well as to protect company data and personal information



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.

// _____
This year, many businesses have shifted to remote work. How has your organization dealt with these challenges?"

// _____
I know workers in many organizations need to collaborate efficiently from multiple locations. How is your team collaborating remotely?"

// _____
Given the increase in cyberattacks, what measures are you taking to secure devices, business data, and identities?"

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

// _____
Have you calculated the total cost of device repair when you factor in loss of worker productivity along with truck rolls and other IT resources diverted to minor PC maintenance issues?"



Benefits of Windows 11 modern devices powered by the Intel vPro® Platform

Work smarter and faster with Windows 11 features powered by the Intel vPro® Platform. Get a simple, powerful design to improve employee productivity and focus.

Productivity

Security

Collaboration

Management





Productivity

Simple, powerful design to improve employee productivity and focus

Multitasking made easy

- Reduce cognitive load with a simplified and streamlined UI, easily organized snap layouts, and personalized Widgets
- Work faster with multi-monitor, docking, and snapping features
- Collaborate seamlessly with intelligent video conferencing
- Work naturally with innovations in touch, voice, and pen⁵
- Automate workflows right from the Windows desktop using Microsoft Power Automate⁵

⁵. Sold separately

Security

The most secure Windows yet

Zero Trust-ready OS to protect data and access, anywhere

- **Powerful built-in security**, including hardware-based isolation, encryption, and malware protection
- **Easily apply passwordless security** with enhanced Windows Hello for Business⁶
- **Zero Trust security** combines secure device attributes with multi-factor authentication to **protect corporate identity and data**
- **Cloud config simply secures a Windows 11 device** for curated apps and access

43%

of business leaders said better security is one of the reasons for purchasing new PCs⁷

⁶. Biometric hardware dependent

⁷. Forrester, December 2018.

No product or component can be absolutely secure



Collaboration

Collaborate seamlessly with intelligent video conferencing

Get a business-class conferencing experience

- Windows 11 + Microsoft Teams experiences for an easier way to meet and share content⁸
- Have more effective meetings by sharing content straight from the taskbar and using instant mute/unmute so everyone's voice is heard
- Keep the background in the background with intelligent noise cancelling and blur
- Support the widest range of useful communication applications

⁸ Microsoft Team business features licensed separately

No product or component can be absolutely secure.

Management

Save your IT team time and money

Deploy, secure, and manage PCs remotely

- Provide IT support from anywhere and manage systems outside of a firewall
- Get Enhanced Windows Autopilot⁹ to support a hybrid workforce with zero-touch deployment
- Migrate with confidence knowing your Windows 10 applications will still work, backed by the App Assure promise
- Familiar deployment and update tools and processes like Windows Update for Business and Windows Deployment Services
- Accelerate adoption with an expanded number of policies available through cloud management solutions like Microsoft Endpoint Manager⁵

⁹. Azure Active Directory required; sold separately
⁵. Sold separately

Your costs and results may vary.



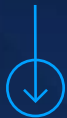
Addressing common objections and concerns

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

- 1 **Listen** to why people say “no”
- 2 **Suggest** a solution that will meet their needs
- 3 **Acknowledge** their objections and show you understand
- 4 **Close** by answering all their concerns and asking for the sale

Addressing common objections and concerns

“New devices are too expensive. We don’t have the budget for them.”



Older devices actually cost on average **3.3x** more to own and maintain than modern ones.³

There are hidden costs to owning older PCs:

- **3.8x less productivity.**³
- **4.5x frequency of IT problems, on average.**³

Older devices leave your company more vulnerable to security breaches:

In 2019, **67%** of SMBs experienced a security breach.³

- **Each incident cost ~3.3% of revenue.**³

We offer the world’s largest selections of modern devices, at many different prices and form factors.

I am sure we can help find a model that meets your needs.

“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 the Intel vPro® Platform.

Modern devices include high-quality video conferencing right out of the box, plus touchscreen capabilities and faster boot times.

In 2019, **67%** of SMBs experienced a security breach costing, on average, **3.3%** of revenue.³

Modern devices help prevent **3x** the number of malware attacks by locking down critical resources with Intel® Hardware Shield.³

With modern devices, you can increase productivity by getting workers up and running right away – in minutes rather than days.³

“The devices we have are fine. We don’t need modern devices.”



Older devices can’t make the most of today’s productivity tools and security enhancements.

Modern devices come with high-quality video conferencing right out of the box plus touchscreen capabilities and faster boot times.

Modern devices perform up to **40%** better than older ones.^{10, 11}

On average, you will enjoy **4.5x** fewer IT problems and **3x** fewer app performance issues with modern devices.³

Modern devices powered by the Intel vPro® Platform offer much greater built-in security – for your data, equipment, and personal information:

- **They help prevent up to 99.9% of identity attacks.**¹²
- **They are 3.5x less likely to experience a phishing attack.**³

The cost to own and maintain older PCs is **3.3x** more on average than for newer ones.³

3. Techaisle, 2020

10. As contained in a report by Intel.

11. Sysmark research, 2018

12. Microsoft research, 2018

No product or component can be secure.

Your costs and results may vary.

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 productivity tools and security enhancements.

Modern devices come with high-quality video conferencing right out of the box, plus touchscreen capabilities and faster boot times.

Modern devices perform up to **40%** better than older ones.^{10, 11}

Modern devices offer much greater built-in security – for your data, equipment, and personal information:

- **They help prevent up to 99.9% of identity attacks.**¹²
- **They are 3.5x less likely to experience a phishing attack.**³

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



In 2019, **67%** of SMBs experienced a security breach.³

Each data breach cost an average **3.3%** of revenue³—not to mention your company's assets, reputation, and customer trust.

You can lock down system-critical resources with Intel® Hardware Shield when you invest in modern PCs.

Modern devices powered by the Intel vPro® Platform are the most secure Windows ever. You can protect your data, even on lost or stolen devices and hard drives.¹³

3. Techaisle, 2020

10. As contained in a report by Intel.

11. Sysmark research, 2018

12. Microsoft research, 2018

13. For TPM based key protection, TPM 1.2 or greater required

No product or component can be secure.

Your costs and results may vary.

Microsoft recycling

End-of-life management and recycling

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. In 2018, 3.8 million pounds of e-waste were recycled by Microsoft and redirected from landfills. 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 our website

<https://www.microsoft.com/en-us/legal/compliance/recycling>

Intel has also committed to creating a more sustainable world through their RISE strategy. 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 their website <https://www.intel.com/content/www/us/en/corporate-responsibility/2030-goals.html>

Footnotes & resources

1. Before the Coronavirus, telework was an optional benefit, mostly for the affluent few, Pew Research Center March 20, 2020.
2. [Working from Home during the Coronavirus Pandemic: The State of Remote Work, Clutch](#), April 16, 2020.
3. [New Windows 10 PCs are a strategic investment for SMBs in the modern world of work](#), Techaisle, October 7, 2020.
4. [The Work Trend Index. The Next Great Disruption Is Hybrid Work—Are We Ready?](#), March 2021.
5. Sold separately
6. Biometric hardware dependent
7. [Forrester, December 2018](#)
8. Microsoft Teams business features licensed separately
9. Azure Active Directory required; sold separately
10. User or IT must activate Multi-Factor Authentication (MFA). Source: Microsoft 2018 security research as referenced in Microsoft Passwordless Authentication: <https://query.prod.cms.rt.microsoft.com/cms/api/am/binary/R.E3YNUJ>.
11. Performance results are based on testing as of May 4, 2020, and may not reflect all publicly available security updates. See configuration disclosure for details. No product can be absolutely secure. Software and workloads used in performance tests may have been optimized for performance only on Intel® microprocessors. Performance tests, such as SYSmark* and MobileMark*, are measured using specific computer systems, components, software, operations, and functions. Any change to any of those factors may cause the results to vary. You should consult other information and performance tests to assist you in fully evaluating your contemplated purchases, including the performance of that product when combined with other products. For more complete information, visit intel.com/benchmarks.
12. [Overall Performance: As measured by SYSmark 2018](#) Overall Score on pre-production 10th Gen Intel® Core™ i7-10810U vs. 8/15/19 testing of 7th Gen Intel® Core™ i7-7600U. SYSmark 2018 is published by the Business Applications Performance Corporation (BAPCo), a benchmarking consortium. SYSmark tests Windows* desktop applications performance using real-world scenarios: productivity, creativity, and responsiveness. Mainstream applications used in the scenarios include Microsoft Office*, Adobe Creative Cloud*, and Google Chrome*. Each scenario produces individual metrics that roll up to an overall score.
REFRESH CONFIGURATIONS,. NEW: Pre-production system with: Processor: Intel® Core™ i7 -10810U (CML-U 6+2) PL1=15W/25W, 6C12T, Turbo up to 4.9GHz, Memory: 2x16GB DDR4-2667 2Rx8, Storage: Intel® 760p M.2 PCIe NVMe SSD, Intel® Optane™ Memory H10 with Intel RST driver, and Samsung SSD 970 Evo Plus with Samsung driver, Display Resolution: 3840x2160 eDP Panel 12.5", OS: Windows* 10 19H2-18363.ent.rx64.691-Appx68. Power policy set to AC/Balanced mode for all benchmarks except SYSmark 2018 which is measured in AC/BAPCo mode for Performance. Power policy set to DC/Balanced mode for power. All benchmarks run in Admin mode & Tamper Protection Disabled / Defender Disabled, Graphics driver: 2020-02-11-ci-master-4102-revenue-pr-1007926-whql, Temperature: Tc=70c for all performance measurements. Tc=50c for MobileMark 2018.
13. Requires TPM 1.2 or greater for TPM based key protection.

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

© Intel Corporation. Intel, the Intel logo, and other Intel marks are trademarks of Intel Corporation or its subsidiaries. Other names and brands may be claimed as the property of others.

Intel claims & footnotes

The 11th Gen Intel vPro® Platform 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.

11th Gen Intel vPro® Platform delivers unrivaled business collaboration.

11th Gen Intel vPro® Platform delivers unrivaled productivity 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 Windows-based PCs. AMT requires a network connection; must be a known network for WiFi out-of-band management. Learn more at www.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® Hardware Shield, available exclusively on the Intel vPro® Platform, provides the world's most comprehensive hardware-based security for business.

© Intel Corporation. Intel, the Intel logo, and other Intel marks are trademarks of Intel Corporation or its subsidiaries. Intel technologies may require enabled hardware, software, or service activation. No product or component can be absolutely secure. Your costs and results may vary.

© Intel Corporation. Intel, the Intel logo, and other Intel marks are trademarks of Intel Corporation or its subsidiaries. Other names and brands may be claimed as the property of others.



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

© Intel Corporation. Intel, the Intel logo, and other Intel marks are trademarks of Intel Corporation or its subsidiaries. Other names and brands may be claimed as the property of others.
Microsoft Confidential – Shared Under NDA