



Windows 11 SE Sales Guide

What is Windows 11 SE?

A new, cloud-first operating system, Windows 11 SE is the edition of Windows 11 that offers the power and reliability of Windows 11 with a simplified design and modern management tools that are optimized for low-cost devices in educational settings, especially grades K-8.

Who is Windows 11 SE for?

Windows 11 SE is the first edition of Windows designed and built for education customers seeking cost-effective devices for their K-8 students.

When should I bring Windows 11 SE into the conversation?

Potential Windows 11 SE customers must answer “YES” to the following 3 questions:

1. Does your customer use AAD (Azure Active Directory) for identity?
2. Will your customer manage their devices in the cloud using Intune or Intune for Education?
3. Are the Win32 apps that your customer requires on the list of enabled apps, or can they use a web app equivalent? (See <http://aka.ms/se-apps> for the list and process to add apps)

Additional considerations:

- If your customer is looking for devices for high school or higher ed where they need to run high performance workloads and apps, Windows 11 Pro Education is the better choice.
- If your customer embraces “BYOD” devices, end users will want more control over devices they own than Windows 11 SE allows. Windows 11 Pro Education is recommended for BYOD.
- Windows 11 SE with the new M365 A1 per device license is designed for 1:1 use. For shared device scenarios, a M365 A3 subscription is recommended.

Windows 11 SE is an edition of Windows 11

Windows 11 SE maintains the core usability, accessibility, performance, and security improvements found in Windows 11, while simplifying the student experience and reducing IT time required to deploy, manage, and secure.

What you need to know

Windows 11 SE delivers		How Windows 11 SE is different	Benefits
Education Experiences Designed for All	Fewer distractions	Some Apps and experiences have been removed to reduce distractions and free disk space.¹	- Students only see what they need, helping them focus. - Apps open full screen by default, removing distractions.
	Cloud first experiences	"PC" and "Network" locations are hidden by default to save to cloud.	- Prevents lost data. - Easily access files from other devices or swap devices.
Simple to Deploy, Manage, and Secure	Easier deployment	Requires internet, AAD, and Intune.	M365 apps are already installed to save time during deployment.²
	Easier management	- Requires internet, AAD and Intune. - Can only deploy curated apps. - No Windows Store for apps.	- Cloud-based management saves IT admin time. - Limited apps mean simplified management, consistent performance. - Only IT can install apps.
	Better security	- Requires internet, AAD, and Intune. - Does not run all Win32 Apps.	IT controls downloads and installation of apps.

			Limited apps help with consistent reliability and performance.
Optimized Performance for Low-Cost Devices	Optimized for low-cost devices	Support up to a maximum of 8 GB RAM and 128 GB of storage on entry processors such as Intel Celeron or AMD 3015e.	- Student devices start at \$249³. - Optimized for smaller 11" displays. - Curated apps for education run on 4/64 devices and perform well all year.
	Durable performance	- Only install curated enabled apps. - Cannot switch to another edition of Windows.	Only curated apps can be deployed and installed for better reliability and performance.

Common Objections

Objection	Response
Windows devices are more expensive than Chromebooks.	- The cost for a Windows 11 SE device is not higher than Chromebook's solution. - Windows 11 SE includes more built-in accessibility features at no additional cost. - Microsoft offers a \$38 per-device license that includes management capabilities (Intune) as well as full versions of Microsoft Office and Minecraft: Education Edition. This is the same price as Chromebook's management-only license. - Microsoft's subscription options make management and productivity even more affordable.
We use apps in Chrome, so we can't switch to Windows 11 SE.	The Microsoft Edge browser is Chromium-based which means it will run the same apps as the Chrome browser. Also, the Chrome browser can be deployed and installed on Windows 11 SE.

**Windows 11 SE is Just
Windows 10 in S mode all
over again.**

- Windows 11 SE is not Windows 10 in S mode.
- Windows 11 SE is an edition of Windows designed for schools while S mode is just a mode that can be configured.
- Unlike Windows 10 in S mode, Windows 11 SE was designed from the beginning for schools based on feedback from IT admins and teachers.
- Windows 11 SE has an even more simplified user interface to minimize distraction and keep the focus on education.
- There is no Microsoft Store for Windows 11 SE, so IT admins can control which apps and tools are installed.
- Windows 11 SE has built-in enhancements to optimize performance on low-cost hardware.
- Windows 11 SE is optimized for institutional use, whereas Windows 10 in S mode was also available to consumers.

¹ These apps and experiences have been removed: 3D Viewer, Calendar, Cortana, Game Bar (Headless), Mail, Messaging, Mixed Reality Portal, Mobile Plans, Paint 3D, Remote Desktop (UWP), Skype, Solitaire, Terminal, Windows Media Player, Xbox, Your Phone, Widgets, virtual desktops.

² Microsoft 365 licensed separately.

³ Estimated retail price in the US excluding VAT. Price may vary.