



DEVICE REFRESH PARTNER PLAYBOOK





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INTRODUCTION

Windows 10 is reaching End-of-Support in October of 2025. Although that may seem like a long runway, now is the perfect time to discuss refreshing your clients' device fleet. If they're still operating on outdated devices, they could be sacrificing a whole lot more than a few minor OS improvements.

OPERATING ON OUTDATED DEVICES



Slower performance



Poor battery performance



Higher security risk



Disjointed collaboration



Cannot use latest Microsoft solutions



Poor imagery/display

To help you start this conversation with your clients, D&H has assembled this exclusive toolkit for our partners, filled with information and resources so you can be your clients' **device refresh expert!**

CONTACT A DEVICE SALES SPECIALIST TO GET STARTED!



Microsoft Specialist
MicrosoftSpecialist@dandh.com



HP Specialist
HPI@dandh.com

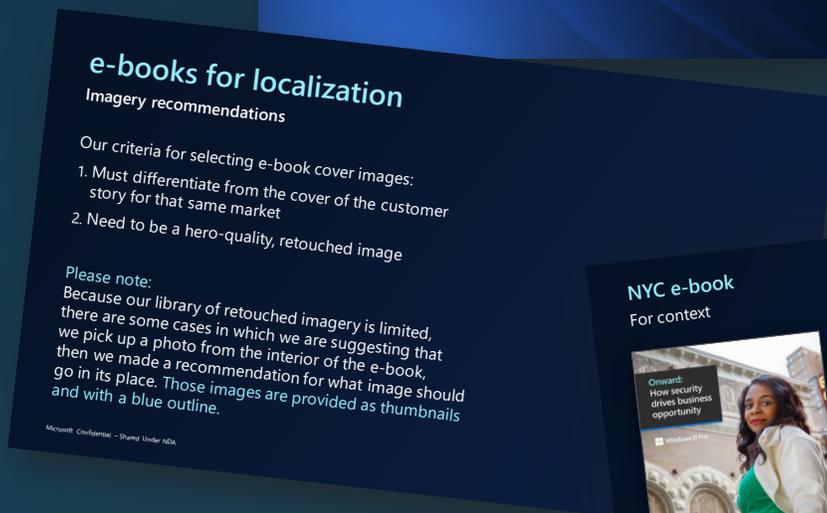
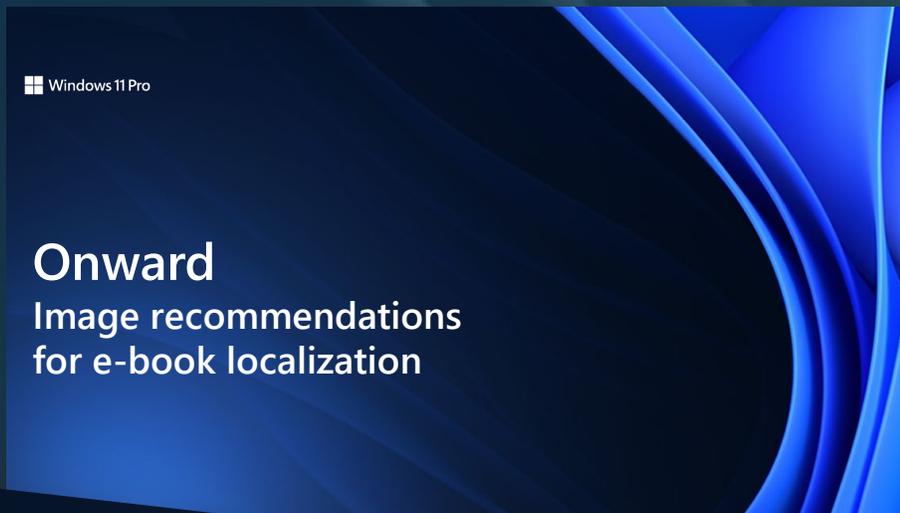


Lenovo Specialist
LenovoSpecialist@dandh.com



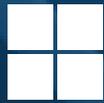
AMD Specialist
AskAMD@dandh.com

DOWNLOAD YOUR WINDOWS 11 PRO BRANDING GUIDE



Contact a D&H Microsoft Specialist Now!

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Microsoft



Windows 11

DOWNLOAD YOUR 2024 SMB DEVICE REFRESH GUIDEBOOK

Gartner recommends companies move to Windows 11

Q: Is it time to move to Windows 11?
A: Yes

In December 2022, Gartner published a study authored by Stephen Kleynhans that said I&O managers should roll out the latest version of Windows 11 (Windows 11 22H2) instead of Windows 10 as part of their annual Windows feature update processes.

The reasons for this are listed in the full report.
<https://aka.ms/MoveToWindows11>

"The release of the Windows 11 Update 2022 H2 signals that it's time for enterprises to include Windows 11 in their annual update processes."
Gartner

Gartner

Windows Pro device is the gateway to MORE

\$1 Microsoft Revenue

7X MS Services-led Partner Economic value

\$7.63

Windows PC + Autopilot Intune + Microsoft 365 + Azure cross-sell

Microsoft Share of Wallet

Business growth rate	Gross margin
8%	53%
17%	56%
32%	64%
41%	70%
63%	78%

Co-marketing alignment, Targeted marketing incentives

Source: IDC eBook, Sponsored by Microsoft, Microsoft Enterprise Value, Partner Paths to Profitability & Growth, Document #09460222, June 2022

Windows 11 Security features

Every component of the Windows 11-technology-stack, from Chip to Cloud, is designed to ensure ultimate security

New

- Applications safeguards—Smart App Control
- Enhanced phishing protection
- Configuration lock for Secured-core PCs
- Presence sensing
- Secured kernel (HVCI enabled by default)

Existing and improved

- Security by default
- Remote deployment and compliance
- BitLocker and BitLocker-to-Go
- Windows Hello for Business
- Multifactor authentication
- Windows Information Protection
- Windows Defender System Guard
- Windows Defender Antivirus

Visit the Windows 11-Security website, to receive detailed security information, the Windows 11-Security guide book

Create a better out-of-the-box experience for your customers with Windows Autopilot

Simplify the way devices get deployed, reset, and repurposed, with an experience that is zero touch for your clients and adds margin to your Windows 11 Pro and Enterprise device sales.



Why Windows Autopilot?

- Perceptions about the time-intensive nature of Windows device deployment may inhibit some customers from moving to new Windows 11 Pro and Enterprise devices. Modernizing deployment with Windows Autopilot helps address that concern.
- With Windows Autopilot, a partner can optimize user features, settings, and apps for the customer without ever touching the device.
- Windows Autopilot also simplifies ongoing device management, including reset, recovering, re-purposing, and end-of-life disposal.



Why should resellers embrace Windows Autopilot?

- Grow Windows 11 Pro device sales through faster device refresh.
- Build profitable, scalable device deployment and management offerings.
- Cross-sell/up-sell Microsoft cloud services, e.g., EMS and Microsoft 365.
- Generate higher customer satisfaction, retention, and lifetime value.

Windows 11 Pro is also still available! Get started with Windows Autopilot at D&H today for whichever OS meets the needs of your business. Contact ProServices@dandh.com for more information.

Get started with Windows Autopilot at D&H today!

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How does Windows Autopilot work with D&H?

When you add Windows Autopilot services to your Windows 11 Pro and Enterprise device purchases, we unbox the device, capture the required data, and link it to the appropriate end user tenant and profile via Microsoft Partner Center before it ever ships! When your clients unbox the device and connect to the Internet, Windows Autopilot takes care of the rest by transferring their personalized settings, apps, and data to them in just minutes.

Even better, D&H does not require a device unit minimum to add on Windows Autopilot services!



Windows Autopilot Services at D&H

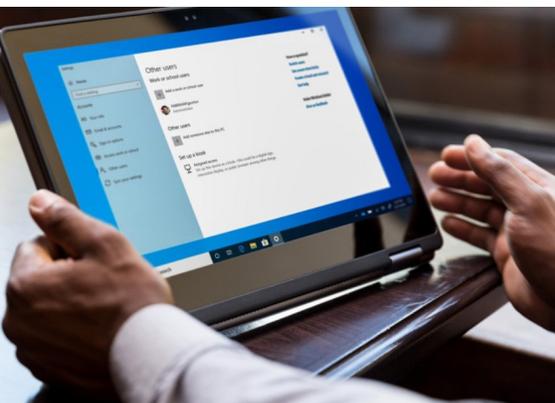
Basic Data Capture

Data capture and Link various Windows 11 Pro devices to the appropriate end user tenant & profile via Partner Center with appropriate access.

D&H SKU: MSAPAZUREJOIN
Cost per Device: \$4.00

D&H SKU: MSAPAZUREJOINLC
Cost per Device: \$3.00*

*Discounted service when purchased with corresponding MS licensing - Data capture and Link various Windows 10 devices to the appropriate end user tenant & profile via Partner Center w/appropriate access



Premium Provision

Data capture, Link + application downloads on various Windows 11 Pro devices to the appropriate end user tenant & profile via Partner Center with appropriate access.

D&H SKU: MSAPPROVISION
Cost per Device: \$12.00

D&H SKU: MSAPPROVISIONLC
Cost per Device: \$10.00**

**Discounted service when purchased with corresponding MS licensing - Data capture, Link + application downloads on various Windows 10 devices to the appropriate end user tenant & profile via Partner Center w/appropriate access



Advance Data Capture

Data capture of Hardware Hash ID's on various Windows 11 Pro devices into .CSV file for Reseller or end user self-load via Partner Center.

D&H SKU: MSAPHASHCAP
Cost per Device: \$15.00

D&H SKU: MSAPHASHCAPLC
Cost per Device: \$13.00***

***Discounted service when purchased with corresponding MS licensing - Data capture of Hardware Hash ID's on various Windows 10 devices into .CSV file for Reseller or end user self-load via Partner Center

Contact ProServices@dandh.com for more information on Windows Autopilot services at D&H!



DOWNLOAD YOUR AMD CO-MARKETING PLAYBOOK!

GLOBAL COMMERCIAL OEM CO-MARKETING PLAYBOOK

Business PCs and Workstations powered by AMD

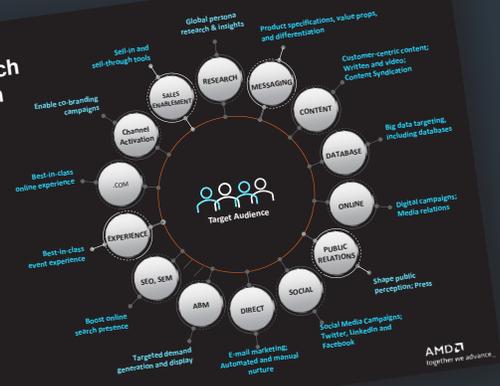


2024 AMD RYZEN™ AI FOR BUSINESS PRIORITIES
Across all routes to market: AMD-LED, OEM-LED, PARTNER-LED

- POSITIONING RYZEN™ AI LEADERSHIP**
 - Establish AMD Ryzen™ AI as the gold standard for PC performance.
 - Build anticipation by saying AMD Ryzen™ AI is the most innovative laptop available and provides the best user experience.
- BUILD AWARENESS, CREATE EXCITEMENT**
 - Drive demand w/ global digital first awareness and social media marketing
 - Empower OEMs and channel partners with compelling value propositions
- CREATE DEMAND WITH RYZEN™ AI**
 - Prioritize & integrate into regional marketing activations
 - Activate account-based marketing and lead nurture campaigns
 - Enable sellers and evangelize message with trainers
- CO-MARKETING with OEMs and ISVs**
 - Feature new campaign assets, blogs, res-video – *Confidential - Distribution with NDA*
 - Co & n (AM)

360° Marketing Approach for Demand Generation

- AMD strives for full-funnel marketing activation to guide customers through their buying journey
- AMD strongly encourages the listed marketing tactics and supports the multi-touch campaigns – as part of a “full funnel” approach
- AMD requires our OEM Partners to measure and report the impact of the marketing activity on the target audience – with metrics that measure the financial outcomes



Contact a D&H AMD Specialist Now!

AskAMD@dandh.com



DOWNLOAD YOUR AMD MANAGEABILITY INFOGRAPHIC!

AMD together we advance.

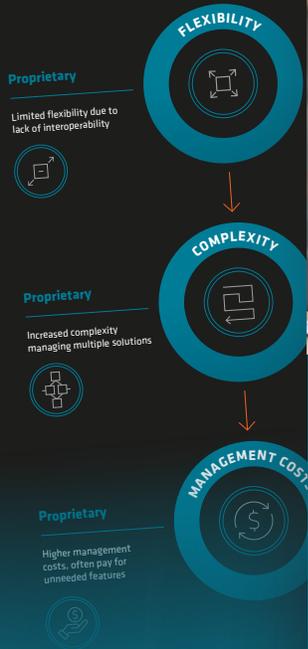
REMOTE CLOUD MANAGEABILITY: HOW AMD PRO MANAGEABILITY CAN IMPROVE DAY-TO-DAY IT OPERATIONS



Remote cloud manageability with the AMD Ryzen™ PRO 7040 Series processors helps improve day-to-day IT operations with improved efficiency, increased visibility, and reduced frustration.

THE CASE FOR OPEN STANDARDS

Technology management can be open standards-based or leverage proprietary solutions. Here's how they stack up.



IMPROVING IT OPERATIONS WITH PRO MANAGEABILITY

Remote cloud manageability - which comes standard with the AMD Ryzen™ PRO processors - can improve day-to-day IT operations with:



THE PAIN POINT PROBLEM

IT expertise is in demand, but teams are often understaffed and overworked. This creates pain points, including:



THE CASE FOR OPEN STANDARDS

Technology management can be open standards-based or leverage proprietary solutions. Here's how they stack up.

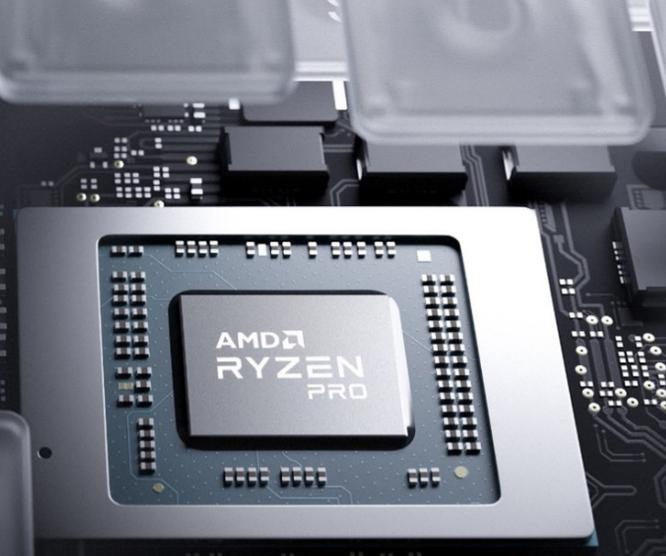


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AskAMD@dandh.com

AMD RYZEN™ PRO 7030 SERIES PROCESSORS

ULTIMATE PERFORMANCE. PROFESSIONAL EXPERIENCES.

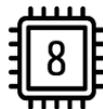


ENGINEERED FOR DEMANDING BUSINESS ENVIRONMENTS

AMD Ryzen™ PRO 7030 Series processors offer proven performance and professional technologies that are a step above for the most demanding IT-managed business environments. Up to eight high-performance “Zen 3” cores deliver outstanding performance that accelerates productivity with the latest collaboration and office apps.



Built on advanced 7nm “Zen 3” architecture for processor performance leadership, accelerating workplace applications.



AMD Ryzen™ is the only processor family with up to 8 high performance X86 cores for ultrathin not ebooks.¹



AMD Ryzen™ 7030 Series is projected to enable up to 20.5 hours of battery life on a single charge.²

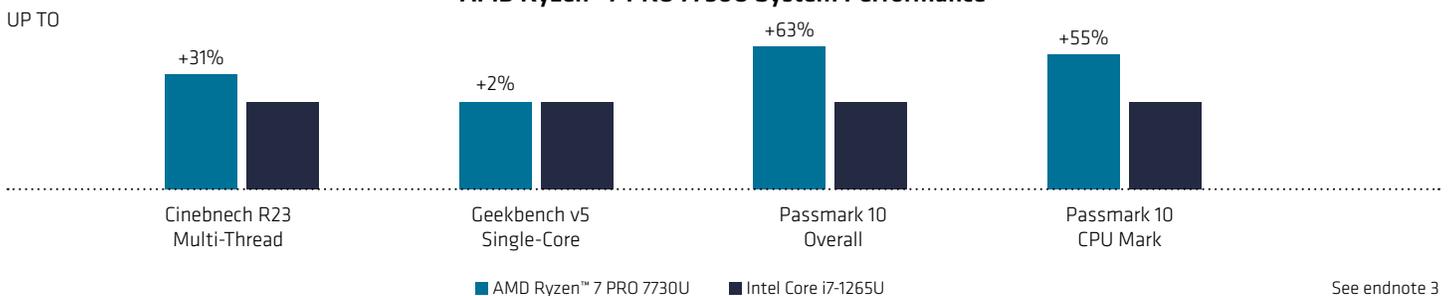


Up to 31% higher multi-thread performance vs the competition³ for responsive multitasking workplace applications.

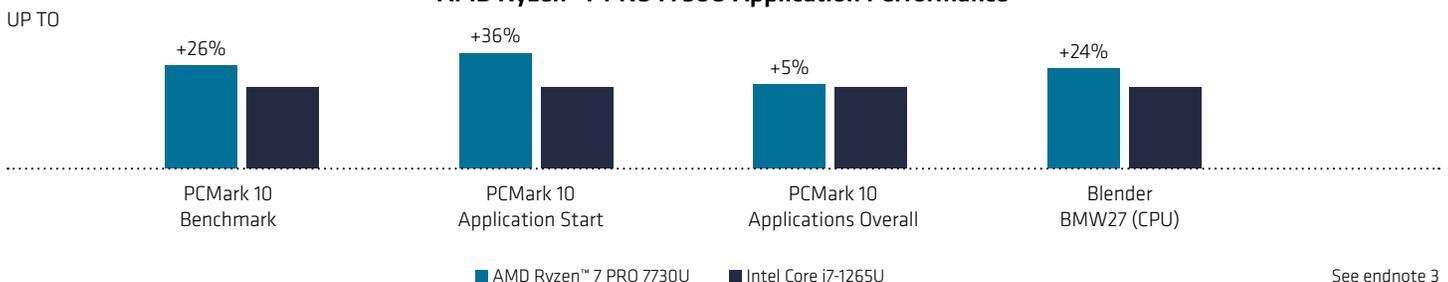
LEADERSHIP PERFORMANCE VS THE COMPETITION

AMD Ryzen™ PRO 7030 Series processors offer the advanced performance you need to stay ahead of the competition.

AMD Ryzen™ 7 PRO 7730U System Performance



AMD Ryzen™ 7 PRO 7730U Application Performance



AMD RYZEN™ PRO 7040 SERIES PROCESSOR

FOR BUSINESS LAPTOPS

POWERING SOME OF THE BEST BUSINESS PCs IN THE WORLD

The world's most advanced processors with unparalleled power efficiency for premium business laptops, with a new revolutionary AI engine providing premium AI collaboration experiences with unmatched battery life advantages, speed, and near-silent operation.



ZEN 4

World's Fastest and Most Advanced Business Processor^{1,3}



4nm

Incredible power efficiency for business laptop processors



AMD RDNA3

World's most powerful integrated graphics¹



AMD Ryzen™ AI

World's first integrated AI engine in an x86 processor²

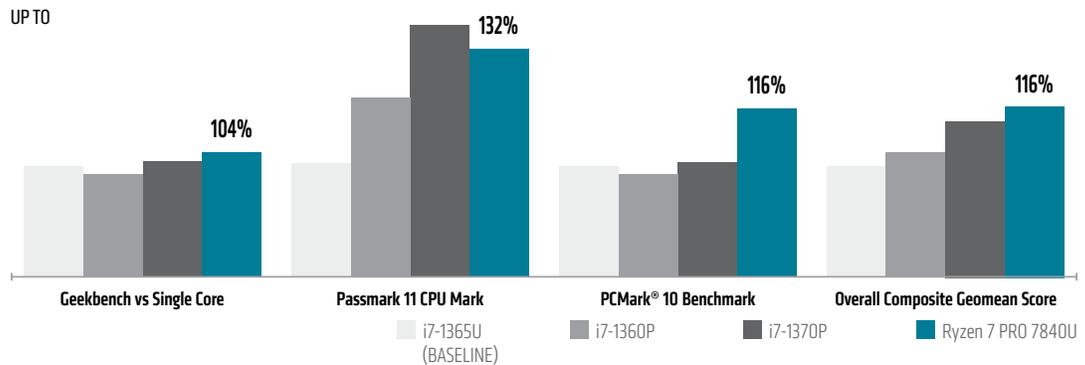
DESIGNED FOR UNCOMPROMISING INNOVATION, SPEED, AND POWER

LEADERSHIP PERFORMANCE VS INTEL 13TH GEN

Faster Performance in Premium Business Laptops^{4,5}

- ✓ Superior "Zen 4" architecture
- ✓ 8 high performance cores
- ✓ "U Series" provides performance and power efficiency for T&L systems
- ✓ Competes against higher power "P Series"

PROCESSOR AND SYSTEM PERFORMANCE



COMBINED

BEST-IN-CLASS PRODUCTIVITY AND VIRTUAL COLLABORATION



Accelerate Performance using MS Office Apps while Running Teams⁶



Teams Video Conference



MS Office Apps

UP TO

12% FASTER
15% LESS POWER
29% BETTER PERF/WATT
 (AMD Ryzen PRO 7840U compared to Intel Core i7 1370P)



Teams Battery Life Comparison^{7,12}



Teams Video Conference

UP TO

70% LONGER BATTERY LIFE
 (AMD Ryzen PRO 7840U compared to Intel Core i7 1370P)
63% LONGER BATTERY LIFE
 (AMD Ryzen PRO 7840U compared to Intel Core i7 1365U)
10% LONGER BATTERY LIFE
 (AMD Ryzen PRO 7840U compared to Apple M2 Pro processors)



AMD RYZEN™ PRO 7040U SERIES PROCESSORS

PROCESSOR UPSSELL GUIDE (AMD RYZEN™ 5 PRO 7540U TO RYZEN™ 7 PRO 7840U)

POWERING THE BEST AMD BUSINESS PCs IN THE WORLD

Both AMD Ryzen™ 5 PRO 7540U and Ryzen™ 7 PRO 7840U processors are considered the world's most advanced processors with unparalleled power efficiency for premium business laptops offering leadership performance, unmatched battery life and efficiency.



"Zen 4"

World's Fastest and Most Advanced Business Processor

See endnote: PHXP-37, GD-203



4nm

Incredible power efficiency for business laptop processor



AMD RDNA™ 3

World's most powerful integrated graphics

See endnote: PHXP-37

DESIGNED FOR UNCOMPROMISING INNOVATION, SPEED, AND POWER

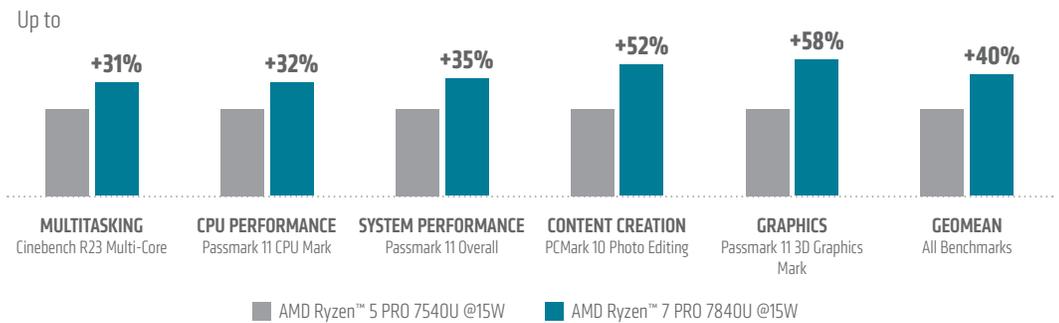
UPGRADE FROM RYZEN™ 5 TO RYZEN™ 7 FOR ABSOLUTE POWERHOUSE PERFORMANCE

UPGRADE TO RYZEN™ 7 FOR FASTER PERFORMANCE IN PREMIUM BUSINESS LAPTOPS

- Both with superior "Zen 4" architecture
- Upgrade from 6 to 8 high performance cores
- Upgrade from up to 4.9GHz to up to 5.1GHz
- Upgrade from 22MB to 24MB total cache

See endnote: GD-150

PROCESSOR AND SYSTEM PERFORMANCE



See endnote: PHXP-67

UPGRADE FROM RYZEN™ 5 TO RYZEN™ 7 FOR LEADING BATTERY LIFE AND POWER EFFICIENCY

Up to **22%** BETTER BATTERY LIFE FOR MICROSOFT TEAMS CONFERRING

When comparing the AMD Ryzen™ 5 PRO 7540U and the AMD Ryzen™ 7 PRO 7840U processor



See endnote: PHXP-68

BOTH DESIGNED FOR POWER EFFICIENCY

When running typical office productivity applications users can expect to consume:

Up to **36% LESS POWER**

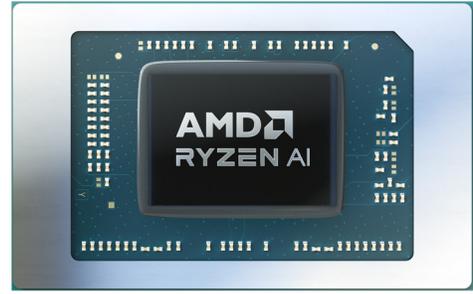
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See endnote: PHXP-69

INTRODUCING AMD RYZEN™ AI

WORLD'S FIRST INTEGRATED AI ENGINE IN AN X86 PROCESSOR

- ✓ **Optimized AI workloads** for incredible system efficiency
- ✓ Up to **4 concurrent AI streams** for real-time multi-tasking
- ✓ Processes up to **10 trillion AI Operations Per Second**
- ✓ Experience **on-device AI** every day on business laptops



See endnote: PHX-3, PHXP-57

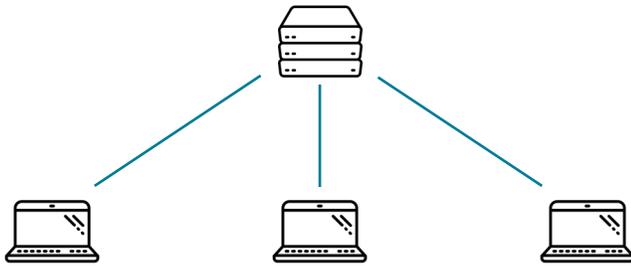
BOTH RYZEN™ 5 AND RYZEN™ 7 DELIVER INCREDIBLY MODERN SECURITY FEATURES

AMD PRO TECHNOLOGIES

A complete set of features that are essential to modern business. SMBs, enterprise businesses, IT admins, and general office workers can take advantage of cutting-edge security features, robust manageability tools, and enterprise-grade stability and reliability as part of AMD PRO technologies.

AMD PRO SECURITY:

Provides innovative layers of defense at the silicon, OS, and platform levels to give IT teams comprehensive security features for the entire system



See endnote: GD-206, GD-72

- OEM SECURITY FEATURES
- WINDOWS® 11 SECURITY
**Secured-Core PC
Hardware Enforced Stack Protection**
- AMD MEMORY GUARD
Microsoft Pluton Security
- AMD SECURE PROCESSOR
FIPS 140-3 Level 1 and Level 2* Certification
- AMD "ZEN 3" ARCHITECTURE
AMD Shadow Stack
- YOUR DATA

* FIPS 140-3 implementation under test

AMD SECURE PROCESSOR:

Dedicated security processor that validates code before it is executed to help ensure data and application integrity

AMD PRO BUSINESS READY:

Provides a robust manageability feature set that simplifies deployment, imaging, and management of an ever-growing and changing fleet.

18
MONTHS
planned software stability

24
MONTHS
planned availability

ENTERPRISE GRADE
quality assurance stability

AMD RYZEN™ PRO 7040 SERIES PROCESSORS (7540U VS 7840U)

AMD RYZEN™ PRO	PERFORMANCE CORES	PROCESS	INTEGRATED AI ENGINE	TOTAL CACHE SIZE	TDP	AMD PRO TECHNOLOGIES
AMD Ryzen™ 7 PRO 7840U	8P	4nm	✓	24 MB	15 - 28 W	✓
AMD Ryzen™ 5 PRO 7540U	6P	4nm		22 MB	15 - 28 W	✓

VISIT [AMD.COM/PARTNER](https://www.amd.com/partner) Your source for tools, training, news, reviews, and much more!

1. Testing as of 6/13/23, by BDX Technologies, commissioned by AMD, utilizing an HP EliteBook 845 G10 with Ryzen PRO 7840U processor @15W, Integrated Radeon Graphics, 16GB RAM, 1TB NVMe SSD, Windows 11 Pro, versus a similarly configured Dell Latitude 5440 with an Intel Core i7-1365U processor @15W, Intel Integrated graphics, 512GB NVMe SSD, Windows 11 Pro. Using an average composite geometric mean of the scores measured in the following benchmark tests: CPU - Geobench v5 Single Core, Cinebench R23 n-thread and Passmark 11 CPU Mark; GPU - 3DMark Fire Strike Extreme Graphics, 3DMark Night Raid Graphics, 3DMark Night Raid Graphics; Productivity - PCMark 10 Express, PCMark 10 Extended, PCMark 10 Productivity Test Group; Content Creation - SPECviewperf 3dsmax-06, Procyon Video Editing, and PCMark 10 Photo Editing. PC manufacturers may vary configurations yielding different results. Results may vary. PCMark™ is a registered trademark of Futuremark Corporation. **PHXP-37**

2. Based on a smaller node size of the AMD processor for an x86 platform, as of August 2022. **GD-203, RYZEN 7000 SERIES PRO mobile**: Based on a smaller node size of the AMD processor for a business-class x86 platform, as of April 2023. **GD-203**

3. Boost Clock Frequency is the maximum frequency achievable on the CPU running a bursty workload. Boost clock achievability, frequency, and sustainability will vary based on several factors, including but not limited to: thermal conditions and variation in applications and workloads. **GD-150**

4. Testing as of 11/27/23 by BDX Technologies, commissioned by AMD, utilizing an HP EliteBook 845 G10 with Ryzen 5 PRO 7540U processor, Integrated Radeon Graphics, 32GB RAM, 256GB NVMe SSD, Windows 11 Pro and an HP EliteBook 845 G10 with Ryzen 7 PRO 7840U processor, Integrated Radeon Graphics, 32GB RAM, 512GB NVMe SSD, Windows 11 Pro Using the following tests: Cinebench R23 nT, Passmark 11 CPU Mark, Passmark 11 Overall, PCMark 10 Photo Editing, Passmark 11 3D Graphics Mark, and a GEOMEAN score of all the benchmarks above. The composite geometric mean score is an average which indicates the typical value of the benchmark results. PC manufacturers may vary configurations yielding different results. Results may vary. **PHXP-67**

5. Based on internal testing by AMD as of 11/27/23. Battery life results evaluated by operation of a nine-participant Microsoft Teams video conference on battery. System configuration for AMD systems run from power level 100% > 5% @150nits brightness and power mode set to "power efficiency." System configuration for Ryzen™ 5 7540U: HP EliteBook 845 G10, AMD Radeon Graphics, 32GB RAM, 256GB NVMe SSD, Windows 11 Pro and 51Wh battery. System configuration for Ryzen™ 7 7840U: HP EliteBook 845 G10, AMD Radeon Graphics, 32GB RAM, 512GB NVMe SSD, Windows 11 Pro and 51Wh battery. Battery life will vary based on a variety of factors. **PHXP-68**

6. Testing as of 11/27/23 by AMD internal performance lab. System configuration for AMD Ryzen PRO 7840U: HP EliteBook 845 G10, 32GB RAM, 512GB NVMe SSD, Integrated Radeon graphics, Windows 11 Pro running in Power Efficiency mode. System configuration for AMD Ryzen 5 PRO 7540U: HP EliteBook 845 G10, 32GB RAM, 512GB NVMe SSD, Integrated Radeon graphics, Windows 11 Pro running in Power Efficiency mode using the following tests: Microsoft Teams + Procyon wall power consumed (watts). Each Microsoft Teams call consists of 9 participants (3x3) while running the UL Procyon Overall benchmark. Laptop manufacturers may vary configurations yielding different results. **PHXP-69**

7. As of August 2022, select Ryzen™ 7040 processors for mobile with dedicated AI hardware are the only x86 PC processors with dedicated AI hardware. **PHX-3**

8. Based on testing by AMD Engineering as of 10/24/23, on a test system configured with an AMD Ryzen(tm) 7 7840U processor with Ryzen(tm) AI enabled, Radeon(tm) 780M Graphics, 16GB RAM, and Windows 11 Pro to measure response time impact on individual AI applications when running AMD internal AI models of Depth Estimation, Eye Gaze Correction, Super Resolution, Scene Detection sequentially and at the same time. PC manufacturers may vary configurations, yielding different results. Performance may vary based on use of latest drivers. **PHXP-57**

9. Ryzen™ AI is defined as the combination of a dedicated AI engine, AMD Radeon™ graphics engine, and Ryzen processor cores that enable AI capabilities. OEM and ISV enablement is required, and certain AI features may not yet be optimized for Ryzen AI processors. Ryzen AI is compatible with all AMD Ryzen 7040 series processors except the Ryzen 5 7540U and Ryzen 3 7440U. Please check with your system manufacturer for feature availability prior to purchase. **GD-20a**

10. Full system memory encryption with AMD Memory Guard is included in AMD Ryzen PRO, AMD Ryzen Threadripper PRO, and AMD Athlon PRO processors. Requires OEM enablement. Check with the system manufacturer prior to purchase. **GD-206**

11. Microsoft Pluton is a technology owned by Microsoft and licensed to AMD. Microsoft Pluton is a registered trademark of Microsoft Corporation in the United States and/or other countries. Learn more at <https://www.microsoft.com/security/blog/2020/11/17/meet-the-microsoft-pluton-processor-the-security-chip-designed-for-the-future-of-windows-pc/>. Microsoft Pluton security processor requires OEM enablement. Check with the OEM before purchase. AMD has not verified the third-party claim. **GD-202**

12. The AMD Secure Processor is a dedicated on-chip security processor integrated within each system-on-a-chip (SoC) and ASIC (Application Specific Integrated Circuit) designed by AMD. It enables secure boot with root of trust anchored in hardware, initializes the SoC through a secure boot flow, and establishes an isolated Trusted Execution Environment. **GD-72**

*Zen 4 is a codename only and not an AMD product name. ©2023 Advanced Micro Devices, Inc.

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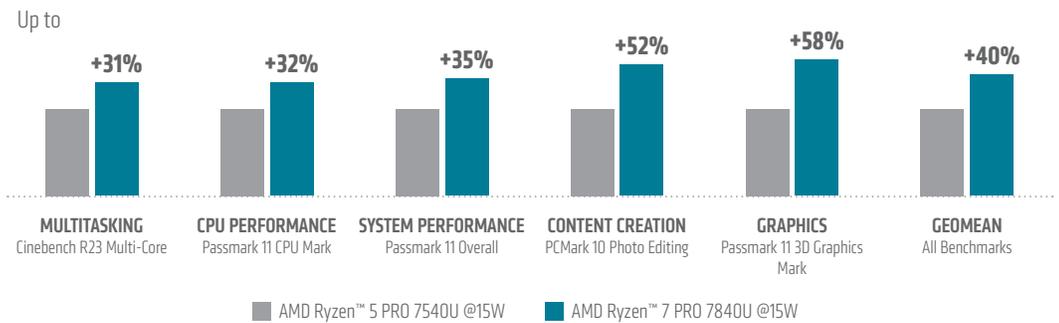
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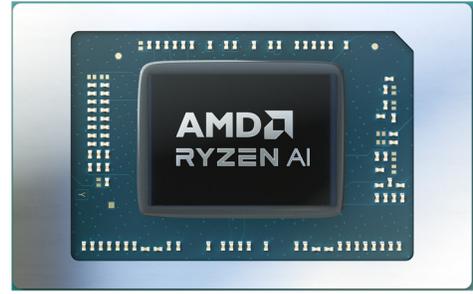
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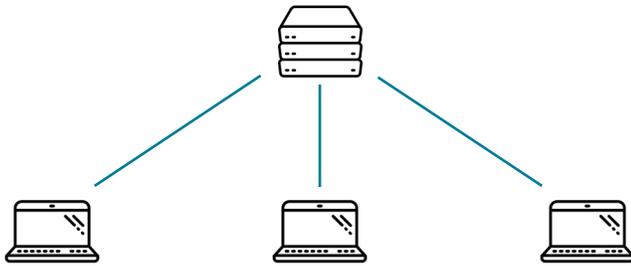
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A complete set of features that are essential to modern business. SMBs, enterprise businesses, IT admins, and general office workers can take advantage of cutting-edge security features, robust manageability tools, and enterprise-grade stability and reliability as part of AMD PRO technologies.

AMD PRO SECURITY:

Provides innovative layers of defense at the silicon, OS, and platform levels to give IT teams comprehensive security features for the entire system



See endnote: GD-206, GD-72

- OEM SECURITY FEATURES
- WINDOWS® 11 SECURITY **Secured-Core PC Hardware Enforced Stack Protection**
- AMD MEMORY GUARD **Microsoft Pluton Security**
- AMD SECURE PROCESSOR **FIPS 140-3 Level 1 and Level 2* Certification**
- AMD "ZEN 3" ARCHITECTURE **AMD Shadow Stack**
- YOUR DATA

* FIPS 140-3 implementation under test

AMD SECURE PROCESSOR:

Dedicated security processor that validates code before it is executed to help ensure data and application integrity

AMD PRO BUSINESS READY:

Provides a robust manageability feature set that simplifies deployment, imaging, and management of an ever-growing and changing fleet.

18
MONTHS
planned software stability

24
MONTHS
planned availability

ENTERPRISE GRADE
quality assurance stability

AMD RYZEN™ PRO 7040 SERIES PROCESSORS (7540U VS 7840U)

AMD RYZEN™ PRO	PERFORMANCE CORES	PROCESS	INTEGRATED AI ENGINE	TOTAL CACHE SIZE	TDP	AMD PRO TECHNOLOGIES
AMD Ryzen™ 7 PRO 7840U	8P	4nm	✓	24 MB	15 - 28 W	✓
AMD Ryzen™ 5 PRO 7540U	6P	4nm		22 MB	15 - 28 W	✓

VISIT [AMD.COM/PARTNER](https://www.amd.com/partner) Your source for tools, training, news, reviews, and much more!

1. Testing as of 6/13/23, by BDX Technologies, commissioned by AMD, utilizing an HP EliteBook 845 G10 with Ryzen PRO 7840U processor @15W, Integrated Radeon Graphics, 16GB RAM, 1TB NVMe SSD, Windows 11 Pro, versus a similarly configured Dell Latitude 5440 with an Intel Core i7-1365U processor @15W, Intel Integrated graphics, 512GB NVMe SSD, Windows 11 Pro. Using an average composite geometric mean of the scores measured in the following benchmark tests: CPU - Geobench v5 Single Core, Cinebench R23 n-thread and Passmark 11 CPU Mark; GPU - 3DMark Fire Strike Extreme Graphics, 3DMark Night Raid Graphics, 3DMark Night Raid Graphics; Productivity - PCMark 10 Express, PCMark 10 Extended, PCMark 10 Productivity Test Group; Content Creation - SPECviewperf 3dsmax-06, Procyon Video Editing, and PCMark 10 Photo Editing. PC manufacturers may vary configurations yielding different results. Results may vary. PCMark™ is a registered trademark of Futuremark Corporation. **PHXP-37**

2. Based on a smaller node size of the AMD processor for an x86 platform, as of August 2022. **GD-203, RYZEN 7000 SERIES PRO mobile**. Based on a smaller node size of the AMD processor for a business-class x86 platform, as of April 2023. **GD-203**

3. Boost Clock Frequency is the maximum frequency achievable on the CPU running a bursty workload. Boost clock achievability, frequency, and sustainability will vary based on several factors, including but not limited to: thermal conditions and variation in applications and workloads. **GD-150**

4. Testing as of 11/27/23 by BDX Technologies, commissioned by AMD, utilizing an HP EliteBook 845 G10 with Ryzen 5 PRO 7540U processor, Integrated Radeon Graphics, 32GB RAM, 256GB NVMe SSD, Windows 11 Pro and an HP EliteBook 845 G10 with Ryzen 7 PRO 7840U processor, Integrated Radeon Graphics, 32GB RAM, 512GB NVMe SSD, Windows 11 Pro Using the following tests: Cinebench R23 nT, Passmark 11 CPU Mark, Passmark 11 Overall, PCMark 10 Photo Editing, Passmark 11 3D Graphics Mark, and a GEOMEAN score of all the benchmarks above. The composite geometric mean score is an average which indicates the typical value of the benchmark results. PC manufacturers may vary configurations yielding different results. Results may vary. **PHXP-67**

5. Based on internal testing by AMD as of 11/27/23. Battery life results evaluated by operation of a nine-participant Microsoft Teams video conference on battery. System configuration for AMD systems run from power level 100% > 5% @15W: brightness and power mode set to "power efficiency." System configuration for Ryzen™ 5 7540U: HP EliteBook 845 G10, AMD Radeon Graphics, 32GB RAM, 256GB NVMe SSD, Windows 11 Pro and 51Wh battery. System configuration for Ryzen™ 7 7840U: HP EliteBook 845 G10, AMD Radeon Graphics, 32GB RAM, 512GB NVMe SSD, Windows 11 Pro and 51Wh battery. Battery life will vary based on a variety of factors. **PHXP-68**

6. Testing as of 11/27/23 by AMD internal performance lab. System configuration for AMD Ryzen PRO 7840U: HP EliteBook 845 G10, 32GB RAM, 512GB NVMe SSD, Integrated Radeon graphics, Windows 11 Pro running in Power Efficiency mode. System configuration for AMD Ryzen 5 PRO 7540U: HP EliteBook 845 G10, 32GB RAM, 512GB NVMe SSD, Integrated Radeon graphics, Windows 11 Pro running in Power Efficiency mode using the following tests: Microsoft Teams + Procyon wall power consumed (watts). Each Microsoft Teams call consists of 9 participants (3x3) while running the UL Procyon Overall benchmark. Laptop manufacturers may vary configurations yielding different results. **PHXP-69**

7. As of August 2022, select Ryzen™ 7040 processors for mobile with dedicated AI hardware are the only x86 PC processors with dedicated AI hardware. **PHX-3**

8. Based on testing by AMD Engineering as of 10/24/23, on a test system configured with an AMD Ryzen(tm) 7 7840U processor with Ryzen(tm) AI enabled, Radeon(tm) 780M Graphics, 16GB RAM, and Windows 11 Pro to measure response time impact on individual AI applications when running AMD internal AI models of Depth Estimation, Eye Gaze Correction, Super Resolution, Scene Detection sequentially and at the same time. PC manufacturers may vary configurations, yielding different results. Performance may vary based on use of latest drivers. **PHXP-57**

9. Ryzen™ AI is defined as the combination of a dedicated AI engine, AMD Radeon™ graphics engine, and Ryzen processor cores that enable AI capabilities. OEM and ISV enablement is required, and certain AI features may not yet be optimized for Ryzen AI processors. Ryzen AI is compatible with all AMD Ryzen 7040 series processors except the Ryzen 5 7540U and Ryzen 3 7440U. Please check with your system manufacturer for feature availability prior to purchase. **GD-220a**

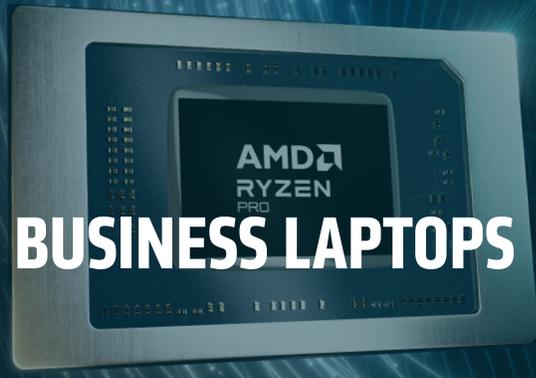
10. Full system memory encryption with AMD Memory Guard is included in AMD Ryzen PRO, AMD Ryzen Threadripper PRO, and AMD Athlon PRO processors. Requires OEM enablement. Check with the system manufacturer prior to purchase. **GD-206**

11. Microsoft Pluton is a technology owned by Microsoft and licensed to AMD. Microsoft Pluton is a registered trademark of Microsoft Corporation in the United States and/or other countries. Learn more at <https://www.microsoft.com/security/blog/2020/11/17/meet-the-microsoft-pluton-processor-the-security-chip-designed-for-the-future-of-windows-pc/>. Microsoft Pluton security processor requires OEM enablement. Check with the OEM before purchase. AMD has not verified the third-party claim. **GD-202**

12. The AMD Secure Processor is a dedicated on-chip security processor integrated within each system-on-a-chip (SoC) and ASIC (Application Specific Integrated Circuit) designed by AMD. It enables secure boot with root of trust anchored in hardware, initializes the SoC through a secure boot flow, and establishes an isolated Trusted Execution Environment. **GD-72**

*Zen 4 is a codename only and not an AMD product name. ©2023 Advanced Micro Devices, Inc.

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THE FUTURE OF WINDOWS BUSINESS LAPTOPS STARTS WITH AMD RYZEN™ AI

GENERATIVE AI APPLICATIONS AND USAGE ARE ON THE RISE

New AI copilots are unlocking transformative benefits for developers, business processes, and information synthesis through conversational search.

EXAMPLES

- | | |
|--------------------|--------------|
| Microsoft Co-Pilot | Grammarly |
| Chat GPT | Jasper |
| Bard AI | Articleforge |
| and many more... | |

BENEFITS

- REINVENTING PRODUCTIVITY** of Laptop Users
- REMOVE THE DRUDGERY** From our Daily Tasks and Jobs
- LAPTOPS WILL HELP US THINK, PLAN, AND ACT** In the New Era of Work
- REDISCOVER THE JOY OF CREATION** By Freeing Business Users

AMD RYZEN™ AI AIMS TO DELIVER SUCH AI EXPERIENCES ON THE LAPTOP WITH INCREDIBLE BATTERY LIFE, SPEED, AND QUIET OPERATION

GENERATIVE AI TRAINING AND INFERENCE - TODAY AND IN THE FUTURE

TODAY



Running Inference in the Cloud

Very High Costs that Can Be Unsustainable for Scaling

FUTURE

- Speed
- Privacy
- Security



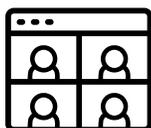
- Personalization and
- Low Latency

Processing On the PC Will Play a Big Role in The Hybrid AI World

HYBRID AI IS CRITICAL FOR GENERATIVE AI TO SCALE – AND PC WOULD PLAY A BIG ROLE

RYZEN™ AI IN THE HYBRID AI ERA REVOLUTIONIZES THE PC EXPERIENCE

ADVANCED COLLABORATION



ALL NEW AI DRIVEN COLLABORATION ADVANTAGES

ACCELERATED MULTITASKING



UNBURDEN CPU AND GPU AND UNLOCK ITS POTENTIAL

IMPROVED EFFICIENCY



OPTIMIZED FOR BATTERY LIFE WITH ALL NEW AI EXPERIENCES

INCREASED PRODUCTIVITY



ACCESS TO NEXT-GEN ACCELERATED WORKLOADS

ENHANCED SECURITY

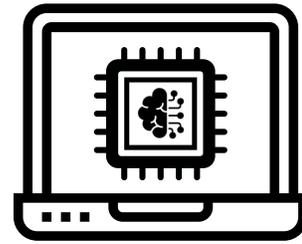


LOCAL PROCESSING OF DATA MEANS FEWER ATTACK VECTORS

RYZEN™ AI AT A GLANCE

- ✓ World's first integrated AI engine in an x86 processor¹
- ✓ Optimized to run AI workloads for incredible system efficiency
- ✓ Up to 4 concurrent AI streams for real-time multi-tasking
- ✓ Processes up to 10 Trillion AI Operations Per Second (TOPS)
- ✓ Allows business PC users to experience on-device AI everyday

INTEGRATED INTO THE CPU FOR OPTIMAL EFFICIENCY



CPU + GPU + RYZEN™ AI

JOURNEY STARTS HERE WITH ADVANCED VIDEO COLLABORATION

WINDOWS STUDIO EFFECTS USES AMD RYZEN™ AI USING THE INTEGRATED CAMERA



Eye Contact Correction



Standard/Portrait Blur



Auto Framing



WORKS ON ALL VIDEO CONFERENCING APPLICATIONS



"If you're doing a Zoom call for work and you want to use eye contact, you're looking at well less than half the power enabled by AMD Ryzen™ AI"

- [PCWorld](#)

LEADERSHIP MULTITASKING WITH RYZEN™ AI

With 8 high-performance cores and AMD Ryzen™ AI, AMD Ryzen™ PRO 7040 series processors accelerate performance using MS Office apps while running Teams conference with all Windows Studio AI effects turned on.



UP TO

83% FASTER²

(AMD Ryzen™ 7 PRO 7840U compared to Qualcomm SQ3 processor)



Teams Video Conference with Windows Studio AI Experiences



MS Office Apps

EQUIP YOURSELF WITH AMD RYZEN™ AI POWERED PCs AS YOU DELVE INTO THE WORLD OF FORTHCOMING WINDOWS AI APPLICATIONS.

VISIT [AMD.COM/PARTNER](https://www.amd.com/partner) Your source for tools, training, news, reviews, and much more!

To find out more about AMD Ryzen™ PRO Processors, please visit [www.AMD.com/pro](https://www.amd.com/pro)

1. As of May 2023, AMD has the first and only available dedicated AI engine on an x86 Windows processor, where 'dedicated AI engine' is defined as an AI engine that has no function other than to process AI inference models and is part of the x86 processor die. For detail information, please check: <https://www.amd.com/en/products/ryzen-ai>. **PHX-3**.
2. Testing as of 6/23/23, by AMD Performance Labs using the following benchmark tests: Procyon Overall, Procyon Word, Procyon Excel, Procyon PowerPoint, each while running a simulated 9-person (3-3) Microsoft Teams video conference call with utilizing system configuration for AMD Ryzen 7 7840U @15W TDP, MAYAN FP7-101DR3INT-230331 (CRB), 16GB RAM, 1TB NVMe SSD, Integrated Radeon Graphics, Windows 11 Pro running in "high-performance mode" with Advanced Background Blur, eye gaze detection (using a mannequin to simulate the feature) and auto framing enabled via Ryzen AI. System configuration for Qualcomm SQ3 processor: Microsoft Surface Pro 9, 16GB RAM, 512GB NVMe SSD, Qualcomm integrated graphics, Windows 11 Pro running in "best performance mode", and Advanced Background Blur, eye gaze detection (using a mannequin to simulate the feature) and auto framing enabled via Qualcomm integrated NPU (Neural Processing Unit). System configurations may vary yielding different results. **PHXP-3B**



AMD RYZEN™ PRO 7040U SERIES PROCESSORS

PROCESSOR UPSSELL GUIDE (AMD RYZEN™ 5 PRO 7540U TO RYZEN™ 7 PRO 7840U)

POWERING THE BEST AMD BUSINESS PCs IN THE WORLD

Both AMD Ryzen™ 5 PRO 7540U and Ryzen™ 7 PRO 7840U processors are considered the world's most advanced processors with unparalleled power efficiency for premium business laptops offering leadership performance, unmatched battery life and efficiency.



"Zen 4"

World's Fastest and Most Advanced Business Processor

See endnote: PHXP-37, GD-203



4nm

Incredible power efficiency for business laptop processor



AMD RDNA™ 3

World's most powerful integrated graphics

See endnote: PHXP-37

DESIGNED FOR UNCOMPROMISING INNOVATION, SPEED, AND POWER

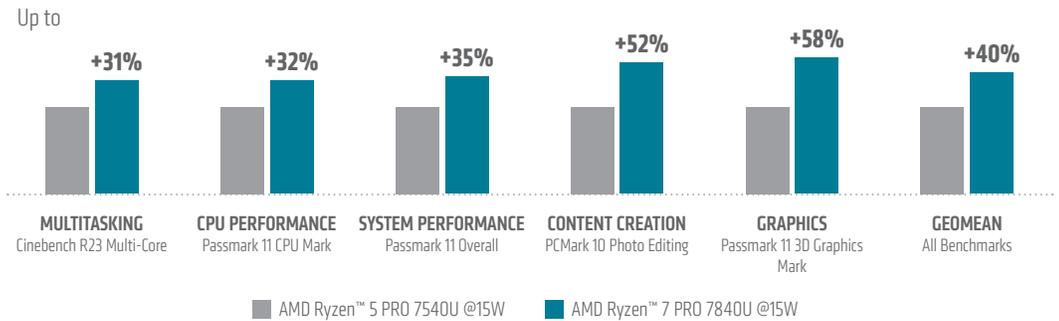
UPGRADE FROM RYZEN™ 5 TO RYZEN™ 7 FOR ABSOLUTE POWERHOUSE PERFORMANCE

UPGRADE TO RYZEN™ 7 FOR FASTER PERFORMANCE IN PREMIUM BUSINESS LAPTOPS

- Both with superior "Zen 4" architecture
- Upgrade from 6 to 8 high performance cores
- Upgrade from up to 4.9GHz to up to 5.1GHz
- Upgrade from 22MB to 24MB total cache

See endnote: GD-150

PROCESSOR AND SYSTEM PERFORMANCE



See endnote: PHXP-67

UPGRADE FROM RYZEN™ 5 TO RYZEN™ 7 FOR LEADING BATTERY LIFE AND POWER EFFICIENCY

Up to **22%** BETTER BATTERY LIFE FOR MICROSOFT TEAMS CONFERRING

When comparing the AMD Ryzen™ 5 PRO 7540U and the AMD Ryzen™ 7 PRO 7840U processor



See endnote: PHXP-68

BOTH DESIGNED FOR POWER EFFICIENCY

When running typical office productivity applications users can expect to consume:

Up to **36% LESS POWER**

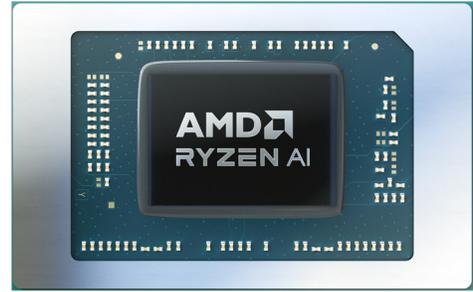
When comparing the AMD Ryzen™ 5 PRO 7540U and the AMD Ryzen™ 7 PRO 7840U processor

See endnote: PHXP-69

INTRODUCING AMD RYZEN™ AI

WORLD'S FIRST INTEGRATED AI ENGINE IN AN X86 PROCESSOR

- ✓ **Optimized AI workloads** for incredible system efficiency
- ✓ Up to **4 concurrent AI streams** for real-time multi-tasking
- ✓ Processes up to **10 trillion AI Operations Per Second**
- ✓ Experience **on-device AI** every day on business laptops



See endnote: PHX-3, PHXP-57

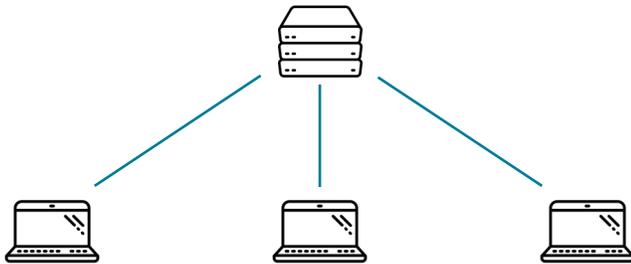
BOTH RYZEN™ 5 AND RYZEN™ 7 DELIVER INCREDIBLY MODERN SECURITY FEATURES

AMD PRO TECHNOLOGIES

A complete set of features that are essential to modern business. SMBs, enterprise businesses, IT admins, and general office workers can take advantage of cutting-edge security features, robust manageability tools, and enterprise-grade stability and reliability as part of AMD PRO technologies.

AMD PRO SECURITY:

Provides innovative layers of defense at the silicon, OS, and platform levels to give IT teams comprehensive security features for the entire system



See endnote: GD-206, GD-72

- OEM SECURITY FEATURES
- WINDOWS® 11 SECURITY **Secured-Core PC Hardware Enforced Stack Protection**
- AMD MEMORY GUARD **Microsoft Pluton Security**
- AMD SECURE PROCESSOR **FIPS 140-3 Level 1 and Level 2* Certification**
- AMD "ZEN 3" ARCHITECTURE **AMD Shadow Stack**
- YOUR DATA

* FIPS 140-3 implementation under test

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AMD PRO BUSINESS READY:

Provides a robust manageability feature set that simplifies deployment, imaging, and management of an ever-growing and changing fleet.

18
MONTHS
planned software stability

24
MONTHS
planned availability

ENTERPRISE GRADE
quality assurance stability

AMD RYZEN™ PRO 7040 SERIES PROCESSORS (7540U VS 7840U)

AMD RYZEN™ PRO	PERFORMANCE CORES	PROCESS	INTEGRATED AI ENGINE	TOTAL CACHE SIZE	TDP	AMD PRO TECHNOLOGIES
AMD Ryzen™ 7 PRO 7840U	8P	4nm	✓	24 MB	15 - 28 W	✓
AMD Ryzen™ 5 PRO 7540U	6P	4nm		22 MB	15 - 28 W	✓

VISIT [AMD.COM/PARTNER](https://www.amd.com/partner) Your source for tools, training, news, reviews, and much more!

1. Testing as of 6/13/23, by BDX Technologies, commissioned by AMD, utilizing an HP EliteBook 845 G10 with Ryzen PRO 7840U processor @15W, Integrated Radeon Graphics, 16GB RAM, 1TB NVMe SSD, Windows 11 Pro, versus a similarly configured Dell Latitude 5440 with an Intel Core i7-1365U processor @15W, Intel Integrated graphics, 512GB NVMe SSD, Windows 11 Pro. Using an average composite geometric mean of the scores measured in the following benchmark tests: CPU - Geobench v5 Single Core, Cinebench R23 n-thread and Passmark 11 CPU Mark; GPU - 3DMark Fire Strike Extreme Graphics, 3DMark Night Raid Graphics, 3DMark Night Raid Graphics; Productivity - PCMark 10 Express, PCMark 10 Extended, PCMark 10 Productivity Test Group; Content Creation - SPECviewperf 3dsmax-06, Procyon Video Editing, and PCMark 10 Photo Editing. PC manufacturers may vary configurations yielding different results. Results may vary. PCMark™ is a registered trademark of Futuremark Corporation. **PHXP-37**

2. Based on a smaller node size of the AMD processor for an x86 platform, as of August 2022. **GD-203, RYZEN 7000 SERIES PRO mobile**: Based on a smaller node size of the AMD processor for a business-class x86 platform, as of April 2023. **GD-203**

3. Boost Clock Frequency is the maximum frequency achievable on the CPU running a bursty workload. Boost clock achievability, frequency, and sustainability will vary based on several factors, including but not limited to: thermal conditions and variation in applications and workloads. **GD-150**

4. Testing as of 11/27/23 by BDX Technologies, commissioned by AMD, utilizing an HP EliteBook 845 G10 with Ryzen 5 PRO 7540U processor, Integrated Radeon Graphics, 32GB RAM, 256GB NVMe SSD, Windows 11 Pro and an HP EliteBook 845 G10 with Ryzen 7 PRO 7840U processor, Integrated Radeon Graphics, 32GB RAM, 512GB NVMe SSD, Windows 11 Pro Using the following tests: Cinebench R23 nT, Passmark 11 CPU Mark, Passmark 11 Overall, PCMark 10 Photo Editing, Passmark 11 3D Graphics Mark, and a GEOMEAN score of all the benchmarks above. The composite geometric mean score is an average which indicates the typical value of the benchmark results. PC manufacturers may vary configurations yielding different results. Results may vary. **PHXP-67**

5. Based on internal testing by AMD as of 11/27/23. Battery life results evaluated by operation of a nine-participant Microsoft Teams video conference on battery. System configuration for AMD systems run from power level 100% > 5% @150nits brightness and power mode set to "power efficiency." System configuration for Ryzen™ 5 7540U: HP EliteBook 845 G10, AMD Radeon Graphics, 32GB RAM, 256GB NVMe SSD, Windows 11 Pro and 51Wh battery. System configuration for Ryzen™ 7 7840U: HP EliteBook 845 G10, AMD Radeon Graphics, 32GB RAM, 512GB NVMe SSD, Windows 11 Pro and 51Wh battery. Battery life will vary based on a variety of factors. **PHXP-68**

6. Testing as of 11/27/23 by AMD internal performance lab. System configuration for AMD Ryzen PRO 7840U: HP EliteBook 845 G10, 32GB RAM, 512GB NVMe SSD, Integrated Radeon graphics, Windows 11 Pro running in Power Efficiency mode. System configuration for AMD Ryzen 5 PRO 7540U: HP EliteBook 845 G10, 32GB RAM, 512GB NVMe SSD, Integrated Radeon graphics, Windows 11 Pro running in Power Efficiency mode using the following tests: Microsoft Teams + Procyon wall power consumed (watts). Each Microsoft Teams call consists of 9 participants (3x3) while running the UL Procyon Overall benchmark. Laptop manufacturers may vary configurations yielding different results. **PHXP-69**

7. As of August 2022, select Ryzen™ 7040 processors for mobile with dedicated AI hardware are the only x86 PC processors with dedicated AI hardware. **PHX-3**

8. Based on testing by AMD Engineering as of 10/24/23, on a test system configured with an AMD Ryzen(tm) 7 7840U processor with Ryzen(tm) AI enabled, Radeon(tm) 780M Graphics, 16GB RAM, and Windows 11 Pro to measure response time impact on individual AI applications when running AMD internal AI models of Depth Estimation, Eye Gaze Correction, Super Resolution, Scene Detection sequentially and at the same time. PC manufacturers may vary configurations, yielding different results. Performance may vary based on use of latest drivers. **PHXP-57**

9. Ryzen™ AI is defined as the combination of a dedicated AI engine, AMD Radeon™ graphics engine, and Ryzen processor cores that enable AI capabilities. OEM and ISV enablement is required, and certain AI features may not yet be optimized for Ryzen AI processors. Ryzen AI is compatible with all AMD Ryzen 7040 series processors except the Ryzen 5 7540U and Ryzen 3 7440U. Please check with your system manufacturer for feature availability prior to purchase. **GD-220a**

10. Full system memory encryption with AMD Memory Guard is included in AMD Ryzen PRO, AMD Ryzen Threadripper PRO, and AMD Athlon PRO processors. Requires OEM enablement. Check with the system manufacturer prior to purchase. **GD-206**

11. Microsoft Pluton is a technology owned by Microsoft and licensed to AMD. Microsoft Pluton is a registered trademark of Microsoft Corporation in the United States and/or other countries. Learn more at <https://www.microsoft.com/security/blog/2020/11/17/meet-the-microsoft-pluton-processor-the-security-chip-designed-for-the-future-of-windows-pc/>. Microsoft Pluton security processor requires OEM enablement. Check with the OEM before purchase. AMD has not verified the third-party claim. **GD-202**

12. The AMD Secure Processor is a dedicated on-chip security processor integrated within each system-on-a-chip (SoC) and ASIC (Application Specific Integrated Circuit) designed by AMD. It enables secure boot with root of trust anchored in hardware, initializes the SoC through a secure boot flow, and establishes an isolated Trusted Execution Environment. **GD-72**

*Zen 4 is a codename only and not an AMD product name. ©2023 Advanced Micro Devices, Inc.

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Making a dispersed workplace cohesive

How to ease the stress on workers and IT



HP recommends Windows 11 Pro for business



Today, your people are working in the office, at home, and on the go. This flexible approach to work comes with huge benefits, but it's also challenging for them and for you to support them.

You may have people at home taking Microsoft Teams meetings with a screaming toddler in the background. Some could be in airports working on sensitive documents while surrounded by strangers. Others could be at the office collaborating with their team in a conference room. And while you're equipping all these people across a multitude of situations, you're also working to keep everything provisioned, secure, up to date, and functioning smoothly around the clock.

With the right devices, services, and partners, you can provide solutions that help employees stay productive in different spaces. You can bring a quick resolution to their tech issues, help them be engaged everywhere they go, and keep them doing their best work. And with those right solutions, you can keep yourself and your IT team going strong.



Contact a D&H HP Specialist Now!

HPI@dandh.com

Lessen their stress and yours

Here are areas where you can immediately provide solutions to stabilize people's workdays and ease your IT burden.

Windows 11 pro helps to reduce the amount of helpdesk calls by 80%.¹

Help them move from space to space

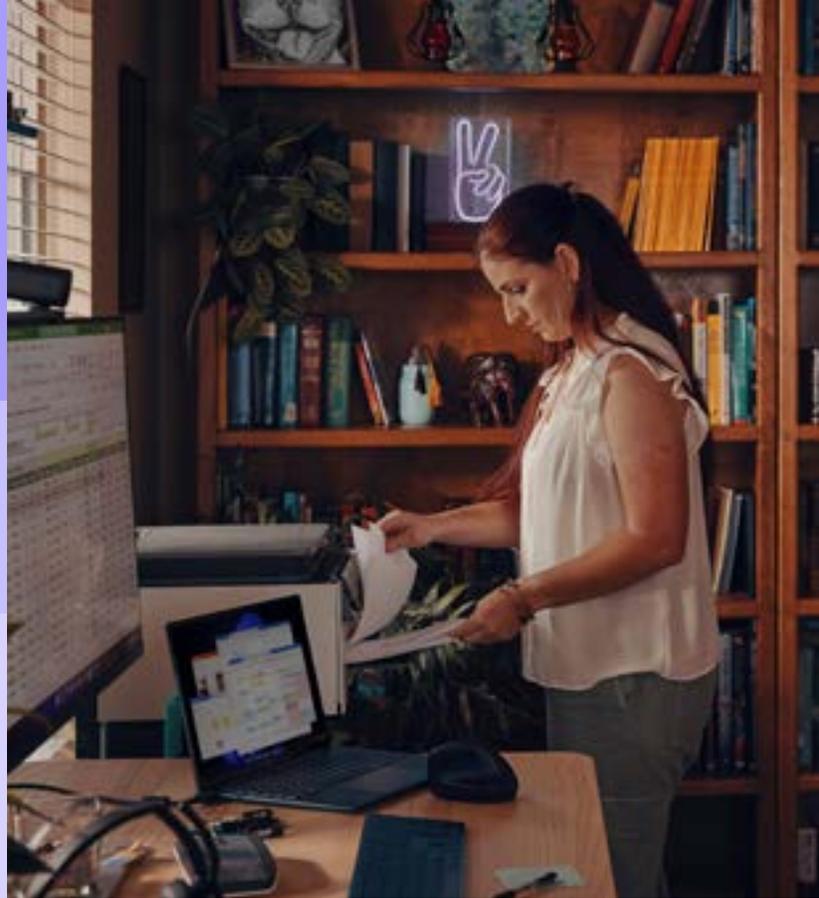
While the notebook is now the standard for business, the same old notebook from before will no longer do. It now needs to be powerful because multitasking is the rule, not the exception. And your users may want it to be flexible and configurable to eliminate the need to carry a separate tablet.

Bring it all together with proven performance from a name you can trust. You'll keep people in the flow and productive even as they move from place to place.

Help them look and sound their best

When people aren't seen and heard clearly, collaborations suffer. Make sure they have a notebook with AI noise reduction to ensure they're heard clearly, even with a barking dog or loud office mate in the background.

Also, make sure the cameras in PCs and meeting room systems follow the speaker and automatically adjust their volume level. It'll make a big difference in helping everyone on your team feel included in collaborations wherever they are.



Windows 11 Pro devices can increase productivity as much as 15%.²

5 common productivity killers

- ✓ The varying needs of employees working in different places
- ✓ Tech issues that cause extended downtime
- ✓ Background noise or poor video in virtual meetings
- ✓ Insufficient performance for power users
- ✓ Growing security risks

83%

of employees spend up to one-third of their work week in video meetings²

Top 4 Reasons to Refresh to AI PCs

As Windows 10 end-of-life draws closer, now is the time to refresh your organization's PCs. Unlock the full potential of cutting-edge AI PCs to drive business success and catapult your business into a new era of innovation.



Enhanced AI capabilities

Enhance productivity through improved collaboration, immersive digital experiences, and intuitive content creation.



Reduced security risks

Future-proof your device security by running data locally on your device, keeping your intellectual property safe.



Energy efficiency

Perform computations with AI-processing NPUs to enhance efficiency, consume less power, and extend battery life.



Cost-effectiveness

Reduce your need for expensive cloud-computing resources by performing more AI tasks on your device.

Don't Wait to Refresh

Dell and Windows 11: built for secure hybrid work

Windows 10
end of support
on October 14, 2025.

Start planning now for your migration to Windows 11 on the latest Dell devices. Discover a completely re-imagined experience that better fits today's more modern hybrid work environments.

Refresh your devices to avoid risk

"Workspaces" are increasingly replacing "workplaces." Using outdated PCs built with older operating systems may pose serious risks by not upgrading to new Dell devices with Windows 11 Pro.



Challenges

Increased cybersecurity threats and sophistication as hybrid workstyles can increase risk and security management complexity.

Reduced productivity due to ineffective communication/ collaboration and complex processes.

Lower employee satisfaction due to frustrating or chaotic experience.

Higher TCO due to increased maintenance and support costs.

Benefits of replacing aging PCs

- 3.1x reported reduction in firmware attacks¹
- 2.8x fewer instances of identity theft¹

- Newer Windows 11 devices can increase end-user productivity by up to 15%²
- Newer Windows 11 devices can increase IT productivity by up to 20%²

- 14% higher Windows customer satisfaction in organizations with modern devices³
- 94% improved employee experience*

- 3x lower cost for a newer Windows Pro PC vs. maintaining a 4-year-old+ PC¹
- 20% reduction in overall PC lifecycle costs with PCaaS**

¹2022 US SMB and Midmarket PC Purchase and Hybrid work trends survey, Techaisle.com, 02/2022.

²The Total Economic Impact™ Of Windows 11 Pro Devices, Forrester.com, 12/2022.

³Modern Device Concept Claim Exploration, June 2019.

*Forrester, The Case for an Accelerated PC Refresh Cycle, 2022. 94% of respondents whose organization adopted an accelerated PC refresh cycle said their company has seen improved employee productivity
**Forrester "Total Economic Impact™ Study for Dells PC as a Service" commissioned by Dell Technologies, November 2020. Results derived from customer interviews and survey data. Estimated savings in U.S. Dollars, calculated over 3 years for 1000 users. Actual results will vary.



DOWNLOAD YOUR WINNING THE WINDOWS 11 REFRESH GUIDE



Dell Technologies Contact a D&H Dell Specialist Now!
DellSpecialist@dandh.com

DOWNLOAD YOUR WINDOWS 11 REFRESH TALKING POINTS!

Win the Refresh

Windows 10 support ends October 2025

THE OPPORTUNITY

- Over 39% of the 1.5B PCs are 4yrs
- Win 10 End of Support is 14 October 2025
- Older devices may not meet Win11 reqs

Highlight the latest security and productivity benefits, how easy Windows 11 Pro is to deploy and manage and why now is the moment for a new device.

Help your customers understand that the latest Dell AI PCs and cloud capabilities with Copilot and Microsoft 365 will help their business shine, putting them at the forefront of innovation to succeed and achieve more.

Windows 11

Internal and Dell Partner Use - Confidential

Conversation-starters - Windows 10 End of Support

- What is your plan to migrate to Windows 11 ahead of Windows 10 EOS?
- Have you assessed which devices are ineligible for upgrade?

Value of a refresh with Dell Windows 11 Pro PCs

With Windows 11 Pro and Dell's innovative AI PCs and ecosystems, your workforce will enjoy improved productivity, thanks to faster performance, improved collaboration tools and enhanced AI features. Plus, ITDMs can be freed up with less support issues and security incidents, increasing overall efficiency.

Outdated devices can lead to reduced productivity, compliance and compatibility issues and increased costs. A PC refresh ensures thriving today and future-proofing your business.

Key wins for customers with Dell and Windows 11 Pro

- Dell AI PCs offer improved productivity, collaboration and stability.
- Dell Pro Run PCs are the world's most scalable mainstream laptop, supporting the needs of every type of worker, empowering future-ready performance.
- Dell has some of the smallest, thinnest and most powerful 14" workstations.
- Users get 50% faster workflows on average with Win 11 Pro devices.
- Only Dell has unique built-in security features like BIOS Verification and Indicators of Attack to help detect threats before they do damage. We make these detections visible with Dell-only device telemetry. Unique security advantages to keep you secure and simple management for IT.
- New Windows 11 PCs are more secure, 62% reported drop in security incidents, 3x reported less firmware attacks, 80% reported reduction of helpdesk tickets with Windows 11 Pro.
- We make it easy to manage your fleet of PCs with Dell Management Portal, the industry's first Enterprise application access and reduction of End-to-end solutions to support our AI PCs, latest productivity and drive AI adoption.
- Dell is trusted as the world's #1 monitor company for 10 years and has the largest portfolio of AI-enabled collaboration headsets.
- Industry's most powerful and manageable commercial docks for the latest AI PCs with lightning-fast charging for an efficient workspace.
- Only Dell offers a singular application to manage & customize the broadest range of PC accessory categories - Dell Display and Peripheral Manager Designed with sustainability.
- 100% recycled and renewable materials in our commercial notebook and PC accessories packaging with multipack options for even less waste
- Industry leader in the use of recycled steel, aluminum, copper, cobalt and post-consumer recycled plastic
- End-to-end Dell Services to accelerate Win 11 deployment and adoption
- Dell Services provides advisory, implementation, adoption and migration services for Microsoft customers to help them fully adopt and deploy a full suite of applications that improve productivity, collaboration and employee experience.
- Asset Recovery Services helps customers unlock value with secure and responsible IT asset retirement and seamlessly transition old tech to new.

TALKING POINTS

- How are you managing identities, deployment, and security policies?
- What apps are you using, and where are employees located?

Dell Technologies

Win the Refresh

Windows 10 support ends October 2025

RESOURCES

Customer-Facing

- Stay ahead and modernize your workforce guide
- Modernize with Dell AI Devices guide
- Why Refresh now with Dell Windows 11 PCs
- 5 Reasons to Refresh Infographic
- ESG Study - Benefits of Accelerated PC Refresh
- Dell Services for Windows 11
- APEX PC-as-a-Service Brochure
- Dell Displays & Client Accessories guide

Internal

- Win Windows 11 refresh Sharepoint
- Dell AI Client Solutions Sharepoint
- Why Refresh to customer OFT
- Win to EOS Sales Email Signatures
- Winning Win11 Refresh Sales Training

Dell Partner - Partner Portal

Windows 11

Internal and Dell Partner Use - Confidential

Our customers

When Win10 support ends, the extra cost with no benefits of new tech is \$61, \$122 (Y2) and \$244 (Y3). An expensive investment.

New Dell Windows 11 Pro PCs are designed for the latest AI-enhanced collaboration headsets. Outdated PCs are costly: repair costs, helpdesk tickets and user downtime through slower performance. Plus, from Oct 2025 Microsoft will start charging for extended security updates so planning how could actually save you money in the long run.

We don't have the budget or resources to manage this now.

Outdated PCs are costly: repair costs, helpdesk tickets and user downtime through slower performance. Plus, from Oct 2025 Microsoft will start charging for extended security updates so planning how could actually save you money in the long run.

I am planning to move to Windows 11.

What is your upgrade roadmap? It's essential to identify which PCs are ineligible for upgrade. Dell Management Portal with Microsoft Intune, makes it easy to manage Dell devices. We also have an extensive services portfolio to help in planning, deploying and support. Device refresh and AI implementation should not be disruptive to any business. We can make transition smoother.

- Windows 10 won't work with my apps.
- Windows 10 won't work with my apps.
- Most apps are compatible with Win11. Dell offers AppAssure which addresses any compatibility concerns. Windows also supports the broadest app, peripheral, and device ecosystem, so you can choose the setup that's right for your business.
- I have lots of time until the EOS deadline.

Moving to Windows 11 requires planning, budgeting and has dependencies. We highly recommend you start now to ensure a smooth transition, minimizing disruptions, and maximizing the benefits of the latest Dell Windows 11 PCs. Plus, why wait to get a competitive edge with AI-enhanced productivity, or delay protecting your business with the most secure Windows and most secure AI PCs.

New Dell AI PCs with Windows 11 Pro advantages

- Reduced security risks: Improved privacy and security by keeping sensitive data on the device.
- Energy efficient: Improved energy efficiency with specialized hardware, designed to handle AI and parallel computing minimizing power consumption.
- Cost effectiveness: Save on operational costs by investing in technology that handles AI tasks locally, reducing reliance on costly cloud services.
- Saves time with AI-enhanced workflows, NPU performance and optimized for Microsoft 365

Dell Technologies



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DOWNLOAD YOUR LENOVO SMARTER AI PLAYBOOK!



The smarter AI playbook

A step-by-step guide to AI integration

- STEP 1: Assessing the benefits
- STEP 2: Maximizing ROI
- STEP 3: Implementing responsible AI
- STEP 4: Long-term success



Smarter technology for all





AI PCs built for business

Why AI is the future

IT leaders understand the advantages of implementing AI in their organizations. In fact, 79% of leaders agree their organization needs to adopt AI to stay competitive. The primary obstacle has been in the implementation.

60% of leaders say their organization's leadership lacks a plan and vision to implement AI.

The arrival of AI PCs offers IT professionals a smarter way to deliver the advantages of AI to all their users — made, offering new possibilities for every role in your organization. Getting these AI powerhouses into the hands of your users as quickly and seamlessly as possible doesn't have to be difficult.

In this guide, you'll find answers to your biggest questions about how to implement this new class of PC and bring AI to your entire workforce.



AI PCs built for business

96% of CIOs anticipate increased investment in AI over the next 12 months.

83% of CIOs expect AI to deliver productivity gains in a year or two.

80% of CIOs have been tasked with researching and evaluating AI implementation to their current stacks.

ThinkPad X1 Carbon Gen 12, powered by the Intel® Core™ Ultra 7 processor



AI Training

Lenovo and its partners, and Lenovo have worked across the entire ecosystem to help you future-proof the AI PC.

- Lenovo AI Innovators**
Lenovo has an ecosystem of AI partners and an AI Innovators Program to vet each company before they become a partner. The AI Innovators Program includes turnkey AI solutions to accelerate development and implementation.
- Lenovo TruScale Device as a Service (DaaS)**
Lenovo TruScale DaaS gives you access to the industry's broadest technology portfolio in a flexible, pay-as-you-go model. Devices, services, and support can all be added, changed, or removed easily through a single point of contact. Lenovo TruScale takes the burden of device management off of IT teams, freeing them to focus on more strategic initiatives.
- Windows AI**
Windows Copilot is a collection of AI-powered features that help you set up and preconfigure new devices, or to help you manage and recover devices. This solution enables organizations to achieve these goals with little to no infrastructure to manage.
- Lenovo Premier Support Plus**
Our technicians provide best-in-class technical skills and problem-solving for hardware and software available 24 hours a day 7 days a week by phone, chat, or email.
- Lenovo AI Discover Centers of Excellence**
Lenovo offers access to Lenovo AI scientists, AI architects, and engineers to help you evaluate solutions, conduct proofs of concepts (POCs), and optimize configurations.



ThinkPad X1 Carbon Gen 12, powered by the Intel® Core™ Ultra 7 processor





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Lenovo

DOWNLOAD YOUR LENOVO AURA EDITION SOLUTION GUIDE!

Lenovo AURA EDITION
imagined with Intel

Smarter technology for all
Lenovo

Higher-performance AI for your highest-performing users

Match the power, energy, and mobility of your most productive users with a premium personalized, productive, and protected AI experience.

intel CORE ULTRA v7 | intel VPRO
AI PCs built for business



Users want you to step it up

The AI era has us all asking more of users. This has caused employees to speed up their adoption of AI faster than their expectations can keep up.



Empowering these high-performing employees increased is becoming increasingly difficult, but also increasingly important. Organizations with more empowered employees have seen 23% higher profits than their competitors, driven by less absenteeism, turnover, shrinkage, safety incidents, and errors — combined with higher productivity and customer loyalty.

The goal is to increase engagement with high-performing users and meet their AI needs before users have to act on their own.



Currently, 80% of AI users bring their own tools to work, creating security issues and compliance, scalability, cutting-edge AI tools for teams. Organizations are discovering that if they want the best performance from their users, they have to equip their users to be their best.

Move to Premier Support Plus

Lenovo Premier Support Plus, the year's winner of the 2024 Stellar Award for Best Technical Solution, reduces downtime even more. Users connected, engaged, and active wherever they are with executive-level support — 24 hours a day, 7 days a week.

- Proactive and predictive alerts
- Prioritized repair and support
- Live agents available through chat, phone, and remote camera sharing
- Accidental Damage Protection, Sealed Battery Warranty Extension, and Keep Your Drive services**
- Technical account managers for escalation management
- Single point of contact for case management



- ### With
- The Lenovo ThinkPad X9 AURA Edition enables users to troubleshoot in real time with support thanks to exclusive Smart Care capabilities on their PCs and the Smart Care mobile app.
- Virtual assistant, support callback, and ticket submission
 - Support history tracking
 - Knowledge base for self-management
 - Multi-device management under one Lenovo ID on mobile version (and PC with Lenovo Vantage)

Lenovo

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Empower Your Team to Do More

With modern Lenovo devices powered by Windows 11 Pro for business

It's time to get behind commercial solutions that improve productivity, offer easy management for IT, and help you retain employees. With reliable performance, rock solid security, and cutting-edge new features, Windows 11 Pro for business is designed for hybrid work for deployment across all teams—whether hybrid, remote, or on-premises.



Lenovo



Work from Anywhere Security, Right Out of the Box

Windows 11 is Zero Trust ready with default security settings including hardware-based isolation, encryption, and malware prevention. Lenovo ThinkShield offers additional protection—from chip to cloud on laptops and 2-in-1s, like **ThinkPad X1 Yoga Gen 7**, engineered to work from anywhere.



Productivity, Versatility, and Collaboration

Windows 11 on modern Lenovo devices—like **ThinkBook 13s Gen 4** which features all-day battery power—improves productivity and collaboration. Intel® Unison™ enables seamless content sharing across operating systems by connecting laptops and iPhone or Android devices.



Simplicity & Low Total Cost of Ownership

Windows Autopilot and Microsoft Intune enable zero-touch deployment of remote work devices like **ThinkBook 15 Gen 4**. Remote help offers secure, real-time support through the cloud.



Lenovo Recommends Windows 11 Pro for Business

Ready to learn more?

Contact your Lenovo Business Partner today to talk about making your work from anywhere team unstoppable.



Only available on eligible Intel® Evo™ designs with Intel® Unison™ software on Windows-based PCs and only pairs with Android- or iOS-based phones; all devices must run a supported OS version. See intel.com/performance-evo for details, including set-up requirements. Results may vary. © Intel Corporation

Windows 10 End of Life Call Script for D&H Sales

5G T-Mobile for Business Connected Windows 11 Laptops

D&H

cellhub

D&H Sales Call Script: 5G Connected Windows 11 Laptops

When a customer calls about Windows 10 EOL and laptop options:

"Thank you for contacting D&H. This is [Name]. I understand you're looking for information about laptops as part of your Windows 10 migration planning. I'd be happy to help you navigate this transition and explore the options we have available. To better understand your needs, I'd like to ask you a few questions about your current environment and requirements."

DISCOVERY QUESTIONS

Current Environment Assessment:

1. "How many Windows 10 devices do you currently have that will need to be replaced before the October 2025 end-of-life deadline?"

Listen for: Scale of deployment, timeline pressures, budget implications

2. "What types of work do your employees typically perform on these devices?"

Listen for: Remote work requirements, collaboration needs, processing-intensive tasks

3. "How are your employees currently connecting to the internet when working outside the office?"

Listen for: VPN usage, public Wi-Fi concerns, connectivity challenges.

4. "Have you experienced any connectivity-related productivity issues with your current setup?"

Listen for: Dropped connections, security incidents, performance complaints

5. "Are you looking primarily for a capital expenditure solution, or would you prefer an operational expenditure model?"

Listen for: Budget constraints, accounting preferences, refresh cycle preferences

Transition to 5G Value Proposition

When the customer mentions connectivity challenges or remote work:

"Based on what you've shared about [specific challenges], I'd like to introduce you to our 5G connected laptop program with T-Mobile. This solution addresses several of the pain points you mentioned, particularly around [reference specific issues they mentioned]."

CORE VALUE PROPOSITIONS

"As you prepare for Windows 10 end-of-life, you have a unique opportunity to not just upgrade your operating system, but to fundamentally transform how your workforce connects and collaborates. Our T-Mobile 5G connected Windows 11 laptops provide:

1.	Always-on connectivity that works virtually anywhere your employees need to be productive, eliminating the security risks and frustrations of public Wi-Fi
2.	Enhanced security through both Windows 11's advanced protection features and T-Mobile's secure cellular network
3.	Improved productivity by eliminating connectivity-related downtime and enabling seamless access to cloud resources
4.	Simplified IT management with centralized connectivity control and reduced support requirements
5.	Future-ready capabilities that fully support Windows 11's AI features, Microsoft 365, and other cloud services"

Addressing Specific Business Scenarios

For customers concerned about security:

"You mentioned security is a priority. Public Wi-Fi presents significant risks for your employees connecting from cafes, hotels, or customer sites. Our 5G connected laptops bypass these vulnerable networks entirely, connecting directly through T-Mobile's secure cellular infrastructure. This, combined with Windows 11's zero-trust architecture, provides multiple layers of protection for your sensitive business data."

For customers focused on employee productivity:

"Based on your comments about employee productivity challenges, let me share that our customers report saving over 100 minutes per week per employee after deploying 5G connected laptops. This comes from eliminating time spent searching for Wi-Fi, dealing with dropped connections, and waiting for IT support with connectivity issues. For a team of 50 employees, that's more than 4,000 hours of recovered productivity annually."

For customers concerned about costs:

"I understand budget is an important consideration. We offer two distinct programs that can align with your financial preferences:

1.	Our CAPEX model includes generous subsidies from T-Mobile upon activation, substantially reducing your upfront investment.
2.	Our innovative PCaaS program converts the entire solution—hardware, software, connectivity, and support—into a predictable monthly operating expense with no large initial outlay."

Handling Common Objections

"We're just looking for standard laptops without cellular connectivity."

"I understand you may not have considered 5G connectivity before. Many of our customers initially felt the same way, but they discovered that eliminating connectivity issues actually resulted in significant cost savings. When you factor in the productivity gains and reduced IT support requirements, 5G connected laptops often provide a lower total cost of ownership compared to standard devices relying on Wi-Fi alone. Would you be open to seeing a comparison analysis specific to your business?"

"Isn't cellular connectivity an unnecessary additional expense?"

"That's a common question. While there is a cost for data connectivity, it's important to consider the offset savings. Our customers typically see reduced VPN licensing costs, fewer IT support tickets, and significant productivity gains that more than justify the investment. Plus, T-Mobile's subsidies on the hardware substantially reduce the initial investment. Would you be interested in seeing how the numbers work out specifically for your organization?"

"We're concerned about managing another carrier relationship."

"I completely understand that concern. That's actually one of the benefits of our partnership with T-Mobile and the PCaaS program. D&H serves as your single point of contact for the entire solution—hardware, software, connectivity, and support. You receive one consolidated invoice and have one relationship to manage, simplifying your procurement and administration processes."

Close and Next Steps

For interested customers:

"Based on our conversation, I'd like to propose the following next steps:

1.	I'll put together a detailed proposal featuring [specific laptop models] with the T-Mobile 5G connectivity option that aligns with your [specific requirements].
2.	I can arrange a brief demonstration of the connectivity capabilities so you can see the performance advantages firsthand.
3.	We can discuss the specific subsidy options available through T-Mobile based on your activation commitment.
4.	For your [finance team/IT team], I can prepare a total cost of ownership analysis comparing standard laptops with our 5G connected options.

Would that approach work for you? And what timeline are you working toward for making this decision?"

For customers needing more information:

"I understand you need more information before moving forward. Let me suggest a follow-up conversation with one of our technical specialists who can address your specific questions about [mention specific concerns]. In the meantime, I'll send you our solution brief that outlines the Windows 10 end-of-life implications and the benefits of our 5G connected laptop program. When would be a good time for that follow-up conversation?"

Final Reminder of Urgency:

"Before we wrap up, I want to emphasize that with October 2025 approaching, many organizations are accelerating their Windows 10 migration plans. By starting this process now, you'll have more flexibility in device selection and implementation timing, avoiding the rush that will inevitably come as the deadline gets closer. Our team at D&H is committed to helping you make this transition smoothly and with maximum value for your organization."



DOWNLOAD YOUR BREAKTHROUGH PRODUCTIVITY AND PERFORMANCE INFOGRAPHIC!

Breakthrough productivity and performance
with AI-driven Windows 11 Pro PCs powered by Intel® Core™ Ultra processors




Four business computing challenges facing IT

Rising user expectations

64%

of surveyed employees say they struggle with having enough time or energy to do their job.¹

Evolving workplace needs

70%

of business leaders say device quality needs to improve to support hybrid work more successfully.²

Escalating cybersecurity risks

15 MTHS

left for Windows 10 end of support.³

Embracing AI

50%

of edge deployments will involve AI by 2026.⁴

Better together

Breakthrough productivity

Stay ahead of modern business needs with industry-leading AI.

Easy to manage and more cost-efficient than you may think

Make life easy for IT with guaranteed compatibility⁵, self-service capabilities, rapid deployment⁶, and a reported drop in helpdesk calls.^{6,7}

Turnkey security for business

Get the latest out-of-the-box protections that include AI-driven threat detection, advanced encryption, and malware protections.

Built-in AI applications, including Copilot in Windows⁸

Save time, uncover insights, and deliver exceptional work with intelligent assistance that cuts the clutter and speeds innovation.

58% drop in security incidents with Windows 11 Pro devices.⁵



intel Contact a D&H Intel Specialist Now!
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Qualcomm

DOWNLOAD YOUR GUIDE TO HOW AI PCs ARE TRANSFORMING THE WAY WE WORK!



Snapdragon

Rethinking productivity in the new AI era

How Copilot+ PCs are transforming the way we work

Snapdragon is a product of Qualcomm Technologies, Inc. and/or its subsidiaries.

Qualcomm

More free
More human
business results.



AI isn't replacing people, as some employers are quick to hypothesize. Don McCue, SVP and CMO of Qualcomm, puts it this way: "AI replaces tasks, not people."

So, what exactly does productivity look like in this new era?

First, employees can be more strategic about what they focus on. Instead of spending the morning drafting emails, they can actually think about what they want to accomplish and focus on the strategy, not the assembly.

Second, teams can iterate through ideas faster. Rather than tools to draft ideas, refine, and iterate—ultimately leading to a final approach or concept in less time. That's the kind of shift that can impact the business in significant ways.

Third, as AI tools become more powerful, it will reshape the productivity narrative about what makes humans so special. It's not the ability to spend hours in menial tasks, it's the ability to be creative, find workarounds, and make a real difference.

77%
said they don't want to give it up.

Already, Microsoft Copilot is making people more productive and creative. Early users don't want to go back to working without it. 77% said they don't want to give it up.

Instead of asking employees to do more, Copilot+ PCs empower your employees to achieve more.

Copilot+ PCs: Unlocking a transformational shift in productivity.

For some time, business leaders have looked on with growing concern as AI tools hit the market. The market has tipped toward a greater understanding of what really matters: business results, not hours worked.

AI PCs, powered by the Snapdragon® X Elite processor, are the most powerful AI, intelligent, and efficient Windows PCs in their class. They're giving your workforce a critical productivity boost with 2x faster GPU and CPU performance over competitive PCs, augmented by performance battery and lightning-fast 5G/4G LTE. By shifting the burden from workers to an NPU-driven AI, you're freeing your teams to do what they do best: problem-solve and innovate.

Technology was always meant to help people become more productive. Now, with PCs powered by Snapdragon X Elite processors, people can do better than that—they can achieve more.

Giving workers a massive productivity boost today

- 24% faster CPU and 36% faster GPU than other PCs*
- Multi-day battery life**
- Lightning-fast 5G/4G LTE

Positioning your organization for tomorrow

- 4.5x faster AI NPU processing power than competitors*
- up to 95% less in-class on-device AI performance

Today, we're on the cusp of a new era of work where it's not about how many hours people put on the clock but about what they accomplish.

*Battery life varies significantly based on device, settings, usage, and other factors.



Qualcomm

DOWNLOAD THE CHANGE THE WAY YOU WORK INFOGRAPHIC!

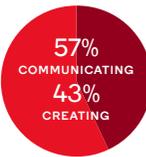
 **CHANGE THE WAY YOU WORK**



Top into more focus, flow, and creativity with Windows Copilot+ PCs powered by Snapdragon® X Elite and Snapdragon® X Plus processors.



Faced with a daily firehose of data, meetings, and notifications, employees are having a difficult time focusing on the stuff that really matters, like innovating and growing the business. People spend 57% of their day communicating in meetings, email, and chat, and just 43% creating!

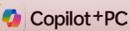


Equip your teams with the devices they want

77% of early adopters don't want to go back to working without Copilot+. Available exclusively with Snapdragon X Series Processors, Copilot+ PCs are available from major OEMs and computer resellers.

 **45 TOPS NPU**  **Popular apps**  **Security & manageability**  **Incredible battery life**  **Performance**

Copilot+ PCs empower people to be more creative and collaborative with AI-enhanced experiences

 **RECALL** Describe it to find it. With just a few words for context, instantly find what you've seen on your device¹—and save an average of 5 hours per week.

PAINT COCREATOR Describe your vision with text and drawing prompts. Then sit back and watch it come to life.

WINDOWS STUDIO EFFECTS Supersmooth video calls and more effective meetings from anywhere. AI will automatically improve lighting and help cancel noise.

LIVE CAPTIONS Translate more than 40 languages into English, including speakers in real-time.



Helps employees

- Effortlessly recap meetings
- Compose more effective emails
- Find information faster
- Create content more easily

Supercharges productivity

- Work for hours on a single charge
- Run the latest apps without lags or delays
- Get lightning-fast responses to AI prompts

Strengthens protections

Shield your most sensitive data with complementary security offerings that integrate with popular IT management platforms.

Qualcomm® Secure Processing Unit and Microsoft Pluton

Advanced security enabled by default and OS hardware root of trust

Snapdragon X Series is the exclusive platform powering Windows PCs with Copilot+ today

With the world's fastest NPU for laptops, multi-day battery life, and enterprise-grade security, these premium laptops unlock peak performance in the workplace.



[Learn more](#)



References

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- 2: Microsoft, *What Can Copilot's Earliest Users Teach Us About Generative AI at Work?*, November 15, 2023.
- 3: Optimized for select languages (English, Chinese (simplified), French, German, Japanese, and Spanish). Content-based and storage limitations apply. [Learn more](#).
- 4: Microsoft, *Introducing Copilot+ PCs*, May 20, 2024.
- 5: Microsoft, *Introducing Copilot+ PCs*, May 20, 2024.
- 6: CPU Peak Performance is based on the geometric mean of 3 runs utilizing Geekbench v6.2.0 in March 2024. Qualcomm Qyan was tested using a Qualcomm laptop reference design running Windows 11 OS. The M3 was tested using a MacBook Pro.
- 7: CPU Performance is based on Geekbench v6.2 Single-Thread on Windows 11 OS run in March 2024. Snapdragon X Elite was tested using a Qualcomm reference design on Windows 11 OS. The Intel Core Ultra 7 155H (16 core) was tested using an Asus Zenbook 14 OLED (UX3405) laptop, on Windows 11. Maximum performance reflected by Intel Core Ultra 7 155H represents maximum achievable results in given platforms under unconstrained PL1/PL2 settings and no thermal limitations. Power and performance comparison reflects results based on measurements and hardware instrumentation of given devices.
- 8: Qualcomm, *Snapdragon X Series is the Exclusive Platform to Power the Next Generation of Windows PCs with Copilot+ Today*, May 20, 2024.

Battery life varies significantly based on device settings, usage, and other factors.





DOWNLOAD YOUR GUIDE TO REIMAGINE WORK WITH AI!

EXPERTBOOK P SERIES

ASUS EXPERTBOOK | P5 SERIES



ASUS ExpertBook P Series Reimagine Work with AI

ASUS ExpertBook P series is designed for reimagining work with AI and sets a new standard in professional computing tailored for today's ambitious entrepreneurs, prosumers and home-office workers. This series combines flexibility, performance and security to meet the evolving demands of modern professionals. ExpertBook P series elevates business productivity with advanced AI integration, featuring uncompromised security at every level to ensure end-to-end protection.



016

ASUS ExpertBook P5 (P5405)

ASUS first Copilot+ PC for work

Say hello to ASUS ExpertBook P5 – a revolutionary leap in AI PC for work. Designed to elevate productivity for mobile professionals and home offices, ExpertBook P5 harnesses the power of Intel® Core™ Ultra processors (Series 2)¹. This AI powerhouse empowers you with our brand-new exclusive meeting assistant ASUS AI ExpertMeet, streamline workflows and enhance collaboration. With a light yet durable aluminum chassis, stunning 14" 2.5K 144 Hz display, and business-grade security and service, the ExpertBook P5 provides peak performance and seamless work experiences, anywhere.



Master meetings with ASUS AI ExpertMeet



Sleek and light 1.29kg (2.84 lbs)² aluminum chassis



Business-grade security



Military-grade durability

- Powered by Intel® Core™ Ultra processors (Series 2) with up to 47 NPU TOPS
- 14" 2.5K 144 Hz anti-glare display
- 1.29kg (2.84 lbs) lightweight all metal design
- ASUS exclusive AI ExpertMeet to supercharge meeting productivity and efficiency
- ASUS ExpertGuardian with business-grade NIST Cybersecurity Framework
- Dual SSD design, up to 3 TB



1. Intel® Core™ Ultra processors (Series 2) availability varies by region and configuration. 2. Product weight may vary depending on device configuration.

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ASUS | BUSINESS



Upgrade to Incredible

ASUS Windows Solutions In Business

ASUS designs AI-powered devices to boost productivity, backed with enterprise-grade security and tailored IT support, ensuring efficient business operations.



Reliability you can trust
Military-grade tested durability for frequent travel



B1402CGA-XH14
Entry-level budget business laptop
14-inch FHD 16:9 display
Intel® Processor N100
4GB/128GB
3-Year standard warranty



Giving you control with full support
24/7 support with easy access to the chassis for serviceability



B1403CVA-XS54
Entry-level business laptop
14-inch FHD 16:9 display
Intel® Core™ i5-1335U Processor
16GB/512GB
3-Year standard warranty



Tailored to your needs
Full portfolio with a wide range of chassis and specs



B1503CVA-XS54
Entry-level business laptop
15.6-inch FHD 16:9 display
Intel® Core™ i5-1335U Processor
16GB/512GB
3-Year standard warranty



B3604CMA-XS74T
Powerful business laptop
16-inch FHD 16:10 touch display
Intel® Core™ Ultra 7 Processor 155U
16GB/512GB
3-Year standard warranty



B5404CMA-XS76T
Premium, powerful business laptop
14-inch FHD 16:10 touch display
Intel® Core™ Ultra 7 Processor 155H
32GB/512GB
3-Year standard warranty



B9403CVA-XVE76
Premium, ultralight business laptop
14-inch 3K OLED 16:10 display
Intel® Core™ 7 Processor 150U
32GB/1TB
2.15 lbs light



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DOWNLOAD EMBRACE THE CERTAIN ERA OF AI GRAPHIC!



Will you embrace the certain era of AI now or wish you had thought about it earlier?

Support for Windows 10 is ending. Ensure you're secure, supported and up to date. Upgrade or refresh today. Move to Windows 11 devices before October 2025.

- Older devices increase vulnerability.
- Stay competitive with AI and control costs.
- Enhance efficiency with optimized deployment and manageability features.

Reap all the benefits Acer affords with Windows 11 Pro, Copilot, and Intel® Core™ Ultra processors with Intel vPro®.



Contact a D&H Acer Specialist Now!

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AIM SOLUTION ARCHITECTURE



D&H has developed our proprietary AIM Solution Architecture model to add value to every solution you offer your clients! By leveraging our (3) step process – **Assess, Implement, and Manage** – you’ll be empowered to craft solutions using a consultative approach. Wrap D&H professional and managed services around hardware to offer a consumption-based solution that enables your clients to grow along with you.

ASSESS

Understanding your clients’ problem is a great first step, but finding the perfect solution for that issue can be a challenge.

This is where our team of experts will help you lean in and determine the best course of action through consultation, surveys, analysis, and testing.

IMPLEMENT

Once you’ve identified the need, now is the time to find the perfect solution and help your clients implement that solution. By identifying software and professional services, you can add value for your clients and help them resolve complex issues.

MANAGE

And finally, you should plan to support their business through Managed Services. By leveraging the As-a-Service model, you are enabling your clients to consume what they need, leading to higher profit margins and stronger recurring streams of revenue for your business.

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