



Modern devices with Windows 10 Pro for remote work

Sales Guide

How to use this guide

Use this guide to begin a conversation with your customers about their remote work strategy and plans to adopt new Windows 10 Pro devices. Help them understand how the remote work landscape has changed, and why Windows 10 Pro devices are uniquely positioned to help them stay thriving and competitive.

Target audience

Commercial customers with 25+ seats.

Overview

Use this deck to help your customers understand why choosing modern Windows 10 devices is the best way to support their employees and business in a new era of remote work.

Remote work redefined: Before 2020, just 7% of U.S. employees had the option to work from home.¹ Typically, the perk was reserved for information workers such as executives, IT professionals, and consultants. Today, more than half² of all employees engage in remote work at least part time, either at home or in the field. What was once a nice-to-have option is now a business necessity.

The elevator pitch

Do business from anywhere using modern devices with Windows 10 Pro.

Enable your employees to work seamlessly both onsite and remotely. Modern devices with Windows 10 Pro are equipped with business-class tools for productivity, remote management, and out-of-the-box security so that your employees can work better anywhere.

Help your customers choose Windows 10 Pro devices

Top challenges

Get a better understanding of today's remote landscape and discover new ways to support your customer.

Easy management. New technology should be easy to manage, affordable, and work with existing IT.

Remote productivity. Employees need an easy, intuitive user experience, longer battery life, better connectivity, collaboration tools, and access to the applications they rely on.

Support for more worker roles. Remote workers now include Information Workers and Firstline Workers. Firstline Worker scenarios include:

- Customer service and office staff that work from home.
- Field technicians that spend even less time in the office.
- Restaurants and retail organizations that have adopted or expanded delivery models.
- Healthcare teams that collaborate virtually with colleagues and patients.

Assess customer needs

Understand your customer's current business and technology environment.

- How many of your employees work remotely now compared to last year?
- What are your plans for shifting to or continuing remote work in the future?
- What worker roles and business scenarios do you need to support for both remote and onsite work?
- What are your top business concerns for remote work, including engaging and retaining customers and employees?
- What are your top concerns around remote productivity?
- What devices are your employees currently using (age/OS/OEM/model)?
- How are you provisioning and managing applications and devices both onsite and remotely?
- What are your top security concerns?
- What are your concerns around regulatory compliance and remote work?

Choose the right Windows 10 Pro devices for your customer. Look for:

Devices for each worker role

Select the right device for the business scenario and workflow. Recommended devices include:

- All-in-one.
- 2-in-1 convertible or detachable.
- Ultra-slim notebook (19.9mm or less at thickest point).
- Devices with Microsoft Teams and Microsoft 365 preinstalled.³

Stronger security & privacy

Safeguard business with:

- Easier, more secure fingerprint or face recognition instead of passwords with Windows Hello.⁵
- Webcam shutter for user privacy.
- The strongest security out-of-the box with Secured-core PC for customers in data-sensitive industries.

Modern productivity features

Get more done with:

- HD user-facing camera (720p or higher).
- Touchscreen with pen support to light up Windows Ink (2-in-1 and detachable).
- Windows Precision Touch Pad.
- FHD (1920x1080) display for more screen area and better image quality.

Improved connectivity

Work better from any location with:

- Faster, more efficient Wi-Fi and 8+ hours battery life⁸ with Wi-Fi 5 (ac).⁴
- Optional built-in eSIM LTE/5G connectivity to help stay online.
- USB-C for fast connectivity with accessories.

A modern device with Windows 10 Pro: the solution your customers need

Get a business-class solution with productivity tools, remote management, and out-of-the-box security so that your employees can get things done without worry.

Work better from anywhere

"There's more pressure than ever to work remotely. To stay on top of business, I need to ensure that my employees have the tools they need to succeed"

Benefits

- **Work the way you want** to with touch, digital pens, on-screen keyboard and pointers, voice,⁴ keyboards, accessibility features such as Narrator, and more.
- **Sign in fast, secure, and password free.** Use facial recognition or your fingerprint for instant access.⁵
- **Simplify collaboration** with built-in tools like Microsoft Whiteboard and Cloud Clipboard.
- **Get easy access to the applications and data you need** with Remote Desktop and Single Sign-on.
- **Stay productive with a cloud-first design.** Windows 10 devices integrate smoothly with Microsoft 365. Get a collaboration and videoconferencing hub with Teams, work with the latest Office apps, and store files on OneDrive.

Simple, flexible management

"I have to be able to support my entire workforce across multiple locations. To invest in new devices, I need to know that they're easy to deploy and manage, and that they'll add value by simplifying the transition to remote work."

Benefits

- **Set up new remote devices in minutes** with little IT assistance using Windows Autopilot.
- **Deploy virtual desktops including line-of-business applications** through the cloud with Virtual Desktop + Azure Active Directory.³
- **Manage user IDs through the cloud** with Azure Active Directory join.⁷
- **Simplify application provisioning.** Employees can install trusted apps themselves from Microsoft Store and Microsoft Store for Business.
- **Save time with self-service features** like password reset
- **Manage all devices remotely**, including business and employee-owned, with Microsoft Intune.³

Powerful protection you can trust

"I need to keep my business well-protected from any location. To be confident with remote work, I need to know that sensitive business data, devices, and personal information will stay secure anywhere."

Benefits

- **Get continuous, real-time protection** against malware with Windows Defender Antivirus.
- **Get an additional layer of security.** Protect data and devices by turning on Multi-factor authentication.
- **Enable remote employees to securely access their** corporate desktop and resources from any device.
- **Safeguard against accidental data leakage** with Windows Information protection.⁹
- **Protect devices from untrusted applications** by running them in Windows Sandbox.
- **Help keep files safe on lost or stolen devices** with BitLocker and BitLocker to Go.¹⁰

More reasons to believe⁶

71% of SMBs say that employees are more productive with new devices.

66% of SMBs report easier management with new PCs.

67% of SMBs report better security and data protection with new devices.

Add more value for you and your customers with accessories and software

Tailor your solutions



Recommend accessories including:

- Headsets and other devices certified for Teams
- External keyboards and mice
- External monitors



Recommend accessibility tools including:

- Teletypewriters and braille keyboards
- Ergonomic keyboards and handrests
- Noise-cancelling headsets
- Eye tracking hardware



Recommend apps and services including:

- Microsoft 365
- Microsoft Office
- Microsoft Teams
- Partner apps

Resources

- Visit the hub for all Microsoft Remote Work Content at aka.ms/StartRemoteWork
- See the [Windows Commercial Devices Storybook](#) for the latest Windows 10 Pro messaging and marketing/sales assets. Resellers and other external users can [request access here](#).

Footnotes and disclaimers

1. Before the Coronavirus, telework was an optional benefit, mostly for the affluent few, Pew Research Center March 20, 2020.
2. Working from Home during the Coronavirus Pandemic: The State of Remote Work, Clutch, April 16, 2020.
3. Sold separately
4. Hardware dependent.
5. Windows Hello with biometrics specialized hardware, a fingerprint reader, illuminated IR sensor, or other biometric sensor 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.
6. 2020 Worldwide SMB PC Study, Techaisle study commissioned by Microsoft May, 2020.
7. Requires Azure Active Directory, sold separately.
8. Battery life varies significantly with settings, usage and other factors
9. Windows Information Protection 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.
10. Requires TPM 1.2 or greater for TPM-based key protection.

