



# WIN 10 MIGRATION DOESN'T NEED TO BE SUCH A HEADACHE

But a new generation of computers is needed for the new "OS-as-a-service" model to fire on all cylinders

## "CONSUMERIZATION 2.0" IS FORCING BUSINESSES TO ADAPT TO NEW USER EXPERIENCES AND BEHAVIORS.

Forget "software," "backend," and "disaster recovery"—it's all about SaaS, BaaS, and DRaaS. Today, it seems as if everything comes "as a service," and your workplace OS is no exception.

While "OSaaS" doesn't exactly roll off the tongue, Windows\* 10 has cemented it as a marketplace reality. Companies around the world are migrating to the new model, following trends in consumer behavior. This means businesses are saying goodbye to periodic Windows product launches and hello to a new era of a steady cadence of cloud-based software updates and feature releases, akin to the familiar schedule of OS updates on smartphones.

There's just one catch: Businesses must be certain this shift helps, not hurts, productivity. Computer manufacturers have developed a new generation of worker-friendly devices—from 2 in 1s to lightweight laptops—that guarantee maximum efficiency on Windows 10 for work-related tasks. These new computers can save significant time and resources during migration, but businesses must first put these computers in the hands of employees.

Windows 10 migration is only a small part of the "consumerization" of IT, a process that began years ago when employees, frustrated with clunky PCs, started to bring their elegant, thin consumer devices to work. After a difficult transition, IT departments were forced to become more nimble, learning to secure and manage a wide variety of devices at the office and beyond.

If this first wave was really all about bringing your device to work, "Consumerization 2.0" is forcing businesses to adapt to new user experiences and behaviors.

This means employers need to catch up to a world where more work is done remotely, and where a work PC is expected to function as seamlessly as all the other devices used at home. Nearly two-thirds of workers say their office technology would influence their decision to take a job; this figure jumps up to 8 out of 10 amongst millennials<sup>1</sup>, now the largest generation in the U.S. labor force<sup>2</sup>.

In the era of voice assistants, smart homes, and razor thin devices, employees have a whole new set of standards for workplace tech.

"Large enterprise workers expect the consumer ease of ambient computing—electronics that are responsive to the user's environment and needs," said R Wang, a business strategy and technology analyst who publishes a leading [industry blog](#). "Presence, identity, and mass personalization at scale must meet consumer-grade UX at enterprise scale."

That means that worker-friendly devices should boost productivity and delight employees with new features and an elegant, intuitive user experience.



**“THE GOAL IS TO DEMOCRATIZE DECISION-MAKING AND REDUCE THE FRICTION OF LARGE ORGANIZATIONS. IF YOU CAN DO THAT WITH CUTTING-EDGE DEVICES, YOU CAN NOT ONLY ATTRACT BUT RETAIN TALENT.”**

—R. Wang  
Business Strategy and  
Technology Analyst  
and Author

“The goal is to democratize decision-making and reduce the friction of large organizations,” said Wang. “If you can do that with cutting-edge devices, you can not only attract but retain talent.”

#### **No more software update headache**

When developing the [Intel® vPro™ platform](#), a range of hardware and firmware for a new generation of work-ready devices, Intel engineers sought to make life easier for IT departments.

For example, the 8th gen Intel Core vPro processor was engineered with Windows 10 in mind, ensuring maximum performance with each software upgrade. Just as a system update can paradoxically slow down an old phone, Windows 10 needs the right hardware for the best user experiences. Intel vPro technology provides the future-forward foundation to efficiently support OS updates, helps users get the most out of new device features like facial recognition, and dramatically increases multitasking capabilities.

These upgrades aren't just what workers want and what IT departments need; over time, better performance makes a big impact on business bottom lines. It's estimated that a large enterprise refreshing 500 notebooks, 150 desktops, and 25 IoT devices could save over \$500,000 over a typical life cycle with the Intel vPro platform, a 17 percent reduction in the total cost of ownership<sup>3</sup>.

This excludes the additional savings accrued to businesses that allow employees to do more work remotely, which comes naturally to the growing number of millennial employees.

“It's really expensive to maintain brick and mortar office space, and a lot of the companies have moved to the more virtual, working from home kind of model,” says Sarah Wieskus, a global sales director at Intel. “They've got people all over different countries and different locations.”

#### **Hardened hardware for forgetful commuters**

Yet this also means that businesses must learn to protect endpoints in a more distributed work environment. IT departments must ensure devices are secure when a work laptop is forgotten on the commuter train.

Luckily, the Intel vPro platform is purpose-built for new generations of workers who are accustomed to more sophisticated security features from the consumer world, such as thumbprint logins, which protect company data. Intel Active Management Technology, a capability built into the Intel vPro platform, allows IT to remotely discover, repair, and protect networked devices.

This erodes the traditional tension between secure but unwieldy enterprise devices and the elegant UX and top performance offered on the consumer market.



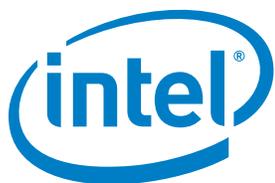
In fact, businesses today face an “inaction tax” when they don’t refresh to new devices with easy-to-use security features ready for modern security attacks.

More than anything, Wieskus believes that most problems occur when outdated UX sets employees up to fail.

“These days you’re used to logging into your phone with your thumb, and you’re used to scanning your face on your computer at home with Windows Hello\*,” she said. “And then you go into work and you have to remember these passwords, you forget and you put it on a Post-it note, and then, you know, really bad things can happen.”

Now’s the time to refresh your computers and give workers what they want without sacrificing what your business needs. Ensure your Windows 10 migration is with the latest Intel-based devices powered by the Intel vPro platform.

**Learn more at [Intel.com/PCRefreshNow](https://www.intel.com/PCRefreshNow)**



<sup>1</sup><http://www.workforcetransformation.com/workforcestudy/us/assets/report/Dell-future-workforce-study.pdf>

<sup>2</sup><http://www.pewresearch.org/fact-tank/2018/04/11/millennials-largest-generation-us-labor-force/>

<sup>3</sup><https://www.intel.com/content/dam/www/public/us/en/documents/white-papers/vpro-tco.pdf>

\*Other names and brands may be claimed as the property of others.

Intel technologies’ features and benefits depend on system configuration and may require enabled hardware, software or service activation. Performance varies depending on system configuration. No computer system can be absolutely secure. Check with your system manufacturer or retailer or learn more at intel.com.

Cost reduction scenarios described are intended as examples of how a given Intel- based product, in the specified circumstances and configurations, may affect future costs and provide cost savings. Circumstances will vary. Intel does not guarantee any costs or cost reduction.

Intel, the Intel logo, and Intel vPro are trademarks of Intel Corporation in the U.S. and/or other countries. Intel technologies’ features and benefits depend on system configuration and may require enabled hardware, software or service activation.