



Windows 10

...miles above the rest

Dell + Windows 10 - Dell Solutions Tour 2015

It's the Windows you know, Only Better!

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Windows 10 Strategy

1. **One platform** for drivers and apps

2. **One store** to distribute apps, content, updates

3. **One experience**, tailored per device

Universal Store



Xbox



Internet of Things



PC & Phone



Universal Apps



It's time to upgrade everything. Including expectations.

290K+

Downloads
Sverige since
release

1 Billion

Number of Windows
10 devices expected
within next two
years

60%

IT departments
surveyed that have
evaluated
Windows 10

40%

IT departments
surveyed that will
adopt Windows 10
within first year

“

Windows 10 is
seriously
great.

CNN

Windows 10 is
hugely exciting.

THE VERGE

With Windows
10, your PC is
actually useful
again.

WALL STREET JOURNAL

You should
upgrade to
Windows 10.

WIRED

”

Early reviews of Windows 10 are very positive

Commercial Devices Market Growth Projection

2in1s



56%

Ultraslims



23%

Tablets



13%



 Windows 10



 Windows 10



 Windows 10

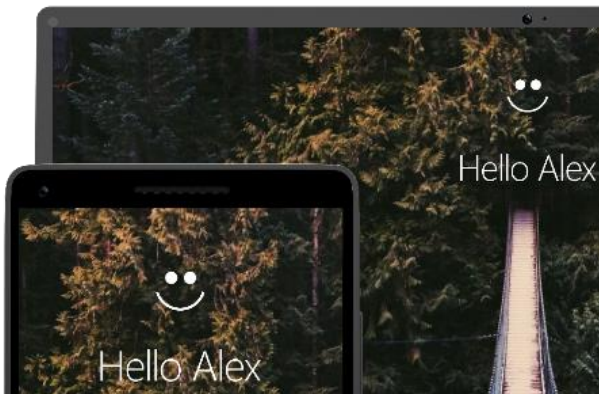


What's new with Windows 10

Windows 10 empowers people of action to **do great things**



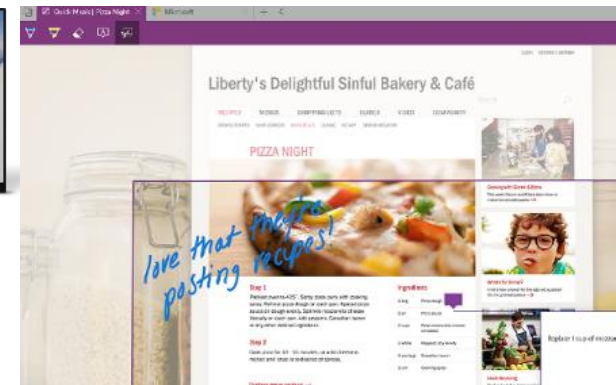
Feels **familiar** and **better** than ever



The most personal and **natural** experience



Work across **all** of your devices



Be more **productive**

Start



Fast & Responsive



Prompt updates



Cortana



Windows Hello



Voice & pen



Continuum



Gaming



OneDrive & built-in apps



Microsoft Edge



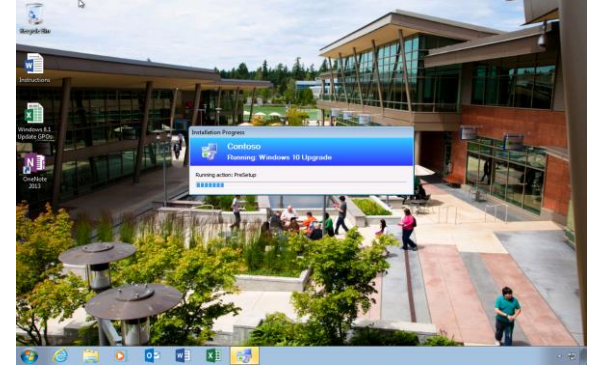
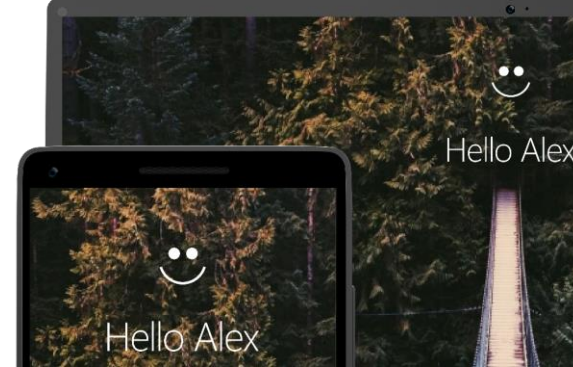
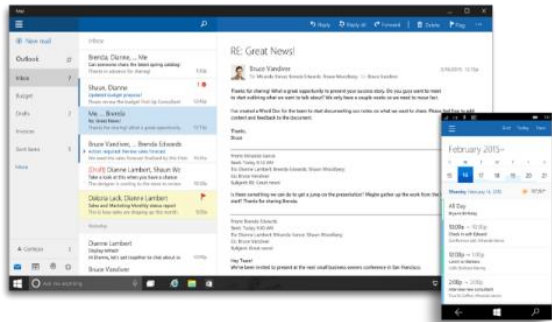
Office



Store & apps



Microsoft positioning of Windows 10 for Business



Be more **productive**

Innovative devices for making things happen

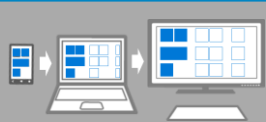
Protection against modern **security** threats

Managed for continuous innovation

Microsoft Edge, Office



Universal Apps



Continuum, Pen, Biometrics



IoT



Device Guard



Enterprise Data Protection



Upgrade & provisioning



Current Branch for Business



Dell and Windows 10 - engineered together, deployed by industry experts

Made together, literally



Perfect business partners



Microsoft Partner of the Year
4 years running



Windows 10 with Dell represents stronger security, enhanced productivity with simple migration

Windows 10.
New Dell PCs.
New Era.



Secure and supported



Simplified migration



More time for productivity

Dell can protect your data wherever it goes



Secure and supported

Protect Data

Protect data from endpoint to data center to cloud enabling compliance and data security provided by the DDP | E –data protection platform.

Centralized Management

Utilize a centralized management console with pre built-policy decisions and optional granular control for IT manager ease of use.

Single source

Only Dell offers comprehensive encryption, advanced authentication and leading-edge malware prevention from a single source.

End User Security

Provide comprehensive and transparent end user data security enabling end users to do their work the way they want without losing productivity or increasing risk to the business



Dell allows your organization to adopt Windows 10 quickly and efficiently

Application Management

Optimized deployment

Managed deployment

Support



Simplified migration

Dell's has helped hundreds of customers prepare their application portfolio's for migration to Windows 7 and is ready to help customers prepare for their migration to Windows 10.

Dell services uses a set of patented methodologies and industry standard technologies to help customers automate their deployment processes. Saving customers significant time and money when adopting Windows 10.

Dell has a team of highly experienced PC deployment project managers and a unique to Dell, cloud-based deployment tracking system that has helps deploy a million PC's every year for Dell customers around the globe.

ProSupport and ProSupport Plus can help cut costs and increase productivity across your Dell hardware and software, lessening the burden on those IT professions who are managing too many day-to-day administrative tasks.



New features and exceptional technology for increased productivity



More time for productivity

Start it up

You'll feel like an expert from the get-go since your Windows Start menu is back in an expanded form.

Speed you need

Windows 10 starts up and resumes fast with InstantGo so there's no buffer between you and your project list.

Here to help

Using Cortana with a Dell PC equipped with MaxxAudio® by Waves gives you a natural voice interaction experience.

Seamless switching

Your Dell 2-in-1 flips seamlessly from tablet to laptop by automatically detecting whether a keyboard is attached.

Get the edge

Paired with the Dell Active Stylus, you get a great pen experience that lets you mark-up a webpage and share it easily with coworkers.



Free upgrade options for SMBs: Windows Pro or Windows Home

Situation: Although Microsoft's *free upgrade* program* is geared toward consumer scenarios, we anticipate that many **small and medium-sized business** will also take advantage of the *free upgrade* offer.

Free Upgrade Offer (via Pro & Home Editions) can be deployed in two ways:

1

Through Windows Update - The simplest option is to connect each device to Windows Update, and upgrade to Windows 10 through that in-place upgrade experience.

2

Deploy an upgrade image – Microsoft will make downloadable upgrade media available at or near the General Availability (GA) date of July 29th as part of the free upgrade offer.



Upgrade options for LI: Windows Enterprise & volume licensing

Customers on Windows Enterprise Edition have two options;

- Active Software Assurance (SA) customers have rights to Windows 10 Enterprise through new version rights (*customers need to consult their contracts*)
- Customers currently on Enterprise Edition without active SA can purchase Windows Upgrade with SA through VL OR purchase a Windows 10 Enterprise Upgrade without SA for rights to the Windows 10 Enterprise Long-term Servicing Branch

Windows 10 Pro Upgrade in Volume Licensing options include the following:

- Windows 10 Pro Upgrade licenses will be available in Volume Licensing, priced the same as the existing Windows 8.1 Pro Upgrade.
- Purchasing a VL upgrade comes with all the tools and product terms customers expect in VL- VLSC to manage downloads and activation keys



Let's DEMO!