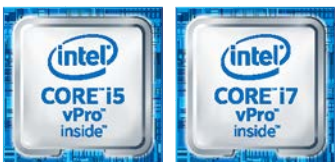




THE TIME IS NOW FOR PLATFORM REFRESH



The synchronized release of Windows® 10 Enterprise and 6th gen Intel® Core™ vPro™ processors offers a huge opportunity for a better together refresh strategy.



There's Never Been a Better Refresh Opportunity

Today, more than 52 million enterprise systems are four years old or more.¹ That means millions of business end users are losing productivity on aging devices that might be presenting security risks and IT management headaches.

The good news: At this amazing juncture in technology history, Microsoft is releasing its newest operating system, Windows® 10 Enterprise, at the same time that Intel introduces 6th gen Intel® Core™ vPro™ processors, spelling huge opportunity for providers and businesses.

By itself, an upgrade to Windows® 10 Enterprise makes perfect sense, as it offers robust new features in a familiar working environment. But, that value grows exponentially when paired with a hardware refresh featuring powerful and secure 6th gen Intel® Core™ vPro™ processors.

Taking Workplace Productivity to New Heights

This latest generation of processors delivers 2.5x the productivity compared to five-year-old devices.² And that much extra performance can go a long way as workers go about their day-to-day tasks. In fact, employees who currently spend 10 minutes each day waiting for their PC could see that time cut down to 4 minutes—that's a gain of 6 minutes per day made possible by refresh!³



UP TO 2.5X PRODUCTIVITY²
Enable businesses to do more.

The Right Device for the Job

With an extended range of energy-efficient form factors and fanless designs, it's easy to find the best device for any job. Choose from an expandable desktop tower, a touchscreen All-in-One for customer-facing locations, or a compact-but-powerful mini PC for small workspaces. The latest mobile form factors provide long battery life and are available in razor-thin 2 in 1s, sleek Ultrabook™ devices, and quad-core-based laptops for top-of-the-line performance.

The Latest OS for the Greatest Gen

Intel and Microsoft teams have worked together to optimize Windows® 10 Enterprise on Intel® architecture to deliver improved fundamentals, like multitasking, Snap Assist, Cortana* personal assistant software, and virtual desktops, as well as to introduce new, innovative applications, all in an effort to enable efficient productivity for business end users.



Power Plus Protection

Today's IT organizations are facing a new level of complexity. Employees want greater device flexibility at work, which has contributed to an influx of unmanaged mobile devices into the corporate environment. In addition to the challenges introduced by this unpredictable array of devices and the workforce's changing mobility needs, the truth is that aging PCs simply aren't equipped to guard against sophisticated malware and viruses. But the latest Intel® processor-based systems with Windows® 10 Enterprise deliver to meet these demands.

Security for the Modern Enterprise

Protect sensitive corporate data, business devices, network access, and user identities with enhanced OS protection and hardware-level security features. Microsoft* Device Guard works with Intel® Virtualization Technology to protect boot components, apps, and drivers from possible tampering, including unauthorized software installations. This enhanced platform protection checks the hardware and operating system for malware before the system boots up, safeguarding against viruses and phishing attacks. Meanwhile, high-performance data encryption made possible by Windows BitLocker* Drive Encryption and Intel® AES New Instructions keeps sensitive business information safe.

Streamlined Management

Windows® 10 Enterprise performs as one core application across every device for easy cross-platform support that's made easier still with Intel® Active Management Technology and Intel® vPro™ technology. In fact, IT can save as many as 42 hours per year by spending less time repairing a four-year-old PC than a newer one.⁴

Protection for

**DATA +
DEVICES + IDENTITIES**





The Bottom Line: Making the Case to Your Customers

While delaying the replacement of older devices may seem like a cost-saving approach, the reality is that support costs for PCs increase dramatically after just three years.⁵ There's also a drain on efficiency: When you combine maintenance and lost productivity time, older laptops can cost more than \$1,700 more per PC.⁶

Competitive Advantage

By upgrading to the latest Intel[®] processor-based systems with Windows[®] 10 Enterprise, enterprises can reduce total cost of ownership while increasing productivity across their businesses; in fact, businesses that follow an optimal two-year refresh cycle gain 15+ days of productivity per employee per year!⁷

Clear Business Value

Don't just tell your customers the business value of a platform refresh—show them with the Business Client Refresh ROI Estimator. With insights from Intel IT and industry experts, this tool can help demonstrate your customers' potential ROI based on their unique data. Leverage this sales tool at estimator.intel.com/pcroiestimator.

The Opportunity for Upgrade

Hardware and software advances are converging now to transform the workplace for IT and end users. Help your customers sharpen their competitive advantage and enable increased productivity, security, and manageability with a better together refresh strategy featuring 6th gen Intel[®] Core™ vPro™ processor-based systems and Windows[®] 10 Enterprise.

Deliver a better together refresh with 6th gen Intel[®] Core™ vPro™ processor-based systems running Windows[®] 10 Enterprise.

Modernize the enterprise at evolvework.intel.com



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/performance.

Configurations: Intel Reference Platform is an example new system. Products available from systems manufacturers will not be identical in design, and performance will vary. Intel Reference Platform with Intel® Core™ i5-6200U processor, PL1= 15W TDP, 2C4T, turbo up to 3.4GHz/3.2GHz. Memory: 2x4GB DDR4-2133. Storage: Intel® Solid State Drive (Intel® SSD). Display: 1920x1080 resolution. Graphics Driver: 15.40.4225. Battery: 43Whr. OS: Windows® 10. Five-year-old PC with Intel® Core™ i5-520UM processor (1.06GHz up to 1.86GHz, 2C4T, 3MB) on Acer Aspire* 1830T. Memory: 4GB DDR3 1600MHz. Storage: 500GB hard drive. Display: 11-inch 1366x768 resolution. Battery: 63Whr. OS: Windows* 7.

Intel® technologies may require enabled hardware, specific software, or services activation. Performance varies depending on system configuration. No computer system can be absolutely secure. Check with your system manufacturer or retailer or learn more at www.intel.com.

1. Internal Intel estimates.
2. Measured by SYSmark* 2014, a benchmark from BAPCo* consortium, which measures the performance of commonly used productivity applications, such as Microsoft Excel* and Adobe Acrobat*. Find out more at www.bapco.com.
3. "Change Your Desktops, Change Your Business." Principled Technologies, 2015. <http://bit.ly/20aAcgK>.
4. "The Ageing PC Effect—Exposing Financial Impact for Small Business." Techaisle, 2013. <http://bit.ly/1TFtagn>.
5. "PCs as Strategic Assets." Intel IT, 2009. <http://intel.ly/1Pjb0zl>.
6. "Using Total Cost of Ownership to Determine Optimal PC Refresh Lifecycles." WIPRO, 2010. <http://intel.ly/1PVIkm2>.
7. "Replacing Enterprise PCs: The Fallacy of the 3-4 Year Upgrade Cycle." J.Gold Associates, 2014. <http://intel.ly/1SJ7BP7>.

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