

Windows 11

Lenovo Partner Toolkit

Smarter
technology
for all

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Windows 11

Windows 11 Lenovo Partner Toolkit **Scripts**

Stronger protection and better performance made easy

A conversation guide on Windows 11 and the power of Copilot.

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Script 1



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The future of work is here

Windows 10 support has officially ended, which means it's never been more critical to update to the most secure version of Windows: Windows 11 Pro on Lenovo AI PCs.

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Qualifying questions to ask

- “What matters most to your organization right now; security, efficiency or both?”
- “How are current devices impacting your employee productivity or IT workload?”
- “What challenges are you facing now that Windows 10 support has ended?”
- “How do you ensure your employees’ data stays protected when working remotely or on personal devices?”

Talking points for customer to consider

- “Upgrades are backed by our zero-touch deployment, lifecycle services and flexible DaaS options for a smooth shift across teams.”
- “99.7% of Windows 10 apps are compatible with Windows 11¹ so when you’re ready to upgrade, you can do so with minimal disruption to your teams’ workflow.”
- “Windows 11 and Lenovo ThinkShield work together to secure data from chip to cloud, giving teams peace of mind without extra tools or manual oversight.”
- “Windows 11 Pro combines ease of use with a modern interface and better performance for a more seamless work experience with every task.”

1. Lenovo AI PCs running Windows 11 Pro can reduce security incidents by up to 58%¹ with built-in protection that works quietly in the background.

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Protect what matters

Outdated OS versions and hardware leave SMBs vulnerable to breaches and compliance risks. Businesses need built-in security solutions that are always at work—without the need for dedicated IT teams.

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Qualifying questions to ask

- “How confident are you in your security across business devices?”
- “Have you been relying on manual support or third-party tools for protection?”
- “Are compliance or data-protection requirements becoming harder to meet with the systems you’re running on?”
- “How are you managing or supporting your devices across remote or hybrid teams?”

Talking points for customer to consider

- “Windows 11 Pro features TPM 2.0 and Windows Hello for fast, secure access from everywhere your teams are working.”
- “Safeguards for passwords, credentials and sensitive data are already built in, so you can keep focusing on your business instead of IT support.”
- “Lenovo AI PCs running Windows 11 Pro can reduce security incidents by up to 58%¹ with built-in protection that works quietly in the background.”
- “If you haven’t yet considered Lenovo Premier Support Plus, it offers proactive monitoring and self-healing diagnostics to keep devices secure and operational.”



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1. App Assure program data

Productivity reimagined

A conversation guide on how Windows 11 Pro and Lenovo AI PCs help teams work smarter.

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Script 2



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Work faster with the power of AI

Today's businesses need tools that keep up. Windows 11 Pro on Lenovo AI PCs is built to boost productivity, streamline workflows and empower every team to do more in less time.

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Qualifying questions to ask

- “Where do you see the biggest opportunities to improve daily efficiency across teams?”
- “How are your current devices performing when it comes to speed and multitasking?”
- “Have you been exploring AI tools or devices to boost efficiency or automate your workflows?”
- “What would greater productivity mean for your business goals this year?”

Talking points for customer to consider

- “Windows 11 Pro is designed for efficiency with fewer clicks, faster navigation and AI-powered tools that help everyone move through tasks and get ahead.”
- “Lenovo AI PCs running Windows 11 Pro deliver up to 5x faster performance than five-year-old Windows PCs¹, so your teams have the speed they need to get more done.”
- “Copilot in Windows 11 simplifies things like drafting, summarizing, scheduling and searching so teams can focus on more important work instead of admin work.”
- “Upgrades are easy. With zero-touch deployment and lifecycle services, there is little to no downtime.”

1. Based on Cinebench 24 Multi-Core benchmark. See aka.ms/cpclaims.

Next-level productivity that scales with your business

Today's businesses need tools that keep up. Windows 11 Pro on Lenovo AI PCs is built to boost productivity, streamline workflows and empower every team to do more in less time.

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Qualifying questions to ask

- “How much time do employees spend on repetitive tasks or manual processes?”
- “Are your teams collaborating efficiently across locations and time zones?”
- “How much has device performance impacted teams in delivering better customer experiences?”
- “Have you evaluated AI-enabled tools for everyday tasks like writing, scheduling or analysis?”

Talking points for customer to consider

- “Microsoft Copilot helps teams summarize notes, draft communication and analyze data in seconds—freeing up time for more important work.”
- “Copilot+ PCs from Lenovo are ready to handle your AI workloads locally with 40+ TOPS NPUs for faster responses and stronger data privacy without cloud dependency.”
- “AI tools like Copilot work out of the box, which means there's no additional setup, software or in-depth training needed.”
- “Your teams will find AI-powered multitasking, content creation and videoconferencing improvements for less roadblocks—and less stress.”



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Windows 11 Lenovo Partner Toolkit **Battle Card**

Unlock the power of Windows 11 Pro

Windows 11 Pro on Lenovo AI PCs helps customers accelerate performance, strengthen protection and position their business to lead in the world of AI.



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The perfect match

Small business owners are navigating a lot.

**Limited
IT time**

**Tight
budgets**

**Growing security
concerns**

But when Windows 11 meets Lenovo AI PCs, productivity rises, data stays protected, and IT becomes simpler to manage all in one move.

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Why upgrade?

Windows 10 support has officially ended, which means every upgrade is an opportunity for customers to strengthen protection and boost performance for their devices—and their business.

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Advanced security

With built-in protection that works quietly in the background, Windows 11 Pro can reduce security incidents by up to 58%¹, eliminating the need for in-house IT or extra security software.

Increased productivity

Lenovo AI PCs running Windows 11 are up to 5x faster than five-year-old Windows PCs², with 61% longer battery life³ and modern form factors built for hybrid work.

Smarter technology

From automating routine tasks to simplifying management, Windows 11 powers next-level performance across Lenovo devices so businesses can get ahead—and stay there.

Future-ready performance

Copilot in Windows 11 brings intelligent assistance to everyday workflows, helping teams summarize, plan and create faster than ever before.



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1. Techaisle, "Windows 11 Survey Report," February 2022
2. Based on Cinebench 24 Multi-Core benchmark. See aka.ms/cpclaims.
3. Principled Technologies, "Improve your day-to-day experience with Windows 11 Pro laptops," February 2023

Built to do more

With Microsoft Copilot, Lenovo AI PCs powered by Windows 11 Pro are designed to help SMBs work smarter, faster and more securely—with less hassle and no extra overhead.



Automated Workflows

Complete routine admin tasks like summarizing notes, scheduling or drafting responses in seconds.

Accelerated Productivity

Achieve up to 50% faster workflows¹ with AI-powered insights and context-driven suggestions.

Smarter Collaboration

Get real-time transcription, intelligent meeting summaries and distraction-free audio in video meetings.

On-Device Privacy

Local AI processing delivers power without compromising data security or relying on the cloud.

Adaptive Intelligence

Copilot learns from user behavior to personalize experiences and optimize performance across applications.

Seamless Integration

Windows 11 works smoothly across Microsoft 365 apps for a simple, intuitive workflow.

A new class of PC for another level of performance

With Copilot, ThinkShield and AI-optimized performance, the difference is clear: Lenovo AI PCs elevate every aspect of business with powerful results built right in.

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Feature	AI-Powered Lenovo PC	Standard PC
Performance	AI-optimized processing for faster speeds and multitasking	Traditional processing, limited automation
Collaboration	AI-enhanced video, virtual presenter mode, intelligent noise cancellation	Basic video conferencing features
Security	Zero Trust, proactive AI threat detection, automatic privacy alerts	Standard OS-level security
IT Management	Predictive AI maintenance, self-healing technology, real-time troubleshooting	Manual troubleshooting required
Battery Efficiency	AI-managed power optimization for extended battery life	Fixed power settings
Business ROI	Lower TCO, increased uptime, reduced IT strain, proactive AI-driven support	Higher IT support costs reduced efficiency
User Experience	Personalized AI-driven workflows and automation	Manual adjustments needed for optimal setup
Future-Proofing	Designed for AI-driven workloads, scalable updates	Limited adaptability for evolving AI applications

Smarter business starts here

Give your customers the tools to take their business further with more details on Windows 11 Pro devices, upgrade incentives and marketing materials.



Windows 11 Lenovo Partner Toolkit **Social Posts**



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**One upgrade
to power it all**

Upgrade

With support for Windows 10 having come to an end, now's the time to move to future-ready devices that deliver faster workflows and stronger security. Together, Lenovo and Windows 11 Pro helps businesses boost performance and productivity across every team, while spending less time managing IT.

Discover smarter technology, stronger performance and better results.

#Windows11Upgrade #Lenovo



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**Work even
smarter**

Performance

When it comes to your business, every minute counts.

Lenovo AI PCs with Windows 11 Pro and Copilot are engineered to help you do more in less time—automating routine tasks and amplifying output, all while keeping your information protected.

#Windows11 #Copilot #Lenovo
#Productivity #FutureOfWork



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**Built for the
way you work**

Portability

Hybrid work is here to stay. And with lightweight durability, all-day battery life and AI-powered tools, Lenovo AI PCs powered by Windows 11 Pro are designed to make it more streamlined.

Discover the difference of technology designed for today's teams.

#Windows11 #Windows11Pro
#Lenovo #AI #HybridWork

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Security

When cyber threats evolve, your protection should too.

With Windows 11's advanced protection and Lenovo ThinkShield built into every device, you get enterprise-grade security that's always on—so your data stays safe and your teams can stay focused.

Keep your work secure without the extra software.

#Windows11 #Lenovo #DataSecurity

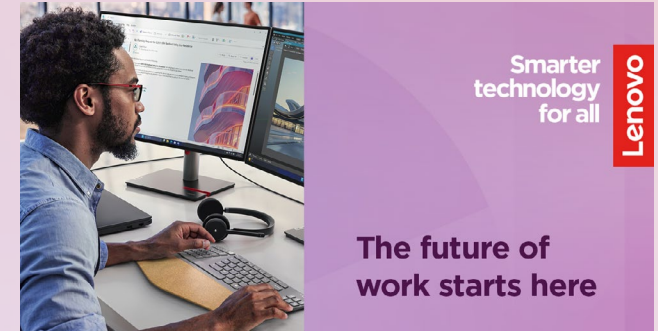


IT/SMB

Small businesses don't need big IT departments. They need the right technology.

Lenovo AI PCs powered by Windows 11 Pro simplify everyday tasks and keep data secure so every team can get more done from day one.

#SMB #Windows11 #Windows11Pro
#Lenovo #Technology



AI/Productivity

Summarizing notes. Drafting emails. Automating workflows. With Windows 11 Pro powered by Copilot, you can spend less time on routine tasks so you have more time to get ahead.

Say hello to next-level productivity—powered by AI.

#Windows11 #Windows11Pro
#Lenovo #AI #Productivity

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