

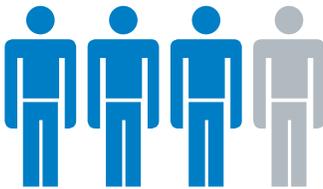


Why Windows* 10 migration should start with new hardware

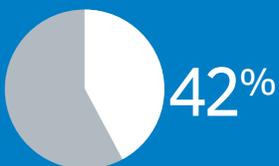
Couple Windows* 10 with new enterprise computer hardware and you have a platform to power security, mobility, productivity, and innovation.

Demands of the changing workforce

According to Deloitte, **75%** of the global workforce will consist of Millennials by 2025.



More than 80% of Millennials claim technology influences their decision to accept a job.



42% are willing to quit their jobs if office tech doesn't meet their requirements.

SOURCE: 2016 Dell and Intel Future Workforce Study

Forward-looking, tech-savvy organizations continually analyze their IT deployments to ensure they are giving employees the most effective hardware and software for their role.

On the software side, the migration to Microsoft* Windows* 10 has become a given. Robust, feature-packed and enterprise-ready, it gives organizations a security-enabled and stable platform for years of innovation. With Windows* 10, Microsoft* has moved to an as-a-service model, where it releases new features 2 to 3 times a year.

What does this mean for hardware? One factor should be under consideration: the importance of deploying new hardware with the performance and stability to support the implementation of the Microsoft* Windows* as a Service model.

With the accelerated pace of updates and feature releases in store with Windows 10, enterprises need to think, more than ever, about selecting hardware that supports the new, steady cadence of continual innovation.

Changing dynamics

How are these changing needs impacting the traditional PC refresh? For a start, the modern workforce is so much more reliant on high-performing, mobile PCs than in previous eras.

The need for fast, secure technology is shared across all generations of workers, and this is vital in light of a changing workforce. The 2014 Deloitte Millennial Survey* predicts that Millennials will make up 75% of the global workforce by 2025, and for them technology matters:

Millennials—a broad definition which applies to individuals who reached adulthood around the turn of the 21st century—believe it helps them work more effectively and feel frustrated when outdated technology holds them back.

As the 2016 Dell* and Intel® *Future Workforce Study* found, more than 80% of the Millennials questioned said that workplace technology would influence them when deciding whether to take a job, with 42% willing to quit their job if office technologies didn't meet their requirements. In an age when companies will increasingly compete for the brightest talent, these are not trivial concerns.

While Millennials lead the demand for new technology, they're far from alone. The same study indicates that 55% of workers over 35 years old would rather have high-tech perks than low-tech perks such as free food or a ping-pong table. Another area where work is changing, as enterprises and employees embrace the benefits of flexible and agile working practices, is in business mobility.

“The key element here is that technology is enabling work to happen wherever work needs to happen.”

— Tom Garrison

VP Client Computing Group,
General Manager of Connected Home
and Commercial Clients
Intel Corporation.

Forrester’s* April 2016 study, *Optimize your PC Lifecycle Management*, found that an increasing amount of work was happening outside the office. Some 34% of the employees questioned were working in public places at least a few times every month, with 8% doing so at least once a week. Over half of respondents were working while travelling or commuting several times a month, while 62% worked from home a few times each month or more. Approximately 25% of those surveyed worked from home at least one day a week.

Work is changing. Workers of all ages expect more from their work devices; they want thin, light machines with touch screens, great connectivity and enough battery life to keep working all day long. And they want to be able to work on their terms—anywhere and anytime.

Technology’s evolution shows no signs of slowing down

In the past, the technology limited workers so that they could only work and be productive when they were in the office sitting at their desk. The move to laptops and 2 in 1 devices has freed workers from their desks, so that they can go from the office to the meeting room or cafeteria—or even leave the building—and still be as productive as possible. And this is where touch

screens are driving different interactions with computers, and will continue to do so in the future.

“The key element here is that technology is enabling work to happen wherever work needs to happen,” says Tom Garrison, Vice President of Client Computing Group and General Manager of Connected Home and Commercial Client at Intel Corporation.

“The days of being stuck at your desk to be productive are long gone,” says Garrison. “The move to laptops and 2-in-one devices means workers today can move about freely to collaborate, share and network, and be even more productive than before.”

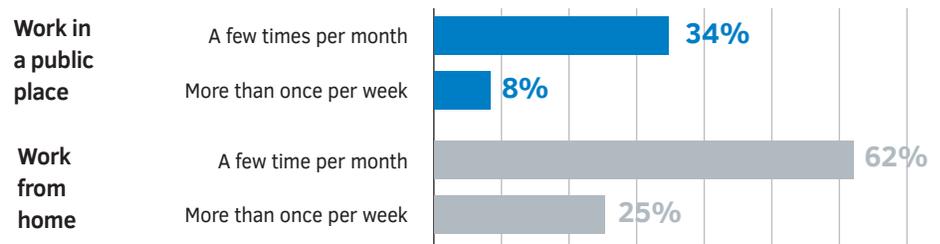
“Touch has been around now for a few years, and it’s gaining traction with business computers, too,” says Garrison. “That will continue to branch out as you get devices that are either 2 in 1 detachable devices or convertible-type notebook devices that can be in tablet mode. But you’ll also start to see new technologies like voice become the interaction point so that you can speak to devices.

Changing requirements

If employee requirements are changing, the IT needs of enterprises are evolving at much the same speed. IT’s job is to get ahead of the trend and make investments now which are future proof.

Work beyond the office

Workers are increasingly working in locations other than the office



SOURCE: Forrester Research, *Optimize Your PC Lifecycle Management*, April 2016



Firms need to select devices that support the latest Windows* features while providing scope to take advantage of what's coming down the line.

Many organizations are prioritizing digital transformation, piloting innovative technologies to optimize processes and build competitive advantage. And they're looking to the cloud for its cost efficiencies and ability to scale. The hardware they roll out needs to support these new workflows and applications, ensuring workers have access to data, insight and business intelligence at the point where it can have most impact.

Security is also a driver for deploying new devices in the migration to Windows* 10. Forrester's* *Optimize your PC Lifecycle Management* study found it the top priority for IT decision-makers in the refresh process (at 80%), with improving workforce productivity coming second at 73%. Nor are IT decision-makers blind to the potential pitfalls of a longer refresh cycle. Some 49% of those surveyed expressed concern that repair and maintenance would cost them more on older devices than with new ones, while 46% felt more vulnerable to security breaches.

Katlin Murphy, Director of Marketing in the Business Client Platform Group at Intel, says that refresh cycles are getting longer—and also believes that this brings significant security risks.

"We've actually seen a split on refresh cycles, where I believe the refresh rate on desktops is pushing out more than the rate on mobile devices," says Murphy—adding that the longer cycles for desktops increase the risk of security incidents.

Instead, she says that refresh cycles must be consistent regardless of mobile or desktop to avoid these incidents, and to drive improved worker productivity.

"It's like breathing," she says of the PC refresh cycle. "You have a cadence, you maintain that cadence and it becomes part of your well-oiled machine."

So, what does this mean for PC prioritization in the enterprise? The answer is that it's even more important that organizations have the performance and stability of new hardware before they start to implement the Microsoft Future Technologies* service model. This, in turn, means choosing hardware platforms that can support innovation—and meet business requirements—over a period of several years.

In other words, firms need to select devices that support the latest Windows* features while providing scope to take advantage of what's coming down the line. Computers powered by latest Intel® vPro™ platform are built to meet the needs of modern business.

Device diversity

When it comes to optimizing Windows* 10's productivity gains, performance is crucial across the gamut of devices. A technology-empowered, highly mobile workforce needs applications to be instantly responsive under pressure, providing a solid foundation for experiences like Microsoft Office 365* and Power BI* or bespoke cloud applications based on Microsoft Azure*.

From sleek all-in-ones to mobile workstations and powerful, small-form-factor desktops, devices based on Intel vPro platform provide the features and performance to support years of software innovation across more than 100 business-class designs.

Consistent imaging and assurance at scale

This isn't just about features and performance though. With the latest computers powered by the Intel vPro platform and Windows* 10, it's possible to deliver the same quality assurance across the full range of these form factors. So, employees get the devices they want without compromise, but within a consistent platform with consistent software imaging.



Forrester's* study shows that **53%** of IT leaders are struggling to keep up with increased diversity of devices, while **33%** are striving to personalize and customize devices for employees.

This is a major concern for enterprises, where Forrester's* April 2016 study, *Optimize your PC Lifecycle Management*, shows that 53% of IT leaders are struggling to keep up with increased diversity of devices, while 33% are striving to personalize and customize devices for employees.

Backed by the Intel® Stable Image Platform Program (Intel® SIPP), devices based on the Intel vPro platform help enterprises avoid incompatibilities between hardware and software, reducing the cost of validation tests and platform configurations. To enable this, Intel® SIPP limits major changes to key components and drivers for up to 15 months.

Migration must start with new devices

Buying new hardware to optimize the Windows* 10 upgrade is absolutely

essential. By selecting devices based on the latest generation Intel® Core™ vPro™ processor, enterprises can ensure their computer refresh will support their workforce demands and business requirements throughout the cycle.

They can support a diverse ecosystem of devices, empower employees with exactly what they need to be effective, and still rely on all the management benefits that come with a consistent platform. They can make full use of cloud services and support new working styles, without compromising security or productivity. And in doing all this they can deliver IT that drives the business forward in the connected era.

For more information, visit www.intel.com/PCRefreshNow



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