

Windows 10

Introduction for Small & Medium Businesses

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SMB's #1 technology buying decision driver:

Alignment with Business Strategy: MB 81%, SB 73%
AMI-Partners QM 2H 2013

55% SMBs support a mobile workforce
AMI-Partners QM 2H 2013

43% of SMB employees work in more than one location
AMI-Partners QM 2H 2013

97M devices in 2013 Growing to 147M in 2018
Tablets +26% Laptops +8%
AMI-Partners SMB Trends 2014

"Many SMEs access cloud-based services on a variety of devices, including tablets and smartphones, which enable employees to stay connected on the run."
The Boston Consulting Group

Windows 10 for SMB


- Best platform for modern business**
Simple to use
Integrates the Cloud and PC
- Affordable and innovative devices**
Highly mobile and built for agility
Broadest range and selection
- Simple to setup and manage**
Setup out of the box
Light-touch management
- Enterprise-quality security for SMBs**
Security for your devices
Security for your data and user identities

Best platform for modern business

- Simple to use**
Easy for Windows 7 users
Familiar experience across devices
Tailored to form factor
Universal applications
Cortana
- Integrates Cloud and PC**
Designed for cloud services
Microsoft Edge
Core strengths of Windows
Windows & Office
"Continuum"
Cortana

Affordable and innovative devices

- Built for agility**
Thin, light, and stylish designs
Faster boot times and responsiveness
Designed for long battery life
- Entry to high performance**
Wide range of modern devices
Driving device innovation
Revolutionary business devices
Makes existing devices better



Simple to setup and manage

- Set-up out of the box**
Upgrade existing PCs in-place
Setup new devices with a single file
Built-in cloud storage
- Light-touch management**
Your own Business Store Portal
Use MDM built into Office 365
Advanced MDM with existing infrastructure
Effortless updates

Enterprise-quality security for SMBs

Security for your devices	Security for your data and user identities
Trusted Boot	Next Generation Credentials
App security	BitLocker Data Protection
Windows Defender	Enterprise Data Protection
Windows and IE SmartScreen	

Unlock the potential of your business



-  Best platform for modern business
-  Affordable and innovative devices
-  Simple to setup and manage
-  Enterprise-quality security for SMBs




Windows 10

Helping **people of action** do great things.

Next steps

- Download the Windows 10 Tech Preview
Test in place upgrade on a spare PC
Test your business apps for compatibility
- Sign up for the Windows Insider Program
<https://insidewindows.com/>
- <Insert your Partner Call To Action here>**



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