

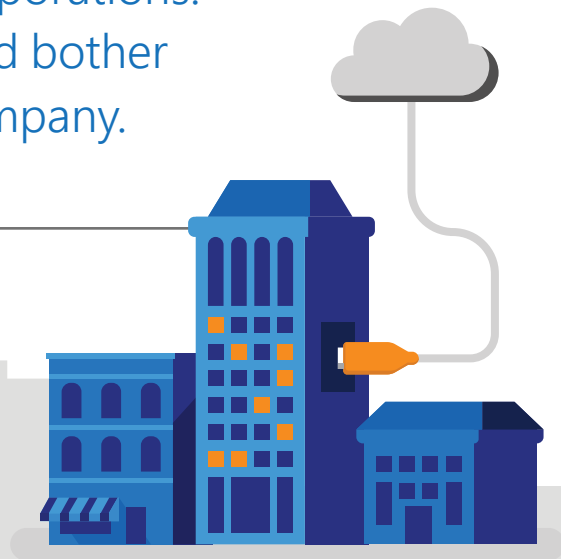
Why should your business make the shift to a modern device with Windows 10?

Still running Windows 7? Think your devices work just fine? Worried about your apps or peripherals not working with a new system? Does it feel like it's too expensive to upgrade to new devices?

Let's walk through the facts and fictions of shifting sooner rather than later.

FICTION 1:

It seems like hackers mostly go after giant corporations. I don't think they'd bother with my small company.



FACT 1:

Actually, more than

50%

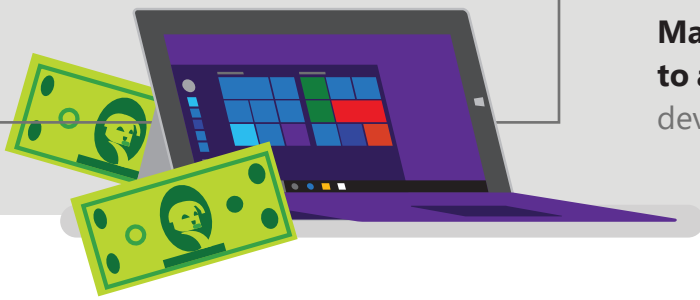
of small¹ businesses have suffered a data breach²

What's worse? Each one costs an average of \$84,000³.

Not to mention losing your most valuable assets: your reputation and client's trust. New Windows 10 Pro devices have our most secure Windows ever.

FICTION 2:

New devices are expensive. It's cheaper for me to just keep what I have.



FACT 2:

All those PCs that are more than four years old can cost you more than you realize.

A PC over 4 years old is

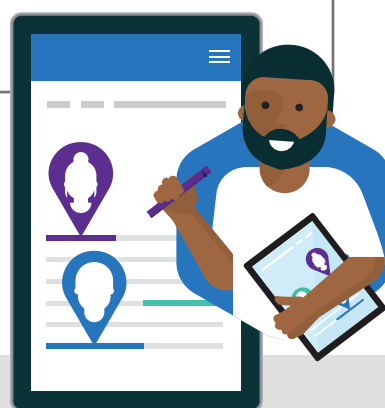
200%

more likely to be repaired⁴

Maintaining and repairing those dinosaurs can add up to a whopping \$1,700 a year⁴. And new Windows 10 Pro devices come in a range of prices to fit any budget.

FICTION 3:

I'm worried that my Windows 7 apps won't work on a new device.



FACT 3:

Good news.

99%

of Windows 7 apps are compatible with Windows 10⁵

It builds on your current network and works with it. All of your Windows apps and internal apps should also be compatible (and familiar). We can help you find out for sure at www.readyforwindows.com.

FICTION 4:

I know that a new device would be faster, but I'm not sure it makes that much of a difference.



FACT 4:

The best part of new devices is that your employees can multi-task like a pro.

They'll get more done

65%

faster than a 5-year-old PC⁶

New Windows 10 devices start on average up to 28% faster than Windows 7⁷. And if you have to repair old PCs, you could lose 48 hours of work time⁴.

So should you switch? Let's look at some more facts.

Windows 10 is our most secure Windows ever. Making it much less likely to be hacked.

Windows 10 Pro devices save you time and money. Not only in repairs and maintenance, but they're just way more productive.

Windows 10 Pro devices are faster, more reliable, and available in a price range to fit any budget.

Windows 10 is an advanced, improved, and continually updated version of the Windows 7 you know and love.

Ready to switch? Let's talk.

¹Small business is being used as defined in Levelling the trading field for SMEs, World Trade Report 2016 • ²Ponemon, 2016 State of Cybersecurity in SMB (USA); Canadian Chamber of Commerce, An Analysis of the Adoption of Internet-based Technology, February 2017 • ³Small Biz Daily: 10 Small Business Trends 2018 • ⁴Small Business PC Study, TechAisle, 2016 • ⁵Hardware/software requirements apply; feature availability may vary. Internet connection required. To check for compatibility and other important installation information, visit your device manufacturer's website and www.windows.com/windows10specs. Additional requirements may apply over time for updates. ⁶As measured by SEG562, which is an office productivity and multitasking workload using Microsoft Word* (save to PDF), Excel* (recalc), PowerPoint* (slide sort), and NXPowerLite Desktop* (to shrink contents with office documents, kind of like compression), all while playing video in the background (simulating the watching of a business training or webcast) • ⁷Testing conducted by Principled Technologies in July 2015 in a closed lab environment using OEM factory default images on a representative sample of Windows 7 devices. Each boot test was run 10 times and the averages compared. Average improvement in startup was 28%.