



Customer Pitch Deck

Windows 11

Windows 11 SE

Agenda

Educator landscape

Customer challenges

New Windows 11

K-8 customer challenges

Introducing Windows 11 SE

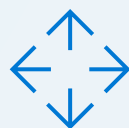
Education device options

Next steps



A new era of blended learning

Educators must accomplish more with less



A rapid shift to online learning

Schools rushed to supply technology and ensure digital equity for all students, at school or online.



A drive to offer personalized education

Students of all abilities and learning styles need focused, personalized learning to achieve success.



A goal to prepare students for the future

Students require knowledge, tools, and skills to succeed at school, in their career, and beyond.

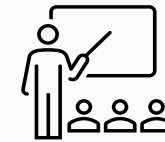
Facing the need for resilience and flexibility

The challenges for today's educators are greater than ever



K-12 students must

- Access technology that prepares them for the future
- Avoid distracting tech and focus on learning
- Communicate and collaborate with classmates at school or online



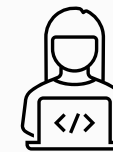
Teachers must

- Personalize learning for students of all abilities & learning styles
- Enable learning and engagement from almost anywhere
- Maximize class time for instruction & minimize troubleshooting



Administrators must

- Promote equitable access to digital learning for children of all backgrounds
- Offer devices to all students to advance learning
- Balance tight public-sector or independent school tech budgets



IT professionals must

- Manage and deploy devices remotely
- Safeguard student and teacher data and identities
- Protect school data and devices

Welcome to Windows 11

We reimagined Windows for a new era of the digital classroom, helping educators unlock the full potential of every student giving them powerful tools to learn, collaborate, and create in a secure and trusted environment.

Unlock the power of creativity and collaboration



Education experiences
designed for all



Simple to deploy, manage,
and secure



Optimized performance for
low-cost devices

A new era of digital learning

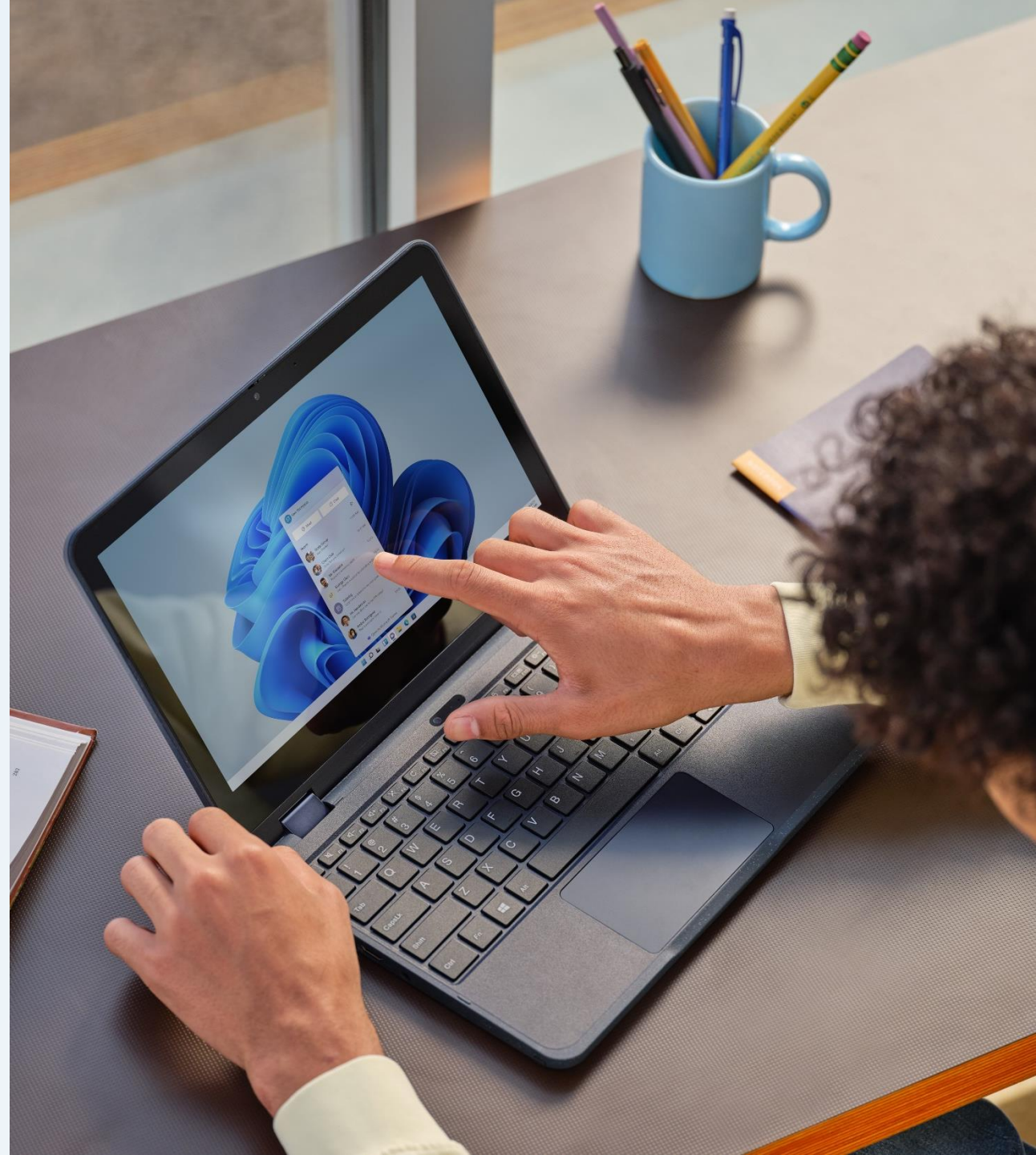
**Education
experiences
designed for all**



Students with diverse abilities and backgrounds deserve equal access to education

“It really sparked an obsession on my part to empower teachers to help every child reach their full potential and to let them know that their brains are incredible. Dyslexia just means that they think differently. It doesn't mean there's something wrong with them.”

Jeni Long, Instructional Technologist



Education experiences designed for all

Deliver high-quality learning tools for students of all abilities, at school or online.



Get **high-definition videoconferencing** out of the box to support learning from anywhere, with less disruption.^{3, 4}



Gain built-in **accessibility features**, such as voice typing, magnifier, color filters, narrator, and real-time closed captions, at no extra cost.



Activate **Ease of Access settings** with a single click to reduce clutter and minimize distractions.



Enhance student independence with quick, one-click access to mic controls and sharing in Teams.



Navigate with ease using a more adaptive touchscreen and added pen functionality.



Learning Disability

2.5 M

Students in the US have a learning disability such as dyslexia.¹

Foreign Language

52%

Teachers in the U.S. have ESL learners in their classrooms.²

1. [U.S. Department of Education Statement on Learning Disabilities](#)
2. [Scholastic National Data](#)
3. Hardware dependent.
4. Fees may apply.

**Simple to deploy,
manage, and
secure**



Blended learning is the new reality

“We have 50,000 students. What is at stake is whether our kids will get the best possible education that we can offer them.”

“We had never deployed software like this before, because everything was on-premises. And now, we are customizing the student experience while the students are still at home.”

Rob Dickson, CIO



Security and privacy are more important than ever

"A core value of our district is we will not sell our children's privacy. Period. Personally, I've done many parent presentations over the last five years, and when I look at my community and I say, 'we will not sell our children's privacy,' you see the relief in their faces."

Mark Vetter, Executive Director of
Instructional Technology



Simple to deploy, manage, and secure

Safeguard students, teachers, and schools from cyberthreats, no matter where they are.



Get built-in threat protection that helps **detect and block malware** with Windows Defender Antivirus.



Help **defend students from unsafe web content** and downloads with Windows Defender SmartScreen.



Enable **single sign-on to minimize disruption** with Azure Active Directory.¹



Help **protect access and identities** as well as **locking down unsafe apps** with Azure Active Directory.¹



Simplify management and deployment while optimizing device performance all year long, with Intune for Education.¹



Lost funds

\$3.7 M

lost by a Kentucky school district in 2019, due to phishing.²

Schools at risk

13%

Of schools analyzed were infected by ransomware, the most of any sector.³

Microsoft is **committed to maintaining students' privacy**, no matter where they are, when they are using our services and devices.

1. [May be sold separately.](#)

2. [Part III: Cybersecurity Incidents: 2019 – The K-12 Cybersecurity Resource Center \(k12cybersecure.com\)](#)

3. [FBI CyberCrime.pdf \(wincoil.us\)](#)

**Optimized
performance for
low-cost devices**



Schools face constant budget pressures but need modern technology

In 1999, the Davis School District had approximately 13,000 devices. Today that number tops 135,000.

“Over the intervening years, my budget has not grown very much. That tells me that we are saving the district thousands of dollars. We're doing more with technology rather than with people”

Larry Dugger, Director of Computer Technology Support



Optimized performance

Gain performance on affordable devices that are built for education.



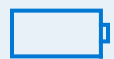
Access a **wide range of cost-effective, personalized education devices** built for both the classroom and online learning.



Get **low-cost cloud-first devices** plus 1 terabyte of cloud storage **starting at \$249**.³



Get the **optimal experience** with our familiar learning apps, like Microsoft Word, Excel, OneNote, and Teams.⁴



Work or study all day with **>10-hour battery life**.⁵



Access advanced tech that allows **apps you're using to run faster**, while apps in background take less memory.



Student devices

75%

of K-12 students say their ideal school offers digital tools, such as a laptop for every student.¹

Digital teaching tools

87%

Of teachers worldwide expect to use more technology to teach this year.²

1. [SU2018-19 Student 10 things digital learning.pdf \(tomorrow.org\)](#)

2. [What educators have learned from remote learning prepares them for the new school year || Microsoft EDU](#)

3. Estimated retail price; actual prices may vary.

4. Microsoft 365 subscription required, sold separately.

5. Battery life varies significantly with device, settings, usage, and other factors

More adaptive touchscreen



It's like your favorite touchscreen experience, but better.

- Navigate with ease using an accessible, intuitive interface.
- Resize and arrange apps and windows.
- Perform quick actions with simple touch gestures.

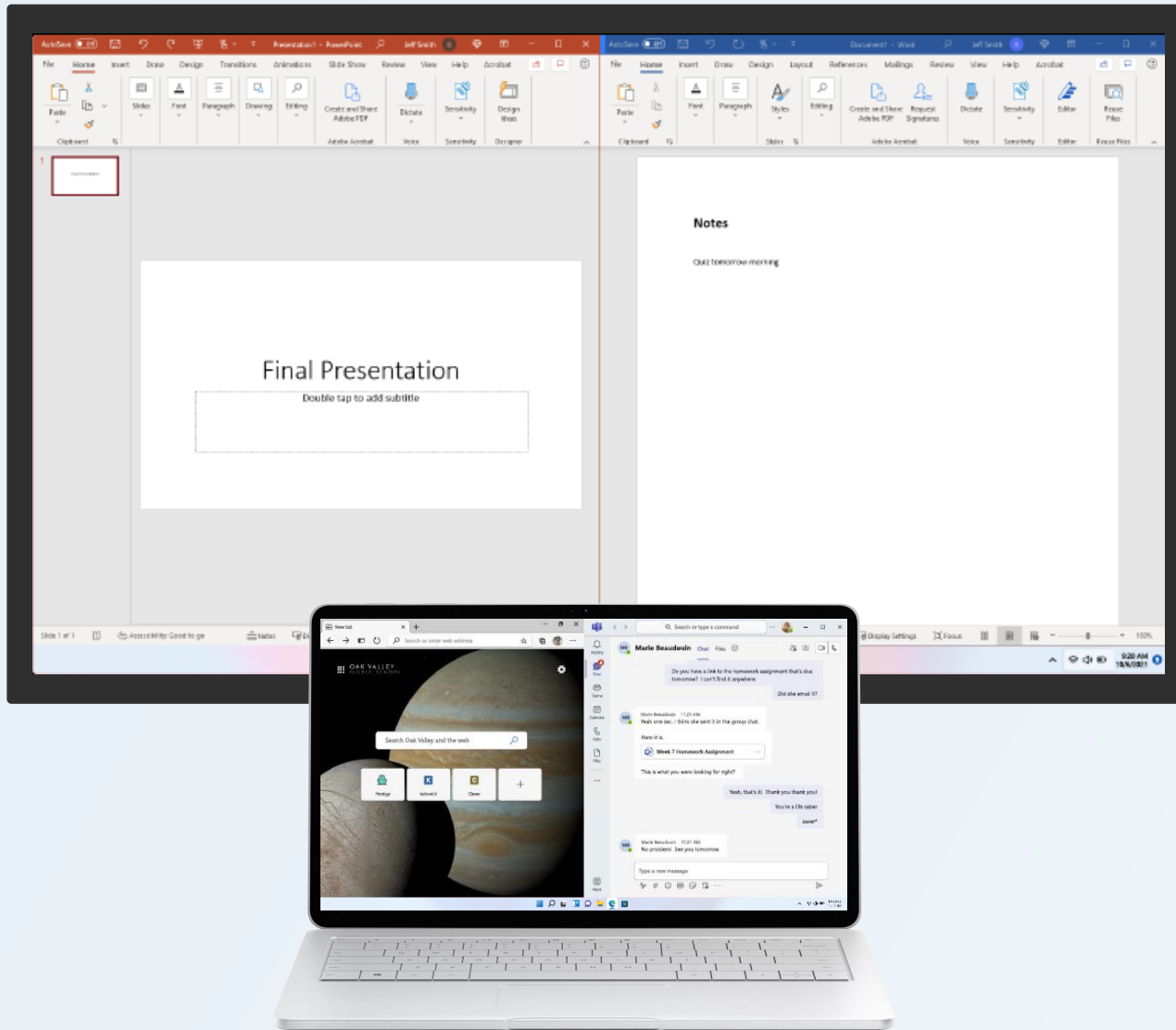
Instant access to information with widgets

Customize your desktop with easy-to-access widgets.

- Get the latest tips for lesson planning.
- Keep assignments at your fingertips.
- Track your daily schedule.
- View educational videos.



Ultimate desktop for learning

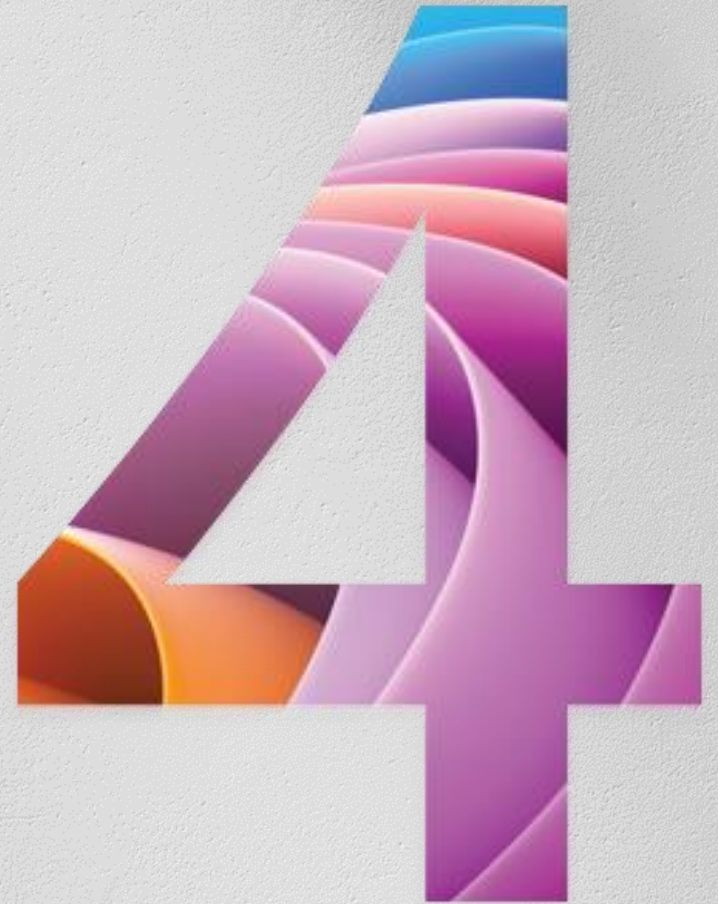


Create custom screen layouts and switch between projects with ease.

- Resize and arrange apps and windows to improve access.
- Save layouts to use again later.
- Access layouts across multiple devices.

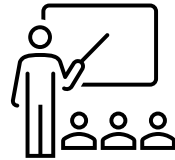
**A new, simplified
cloud-first**

Windows 11 SE



K-8 educators need a simpler environment to support younger students

The focus must be on learning



Teachers & students need

- A distraction-free environment
- Easy access to education apps
- Simple sign-in
- To maximize class time for learning



IT leaders need

- Affordable devices that promote learning
- Simplified deployment and management
- To ensure optimal device performance all year
- To keep data, identities, and devices secure



Welcome to Windows 11 SE

For education customers seeking cost-effective devices, Microsoft Windows 11 SE offers a simplified, secure experience that is optimized for a cloud-first world featuring modern management.

Optimized performance for low-cost devices

Get a simplified, secure experience on devices built for education.¹



Get **pre-loaded Microsoft Office** Win32 apps for faster deployment.



Enjoy a streamlined environment, **designed to improve focus** and enable student learning.



Control downloads and device deployment and management with IT-only access.



Work **seamlessly with familiar third-party apps**, such as Chrome and Zoom, so educators can use existing technology.



Move to 1:1

100%

of schools in the US have a 1:1 program in place or plan to in the next year.²

1. No product or component can be absolutely secure.
2. Futuresource Ed Tech voice - Client Computing Devices, Sept. 2021
3. Microsoft CARE research, Sept 2020

Optimized performance for low-cost devices



Experience optimized performance with **curated, education-first apps and productivity tools** designed to run well on budget-friendly devices.



Get **faster start times**, so students stay focused.



Experience **better performance and improved fundamentals** on devices priced for education.



Preserve tech budgets

72%

of US schools and 60% of schools worldwide spend <\$300 per device.¹

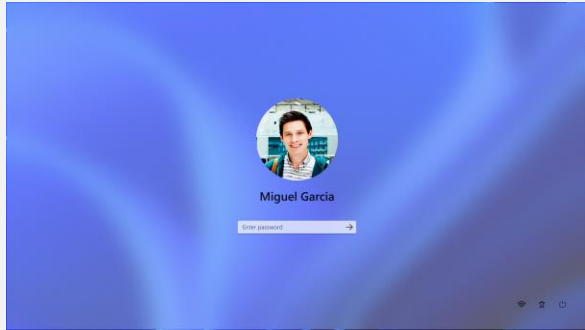
Cost is king

64%

of surveyed US schools rank device price as the #1 consideration when purchasing student devices.²

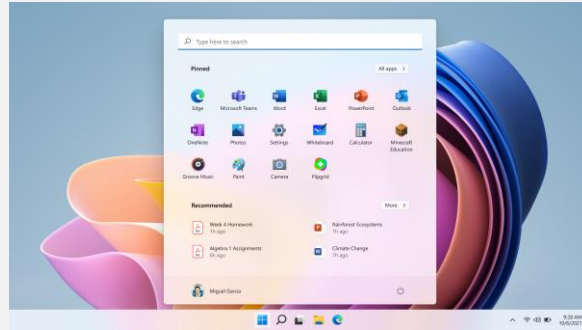
1. Source: FutureSource, August 2021.
2. Source: Microsoft CARE research September 2020.

Windows 11 SE differences



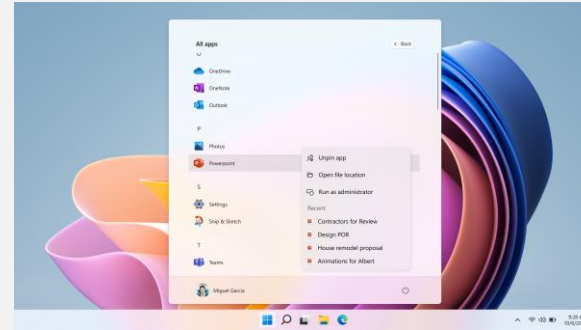
Designed for 1:1 deployment

No Windows Hello for low-cost devices + can't roam biometrics



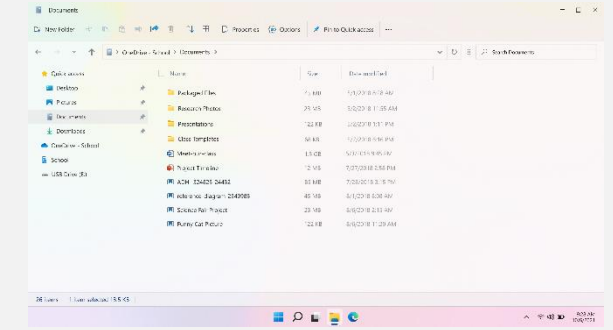
IT programmable start + taskbar

EDU apps pre-pinned: Minecraft, Flipgrid, Teams in taskbar, pin-able PWAs



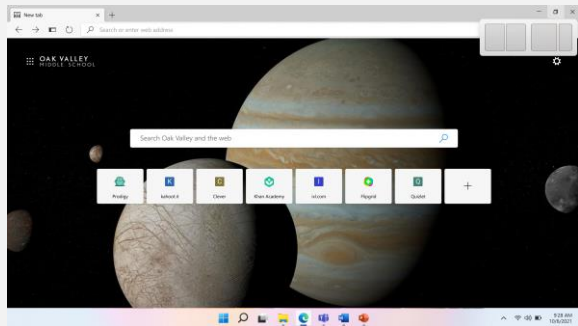
Locked apps

Students cannot install or uninstall apps



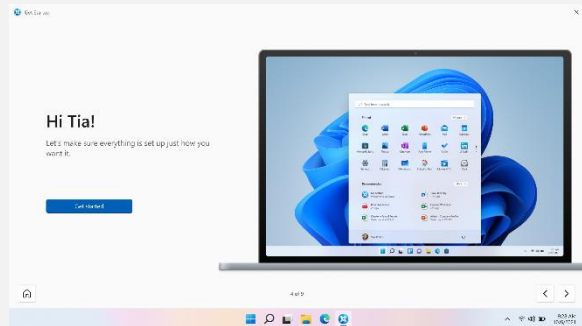
Cloud backed

"This PC" and "Network" are hidden by default, encouraging cloud usage for perf + interchangeability



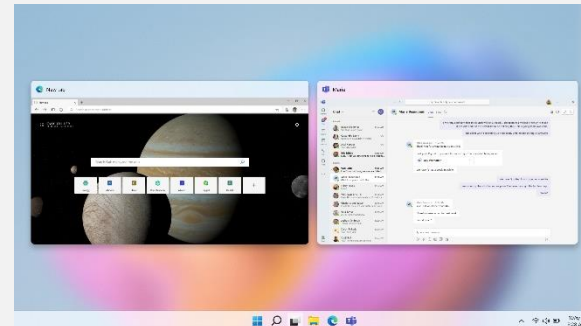
Windowing optimized for screen size +perf

Full screen by default, allow for two apps snapped for multitasking



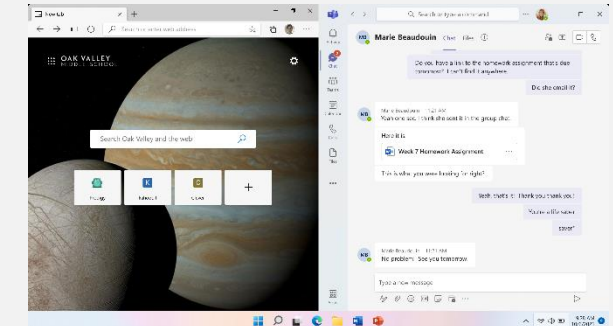
Guided learning

Custom tips orient and guide



Focused

Removing virtual desktops for focus / transparency



4/64 perf enhancements

Resources pull to apps in foreground for perf optimizations. Supports up to 8/128 small core

Welcome to a new edition of Windows designed for education. Find the version that's right for you.

| Features and benefits | Windows 10 | Windows 11 | Windows 11 SE |
|--|------------|------------|---------------|
| Education experiences designed for all | | | |
| Online and offline productivity backed up by the cloud | ✓ | ✓ | ✓ |
| Improved accessibility with touch screen and voice typing | | ✓ | ✓ |
| Simple to deploy, manage, and secure | | | |
| Cloud-first device management supported by Intune and Azure Active Directory | ✓ | ✓ | ✓ |
| Cloud managed only through Intune for Education | | | ✓ |
| Runs all Windows applications (UWP, PWA, and Win32) | ✓ | ✓ | |
| Optimized performance for low-cost devices | | | |
| Simplified User Experience (UX) with the versatility of Windows tuned for Education | | ✓ | ✓ |
| Foreground application boost | | ✓ | ✓ |
| Devices with > 128GB storage, or > 8GB memory, or higher performance CPU | ✓ | ✓ | |
| Upgrade from Windows 10 | | ✓ | |



[Learn more about Windows Education devices](#)

Welcome to a new edition of Windows designed for education

For education customers seeking cost-effective devices, Microsoft Windows 11 SE offers a simplified, secure experience that is optimized for a cloud-first world featuring modern management.

Education experiences designed for all

Deliver high-quality learning tools for students of all abilities, at school or online.

Simple to deploy, manage, and secure

Safeguard students, teachers, and schools from cyberthreats, no matter where they are.

Optimized performance for low-cost devices

Gain performance on affordable devices that are built for education.

Shared Features (Windows 11 + 11 SE)

- Use **digital pen** to write and draw as well as navigate in Windows, apps, or the web.^{1,4}
- Perform quick actions with a more **adaptive touchscreen** that's easier to use than ever.¹
- Record ideas with **Windows dictation**.¹
- Includes **integrated assistive technologies** at no extra cost.²
- Access files and apps with **voice commands**.¹
- Turn ideas into text instantly with **Voice Typing**.¹
- Activate **Ease of Access settings** with a single click to reduce clutter and minimize distractions.
- **Enhance student independence with easy, one-click access** to mic controls and sharing in Teams.
- Enjoy the browser with **built-in learning tools to advance education plus tabs for organizing** research, apps, and files.

Shared Features (Windows 11 + 11 SE)

- Benefit from powerful, built-in **always-on security** that's instantly available.
- Get built-in threat protection that helps **detect and block malware** with Windows Defender Antivirus.
- Help **defend students from unsafe web content and downloads** with Windows Defender SmartScreen.
- Help **safeguard devices against unauthorized users** with Multifactor Authentication.
- Microsoft is committed to **maintaining students' privacy**, no matter where they are, when they are using our services and devices.
- Gain **low-touch deployment and management** with cloud services, such as Windows Autopilot.
- Enable **single sign-on to minimize disruption** with Azure Active Directory.³

Shared Features (Windows 11 + 11 SE)

- Benefit from the **improvements, performance, and reliability** of Windows 11 on devices priced for education.
- Enjoy a **streamlined environment, designed to improve focus**, and tuned to provide only the key apps and services that **enable student learning**.
- Access a wide **range of affordable, personalized education devices** built for both the classroom and online learning, from Surface and our top device manufacturing partners.
- Experience **optimized performance with curated, education-first apps** and productivity tools designed to run on budget-friendly devices.
- Gain optimized performance, designed to run the **apps that students and educators need**.
- **Integrates with familiar third-party apps**, such as Chrome, Zoom, Class Policy, Light Speed, and Screen Beam, and so educators can use existing technology.

(Continued on next slide)

Shared Features (continued)

- Benefit from a browser with **built-in assistive learning tools**, such as Immersive Reader and Read Aloud.
- Get **high-definition videoconferencing** out of the box to support learning from anywhere, with less disruption.^{1, 5}

Windows 11

- Keep assignments at your fingertips or track your daily schedule with **customizable widgets**.
- Create **personalized desktops** to organize your screen with ease.
- Use **easy swipe typing** on an enhanced touch keyboard.
- **Personalize your messages** with an updated emoji keyboard at your fingertips.

Windows 11 SE

- **Preserve class time** and **enhance student focus** with streamlined Start Menu and Task Bar.
- Enable students and teachers to find **recent documents and tools** quickly and intuitively in Start.

Shared Features (continued)

- Keep devices **always up to date** with the latest educational settings via the cloud, **without impacting learning**.
- Help **protect access and identities as well as locking down unsafe apps** with Azure Active Directory.³
- **Simplify management and deployment while optimizing device performance** all year long, with Intune for Education.³
- **Azure Active Directory**⁴ enables schools to protect access and identities as well as locking down unsafe apps.

Windows 11 SE

- **Control downloads and device deployment & management** with IT-only access.
- **Ensure reliability, simplicity, and performance** with IT-controlled apps.

Shared Features (continued)

- Get **low-cost cloud-first devices plus** 1 terabyte of cloud storage **starting at \$219**.
- Access a wide **range of affordable, personalized education devices** built for both the classroom and online learning, from Surface and our top device manufacturing partners.
- Work or study all day with **>10-hour battery life**.⁶

Windows 11 SE

- Get the **optimal experience online and offline with our familiar Microsoft 365 learning apps**⁴—such as Microsoft Word, Excel, OneNote, PowerPoint and OneDrive.
- Get pre-loaded Microsoft Office Win32 apps for **faster deployment**.

Disclaimers

1. Hardware dependent.

2. Microsoft Education Assistive Technologies comparison sheet.

3. Subscription sold separately.

4. May be sold separately.

5. Active Directory and internet connection required; sold separately.

6. Battery life varies significantly with settings, usage, and other factors.

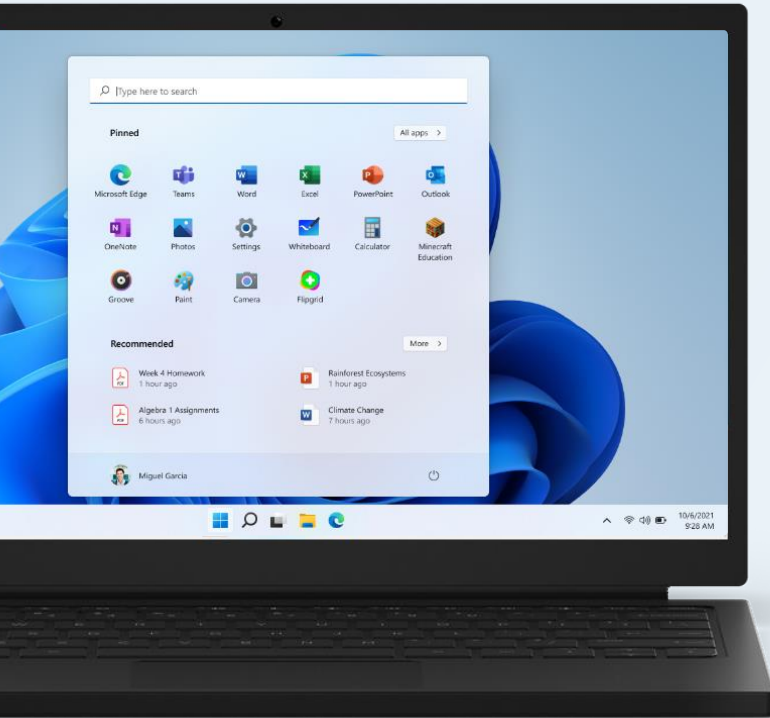
7. Fees may apply.

Appendix



Windows 11 SE

Product definition



UI shown is for illustration purpose only

Built for students—available everywhere

- Student privacy built-in, managed
- Comprehensive content filtering and SmartScreen

Experience optimizations

- Simple Start and app layouts
- Distractions removed in experience
- Web-first user experience
- Optimized app windowing

Cloud optimized

- Cloud Identities only
- User files saved to the cloud, and available offline on demand*
- Web-based learning with the Microsoft Edge browser

Hassle-free management—Intune for EDU

- Supports Windows Autopilot—zero-touch deployment
- EDU-optimized policies by default
- Web link provisioning and pinning to Start
- Unattended device reset for remote PCs

Performance / Fundamentals

- Built-in security
- Windows accessibility features
- Optimized for 4/64
- Reduced memory usage
- Reduced storage footprint
- Multi-tasking improvements
- Microsoft Edge and Microsoft Teams improvements
- All-day battery life

Student productivity apps

- **Essential EDU-only apps:** curated for the best learning experience.
- **Microsoft 365 EDU apps:** Teams, OneDrive*, Word*, Excel*, PowerPoint*, OneNote*, Outlook, Minecraft for Education

**Offline support, with cloud sync*

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| Improved accessibility with touch screen and voice typing | | ✓ | ✓ |
| Simple to deploy, manage, and secure | | | |
| Cloud-first device management supported by Intune and Azure Active Directory | ✓ | ✓ | ✓ |
| Cloud managed only through Intune for Education | | | ✓ |
| Runs all Windows applications (UWP Apps, PWA, and Win32) | ✓ | ✓ | |
| Optimized performance for low-cost devices | | | |
| Simplified User Experience (UX) with the versatility of Windows tuned for Education | | ✓ | ✓ |
| Foreground application boost | | ✓ | ✓ |
| Devices with > 128GB storage, or > 8GB memory, or higher performance CPU | ✓ | ✓ | |
| Upgrade from Windows 10 | | ✓ | |



[Learn more about Windows Education devices](#)

Comparison guide *(continued)*

| Education experiences designed for all | Windows 10 | Windows 11 | Windows 11 SE |
|--|------------|------------|--------------------------------|
| Simplified user experience | | ✓ | ✓ |
| Runs all UWP, PWA, and Win32 applications | ✓ | ✓ | ✓ |
| Runs only IT approved UWP, PWA, and Win32 applications | | | ✓ |
| Streamlined experience for low-cost devices | | | ✓ |
| Improved docking and multi-monitor support | | ✓ | ✓ |
| Improved Windows snapping | | ✓ | 2 Windows side by side default |
| Immersive Reader | ✓ | ✓ | ✓ |
| Smart videoconferencing | | ✓ | ✓ |
| Customizable widgets | | ✓ | |
| Supports third-party education applications | ✓ | ✓ | ✓ |

Comparison guide *(continued)*

| Education experiences designed for all | Windows 10 | Windows 11 | Windows 11 SE |
|--|------------|------------|---------------|
| Adaptive Touchscreen | | ✓ | ✓ |
| Offline and online productivity | ✓ | ✓ | ✓ |
| Digital Pen | ✓ | ✓ | ✓ |
| Voice Typing | | ✓ | ✓ |
| Ease of Access settings | ✓ | ✓ | ✓ |
| Windows Dictation | ✓ | ✓ | ✓ |
| Support for assistive tech | ✓ | ✓ | ✓ |
| Voice Commands | ✓ | ✓ | ✓ |
| One-click access to mic control | | ✓ | ✓ |

Comparison guide *(continued)*

| Simple to deploy, manage, and secure | Windows 10 | Windows 11 | Windows 11 SE |
|--|------------|------------|---------------|
| Non-disruptive security updates | ✓ | ✓ | ✓ |
| Defender Antivirus | ✓ | ✓ | ✓ |
| Windows Defender SmartScreen | ✓ | ✓ | ✓ |
| Multifactor Authentication | ✓ | ✓ | ✓ |
| Zero-touch deployment | ✓ | ✓ | ✓ |
| Microsoft Store access | ✓ | ✓ | |
| Default cloud-based file storage | | | ✓ |
| Cloud identities required for login | | | ✓ |
| Modern and secure Microsoft Edge Browser | ✓ | ✓ | ✓ |

Comparison guide *(continued)*

| Optimized performance for low-cost devices | Windows 10 | Windows 11 | Windows 11 SE |
|--|------------|------------|---------------|
| Non-disruptive security updates | ✓ | ✓ | ✓ |
| Precision TouchPad | ✓ | ✓ | ✓ |
| Supports over 128 GB storage | ✓ | ✓ | |
| Supports over 8 GB RAM | ✓ | ✓ | |
| Supports large core processor | ✓ | ✓ | |
| Bluetooth support | ✓ | ✓ | ✓ |
| Can upgrade or switch edition allowed | ✓ | ✓ | |
| Foreground app boost | | ✓ | ✓ |
| Reduced OS footprint | | ✓ | ✓ |

2021 K-12 devices improvements



All day battery life



Good to go indicators*



Anchored keycaps safe to clean



USB 3 Type-C with charging capabilities



Military standard ruggedization, over 1-meter drop tested



Next generation silicon Intel, AMD & Qualcomm improved performance



802.11AX, WiFi6



Noise canceling microphones and camera



< 6 seconds fast resume



Built-in pen storage with charging



LTE / 4G GCF PTCRB certified SKUs



IP52 spill & dust proof



What's hot?
Slim convertible 11-13" eMMC storage \$300 - \$400