

From stuck to streamlined: why it's time for you to *upgrade*

 Windows 11

Lenovo recommends
Windows 11 Pro for business.

Contents

- Now's the time to get ahead 3
- The power to do more 4
- Sophisticated cyber threats are on the rise 6
- Taking IT burden into account 8
- It's time to get ready 10
- Talk to us today 11



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Now's the time to get ahead

Support for Windows 10 is coming to an end in October 2025, and with technology evolving fast and cost pressure on the rise, it can be tempting to delay upgrades or reach for a quick fix.

However, to make sure you're really getting the best return on your investment, it's important to have a clear vision of your business's potential and how new tech could help you get there.

Did you know?

Did you know that the average mid-sized business takes over 14 months to complete an upgrade? This could put you at risk. When Windows 10 support ends, you'll no longer get Windows feature and security updates, increasing the threat of a sophisticated attack.

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The power to do more

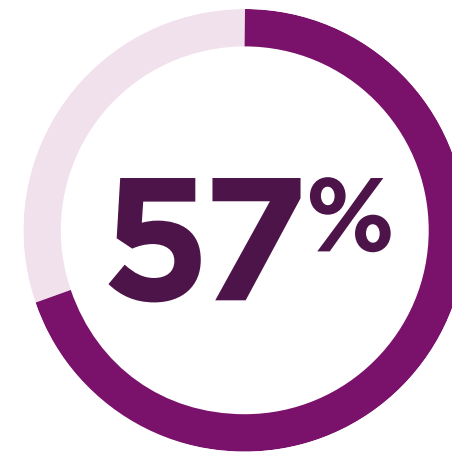
AI is giving businesses the edge they're looking for to stay competitive. From helping to create presentations and summarising information to vastly improving customer service, AI is setting new benchmarks in productivity and personalisation. But these AI applications demand increasingly powerful devices—even devices upgraded in the last few years will struggle with computing capacity.

While an upgrade can be costly, there are many efficiencies to mitigate this expense, meaning you could see a substantial return on your investment. From enabling AI-powered multitasking and content creation to improving multi-device flexibility and extended battery life, many organisations see a considerable uplift in employee experience (EX) and overall productivity.

What's more, an improved EX and being geared for effective hybrid working can be a crucial factor in attracting and retaining top talent—a challenge many businesses are facing in today's labour market.

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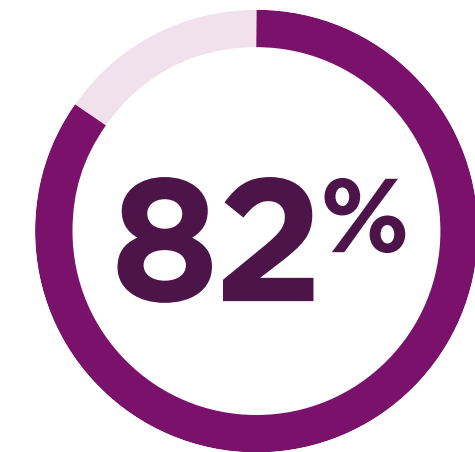
of businesses plan to adopt AI
within the next two years.¹



plan to increase
year-on-year IT spending.¹

4x

higher profits seen in companies
that invest in EX compared to those that don't.²



of SMB leaders using AI in their businesses
have already seen positive outcomes.³

Unleash your workforce's potential

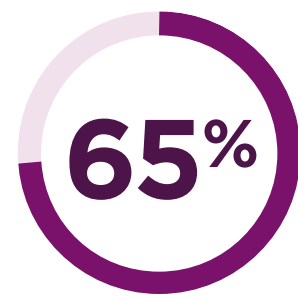
Speed through tasks with Windows 11 Pro

Windows 11 Pro intuitive multitasking features are designed to help you strengthen hybrid team collaboration and drive efficiency with improved window management and even better integration with Microsoft Teams.

Copilot in Windows 11 Pro acts like a personal AI assistant. All it takes is a simple prompt and Copilot will help you complete routine tasks, analyse data and offer context-aware assistance, resulting in 50% faster workflows on average.¹



increase in productivity
in organisations using
Windows 11 Pro.⁴



of Lenovo users
reported a productivity
improvement with Copilot+ PC.⁵

Deliver a seamless multi-device experience

In addition to having the computing power to run even the most demanding applications, Lenovo Think PCs enable employees to move seamlessly from task to task and device to device, improving EX and increasing productivity.

Lenovo Think PCs give your workforce the flexibility to connect desktops, laptops, monitors and phones effortlessly with ThinkPhone, ThinkPad, and ThinkCentre devices, thanks to advanced specifications, including unique wireless interconnectivity.



increase in productivity
with Lenovo devices using AI
to balance optimal power with
battery life.⁶



faster workflows
with up-to-date Windows 11
devices.⁷



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Sophisticated cyber threats are on the rise

Cyberattacks are costly. In addition to the immediate financial losses, the attack can disrupt operations while the threat is investigated, impact your ability to deliver for your customers and damage your reputation in the event of a data breach. The combined ramifications can be devastating and put your entire business under considerable strain.

Tech companies urging businesses to upgrade often point to security in their reasoning. This warning is justified. Security threats evolve, so your tech should, too. For instance, Windows 11 is more secure than Windows 10. It uses AI to process more than 78 trillion cybersecurity signals every day to consistently improve its defences. This makes having the latest OS is one of the best ways to protect your business.

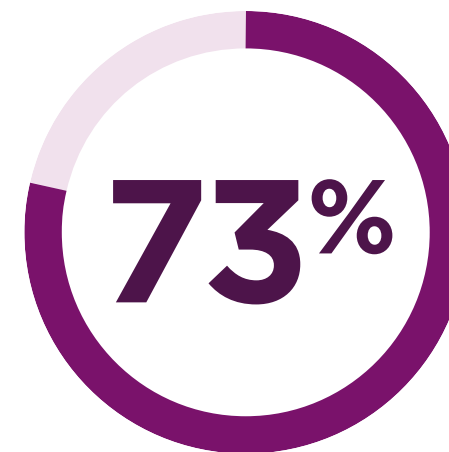
Of course, security isn't all about software. Hardware matters too. From passwordless authentication and advanced data encryption to AI monitoring of CPU telemetry, the hardware you choose should work in tandem with your software to deliver end-to-end protection for your business and your remote workforce.



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\$4.88M

The global average cost of a data breach in 2024—a 10% increase over last year and the highest total ever.⁸



of small business owners have experienced a cyber attack.⁹

\$2.2M

The average cost for organisations that used security AI and automation versus those that didn't.⁸



of SMBs surveyed said they have zero employees dedicated to security.¹⁰

Defend your hybrid workplace from evolving threats

Unrivalled software security

With AI at the heart of Microsoft Windows 11 Pro, and advancements like Secure Boot, it's the most secure Windows ever.¹

- Virtualisation-based security and hardware-based isolation
- Uses AI to process over 78 trillion malicious cybersecurity signals daily to protect against evolving threats
- Microsoft Copilot chats, searches, content, and other sensitive data aren't saved, viewed, or used to train AI models



drop in security-related incidents

in organisations using Windows 11 Pro.¹¹



reduced risk of successful security attack

in organisations using Windows 11 Pro.¹²

Award-winning end-to-end protection

Lenovo ThinkShield gives you full control over your PC fleet. A comprehensive suite of advanced hardware and software-based security features use AI technologies to deliver best-in-class protection against issues like IP leaks, data loss and confidentiality breaches.

- AI powered threat detection monitors CPU telemetry for anomalous behaviour
- Secure Wipe removes all data including password protection mechanisms
- Human presence detection automatically locks systems
- Firmware, BIOS, RAM, and TPM 2.0 protections are built directly into the silicon

3.1x

fewer firmware attacks

in organisation using Windows 11 Pro.¹¹

2024

Cybersecurity Product of The Year

Lenovo ThinkShield won the Cybersecurity Excellence Award.¹³



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Reducing IT spend

As budgets tighten, IT leaders are increasingly looking to as-a-service models to streamline costs and improve flexibility, with 92% considering adding new as-a-service solutions to their tech stacks within two years¹⁴. These models can lighten the financial burden with predictable costs and lower total cost of ownership.

Even if you're buying equipment outright, it's worth reviewing your IT management plan. Depending on your organisation's size, you might not have enough IT staff to tackle the implementation and training that an upgrade entails. And when issues do arise, you don't want them to hold you back. Whether it's a few hours or a few days, time is a critical and expensive resource.

That is why it's important to carefully consider service offerings when you upgrade. Taking these factors into account, a migration could lead to substantial savings and less downtime despite the upfront cost.



Did you know?

Support for Windows 10 ends on October 14, 2025. When support ends, you will need to pay for Extended Security Updates, the cost of which will rise year on year. Not upgrading will also have a knock-on effect for other applications: no bug fixes for glitches, no time zone updates and no technical support. It also means missing out on powerful AI or Gen AI solutions that could give you a competitive edge, boost productivity and save your employees time.



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Free up IT resource with smooth Windows 11 deployment, as-a-Service devices and tailored support

Migrate seamlessly with Lenovo Windows 11 Services. Whether it's a standard migration or a more complex one, we will be with you every step of the way.

Windows 11 Pro deploys on Lenovo devices fast with minimal disruption—it has 99.7% compatibility with Windows 10 apps and you will get round-the-clock support with Lenovo Premier Support Plus.

Looking to reduce the burden on your IT department further? With Lenovo Digital Workplace Solutions, you can elevate productivity, optimise costs and achieve outcomes better and faster. This will give you a single point of access from which to manage all servers, apps, and workflows. This ensures a cohesive, secure service and enhances visibility over your estate to boost control and help with audits.

With Lenovo TruScale Device as a Service (DaaS), you will redefine the role of technology in the employee experience and in your workforce. From pocket devices to on-prem infrastructure and everything in between, Lenovo TruScale simplifies the procurement, deployment and management of reliable IT innovation. These fully integrated solutions are all delivered as a service, with the simplicity of a scalable, pay-as-you-go model.

Spotlight on cost saving

With Windows 11 Pro

US \$58

in value of time-savings per device with 25% faster deployment than Windows 10.¹²

250%

ROI over three years and payback in less than 6 months.¹⁴

With Lenovo

30%

lower end-user support costs with Lenovo Digital Workplace Solutions.¹⁵

20%

lower spend on delivered services with Lenovo TruScale DaaS.¹⁶



Calculate the benefits of upgrading sooner

Find out if you are on track to complete your Windows 11 upgrade before support ends for Windows 10 and what the benefits and costs of accelerating your timeline might be, including your potential ROI. This calculator will also estimate the cost of purchasing Extended Security Updates (ESUs) to temporarily secure your devices until they can be upgraded.

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It's time to get ready

Make light work for managers on the go

Managers have heavy workloads, but this ultra-light laptop is up to the task with incredible battery life and lots of connectivity options so they can plug in almost anything and work almost anywhere.

[Learn more >](#)



Lenovo ThinkPad X9 Aura Edition CoPilot+ PC

Give multitaskers a miracle

Give your multitaskers true freedom and unmatched CPU performance with this portable powerhouse that features multi-day battery life and WiFi 7 - unlocking internet speeds that are more than 4x faster¹⁷ for real-time responsiveness. [Learn more >](#)



Lenovo ThinkPad T14s Gen 6

Superior power? Ready.

Heavy-duty power for heavy workloads

Whether editing video footage or coding an app, this compact PC handles big jobs with ease, delivering exceptional performance even under high-intensity demand. With an advanced cooling system and vast memory, this ultra-responsive PC operates smoothly 24/7. [Learn more >](#)



Lenovo ThinkCentre neo Ultra

Make work a dream for your developers

Delight your developers with a workstation that features an iconic chassis with enhanced thermal architecture to maximise performance, rack-optimisation flexibility and ISV-certification so it zips through heavy workflows with ease.

[Learn more >](#)



Lenovo ThinkStation PX

Designed for designers

Help your design and video editing teams sail through heavy workloads with this unbelievably powerful tiny tower that features superfast integrated graphics and supports up to three displays. [Learn more >](#)



Lenovo ThinkCentre M75q Gen 5 Tiny



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We're ready when you are

We have years of experience developing products that run Windows and a long working relationship with Microsoft, which makes us the perfect partner to support you through your migration.

Whether it's a standard migration or a more complex one, Lenovo will be with you every step of the way to ensure a seamless transition.



Lenovo recommends
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Watch our expert webinar

and find out why businesses are upgrading now.

- Evaluate new AI productivity and collaboration technologies
- Get a reality check on security challenges and benefits
- Learn how to smooth your transition to Windows 11 and go further with the Lenovo Think ecosystem



1. The State of IT 2024, Spiceworks and Aberdeen Strategy & Research.
2. Manpower Group, "Millennial Careers — 2020 Vision".
3. <https://blogs.cisco.com/smb/how-ai-innovation-will-elevate-smb-business-outcomes#:~:text=40%25%20of%20SMBs%20see%20an,via%20chat%20bots%2C%20and%20more>
4. Forrester, "The Total Economic Impact™ of Windows 11 Pro Devices," December 2022.
5. <https://news.lenovo.com/creativity-take-flight-with-copilot-for-microsoft-365/#:~:text=Yi%20Wu%20says%3A%20%E2%80%9CIn%20the,spend%20on%20more%20fulfilling%20work>
6. <https://techtoday.lenovo.com/gb/en/ai-pc/intel>
7. Copilot in Windows (in preview) is available in select global markets and will be rolled out to additional markets over time. Copilot with commercial data protection is available at no additional cost for users with an Entra ID with an enabled, eligible Microsoft 365 license.
8. <https://www.ibm.com/reports/data-breach>
9. <https://www.infosecurity-magazine.com/news/small-businesses-record/>
10. Windows 11 results are in comparison with Windows 10 devices. Techaisle, "Windows 11 Survey Report," February 2022.
11. Commissioned study delivered by Forrester Consulting, "The Total Economic Impact™ of Windows 11 Pro Devices," December 2022. Note: Quantified benefits reflect results over three years combined into a single composite organisation that generates \$1 billion in annual revenue, has 2,000 employees, refreshes hardware on a four-year cycle, and migrates the entirety of its workforce to Windows 11 devices. Microsoft Intune and Azure Active Directory required; sold separately.
12. <https://www.lenovo.com/us/en/software/thinkshield/?srsltid=AfmBOoqq170nUHFFWvZCAv-YdJARUxOKF2t5Gkxy0bPs6Ub5AonqbT4L>
13. https://www.lenovo.com/us/en/business/windows-11/?orgRef=https%253A%252F%252Fwww.google.com%252F&srsltid=AfmBOopJGwqdJ98nHziznA2fP_KEtBdRgBylKCKdy7gXJC16tPfe6dcy
14. Lenovo's CIO Survey, 2023.
15. <https://techtoday.lenovo.com/gb/en/solutions/digital-workplace>
16. Lenovo TruScale DaaS ROI Tool. This is a sample representation of Lenovo customer data assuming a 3-year replacement cycle with a modern management approach at an average DaaS monthly price, device repair rate of 2%, and IT resource annual salary of \$70,000 USD. The above does not constitute a guarantee of savings. Actual customer savings may vary. All purchases of DaaS are subject to conclusion of a formal contract.
17. <https://uk.pcmag.com/wi-fi-mesh-networking-systems/139609/wi-fi-7-explained-everything-to-know-about-tomorrows-fastest-wireless-spec>

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The Lenovo logo, consisting of the word "Lenovo" in white, oriented vertically on a red rectangular background.