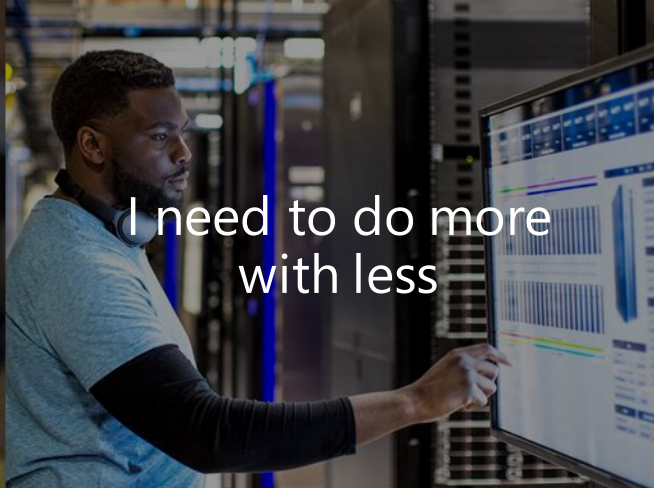


# Windows 10 for enterprise

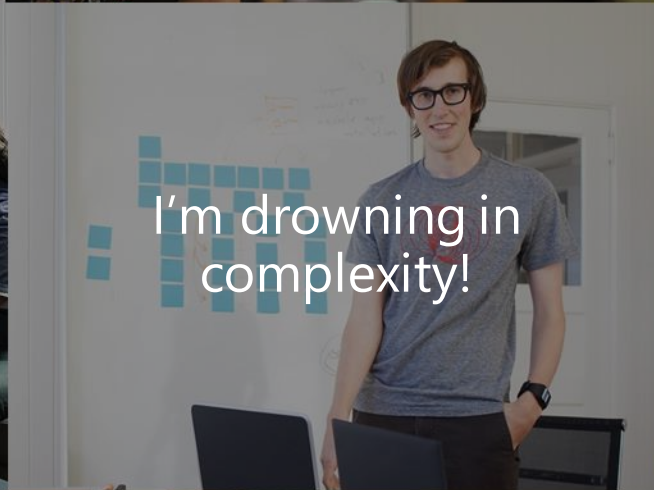
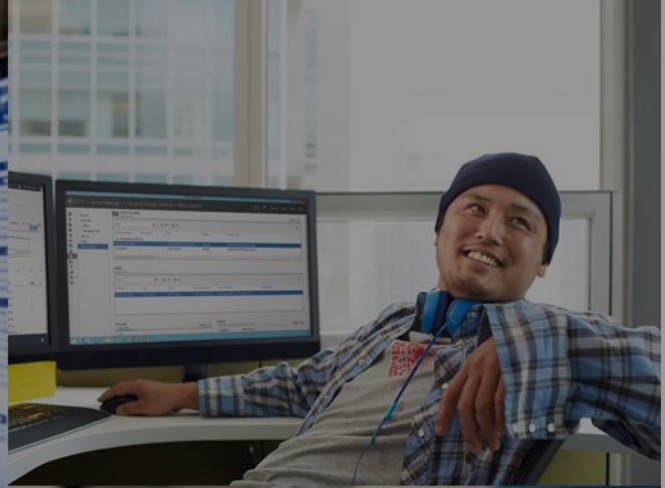
Pramiti Bhatnagar



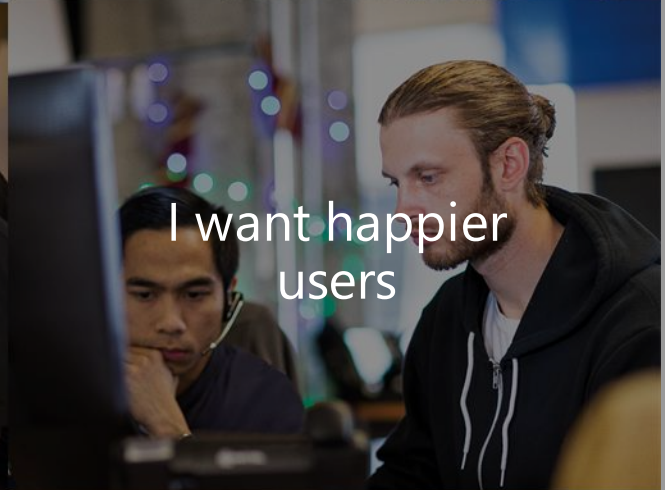
Help me keep safe and secure



I need to do more with less



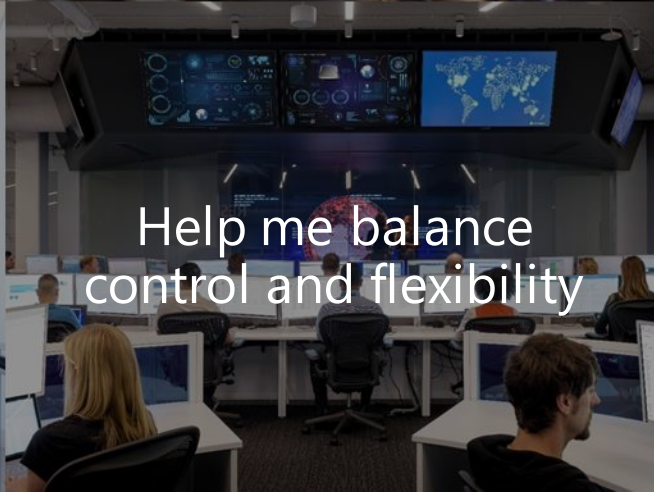
I'm drowning in complexity!



I want happier users



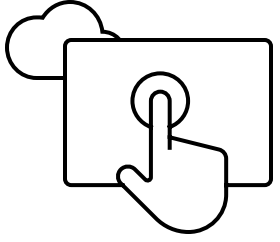
I want to be more strategic



Help me balance control and flexibility







The intelligent platform  
designed for today

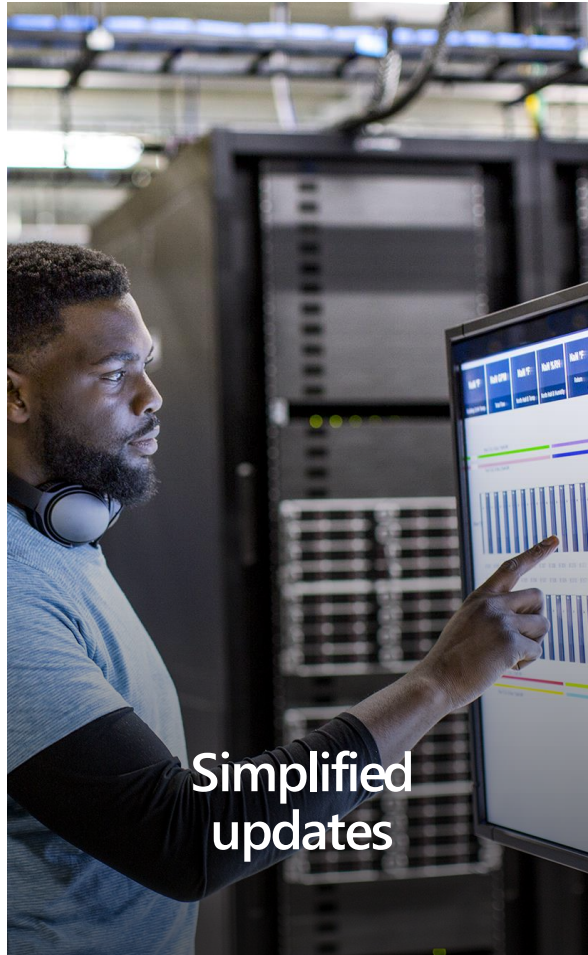




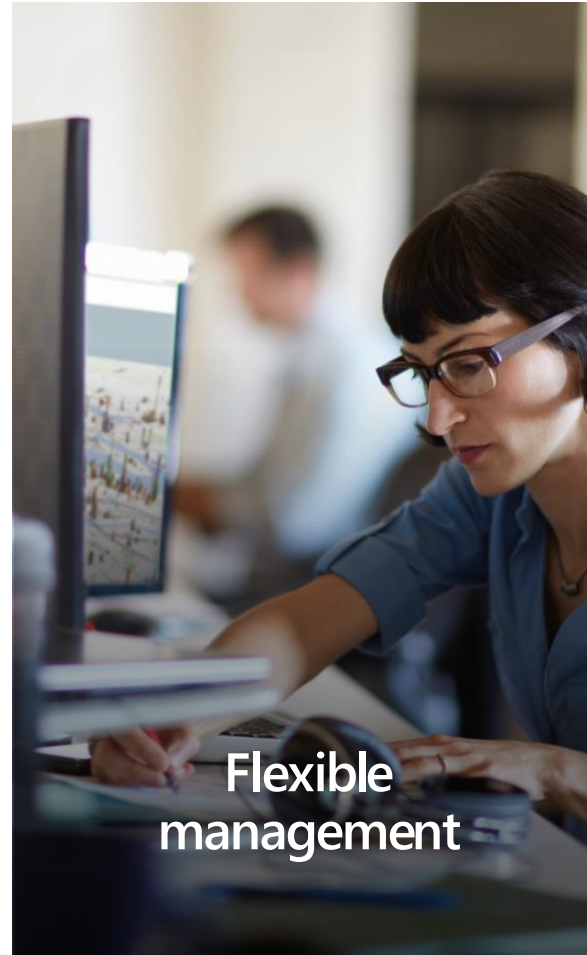
# Windows 10



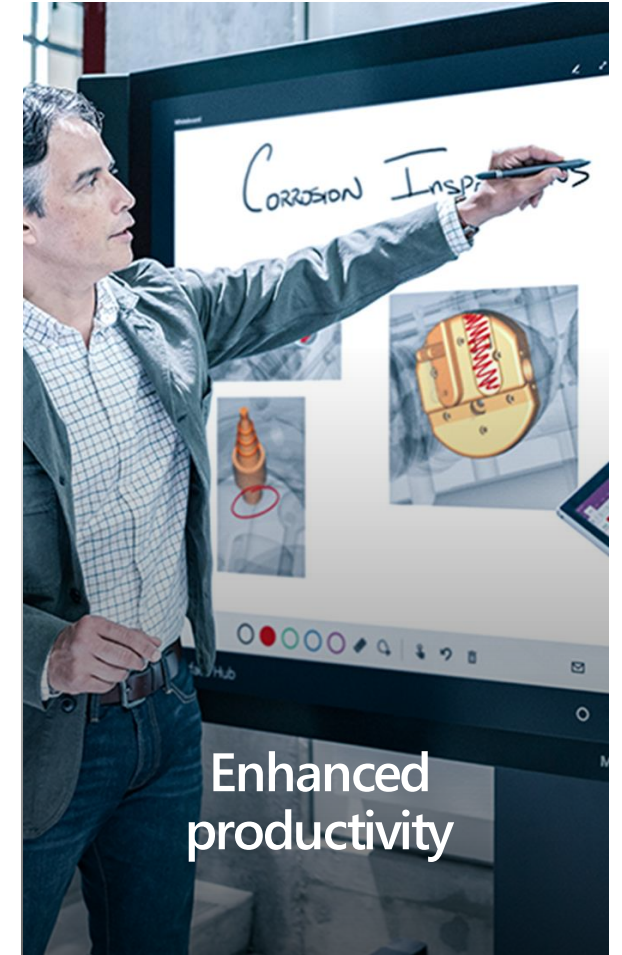
Intelligent security



Simplified updates



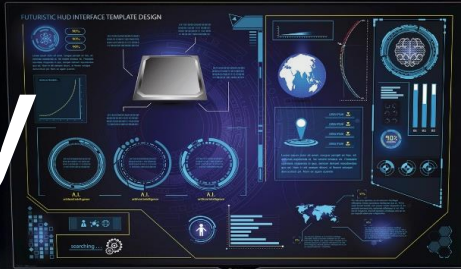
Flexible management



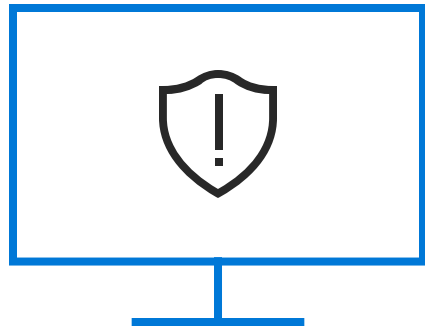
Enhanced productivity



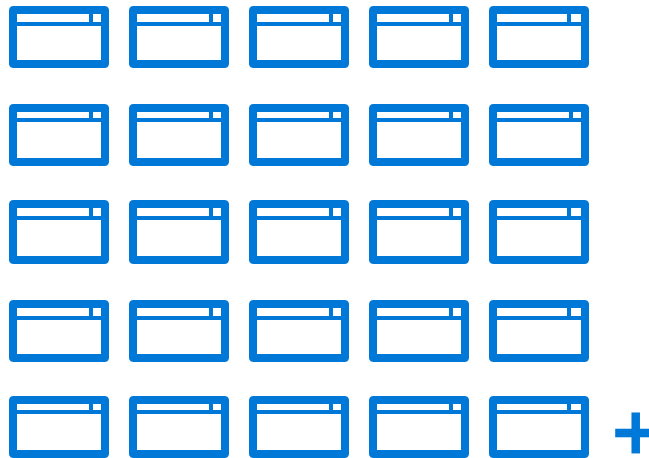
# Intelligent security



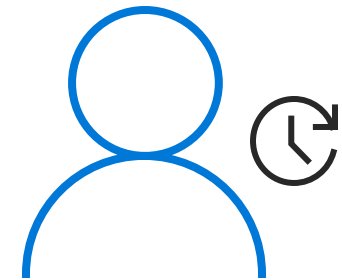
# Traditional security management doesn't scale



5B unique threats  
per month\*

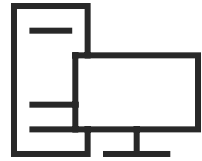


Increasing # security  
solutions to manage



Only capacity for  
10 alerts per day

# Today's security opportunity



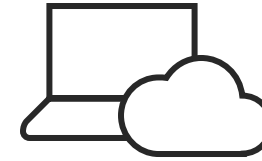
## Traditional security

Multiple endpoint security solutions

Unmanageable volumes of alerts

Manual process to update agents

Reactive protection



## Intelligent security

Unified endpoint security platform

Automatic remediation of alerts

Always up to date

Proactive preventive protection



# Intelligent security with Windows 10



Threat  
protection



Identity  
protection



Information  
protection



Security  
management



# Threat protection

Prevent attacks, isolate threats and control malicious code execution with Windows Defender

## Windows Defender Antivirus

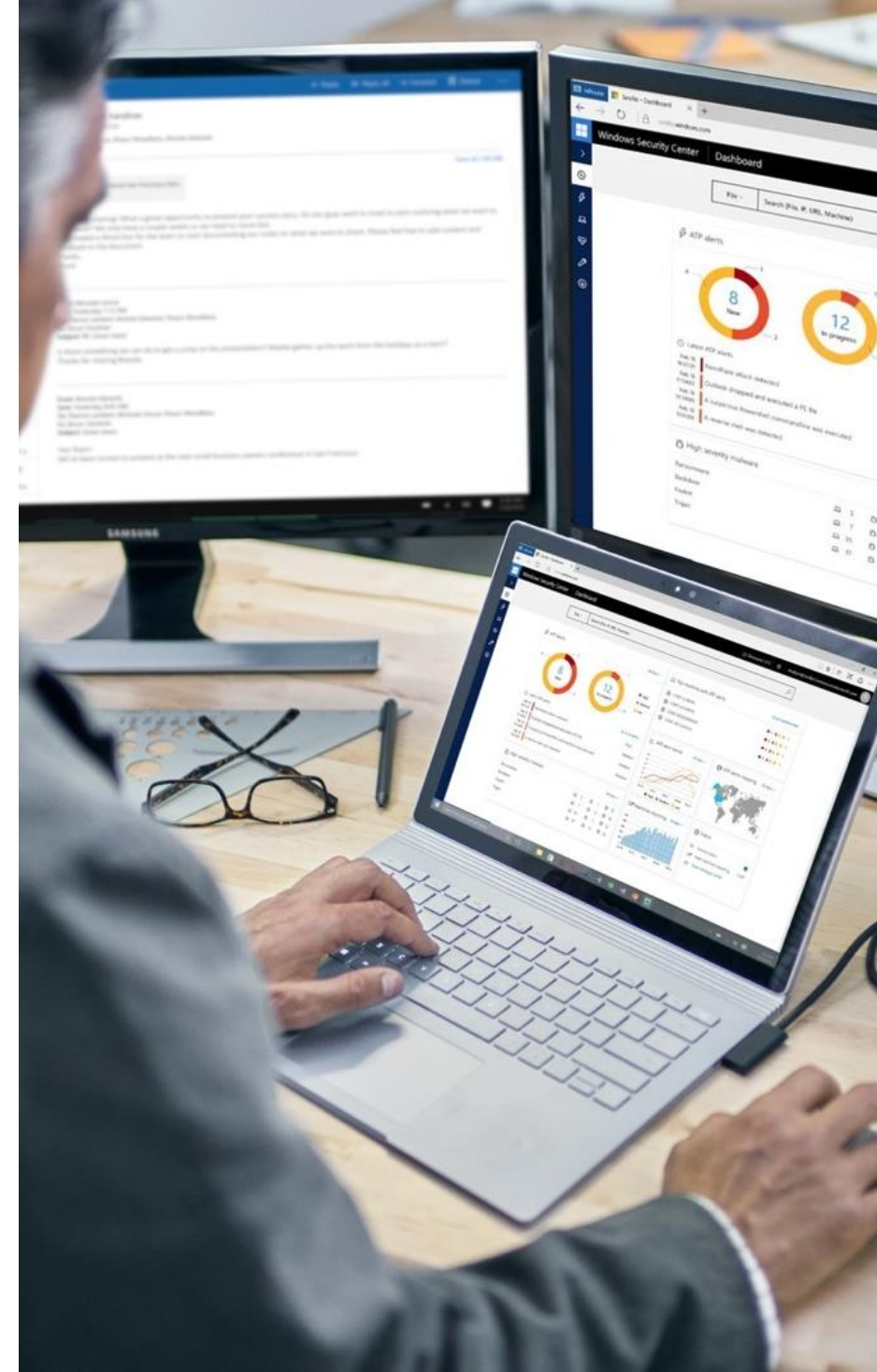
Detect fast-changing malware variations using behavior monitoring and cloud-powered protection

## Windows Defender System Guard

Maintain system integrity during boot time, runtime, and remote access to avoid compromised devices

## Windows Defender Advanced Threat Protection

Protect endpoints from cyber threats, detects advanced attacks and automates security incidents to improve security posture



# Identity protection

Protect identities with more than just a password

## Windows Hello<sup>1</sup>

Get better protection when you unlock your device with a look or a touch

Remotely sign in to your PC and services with companion devices<sup>2</sup>

## Credential Guard

Isolate and protect credentials from a full system compromise

Configure easily with existing management tools

<sup>1</sup>To use Windows Hello with biometrics specialized hardware, including fingerprint reader, illuminated IR sensor, or other biometric sensors is required. Hardware-based protection of the Windows Hello credential/keys requires TPM 1.2 or greater; if no TPM exists or is configured, credentials/keys protection will be software-based.

<sup>2</sup>Companion devices must be paired with Windows 10 PCs via Bluetooth. To use a Windows Hello companion device that enables the user to roam with their Windows Hello credentials requires Pro or Enterprise edition on the Windows 10 PC being signed into.





# Information protection

Easily protect data at rest and in use

## Windows Information Protection

Prevent accidental or intentional data leaks by separating personal and professional data<sup>1</sup>

## Bitlocker

Encrypt sensitive information and protect against unauthorized access<sup>2</sup>

## Microsoft Bitlocker Administration & Monitoring

Use tools to provision, enforce, report compliance and recover BitLocker-protected data

<sup>1</sup>WIP requires either Mobile Device Management (MDM) or System Center Configuration Manager to manage settings. These products sold separately. Active Directory makes management easier, but is not required.

<sup>2</sup>Requires TPM 1.2 or greater for TPM based key protection.



# Security management

Includes comprehensive security lifecycle management for security operations and configuration management

## Windows Defender Security Center

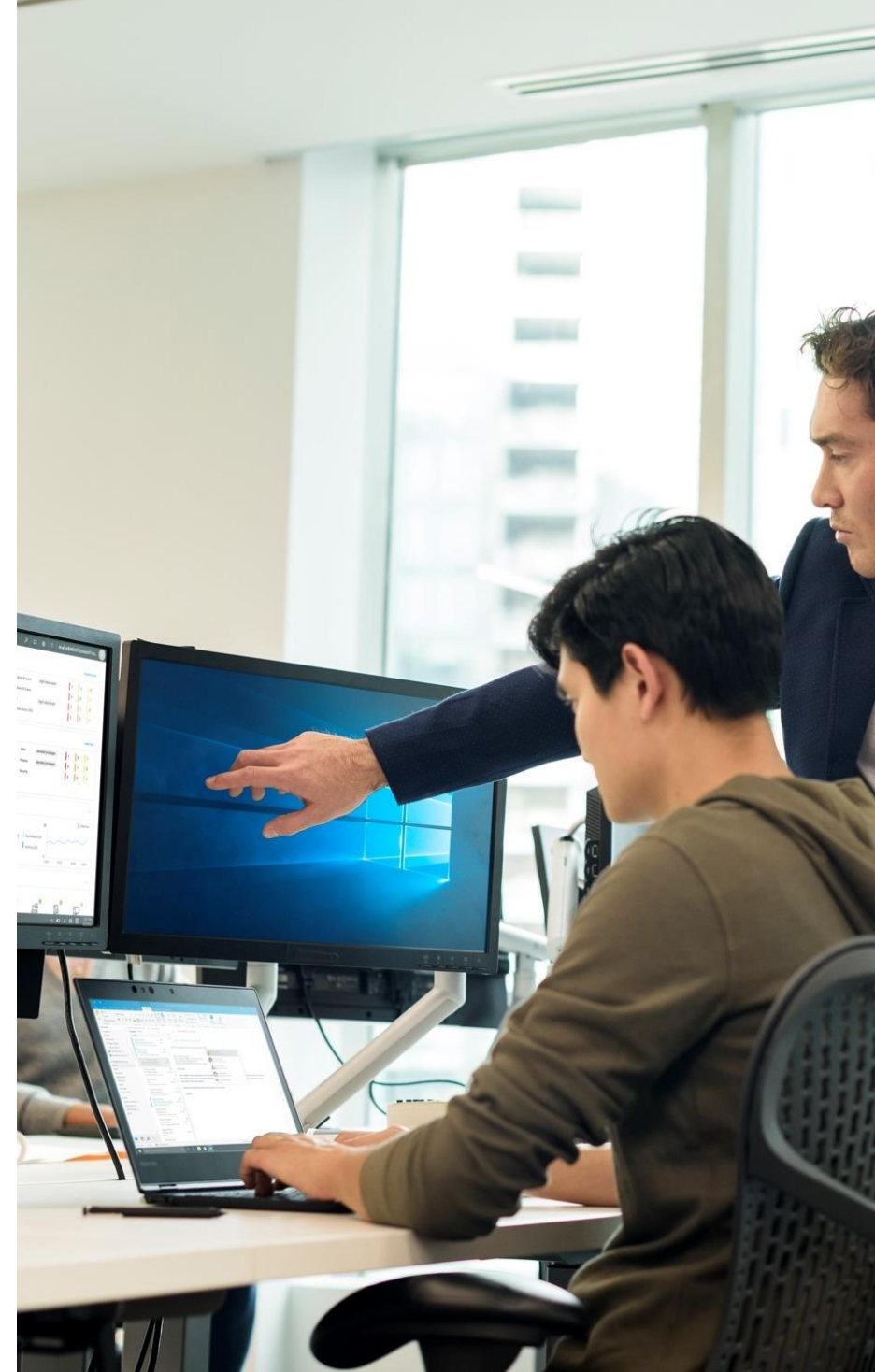
Centrally manage the end-to-end security management lifecycle with a single console

Search up to six months of historical data

## Windows Security Analytics

Better understand your overall security health score

Get recommendations to help reduce future attacks





# Intelligent security with Windows 10



## Threat protection

Windows Defender Antivirus

Windows Defender System Guard

Windows Defender Advanced  
Threat Protection



## Identity protection

Windows Hello

Credential Guard



## Information protection

Windows Information Protection

BitLocker

Microsoft BitLocker  
Administration and Monitoring  
(MBAM)



## Security management

Windows Defender  
Security Center

Windows Security Analytics



# Simplified updates





# Traditional deployment

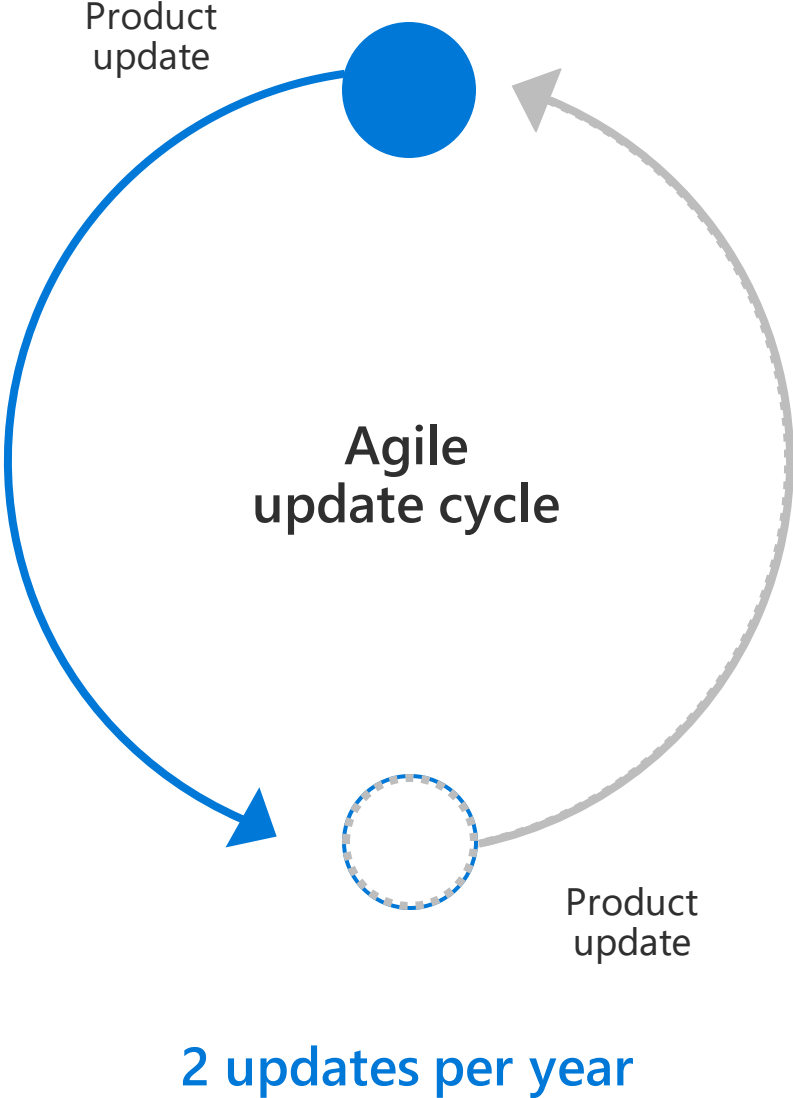


# Windows as a service

Increased security

Improved productivity

Simplified deployment





# Windows 10 gets better with each release

With enhanced security, more tools for IT and end user productivity features

- Windows Defender Antivirus
- Windows Hello
- Microsoft Edge
- Device Guard
- Credential Guard
- BitLocker
- SmartScreen
- Windows as a service
- In-place upgrades
- Continuum
- Cortana
- Windows 10 core

1507

- Mobile Device Management
- AAD Join
- Windows Store for Business
- Windows Update for Business
- Mail, Calendar, Photos, Maps, Groove, Skype
- Windows Defender Antivirus
- Windows Hello
- Microsoft Edge
- Device Guard
- Credential Guard
- BitLocker
- SmartScreen
- Windows as a service
- In-place upgrades
- Continuum
- Cortana
- Windows 10 core

1511

- Windows Information Protection
- Windows Hello for Business
- Windows Analytics Upgrade Readiness
- App-V, UE-V
- Hybrid Azure Active Directory Join
- Windows Ink
- Mobile Device Management
- AAD Join
- Windows Store for Business
- Windows Update for Business
- Mail, Calendar, Photos, Maps, Groove, Skype
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1607

- Windows AutoPilot
- Windows Defender ATP
- Windows Defender Security Center
- Express update delivery
- Hyper-V
- Windows 10 Subscription Activation
- Windows Insider Program for Business
- Paint 3D
- Cortana at work
- Night light, mini view
- Windows Information Protection
- Windows Hello for Business
- Windows Analytics Upgrade Readiness
- App-V, UE-V
- Hybrid Azure Active Directory Join
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- Windows 10 core

1703

- Windows Defender Exploit Guard, System Guard, Application Guard, Application Control
- Mobile Device Management
- Windows Analytics Update Compliance
- Windows Analytics Device Health
- Co-management
- Enterprise search in Windows
- Continue on PC
- OneDrive Files On-Demand
- Narrator
- Mixed Reality Viewer
- Windows AutoPilot
- Windows Defender ATP
- Windows Defender Security Center
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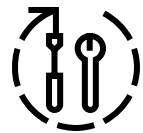
1709

- Windows Analytics – Spectre & Meltdown, Delivery Optimization, Application Reliability
- Logon Health
- WDATP Automated Remediation
- Conditional Access based on WDATP device risk
- Threat Analytics
- Emergency Outbreak Updates
- Advanced hunting
- Cloud Credential Guard
- Diagnostic data viewer
- Windows AutoPilot enrollment status page
- Windows 10 Enterprise in S mode
- Shared Windows Devices
- Nearby Sharing
- Dictation
- Timeline
- Windows Defender Exploit Guard, System Guard, Application Guard, Application Control
- Mobile Device Management
- Windows Analytics Update Compliance
- Windows Analytics Device Health
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1803



# Simplified updates



Streamline deployment and updates with modern tools



Application compatibility  
IT can trust



# Streamline deployment and updates

With modern tools powered by the cloud

## Windows as a service

Help ensure users and devices are safe and productive with the latest feature and quality updates

## In-place upgrades

Automatically preserve apps, settings, and data

## Windows Update for Business

Update devices directly from the cloud to minimize your IT effort

## Express updates

Streamline downloads and reduce the load on your network

## Delivery optimization

Enable peer-to-peer transfer of updates



# Application compatibility you can trust

Upgrade with confidence and ensure devices and apps stay healthy

## Windows Analytics

Get project guidance and recommendations for device upgrades and feature updates

Ensure your Windows 10 devices are properly updated and secure

Identify and address issues affecting end users

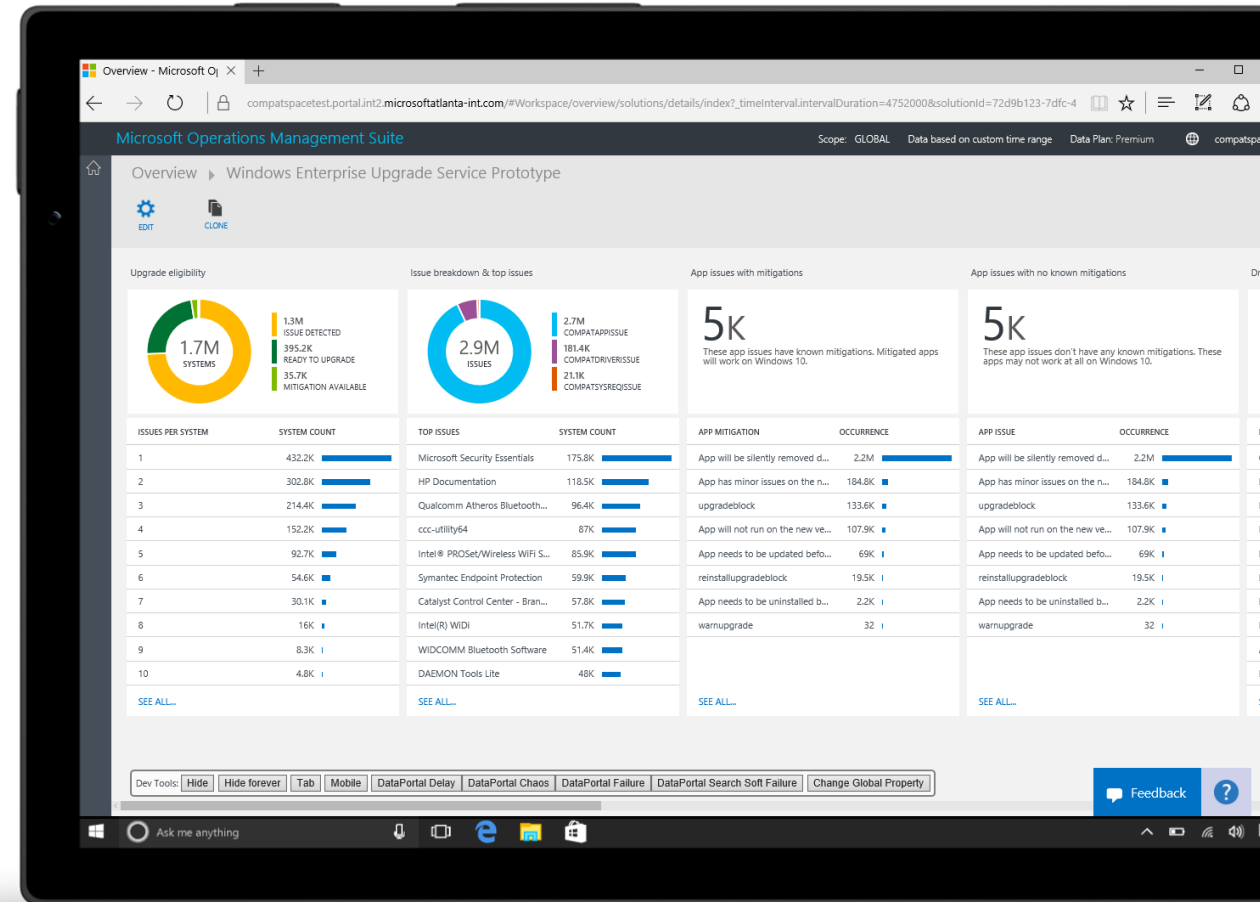
## Windows Insider Program for Business

Explore new features, validate apps and prepare your organization for the next version of Windows 10

## Ready4Windows.com

View Windows 10 ISV support statements

Get usage information for every app version



# Simplified updates



## Streamline deployment and updates with modern tools

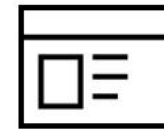
Windows as a service

In-place upgrades

Windows Update for Business

Express updates

Delivery optimization



## Application compatibility IT can trust

Windows Analytics

Windows Insider Program for Business

Ready4Windows.com

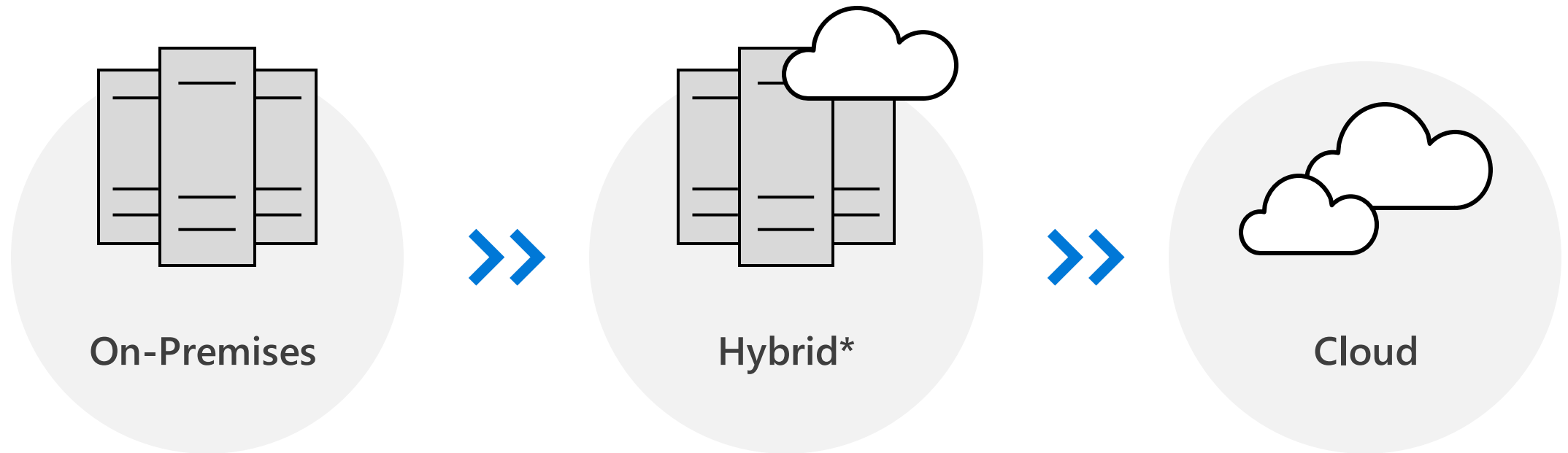


# Flexible management



# Flexible device management

Windows 10 provides the flexibility to leverage the cloud at your own pace



On-Premises

Existing organizations can use traditional methods and tools to manage devices.

Hybrid\*

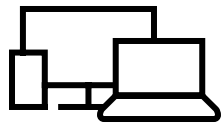
Bridge to move from traditional to modern workloads.

Cloud

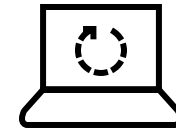
New organizations can use tools that are built with cloud-first in mind.



# Flexible management



Deliver enterprise-ready  
devices easily



Simplify device  
management



# Deliver enterprise-ready devices

With a self-service experience, lowering help desk costs

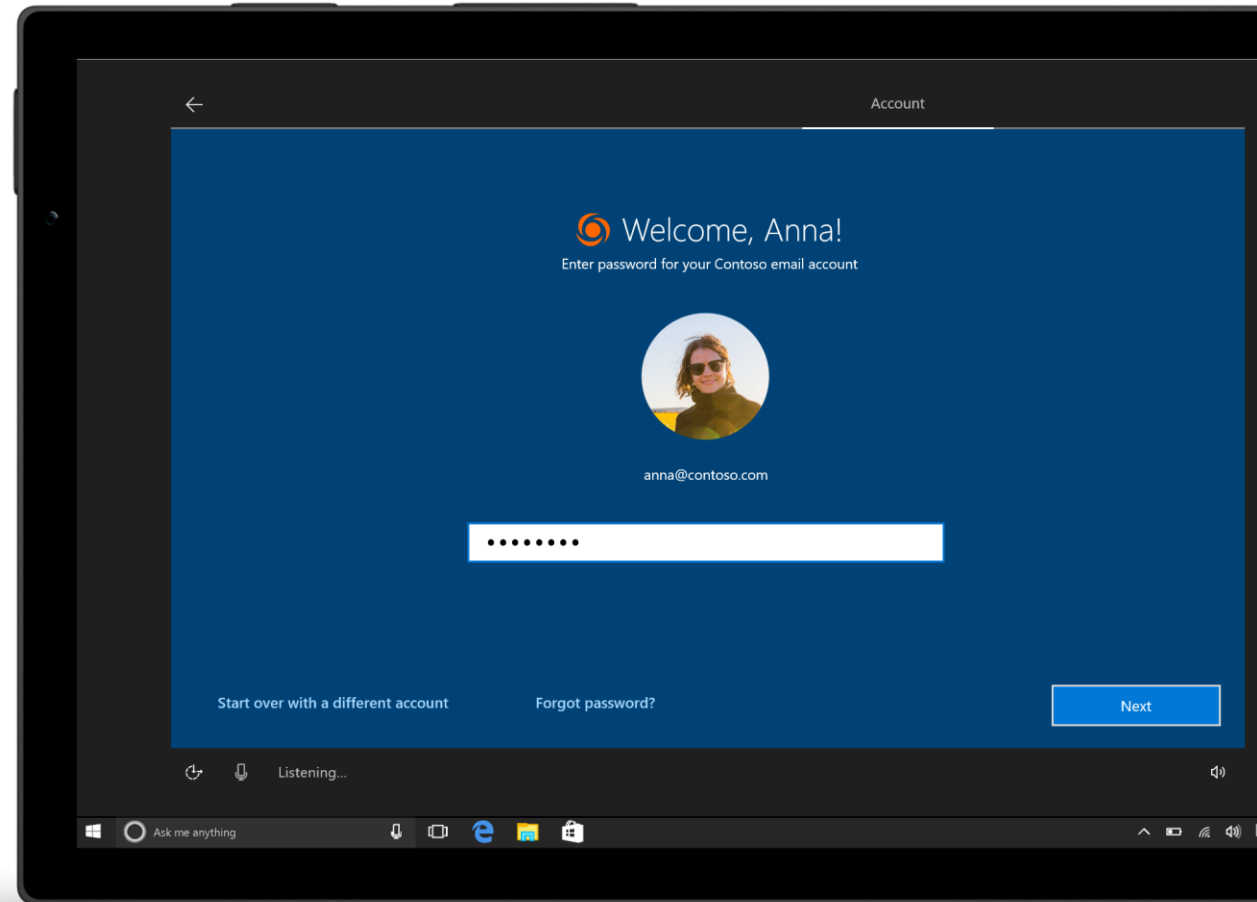
## Windows AutoPilot<sup>1</sup>

Get new devices up and running fast, without reimaging, all powered by the cloud

Automatically configure settings, security policies and install apps like the Office 365<sup>2</sup> apps

## Windows Subscription Activation

Easily step up from Windows 10 Pro to Windows 10 Enterprise or Windows 10 Education, without rebooting

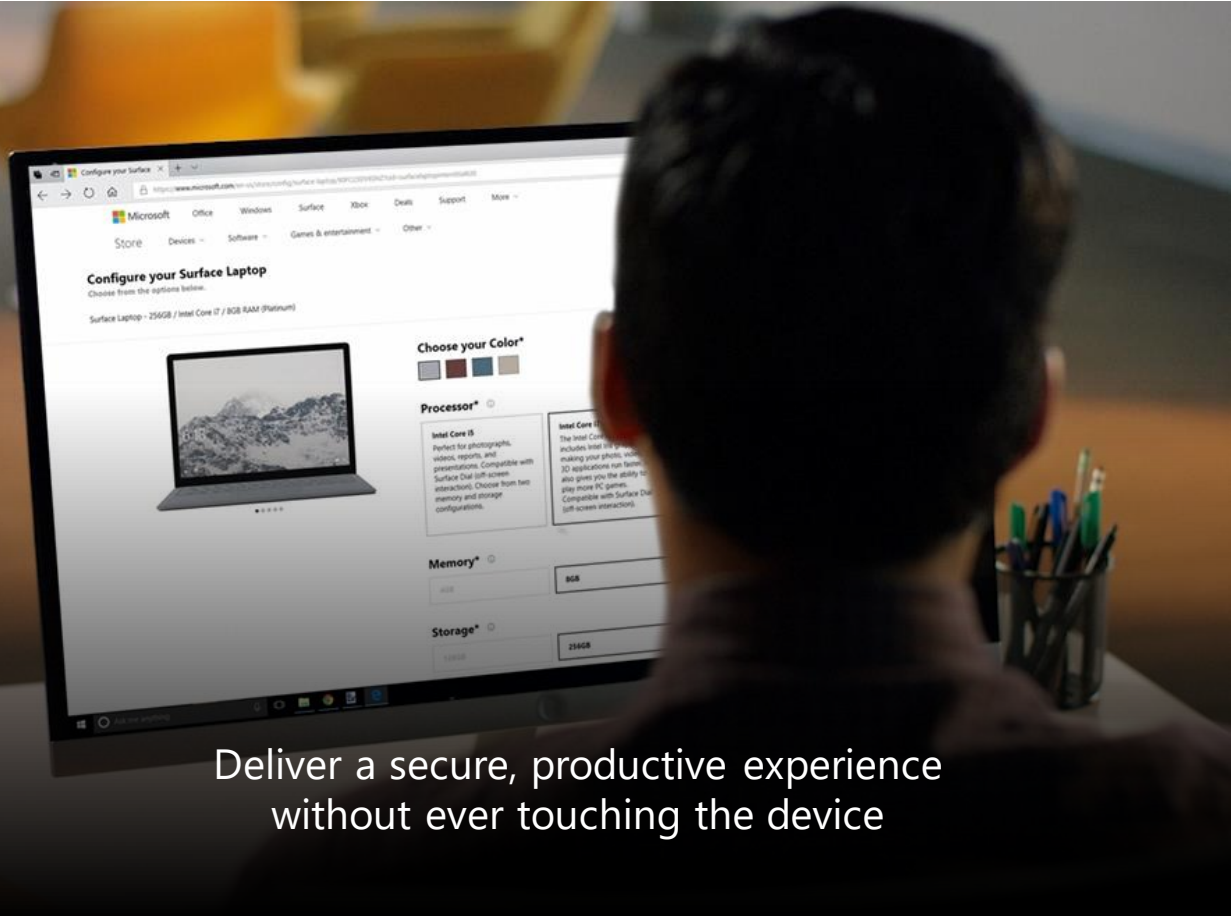


<sup>1</sup> Requires Azure Active Directory and Intune to complete Hybrid Azure Active Directory Join. Sold separately.

<sup>2</sup> Subscription sold separately.

# Transform device deployment with Windows Autopilot

Great for IT and end users



Deliver a secure, productive experience without ever touching the device



Be productive from the start with a personalized out of box experience



# Simplify device management

Device and app management with the cloud

## Mobile Device Management<sup>1</sup>

Utilize Group Policy and MDM side by side, in order to transition from on-premise to cloud management

## Mobile Application Management

Manage corporate assets without impacting personal data  
Enforce pin and data protection policies on BYOD devices

## Windows Shared Devices

Quickly setup and maintain custom device scenarios

## Microsoft Store for Business<sup>2</sup>

Find, acquire, manage, and distribute apps, including custom LOB apps to Windows 10 devices<sup>2</sup>

<sup>1</sup> MDM requires an MDM product such as Microsoft Intune or other 3rd-party solutions (sold separately).

<sup>2</sup> Available in select markets. Functionality and apps may vary by market and device.



# Flexible management



## Deliver enterprise-ready devices easily

Windows AutoPilot

Windows Subscription Activation



## Simplify device management

Mobile Device Management

Mobile Application Management

Windows Shared Devices

Microsoft Store for Business





Enhanced productivity



# Technology's impact in today's workplace

75%

of workers say their employers don't give them access to the latest technology to do their job efficiently<sup>1</sup>

42%

employees state they would quit their jobs over poor workplace technology<sup>2</sup>

21%

greater productivity among teams with high employee engagement<sup>3</sup>

21%

greater profitability for highly engaged business units<sup>4</sup>

<sup>1</sup>The Staples Business Advantage Workplace Index : Measuring Workplace Trends and Work Culture, 2016

<sup>2</sup>US Future-Ready Workforce Study, 2016

<sup>3</sup>Gallup, Managing Employee Risk Requires a Culture of Compliance, 2016

<sup>4</sup>Gallup, State of the American Workplace, 2017.





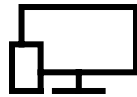
# Enhanced productivity



**Work  
smarter**



**Cultivate  
collaboration**



**Empower  
workstyles**

# Work smarter

Features to help people stay in the flow, work faster, and find what they need.

## Enterprise search in Windows

Fast, intelligent local and cloud search, right in the taskbar

## Windows user experience

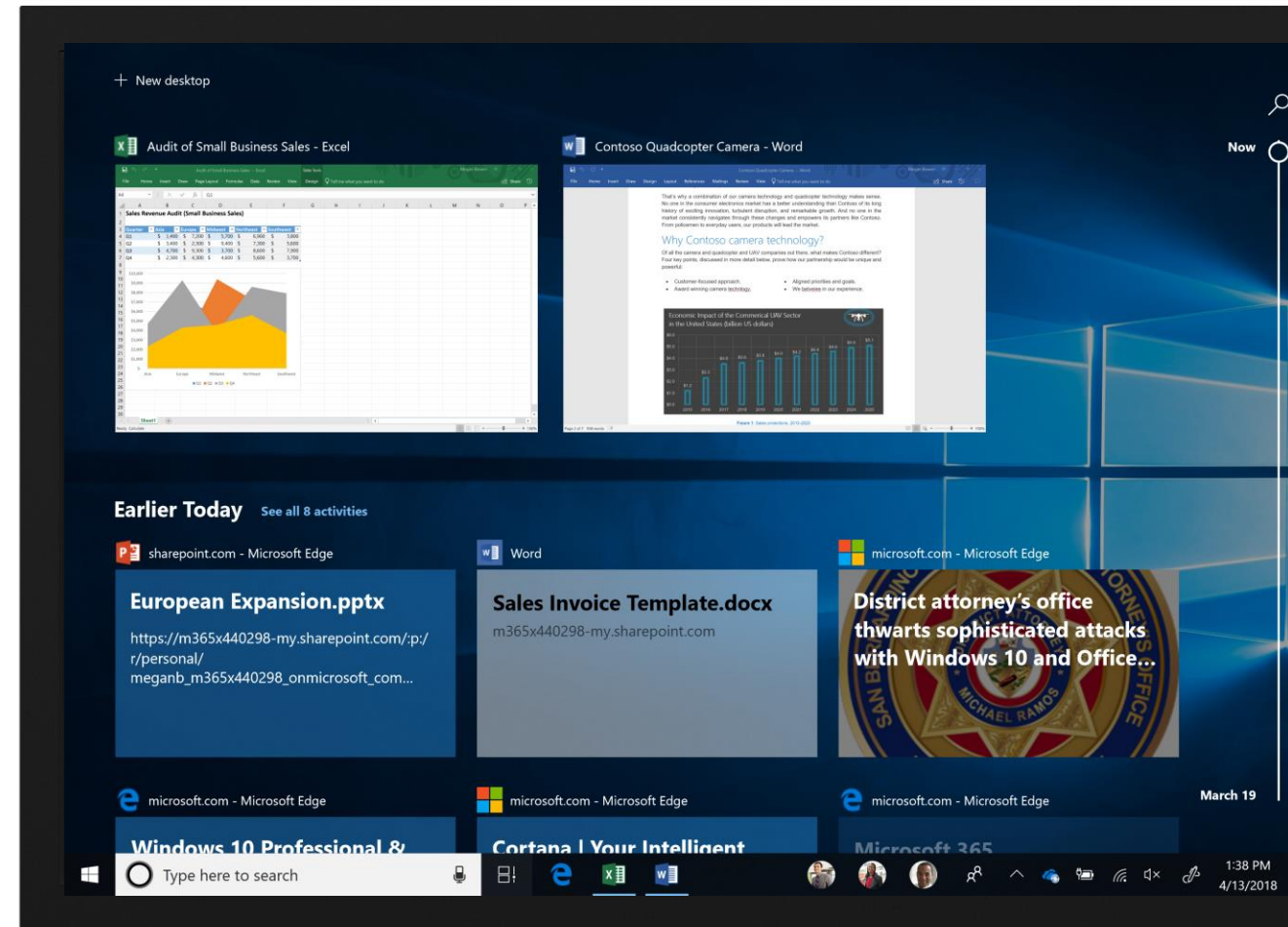
Integrated features that help people work more efficiently

## Microsoft Edge

The smarter, faster browser built for modern sites and threats

## Cortana<sup>1</sup>

An intelligent assistant to help with day-to-day tasks



<sup>1</sup>Cortana available in select markets; experience may vary by region and device. Cortana app required for Android and iOS devices (Requires Android version 4.1.2 or higher, or iPhone 4 with iOS 8.0 or higher).

# Cultivate collaboration

Seamless integration with tools for working with others.

## Office 365 on Windows<sup>1</sup>

The Office 365 experience on its native platform

## Nearby Sharing<sup>2</sup>

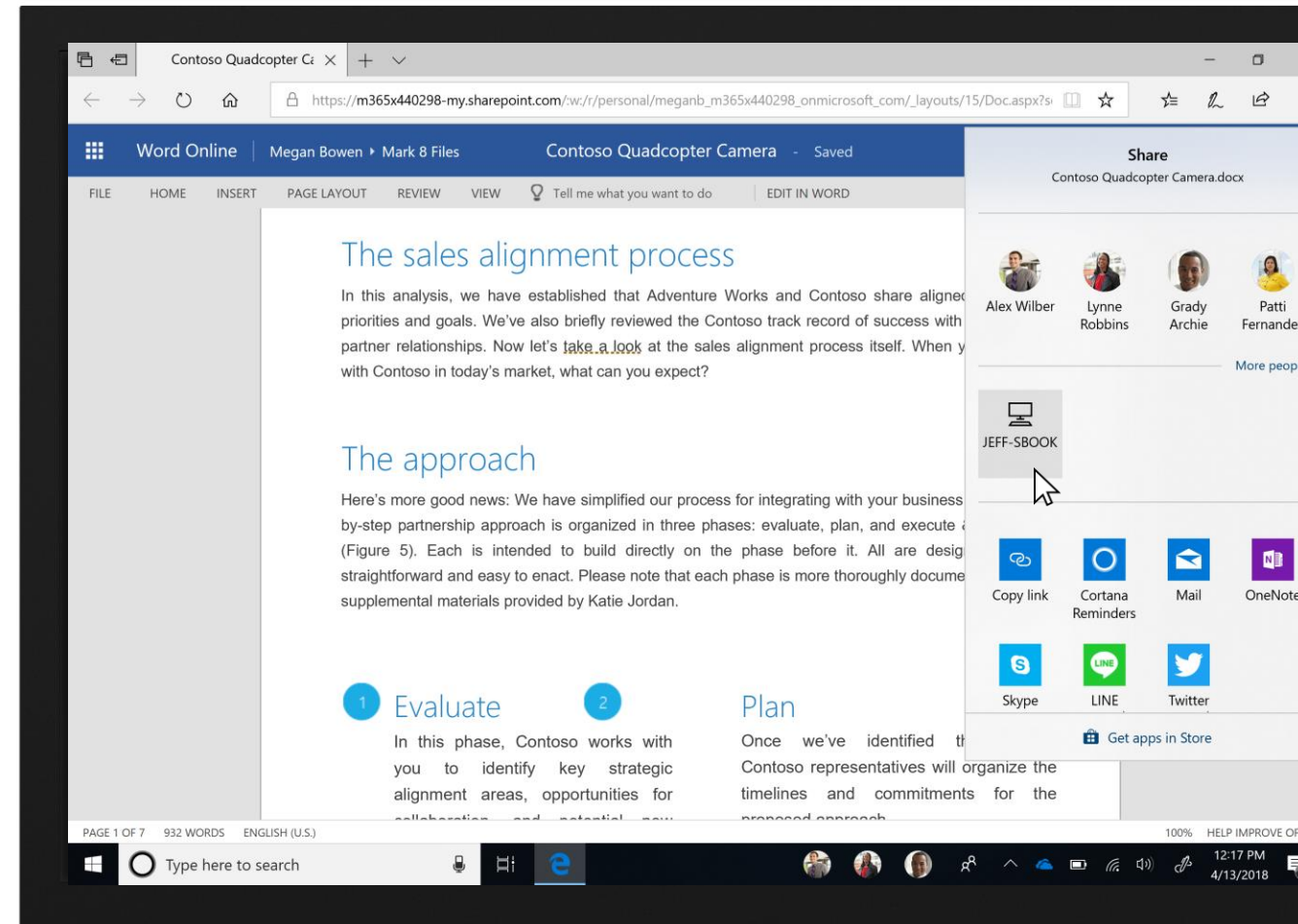
A new way to quickly beam documents to a nearby PC

## Microsoft Whiteboard

A digital canvas where people and ideas can come together

## OneNote

A single place to organize team notes, ideas, and content



<sup>1</sup>Office 365 subscription sold separately.

<sup>2</sup>Sharing is only available between Windows 10 PCs. Nearby sharing must be enabled on both devices.



# Empower workstyles

Broad range of options for different user needs and preferences.

## Work across devices

Apps to make Windows 10 work with Android and iOS

## Windows devices

A range of device options for different user needs

## Accessibility

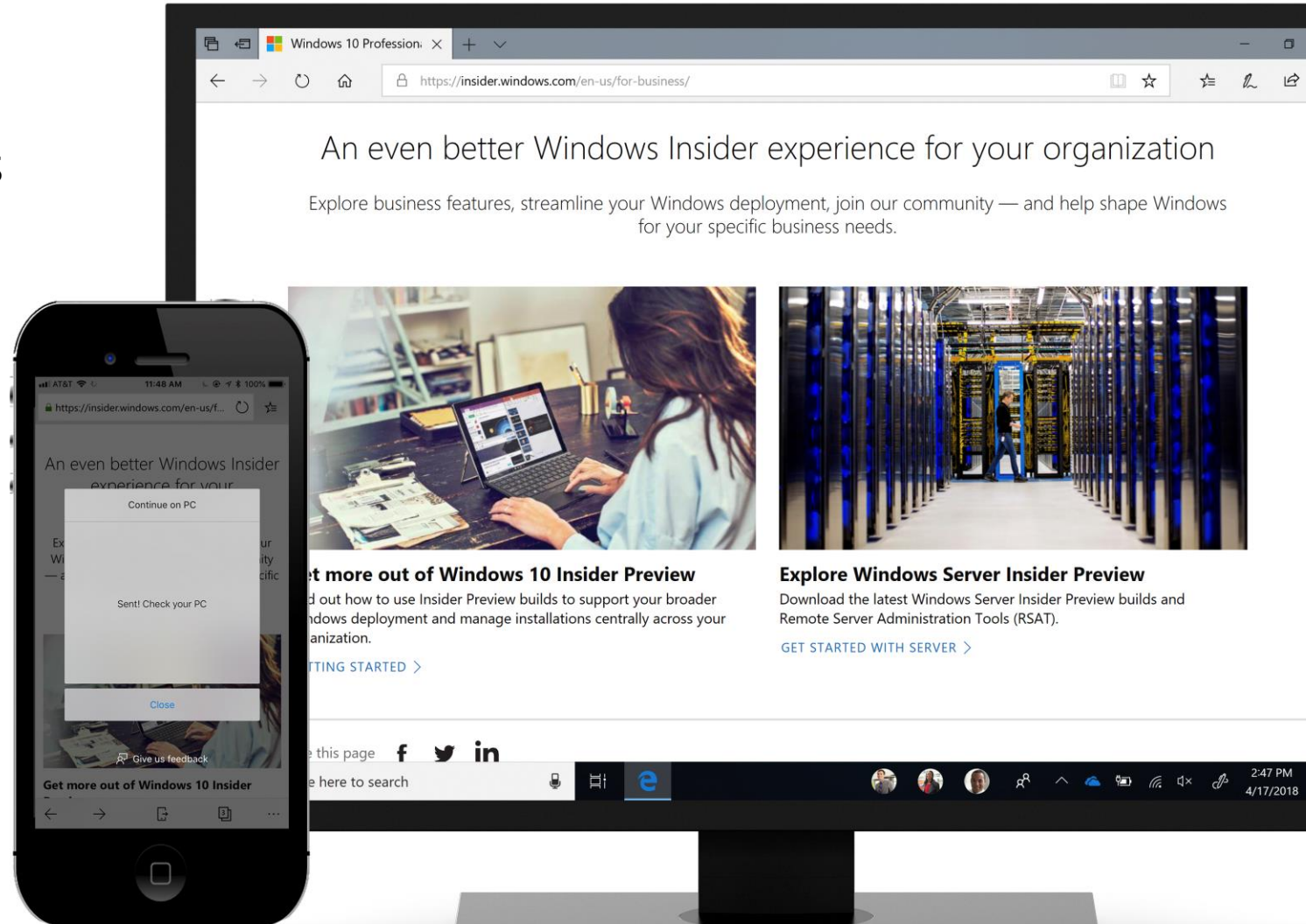
Support for users who require assistive technology

## Windows Ink

Capabilities for roles requiring a digital pen or touch

## 3D in Windows 10

Features to add extra dimension if the job demands





# Enhanced productivity



## Work smarter

Microsoft Edge

Enterprise search in Windows

Windows user experience

Cortana



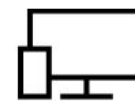
## Cultivate collaboration

Office 365 on Windows

Nearby Sharing

Microsoft Whiteboard

OneNote



## Empower workstyles

Work across devices

Accessibility

Windows devices

Windows Ink

3D in Windows 10

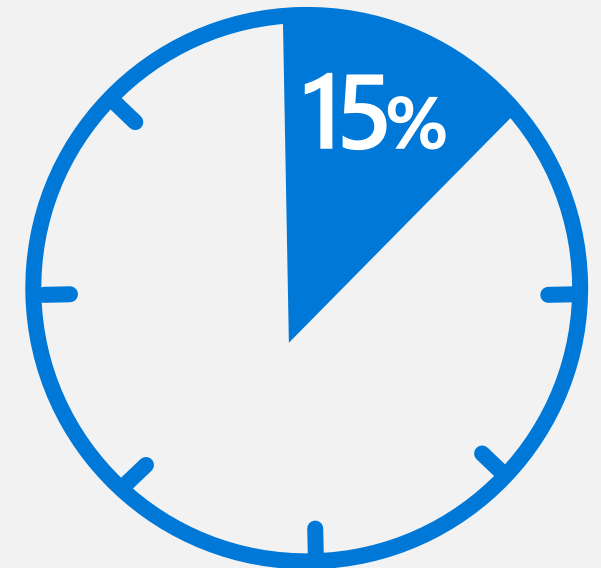
# More productive for IT

“ Compared with previous Windows versions, the composite organization estimates it has reduced desktop management resource time by 15% for devices that have been upgraded to Windows 10.”

---

	Before	After Windows 10
Deployment Time	4 yrs	2 yrs
Deployment IT Resources	15 FTE	5 FTE
Installation IT Time	60 min	5 min

## Desktop Mgmt. Time Savings







# Momentum since Windows 10 launch

**600M+**

Monthly active devices around the world running Windows 10<sup>1</sup>

Nearly **2/3**

of organizations will complete Windows migration in less than a year<sup>3</sup>

**49%**

of Enterprises named security improvements as a driver for planned Windows 10 deployment<sup>3</sup>

**70%**

of US Enterprises currently deploying Windows 10 cite that it significantly simplifies the way they manage PCs<sup>2</sup>

**99%**

of Windows 7 apps will run on Windows 10<sup>4</sup>

**80%**

Growth in Windows 10 Commercial Devices YoY<sup>1</sup>

<sup>1</sup>Microsoft Annual Shareholder Meeting, November 2017

<sup>2</sup>Forrester's Global Business Technographics Infrastructure Survey, November 2017

<sup>3</sup>"User Survey Analysis: Windows 10 Migration Looks Healthy," Gartner, March 2017

<sup>4</sup>Based on telemetry information shared by customers





Begin your journey with  
Windows 10 today



Thank you.



# Windows 10 commercial edition comparison

	Home	Pro	Pro for Workstations	Enterprise E3	Enterprise E5
<b>Intelligent security</b>   Advanced security, powered by cloud intelligence, that proactively protects your business.					
Attack surface reduction	🕒	🕒	🕒	🕒	🕒
Next-generation protection	🕒	🕒	🕒	🕒	🕒
Endpoint detection and response					🕒
Automatic investigation and remediation <sup>1</sup>					🕒
Security posture <sup>1</sup>					🕒
Cross-platform extensibility and integration					🕒
Multifactor authentication and biometrics <sup>2</sup>		🕒	🕒	🕒	🕒
Credential protection				🕒	🕒
Full-volume encryption <sup>3</sup>	🕒	🕒	🕒	🕒	🕒
Data loss prevention <sup>4</sup>		🕒	🕒	🕒	🕒
<b>Simplified updates</b>   Tools and insights IT can trust to simplify deployment and updates, freeing resources to drive more business value.					
Windows Analytics Upgrade Readiness		🕒	🕒	🕒	🕒
Windows Analytics Update Compliance		🕒	🕒	🕒	🕒
Windows Analytics Device Health				🕒	🕒
Windows as a service	🕒	🕒	🕒	🕒	🕒
Windows Update for Business	🕒	🕒	🕒	🕒	🕒
<b>Flexible management</b>   Comprehensive endpoint management that supports traditional, cloud, or hybrid IT on your terms.					
Windows AutoPilot <sup>5</sup>		🕒	🕒	🕒	🕒
Single or multi app kiosk mode <sup>6</sup>		🕒	🕒	🕒	🕒
Mobile device management (MDM) <sup>7</sup>	🕒	🕒	🕒	🕒	🕒
Windows 10 Subscription Activation <sup>8</sup>				🕒	🕒
Hybrid Azure AD Join <sup>9</sup>		🕒	🕒	🕒	🕒
Mobile Application Management (MAM)		🕒	🕒	🕒	🕒
Microsoft Store for Business <sup>10</sup>		🕒	🕒	🕒	🕒
Manage user experiences		🕒	🕒	🕒	🕒
<b>Enhanced productivity</b>   An intuitive experience with built-in features that help employees collaborate and work efficiently.					
Enterprise search <sup>11</sup>	🕒	🕒	🕒	🕒	🕒
Windows Timeline <sup>12</sup>	🕒	🕒	🕒	🕒	🕒
Microsoft Edge	🕒	🕒	🕒	🕒	🕒
Cortana <sup>13</sup>	🕒	🕒	🕒	🕒	🕒
Office 365 on Windows <sup>14</sup>	🕒	🕒	🕒	🕒	🕒
Microsoft Whiteboard <sup>15</sup>	🕒	🕒	🕒	🕒	🕒
OneNote	🕒	🕒	🕒	🕒	🕒
Continue on PC <sup>16</sup>	🕒	🕒	🕒	🕒	🕒
Windows Ink <sup>17</sup>	🕒	🕒	🕒	🕒	🕒
3D in Windows 10 <sup>18</sup>	🕒	🕒	🕒	🕒	🕒

- Requires Windows Defender ATP. Sold separately.
- Windows Hello for Business with biometric authentication requires specialized hardware, such as a fingerprint reader, illuminated IR sensor, or other biometric sensors, depending on the authentication method.
- Requires TPM 1.2 or greater for TPM-based key protection.
- Windows Information Protection requires either MDM or System Center Configuration Manager to manage settings. Sold separately.
- Requires Azure AD for automatic MDM enrollment. Requires Microsoft Intune for Blocking Status page. Sold separately.
- Requires Microsoft Intune or third-party MDM service. Sold separately.
- Not all MDM capabilities are available in the Home SKU. MDM requires an MDM product such as Microsoft Intune or other third-party solutions, sold separately.
- Requires Azure AD for identity management. Sold separately.
- Requires Azure AD and Microsoft Intune, sold separately.
- Available in select markets. Functionality and apps may vary by region and device.
- Requires Bing for business to search across company resources and portals. Requires Office 365 subscription, sold separately, to search across OneDrive for Business and SharePoint locations.
- Shows up to 30 days of past activities done on table and mobile phone when users are signed into their Microsoft accounts.
- Available in select markets; experience may vary by region and device.
- Requires Office 365 subscription. Sold separately.
- Touch-based capabilities require a touch capable device. Pen accessory sold separately.
- Users must link their mobile phone to their PC in PC settings, install the appropriate app for their device, and follow the setup prompts.
- Touch capable device required. Pen accessory sold separately.
- Remix 3D catalog available in select markets. Experience may vary by region and device.

Additional offerings available for Windows IoT and Education products

# Microsoft 365 E5 saves customers costs

**\$124+** PER USER FROM COMPETITORS



**\$63** PER USER STANDALONE



The costs of O365 Analytics and Voice alone justify the incremental step up cost

**\$38** SAVINGS PER USER WHEN COMPARED TO STANDALONES

**M365 E3 Step up to M365 E5**



# Microsoft 365 Enterprise plan overview

		M365 F1 \$10	M365 E3 <sup>1</sup> \$32	M365 E5 <sup>1</sup> \$57
<b>Operating System Edition</b>	Windows Enterprise	•	•	•
<b>Office Applications</b>	Word, Excel, PowerPoint	• <sup>2</sup>	•	•
	OneNote, Access		•	•
<b>Email &amp; Calendar</b>	Outlook, Exchange	• <sup>3</sup>	•	•
<b>Chat-based Workspace</b>	Microsoft Teams	•	•	•
<b>Schedule &amp; Task Management</b>	Microsoft StaffHub, PowerApps, and Flow	• <sup>7</sup>	•	•
<b>Voice, Video &amp; Meetings</b>	Skype for Business	• <sup>4</sup>	•	•
	Audio Conferencing, Phone System			•
<b>Social &amp; Internet</b>	Sharepoint & Yammer	• <sup>5</sup>	•	•
<b>Threat Protection</b>	Microsoft Advanced Threat Analytics, Windows Defender Antivirus, Device Guard <sup>6</sup>	•	•	•
	Windows Defender Advanced Threat Protection, Office 365 Advanced Threat Protection, Azure Advanced Threat Protection, O365 Threat Intelligence			•
<b>Identity &amp; Access Management</b>	Azure Active Directory Plan 1, Windows Hello, Credential Guard and Direct access <sup>6</sup>	•	•	•
	Azure Active Directory Plan 2			•
<b>Device &amp; App Management</b>	Microsoft Intune	•	•	•
	Windows AutoPilot, Fine Tuned User Experience, and Windows Analytics Device Health	•	•	•
<b>Information Protection</b>	Windows Information Protection & BitLocker	•	•	•
	Office 365 Data Loss Prevention, Azure Information Protection Plan 1		•	•
	Azure Information Protection Plan 2, Microsoft Cloud App Security, O365 Cloud App Security			•
<b>Advanced Compliance</b>	Advanced eDiscovery, Customer Lockbox, Advanced Data Governance			•
<b>Analytics</b>	Delve		•	•
	Power BI Pro, MyAnalytics			•

See Speaker Notes for footnotes

# Microsoft 365 Licensing

Indicates sold as Standalone  
 Indicates not sold Standalone

	M365 Business \$20.00	M365 Firstline \$10.00	M365 E3 \$32.00	M365 E5 \$57.00
Office 365	<b>Office 365 Business Premium</b> \$12.50	<b>Office 365 F1</b> \$4.00	<b>Office 365 E3</b> \$20.00	<b>Office 365 E5</b> \$35.00
Windows	<b>Windows Pro</b>	<b>Windows 10 Enterprise E3 (Local only)<sup>3</sup></b>	<b>Windows 10 Enterprise E3 per user (Including VDA)</b> \$6.00	<b>Windows 10 Enterprise E5 per user (Including VDA rights)</b> \$11.00
Enterprise Mobility & Security	<b>EMS SMB<sup>1</sup></b>	<b>EMS E3<sup>2</sup></b>	<b>EMS E3</b> \$9.00	<b>EMS E5</b> \$15.00

1. EMS SMB includes limited Intune (no MAM for LOB apps, no full wipe data protection) and limited AAD Premium features (no self service group management, no Cloud App discovery, no Connect Health)

2. EMS E3 in M365 F1 includes AAD Premium P1, Intune, ATA, SCCM rights and Windows Server CAL (or EMS E3 minus AIP)

3. Windows 10 Enterprise included in F1 is the full Windows 10 Enterprise E3 edition does not include virtualization rights, downgrade rights and other version/edition rights

# Microsoft 365 Enterprise Licensing

		F1	E3	E5
<b>Licensing</b>				
<b>CAL Suite Equivalency Rights</b>	Enterprise CAL		•	•
	Additional Components ( <i>i.e. Exchange Online Archiving, PSTN Conferencing</i> )	•	•	
	Step Up M365 Components ( <i>i.e. M365 E3's O365 E3 → O365 E5</i> )		•	
<b>Move To Higher</b>	FromSA SKU		•	•
	Cloud Suite Add-on SKU		•	•
	Cloud Suite StepUp SKU	•	•	•
<b>Hybrid Rights *</b>	Exchange Server, SharePoint Server, Skype for Business Server		•	•
	Office Professional Plus ( <i>FromSA only &amp; New Users on a 1:1 ratio with FromSA Users purchases</i> )		•	•
<b>Product Type</b>	Additional Product	•		
	Enterprise Online Service		•	•
<b>Program Availability</b>	EA, EAS, MPSA, CSP	•	•	•
<b>Windows Rights</b>	Virtualization, LTSB, Lower Edition Rights, Different Language Rights, Rights to Prior Version, Re-Imaging		•	•