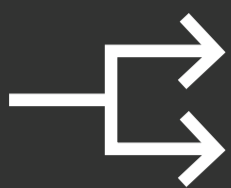


THE FORRESTER TOTAL ECONOMIC IMPACT™ OF WINDOWS 10



A FRESH APPROACH FOR DEPLOYMENT

Through four customer interviews and data aggregation, Forrester developed a composite organization of 20,000 employees with 24,000 client devices summarizing that Windows 10 has the following three-year-financial impact:

DATA	Windows 7	Windows 10	
TOTAL CYCLE TIME	4 YEARS	2 YEARS	50% of total time
TIME TO INSTALL	60 MIN PER PC	5 MIN PER PC	80% faster install time
RESOURCES	15 FTE <small>Deployment could have taken as many as 50 more FTE!</small>	5 FTE	70% less resources

By the end of November [month two], we already had **over a thousand employees that had upgraded** with the self-service option. In December, we moved well past 25% ... once we started overnight, unattended upgrades.

-GM of IT services

OVER 1000
EMPLOYEES UPGRADED
IN 2 MONTHS



Windows 10 BY THE NUMBERS

25%

Productivity gain for mobile users

15min

Saved/day bootup & restart

15%

IT management time savings

\$710,000 per year
IN SECURITY REMEDIATION SAVINGS

[New features] help Windows 10 to be probably the most secure out-of-the-box Windows Platform.

-IT manager, US professional auto racing team



SUMMARY OF BENEFITS

Windows 10 enabled key benefits across business and IT departments

\$5.8 million

Mobile user productivity

\$4.7

IT cost savings

\$1.8 million

Client service improvements

← **THREE-YEAR RISK-ADJUSTED** →

188%
ROI

\$8.07 million
NPV

13 months
PAYBACK