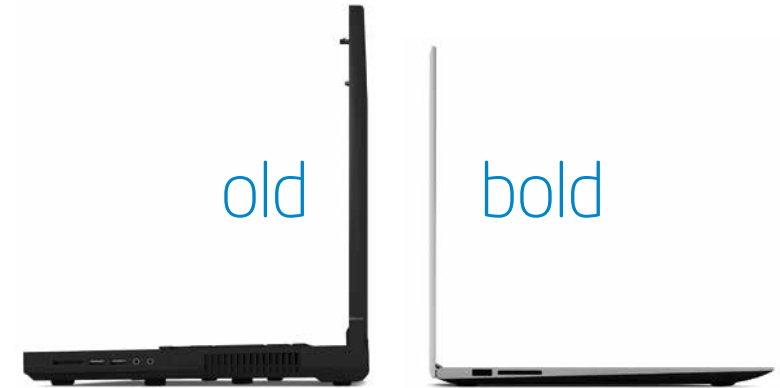




## Now is the time to refresh PCs

### Why should your customers refresh now?

Millions of corporate PCs in use today are four or more years old, which can cause serious security, cost, and maintenance issues. The good news is that today's PC technology has changed dramatically, even in the past year. Intel Ultrabook™ devices and other devices based on Intel® architecture provide the performance, form factors, compatibility, security, and manageability required by users and organizations.



### Why Refresh Now?

Customers need to upgrade their PCs because:

- **OS SOS** Roughly 40 percent of business PCs are still running Windows XP<sup>1</sup>. Microsoft is ending Windows XP support (security patches, non-critical fixes, and free and paid support) on April 8, 2014. A non-supported OS that is three generations behind can create serious security, compliance, and management problems.
- **Securing a Moving Target** Continued use of outdated PCs encourages unmanaged bring-your-own-device (BYOD), which increases security risk, as do older computers lacking built-in security.
- **Bottom Line Blues** Older laptops can cost over \$1,700 more per PC in maintenance and lost productivity.<sup>2</sup>
- **The Immovable Desktop** 80 percent of today's business PCs are desktops. Users gain 7.7 hours of weekly productivity— or ~2 months per year—when using a laptop.<sup>3</sup>

### The Good News

This is a great time to upgrade due to dramatic advances in PC technology. Ultrabook devices and other Intel devices running Windows 7\* and touch-enabled Windows 8 can meet user and IT needs with:



More intuitive touch-capable interface



Wirelessly connect to large displays



Faster and more responsive



Extended battery life



Thinner, lighter, and 2-in-1 form factors



Remotely update and manage out-of-band systems



Help protect data, system, and access with embedded security

### The Right Devices for the Job

One size fits all no longer works for customers. Devices based on Intel architecture provide more options for customers to pick the right device for different types of workers, tasks, and usage models—with the security, manageability, and compatibility IT requires.

The devices include:

- Ultrabook
- Ultrabook convertible
- Tablets
- Laptops
- All-in-one desktops

<sup>1</sup> Source: V3.Co.UK article: "Firms adopt head-in-the-sand approach to Windows XP support cut-off"

<sup>2</sup> Source: Intel white paper: "Using Total Cost of Ownership to Determine Optimal PC Refresh Lifecycles" (January 2010)

<sup>3</sup> Source: "Market Research Results: Desktop Replacement Productivity Impact Study" (June 8, 2004)



# PC Refresh Rundown Card



## Why should your customers choose Ultrabook™?

Ultrabook is the “reinvented” PC. First introduced in 2011, Ultrabook devices provide features and benefits that are in demand among users and organizations:

- Thinner, lighter form factors for easier mobile computing
- Touch-enabled Windows 8 for apps and information access with a swipe
- Fast performance with instant resume from sleep, great wireless connectivity, fast on-screen graphics performance, and boot times of mere seconds
- Improved battery life for extended “on” times without recharging devices
- Features for IT, including hardware-level security; compatibility with existing enterprise software and systems, including peripherals; and integration with management and security software, like McAfee ePO Deep Command\*

## Help your customers pick the right device.

Devices based on Intel architecture address a broad spectrum of user and organization needs. To assist customers who are seeking specific upgrade advice, please refer to the Intel Device Selector Tool [www.intelsalestraining.com/pcrefresh/selector\\_tool/](http://www.intelsalestraining.com/pcrefresh/selector_tool/). For specific vertical markets, please refer to the relevant PC Refresh Rundown Card created for the Healthcare, Education, and Retail industries. When talking with customers about device selection, keep in mind the following types of workers:



### KNOWLEDGE WORKERS:

- Often occupy more than one spot during the day, working from home or customer sites, or road warriors in need of lightweight computing devices (for example, traveling sales workers, corporate consultants, clinicians, and college students).
- Ultrabook devices provide thin and light form factors and great performance.
- Ultrabook convertible devices offer 2-in-1 functionality (tablet and keyboard-based laptop) and are ideal for both consuming and creating information.



### TASK WORKERS:

- Typically on their feet or mobile for much of the day (for example, retail sales clerks, students, nurses, and warehouse workers).
- The latest tablets based on Intel architecture offer touch-screen functionality in situations where keyboards might be inconvenient.
- Tablets based on Intel architecture are compatible with the most popular applications and peripherals such as printers or scanners.



### POWER USERS:

- Typically employees who require a stationary device, such as administrative staff, engineers, and call center employees.
- PCs powered by Intel architecture are the right choice for power users, offering devices with touch capabilities, unprecedented power, and efficient, clutter-free designs that maximize small or reduced-sized offices and cubicles.
- Power users can also now take advantage of touch-enabled technology with desktop PCs offering touch-screen options.

For more information, go to: [www.intelsalestraining.com/pcrefresh](http://www.intelsalestraining.com/pcrefresh).