

# Change. For the Better.

Microsoft is ending support for Windows 7. But you can keep the good times rolling by moving to Windows 10.

This short partner guide uncovers the reseller and customer benefits of migrating to Windows 10.

 Windows 10 Pro



Ingram Micro recommends Windows Pro.



# Windows 7 end of support. An opportunity not to be missed.

All good things come to an end. After 14 January 2020, Microsoft will no longer provide security updates or support for Windows 7.

Engaging with those customers presents more than a chance to sell the latest Windows 10 devices. It's an opportunity to help them drive down user issues, reduce maintenance and downtime costs, and deliver new and more productive ways of working.

Plus, by introducing customers to the transformational power of cloud through Windows 10, you can accelerate your own cloud business, generate ongoing revenues and drive deeper, ongoing customer relationships.

**"As the the preferred provider for Microsoft CSPs worldwide – and offering a wide array of flexible solutions tailored to your business strategy – we can simplify your customers' move to Windows 10 while driving your own profitable Microsoft business."**

# The end? Or a new beginning?

Windows 7 was the start of something. It booted up quicker, and offered a simpler, cleaner and more responsive user experience. Features like multitouch made it tablet friendly, while faster, more reliable wireless connectivity meant it was perfect for the new generation of road warriors. A decade later, it's still used by thousands of small and medium sized business across the UK.

But the world has moved on. Today, new technologies abound. The Internet of Things (IoT) artificial intelligence (AI) and machine learning are impacting IT and business operations across the sector spectrum. And not just for major corporates. Social media analytics and customer experience-enhancing chatbots are now entirely accessible AI technologies for the SME sector.

The cloud has transformed how data is stored and accessed. The 'everything as a service' model – from business apps and services, to IT and communications infrastructure – has forever changed how businesses consume technology, and is driving CAPEX to extinction.

Security is a bigger issue than ever before. Five years ago, just 26% of UK business leaders put the threat of cybersecurity in the 'high-risk' box. By 2019, the number had jumped to 78%. It's not hard to see why. Aside from the operational impact of an attack, any data breach brings GDPR reporting (and potential fines) into play.

Workstyles have radically changed too. Remote and flexible working is now the norm. Today's workers are collaborating with colleagues across voice, video and chat. They're storing more data, sharing more files and swapping between personal and professional devices and apps to get things done, anywhere at any time.

And today's workers are more discerning: your teams want slimmer, lighter and more powerful devices. They want style as well as substance. The technology on offer is now a major factor in the decision-making of potential recruits.

**Windows 10 is built for today. This isn't just another tech upgrade, it's the catalyst for a bone fide business transformation. And a brilliant opportunity to drive growth in your business.**

# Windows 10 for business.

## The best keeps getting better

Windows 10 enables your business to do more, be more productive, stay secure and harness the power of cloud to simplify device environment.



**Intelligent security that's built in, not bolted on.**

Advanced security, powered by cloud intelligence, that proactively protects user identities, devices and data.



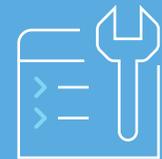
**Simplified updates to keep your devices healthy.**

Tools that IT can trust to simplify deployment and updates – freeing your resources to do something else.



**Flexible management on-premise, cloud or both.**

Comprehensive device management ensures IT can deploy, manage, and update devices anywhere, any time.



**Productivity features that drive performance**

An intuitive user experience, with built-in tools and features that help your people collaborate and work more efficiently.

# Windows 10 Pro. The choice for small and medium businesses

Windows 10 Pro is packed with features that drive new levels of productivity and protection for your SME workforce.

## Fast auto updates

Your devices are always up-to-date. New features and the latest security enhancements are automatically downloaded. Which means fewer restarts and less downtime.

## Secure sign on

Windows Hello boosts security with biometrically enhanced log in. It instantly recognises each user – logging them in using facial recognition or fingerprint with compatible readers. It's 3x faster than a password and offers a level of security unmatched in previous Windows versions. Plus, it's all backed up by a PIN.

## Seamless multitasking

With multi-tasking a massive aid to productivity, Windows 10 users can snap four things on the screen at once and create and move seamlessly from one virtual desktop to another when screens get a little crowded. Plus, all notifications and key settings are collected on one easy-to-reach screen.

## Rapid note-taking

If time and space are limited, or if users are note-taking, the keyboard and mouse can be traded in for a digital pen.

## Find your voice

Users can do more with their voice with Cortana. This intelligent assistant handles day-to-day tasks, manages schedules and can even use location and traffic data to tell users when it's time to leave for a meeting. There's not much she can't do!

# Windows 10 Pro.

## Key business

### Windows Defender.

Inbuilt antivirus delivers comprehensive, ongoing and real-time protection against software threats like viruses, malware and spyware across email, apps, the cloud and the web.

### Azure Active Directory.

To use network files, servers, printer and more.

### Enhanced encryption.

Get additional security with BitLocker to help protect data with encryption and security management.

### Remote log-in.

Windows 10 enables users to log in with Remote Desktop to sign in and use the Pro PC while at home or on the road.

### Your apps in the Store.

Windows 10 lets users create their own private app section in the Windows Store for convenient access to company applications.

"According to a January 2019 by statista\*, nearly 35 percent of SMBs had deployed hybrid cloud in their organisations, almost a quarter a single public cloud deployment, while 1 in 5 were running multiple public cloud environments. Only 11 percent had no plans to move deploy cloud."



# Built for Office 365

Designed for today's workplace, Office 365 Business is purpose-built for Windows 10. Whether your users are in the office or on the move, it's everything they need to do their best work every day.

## Office when and where you need it.

Work anywhere with the latest Office productivity apps on all your Windows, iOS and Android devices.

## Free upgrade to Windows 10

Office 365 Business comes with a free upgrade for users with a Windows 7 Pro licence – although upgrading your devices lets you take advantage of all the fabulous new functionality in Office.

## Top tier business apps.

Get a 360 view of customers with Outlook Customer Manager, be paid quicker with Microsoft Invoicing, and keep track of business travel with MileIQ.

## Tools for teamwork.

Share thoughts, and work, with anyone at any time with multi-party video conferencing, team chat and 1TB of cloud storage per user.



Office on PCs,  
tablets and phones



Emails and  
calendars



File storage  
and sharing



Hub for  
teamwork



Workflow  
automation



Intelligent search  
and discovery



Online  
conferencing



Intranet and  
team sites

# 3 reasons why customers should upgrade their PCs

## Lost Productivity

**42 hrs**

Average number of hours older computers are down each year.

## Security Concerns

**87%**

Percentage of CIOs who believe their security controls aren't protecting their business.

## Wasted Money

**1.5x**

On average, computers older than four years cost 1.5 times more in repairs and maintenance.

They shouldn't have to choose between security and productivity.

# Simplifying the switch... with Ingram Micro

We recognise that change can be challenging for your customers. Migrating workforce to Windows 10 may feel like a big deal, but it doesn't have to be a big problem.

As the preferred provider for Microsoft CSPs worldwide – and offering a wide array of flexible solutions tailored to your business strategy – we can simplify your customers' move to Windows 10, while driving your own profitable Microsoft business.

Ingram Micro can support support you in three key ways:

## Windows 10 device portfolio

Partners can access the widest range of devices to suit unique client needs  
- from all major brands

## Cloud apps and services

Become a cloud service provider the easy way with Ingram Micro Cloud Marketplace

## Flexible financing

Give customers new reasons to say 'yes' with flexible options from Ingram Micro Financial Solutions

# Powering customer productivity with Ingram Micro.

Not all workstyles are the same. So, for every use case there's Windows 10 device to fit each task and every user. To make the most of your Windows 10 migration, choose the latest PCs powered by the 8th Gen Intel® Core™ vPro™ processors. Ingram Micro offers the widest choice of devices to suit every customer need.



## Thin and light laptops

Lightning-fast and ready to go with faster processors, more power, and longer battery life. Plus, PCs with SSDs have fewer moving parts, giving a lighter, more durable device.



## Desktops & all-in-ones

The power of a desktop computer in a variety of shapes, sizes, and beautiful new designs. Perfect for the power user in the office.



## Versatile 2-in-1s

Versatile. Portable. And it's a real computer. A 2-in-1 allows users to work the way they want with a mouse, keyboard, finger or a digital pen.



## Next Gen Surface

Microsoft's latest Surface devices are more innovative and more desirable than ever before.



# Office 365 and much more with Ingram Micro Cloud Marketplace.

Through the Ingram Micro Cloud Marketplace partners can instantly buy, sell and provision a huge range of best-of-breed SaaS and IaaS cloud services. It's the biggest in the world, and delivers the scale, solutions and services to help you build profitable cloud practices.



## Accelerated time to revenue.

Partners enjoy a free white glove migration service to transition from direct to indirect.



## Quality support.

Partners leverage Microsoft Advanced Support for free.



## Increased profit.

Partners tap into our leading enablement services and technical offerings.



## Expanded portfolio.

Partners can access to our infinite cloud ecosystem to grow recurring revenue streams.



## Hyperscale platform.

We make the investments in our technology marketplace so you don't have to.



## Refocused resources.

Partners can invest in growing cloud offerings, hiring new sales staff, and expanding into new markets.

# Flexible financing with Ingram Micro Financial Solutions.

Providing customers options on "How to buy" is now as important as providing options for "What to buy". XaaS, subscription, cash-flow, and accounting rules changes are now part of the conversation. Your customers are expecting options and answers. Now you can provide them, from a single, trusted partner.

## **Accelerate revenue recognition.**

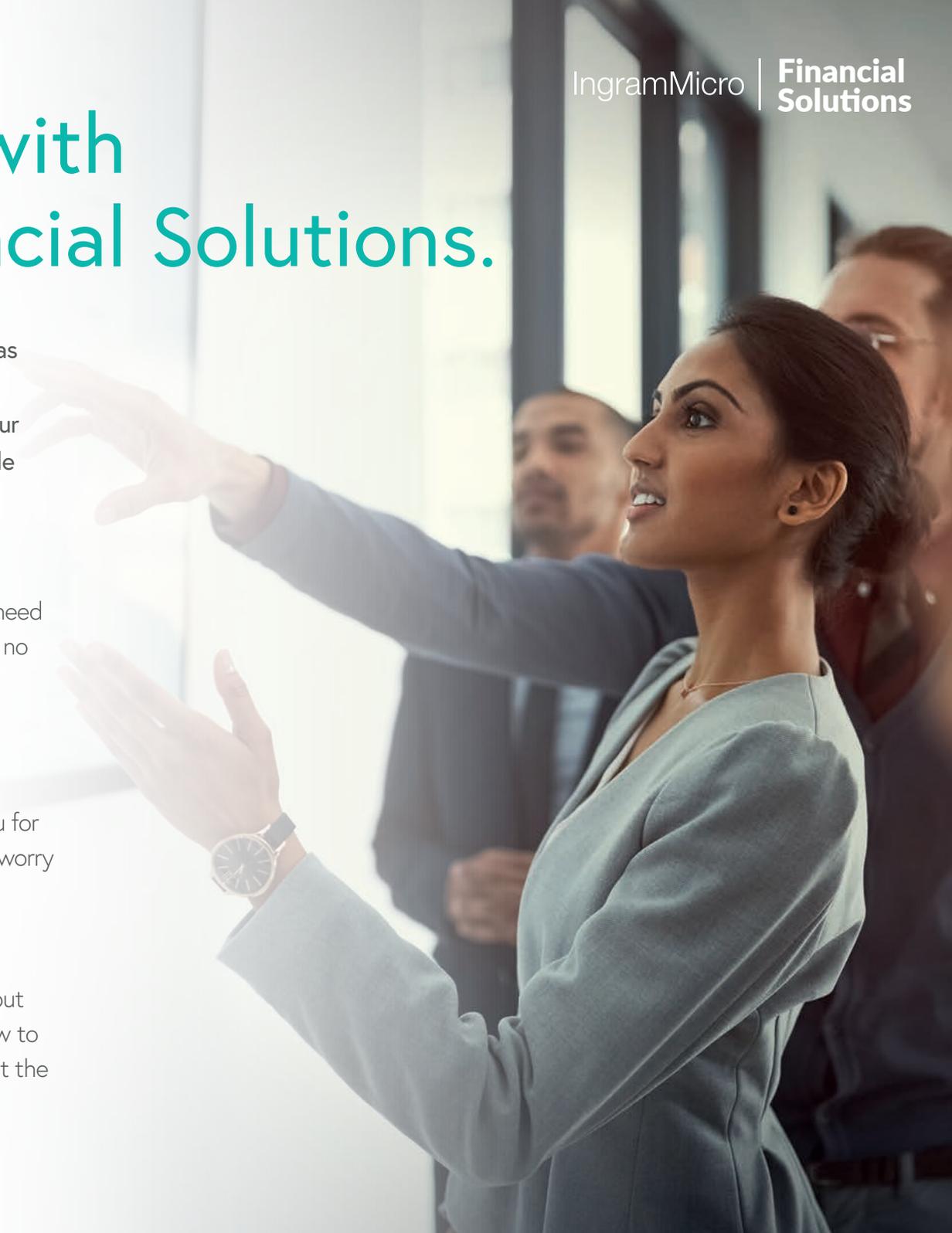
Financed solutions are paid within days of closing, eliminating any need to wait 30 days or more for customers to pay your invoice. There is no need to negotiate payment terms when you know you will be paid upfront.

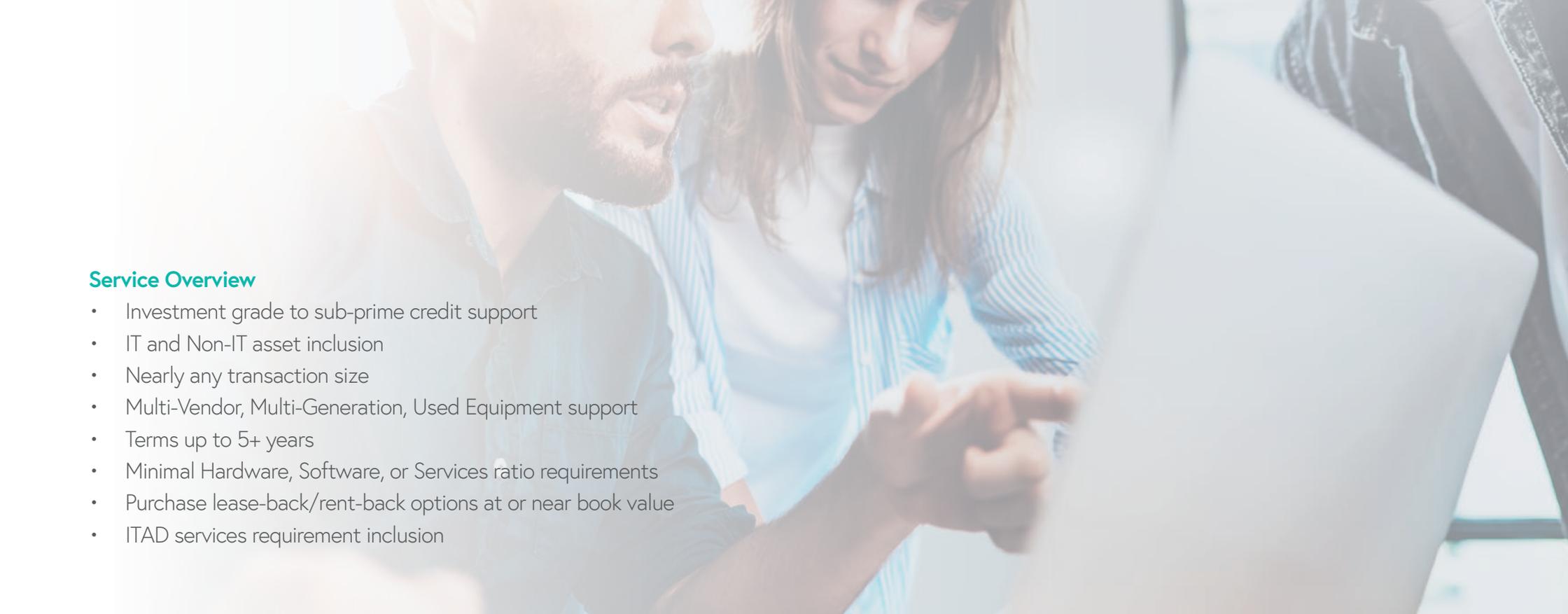
## **Ensure repeat business.**

There is a high probability that your customers will reach out to you for new solutions at the end of their finance term. There is no need to worry about when next sales cycle begins when it has already started.

## **Own the customer relationship.**

Your customers expect you to help them understand what to buy but that is only half of the equation. They also need options around how to buy. Even the best solution will never sell if your customer cannot fit the costs into their budget.





### Service Overview

- Investment grade to sub-prime credit support
- IT and Non-IT asset inclusion
- Nearly any transaction size
- Multi-Vendor, Multi-Generation, Used Equipment support
- Terms up to 5+ years
- Minimal Hardware, Software, or Services ratio requirements
- Purchase lease-back/rent-back options at or near book value
- ITAD services requirement inclusion

# Business transformation start here

For more on how to accelerate your customers' migration to Windows 10, contact your account manager.