

Why Now is the Time to Upgrade to Windows 11

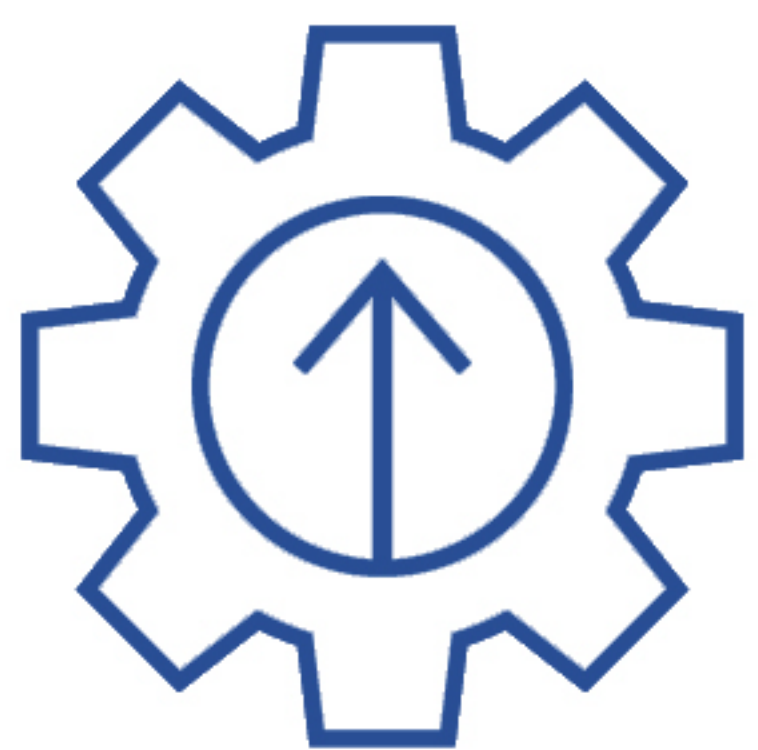
Why Upgrade to Windows 11

Windows 10 end of support is coming in **October of 2025**. While it may be tempting to delay, **now is the time** to upgrade to Windows 11. Let's learn why:



Keep Your Devices Secure

When Windows 10 end of support comes in October of 2025, your **Windows 10 devices will stop getting security updates**. This puts you at a much higher risk of security breaches.



Get Ahead of the Rush

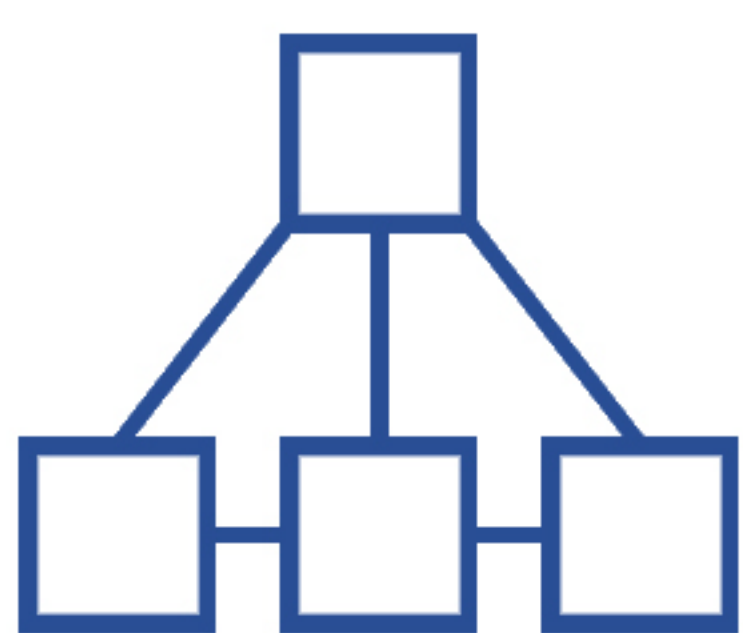
As we move closer to the Windows 10 end of support date, we expect demand for new Windows 11 devices to significantly increase. This will likely cause considerable inventory constraints that could make it hard to upgrade your devices you need in time. **Upgrade now to secure your Windows 11 Lenovo devices.**



High Value

A Forrester economic impact study² found that companies can get a 250% ROI in 3 years, and payback in less than 6 months because Windows 11 devices:

- reduced the risk of a successful security attack by 20%.
- increased productivity for security and IT teams by 20%.
- reduced the number of incoming help desk tickets by 80%.
- decreased in time for deployment of devices by 25%.
- increased end-user productivity by 15%.



It's Easy

Moving to **Windows 11 is not a major migration** and is a much simpler process than IT departments may realize. It is as easy as a feature update to eligible hardware or refreshing outdated devices to Windows 11. It does not require the same lift as when customers moved from Windows 7 to Windows 10.

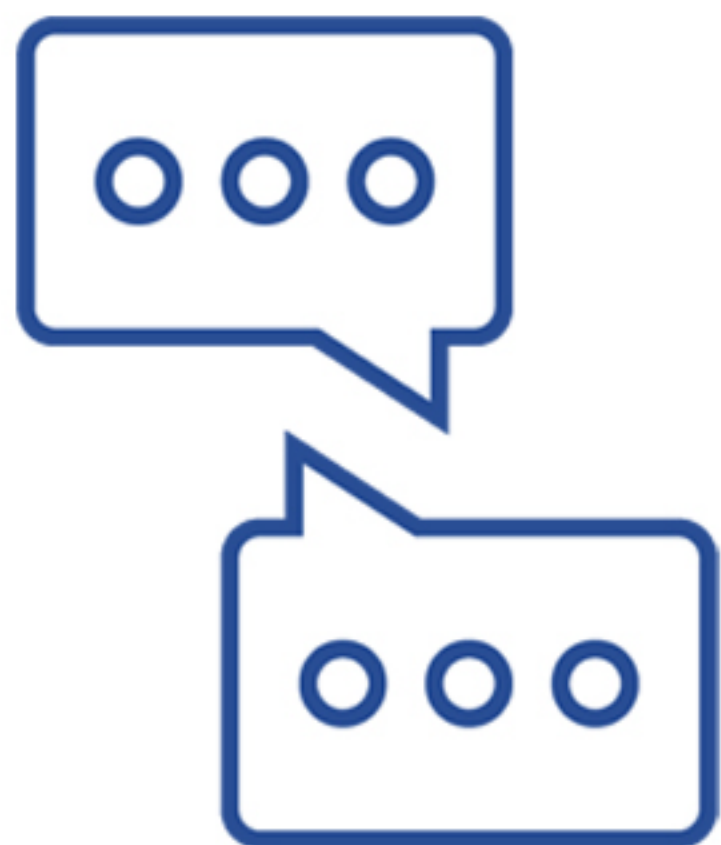
Take advantage of Windows 11 AI-enhanced security and productivity:



Security

Windows 11 Pro is **the most secure Windows ever** with multilayered protection turned on and enabled out of the box. Windows 11 Lenovo devices integrate hardware and software for powerful AI-enhanced protection.

And the results speak for themselves. Businesses report a 58% drop in security incidents with Windows 11 Pro devices.¹



Redefine Productivity

Windows 11 Pro has **AI-powered multitasking and videoconferencing** to help employees get more done. In fact, organizations using Windows 11 saw a 15% increase in end-user productivity.² Plus, when these AI-enhanced features are combined with device performance improvements, employees can complete demanding workloads 42% faster on average than on Windows 10.³

With Windows 10 support ending in October 2025, **the best time to upgrade your devices is now.** This keeps your devices safe, and the process is simpler than you might think. To learn more, contact your Lenovo sales rep.

¹Source: Windows 11 Survey Report. Techaisle, February 2022. Windows 11 results are in comparison with Windows 10 devices
²Commissioned 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 organization 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.

³Source: Compared to Windows 10 devices. "Improve your day-to-day experience with Windows 11 Pro laptops," Principled Technologies, February 2023.