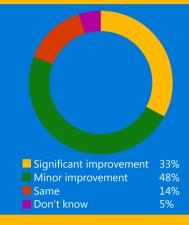


## Windows 10 The opportunity for partners

#### Partners are excited about Windows 10 and how it will benefit their customers



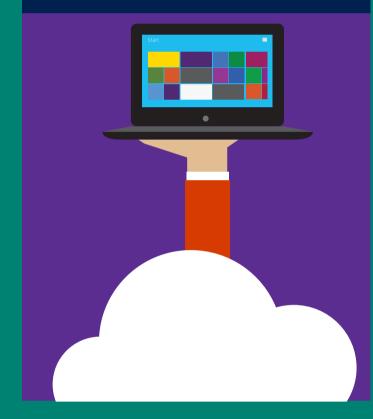






#### Partners are underestimating customer demand for Windows 10

Almost 2 in 3 end users expect to upgrade to Windows 10 in first 12 months



However 80% of partners believe just 1 in 3 end users will upgrade to Windows 10 in the first 12 months



And only 43% of partners are ready to deploy now







### Windows 10 opens up the opportunity for Partners to grow their service offering



# Customers indicated strong likelihood of adopting additional services and solutions within 12 months of deploying Windows 10



2 in 3 customers believe they will require a partner to provide managed services to derive full value from Windows 10

