



# The Cost of Doing Nothing: Why your old hardware is costing you

## INVEST IN YOUR FUTURE WITH THE LATEST WINDOWS 10 PRO DEVICES WITH INTEL® CORE™ PROCESSORS

-  **Old devices are expensive**

When you're counting every penny, it's tempting to "make do" with whatever devices are available, even clunkers. But that old device may be costing you more than you realise. On average, every PC older than 4 years can cost over £1,300 a year<sup>1</sup> AND slow you down. You don't have time for that. New Windows 10 Pro devices can reduce those maintenance costs and eliminate those lost hours waiting to get a PC back from the shop.
-  **Built for multi-tasking**

Windows PCs older than 4 years can cause more than 2.1x increase in lost productivity (hours).<sup>2</sup> And older PCs can only run about 5 applications simultaneously without performance degradation.<sup>1</sup> With Windows 10 Pro, new 8<sup>th</sup> Gen Intel® Core™ vPro™ processor-based devices provide up to 2.1 times faster multi-tasking for seamless performance when working with applications simultaneously.<sup>3</sup>
-  **Work more efficiently**

Work doesn't wait until you're in the office. With a 2-in-1 device and Tablet Mode, you get flexibility in how you work and your device just transforms to your needs. You can have a laptop when you're heads down, and a tablet when you're on the go. Plus, Windows 10 Pro devices have up to 2.5x better performance<sup>4</sup> and up to 3x longer battery life<sup>5</sup> than a 5-year-old Windows PC. Get the most choice in powerful, versatile machines, ranging from sleek to rugged-built designs.
-  **Protect what you've built**

Almost 50% of UK businesses have suffered a data breach or cyberattack.<sup>6</sup> A typical attack can cost more than £60,000.<sup>7</sup> It can be difficult to recover your business and your customers' trust. Windows 10 Pro has built-in defenses against modern security threats. Always up-to-date protection<sup>8</sup> for your information and device help safeguard your business from ever-evolving malware and cybercrime. Windows 10 Pro reduces security issues and time to resolve them by 33%.<sup>9</sup>
-  **Skip the management hassle**

IT administrators estimate up to a 20% reduction in IT management time with Windows 10 Pro.<sup>9</sup> Your team can choose the device that fits them best, set it up on their own, and sign in once for Microsoft services and many apps. Windows Update for Business can automatically keep all your devices up-to-date with the latest features and security enhancements. Plus, you can keep using many of your current apps and peripherals with Windows 10 Pro.
-  **Stay secure and up to date**

IT Upgrading to Windows 10 Pro means you'll stay protected and current even after Windows 7 reaches end of support on January 14, 2020. When that happens, Windows 7 will continue to start and run, but users will no longer receive updates or support from Microsoft. Users who have migrated to a current supported operating system such as Windows 10 Pro will receive regular new security updates, non-security hotfixes, free or paid assisted support options, and online technical content updates.

<sup>1</sup>Small Business PC Study, TechAisle, 2016; <sup>2</sup>Pivoting SMBs to Buy PCs; Techaisle, 2015; <sup>3</sup>As measured by an overall score of SYSmark\* 2014 vs. a 4-year-old commercial PC. Software and workloads used in performance tests may have been optimised 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 [www.intel.com/benchmarks](http://www.intel.com/benchmarks). The benchmark results reported above may need to be revised as additional testing is conducted. The results depend on the specific platform configurations and workloads utilised in the testing, and may not be applicable to any particular user's components, computer system or workloads. The results are not necessarily representative of other benchmarks and other benchmark results may show greater or lesser impact from mitigations to any particular user's components; <sup>4</sup>Performance of 6th Gen Intel® Core™ processors in Windows 10 Pro devices, based on measured SYSmark 2014, Comparisons based on Intel® Core™ i5-6200U vs. Intel® Core™ i5-5200UM on Windows 10 Pro PC; <sup>5</sup>Performance of 6th Gen Intel® Core™ processors in Windows 10 Pro devices, estimated based on Windows 8.1 Local HD Video Playback Power, Comparisons based on Intel® Core™ i5-6200U vs. Intel® Core™ i5-5200UM; <sup>6</sup>Cyber Security breaches survey 2017, Main Report, April 2017, Ipsos MORI Social Research Institute; <sup>7</sup>Small Biz Daily: 10 Small Business Trends 2018; <sup>8</sup>For the supported lifetime of the device; <sup>9</sup>Forrester, The Total Economic Impact™ of Microsoft Windows 10.