



What's the cost of doing nothing?

Upgrade before support ends for Windows 10 on October 14, 2025. When support ends, you'll no longer receive Windows feature and security updates, which could potentially put you at risk.

Why wait to innovate? New Windows 11 PCs can deliver a [reported 250% ROI](#)² with benefits like reduced help desk calls, improved productivity and security, and easier deployment.

Set the pace with faster performance

Make a bigger impact today with accelerated performance, all day battery life¹ and optional NPU for new AI experiences.

42%
faster completion of demanding workloads on average³



Stay up-to-date and protected against evolving threats

Shield your business now with the latest security updates and layers of powerful hardware-backed protection enabled by default.

58%
reported drop in security incidents⁴



Make the move to supercharged efficiency now

You can't save time with outdated devices. New Windows 11 Pro PCs can enhance every workstyle with business AI and features to get organised in a snap.

50%
Faster workflows on average³



Easy to deploy, compatible with existing tech

Designed to work with your existing technology, Windows 11 Pro enables rapid deployment, automated updates, and granular control across apps, data, and AI.

80%
reduced number of helpdesk tickets²



Start upgrading to Windows 11 Pro PCs today

Don't wait to benefit from the latest advances in business-ready AI, including Copilot+ PCs.

- ➔ Estimate financial benefits with the [Forrester Windows 11 Devices Calculator](#)
- ➔ Learn how you can check if your PCs meet [Windows 11 system requirements](#)
- ➔ Create a deployment roadmap and [prepare for Windows 11](#)
- ➔ [App assure program](#) to help you resolve issues free of charge
- ➔ Prepare your [pilot deployment](#)

More resources

- ➔ [IDC Executive Brief: The Refresh Imperative: The Value of Deploying New, More Secure, Generative AI Centric PCs Ahead of the Windows 10 End of Service](#)
- ➔ [Forrester Study: Total Economic Impact™ of Windows 11 Pro Devices](#)
- ➔ [Windows 11 Pro for business](#)
- ➔ [Plan for Windows 10 EOS with Windows 11, Windows 365, and ESU](#)
- ➔ [See how other customers experienced a smooth upgrade from Windows 10 to Windows 11 Pro](#)

¹Battery life varies based on settings, usage, device and other factors.

²Commissioned study delivered by Forrester Consulting "The Total Economic Impact™ of Windows 11 Pro Devices", December 2022. Note, quantified benefits reflect results over three years combined into a single composite organization that generates \$1 billion in annual revenue, has 2,000 employees, refreshes hardware on a four-year cycle, and migrates the entirety of its workforce to Windows 11 devices.

³Compared to Windows 10 devices. [Improve your day-to-day experience with Windows 11 Pro laptops](#), Principled Technologies, February 2023.

⁴Windows 11 Survey Report, Techaisle, February 2022. Windows 11 results are in comparison with Windows 10 devices.