

# Make the Shift



SMBs in India employ over **110 million** people

Technology remains a challenge as they look towards adopting a digital-first mindset.

Nevertheless, SMBs have the **ambition to digitize** so as to grow and stay competitive.



However, **75%** of SMBs in the South have no PC refresh policy, or are not following the policy

### Cost-efficiency

Chances of PC repairs are higher

Older PCs are **55%** more likely to be repaired (which is **3.99x** of newer PCs)

### Productivity

Easier manageability and employee productivity

An older PC can result in **96** productive hours lost – 1.34x of a new PC

With newer PCs...

### Security

Improved security against data theft and employee malfeasance Key motivator in the purchase of newer PCs

**~84%** of SMBs see better security and data protection with new PCs on businesses

### Biggest PC Security Concerns include:

<b>78%</b> Data theft by employees or others	<b>49%</b> Identity theft
<b>63%</b> Network intrusions	<b>46%</b> Transaction security

SMBs in the South are not actively replacing their PCs or adopting newer technological infrastructure across their business functions as they see challenges in doing so – reasons indicated by them are:

**12%** Budget constraints and use of budget for other IT and non-IT investments

**94%** Perceived incompatibility with newer operating systems and software applications

**18%** Low awareness around must-have capabilities in new PCs



## Making the Shift

However, SMBs can overcome these challenges to upgrade to newer PCs and operating systems – solutions are:

## Windows 10

Most app-compatible version to-date (over 90%), with best practices facilitating improvements to security, manageability and performance, driving SMB purchase

### Windows-as-a-Service availability

Regular security patches and OS updates that continually refreshes the PCs, maximizing cost-efficiency and peak performance in the long run (i.e. lesser repairs and chances of problems)

### Improvements to security

Integrated with ongoing comprehensive and built-in security protections to help ensure PCs are always protected

### Integrated mobility solutions

Provides flexibility to employees through device choice and anywhere access to business tools and information, which boosts employee productivity and collaboration (i.e. enabling them to work from anywhere, anytime) and easier manageability for organizations