



Moving to the New Next

Accelerate your journey to hybrid working with
modern PCs and Windows 10 Pro.



Is your business ready for the New Next?

If one thing is certain, it is that businesses must be ready to adapt to new challenges. The past year has re-written the rulebook for many companies worldwide, making remote work and the technologies that enable it essential in the New Next.

To grow in a quickly changing marketplace, businesses are investing in technology that allows them to adapt to evolving needs and get the most from their employees. Modern PCs with Windows 10 Pro can accelerate your journey to increased productivity and improved collaboration.

Modern PCs with Windows 10 Pro are designed to be the foundation of the modern workplace. As you embark on your journey through the New Next, this guide will show you how your business can quickly adopt and adapt to the new world of hybrid work.



Foundation of the New Next

There are three areas that leading businesses must focus on to ensure they are prepared for the future. Rethinking and refreshing the technology your employees use will keep them connected and productive in the New Next.

Leading businesses are refocusing on technology, and its importance on employee empowerment. Success in this period of accelerated change requires enabling future-flexible workplaces and enhancing both communication and community.



Employee empowerment

Remote working is significantly different from traditional office working arrangements. Businesses must provide a positive, shared work experience to keep teams feeling productive and empowered.



Future flexible workplace

Hybrid work environments are now normal. Businesses that are secure, flexible and fast to adapt to this new reality are speeding ahead and even moving towards digital-first business models.



Communication and community

Collaboration is the foundation for game-changing innovation. Microsoft Teams collaboration features are a vital ingredient in enabling business continuity, agility, and growth.

Wherever you are on your remote working journey, you can find great guidance on how to move your business ahead in the **guidebook for navigating the New Next**. Download it [here](#).



Enable your business. Empower your employees.

Whether your employees are working from home or returning to the office, modern PCs with Windows 10 Pro enables them to be more productive and collaborate more effectively. Microsoft productivity and collaboration solutions help your employees achieve more wherever they are working.



**85% of India SMBs
find that newer
PCs have positive
business impact***

Improve productivity

Abhishek is a small business owner who is overwhelmed by the changes that have swept across the workplace. Remote and hybrid working is becoming the norm, but his business isn't ready. What can he do to help his employees get more done?

All employees want to feel productive and adapting to new working methods depends on adopting the right technology. If your business still relies on desktops, upgrading to lightweight, modern PCs with Windows 10 Pro can improve productivity and collaboration. Modern devices use Solid State Drives with no moving parts, making them more robust for travel to and from the office. Employees that can work virtually anywhere are generally more productive and deliver better customer experiences.



IT administrators are 20% more efficient with Windows 10 Pro⁺

Easy deployment

Jay is an IT manager at a mid-sized insurance company. He's been asked to upgrade to modern PCs but is uncertain about the migration process. How can modern PCs with Windows 10 Pro help?

Modern PCs with Windows 10 Pro simplifies the deployment and management process for onboarding remote and office workers. With [Windows Autopilot](#), you can fully configure and provision your devices at the time of purchase – enabling your employees to get connected and be productive – virtually out of the box. What's more, a single login across Windows 10 and other Microsoft services saves valuable time looking for passwords. Easily manage company security policies and business applications on your team's devices without compromising employee privacy through Mobile Device Management (MDM). And with Domain Join & Group Policy, you can add new devices to your network and set security policies for many devices at once, all from one management console.



**Mobile employees
get more done,
unlocking 25% more
time for tasks[†]**

Ready for change

Recent turmoil has many businesses on the back foot, wondering what they should do. With so much change, Vishnu knows his new startup needs to be ready for anything. How can modern PCs with Windows 10 Pro help him adapt?

The New Next requires businesses to evolve constantly. Investing in modern PCs with Windows 10 Pro can help your employees stay connected, collaborative, and productive with an exciting, intuitive, and real-time working experience that fosters creativity, ideation, and innovation. Modern PCs with Windows 10 Pro can also help save considerable time and money by cutting IT costs and workloads while increasing essential productivity—all vital for businesses accelerating out of a crisis.



**28% of businesses
in India have
experienced a
security breach^{*}**

Built-in security

Anika is the CIO of a small investment bank. She knows the value of investing in new technology and the importance of keeping her customer and business data safe. Does she need third-party antivirus solutions if adopting modern PCs with Windows 10 Pro?

Many businesses find they need an added security layer and manageability as their company moves to remote work. Modern PCs with Windows 10 Pro include built-in protections for your data, equipment, and people. It even can secure business information and personal identities on lost or stolen devices. [Windows 10](#) provides comprehensive built-in protection, including antivirus protection to keep you more secure than ever.



**91% of businesses
are implementing
'work from home'
arrangements^s**

Collaborate

Pavati runs a busy PR agency. With remote and now hybrid working the new norm, she is looking for a collaboration solution to keep her employees productive. How can modern PCs with Windows 10 Pro help her staff collaborate more effectively?

Whether your employees are working from home, in the office, or anywhere in between, the right collaboration tools can help maximise every workforce's productivity. Microsoft Teams is a powerful and expandable collaboration tool that empowers remote productivity for employees at every level.

Featuring unlimited chat, video calling, personal cloud storage, file sharing and integration with additional Microsoft 365 services, Microsoft Teams is available on modern PCs and devices featuring Windows 10 Pro and comes standard with any Microsoft 365 Business subscription.

If you wish to try Microsoft Teams before subscribing, a free version with the essential features for employees to perform everyday business tasks remotely is available for download [here](#).



Next Steps Checklist

With the proper tools, you can empower your employees to do their best work, no matter where they are. [Modern PCs with Windows 10 Pro](#) can empower your business to achieve the following hybrid working goals:

Recommended activities

- ✓ Stay connected with colleagues and participate in interactive and secure online meetings, whether working from home or in the office.
- ✓ Simplify day-to-day activities, business processes, and routine tasks by automating and integrating them through your ecosystem.
- ✓ Use insights and analytics across your business to improve the wellbeing of employees while maintaining productivity with Office Home & Business 2019, which includes the free version of Microsoft Teams.
- ✓ By connecting people across teams and departments, you can inform and engage your workforce and foster change in culture and communication wherever they are working.
- ✓ Automatically [deploy](#) the Office apps to Windows 10 PCs, and remotely manage and secure your fleet of modern PCs, mobile devices, and apps.
- ✓ Empower your teams to make real connections with customers and colleagues while staying productive and secure when working remotely.



Get started with Windows 10 Pro today

Getting the answers, you need will help your business evolve in the New Next. Because whether it's in the office, at home or on the go, equipping your employees with the tools they need is critical.

With security, collaboration and productivity features, modern PCs with Windows 10 Pro prepare your business for the future, so you are ready for what's ahead.

Learn how modern devices with Windows 10 Pro can help your business [work more effectively](#).

References

* Techaisle and Microsoft, Asia SMB Tech insights Report, September 2019 (India)

† Forrester, Total Economic Impact of Windows 10 (Global)

§ Gartner, Coronavirus in Mind: Make Remote Work Successful! (March 5 2020)