



HP Windows 11 Refresh
Post- EOS for SMB
Channel Partner Playbook

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- Overview of the Program
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Overview

Windows 10 Post-EOS

Support for Windows 10 ended on October 14th 2025. Microsoft 365 applications will still run; however, customers should upgrade to Windows 11 to avoid potential performance and reliability issues.

The focus for MSFT is informing customers of the security risks, paired with a focus on enhancing operational efficiency, productivity and performance.

For HP, whilst we still have the message overall focused on “why they should refresh”, “why HP” and “why now” – the overall tone has changed from urgency in terms of timing, to urgency in terms of business and employee risks.



From MSFT Commercial Messaging

Highlights of Windows 11 Pro PCs

Upgrade now to new Windows 11 Pro PCs built for game-changing AI, faster performance, and layers of security enabled by default.

- ④ Protect valuable business and personal information from chip to cloud with integrated hardware-backed security, enhanced privacy settings, and granular IT controls.
- ④ Speed everyday tasks with AI assistance in familiar apps including intelligent recommendations in File Explorer, fast discovery with Windows search, and Microsoft Copilot³ to help perfect content.
- ④ Get employees up and running quickly with easy remote onboarding and automated updates and deployment on Windows 11 Pro and Copilot+ PCs.
- ④ Make a bigger impact with Copilot+ PCs for the fastest performance, longest battery life,⁴ and most advanced AI⁵ on any Windows PC.

Resources

- ④ Estimate financial benefits with the [Forrester Windows 11 Devices Calculator](#)
- ④ [App assure program](#) to help you resolve compatibility issues at no cost
- ④ [Windows 11 Pro for business](#)
- ④ [See how other customers experienced a smooth upgrade from Windows 10 to Windows 11 Pro](#)

Messaging





Windows 10 Post-EOS Messaging

POST End of Support (After Oct 14, 2025)

Why Windows 11	Why Refresh	Why HP	Why Now
<ul style="list-style-type: none">Windows 11 delivers 50% faster workflows on average.Windows 11 seeing security incidents drop by 62%.Windows 10 will no longer receive standard security updates.Complete demanding workloads 42% faster on average.Leading businesses worldwide have already benefited from moving to Windows 11 Pro to strengthen their security posture, enhance operational efficiency with AI-powered tools, and streamline IT management through automated deployment and updates.Windows 11 Pro is designed to work with your existing tech, offering a reported 25% faster deployment, automated updates, and granular control across apps, data, and AI.	<ul style="list-style-type: none">Old devices are hindering productivity89% of employees say outdated technology impacts their productivity.Outdated PCs put your business at risk.Don't let outdated PCs put your business at risk.Old devices are linking to ineffective collaboration (poor video quality, inefficient audio and poor display resolution), reduced productivity (slow start up, limited AI capabilities and battery) and increased security risks (doesn't meet modern security, susceptible to cyber threats).	<ul style="list-style-type: none">HP is the company that will enable the future of work through delivering growth and more fulfilling work experiences for people everywhere.Accelerate your IT modernization with a device refresh with HP and Windows 11 Pro.HP empowers your teams with AI-powered tools so they can do their most impactful work resulting in measurable growth.HP embeds security in every solution, empowering teams to drive productivity, spark innovation, and maximize business impact.HP empowers employees with features for enhanced collaboration, increased productivity and providing reliable security.HP empowers your teams with features for enhanced collaboration (Poly Camera Pro with AI), increased productivity (HP AI Companion, high powered performance) and providing reliable security (Wolf Security, Endpoint Security, Protect and Trace, Sure Click).HP offers one of the industry's most comprehensive AI PC portfolios.HP Solutions combine expert guidance and help build a plan.Real-time insights and predictive analytics with WXP.	<ul style="list-style-type: none">Windows 10 support has ended.Upgrade now to stay protected and productive.Windows 10 will no longer receive standard security updates.HP AI PCs with Windows 11 help your journey of continued innovation.



Windows 10 Post-EOS SMB messaging options

Headlines

Windows 10 support has ended. Refresh with new HP PCs to keep your business protected and productive.

Outdated PCs are putting your business at risk and impacting your team's productivity. Refresh devices with confidence now and get future-ready AI Solutions. Windows 11 Pro is a powerful catalyst for accelerating IT modernization and replacing outdated devices.

High-level Messaging

[Refresh to new HP PCs with Windows 11 Pro to help protect your business and keep your teams productive.](#) With new HP PCs, you can equip your teams for the future – unlocking the power of AI, boosting productivity, enhancing security, and doing it all with a trusted support partner by your side.

Why Refresh

[Did you know outdated devices are hindering team productivity and putting your business at risk?](#) 89% of employees say outdated tech directly impacts their productivity. HP believes modernizing technology can reverse these trends—driving business growth and boosting employee fulfilment.

Why HP

HP is the company that will enable the future of work through delivering growth and more fulfilling work experiences for people everywhere. New HP PCs with Windows 11 Pro empower your teams with features for enhanced collaboration, increased productivity and providing reliable security.

Why Now

Now that Windows 10 support has ended, your business is vulnerable to security risks. Join other businesses already benefitting from strengthened security and enhanced operational efficiency. Prepare for the future with AI-powered employee experiences.

Windows 10 Post-EOS messaging options by pillar

Why HP Tie to FOW

HP is the company that will enable the future of work through delivering growth and more fulfilling work experiences for people everywhere. New HP PCs with Windows 11 Pro empower your teams with features for enhanced collaboration, increased productivity and providing reliable security.

Future Readiness

Easy to Deploy, Compatible, and Cost-Effective

Ready for Anything. Ready for Growth.

HP simplifies the transition to Windows 11 with end-to-end support—from planning to deployment—so your team can stay focused on what matters.

HP devices are purpose-built for business agility. Rapid onboarding, compatibility with your apps and accessories, and automated updates mean less downtime and more productivity. HP's expert guidance and real-time insights help you build a future-ready IT strategy—so you can scale from local to global, unlock new potential, and stay ahead of the competition.

Digital Transformation

Upgrade Your Efficiency

Supercharge Your Team. Do More, Faster.

Outdated devices slow you down. New HP devices with Windows 11 Pro deliver 50% faster workflows and smart time-savers like enhanced snap layouts and AI-powered tools.

Empower every employee with AI-enhanced experiences. New HP devices with Windows 11 help you stay in the flow anywhere—smarter meetings, instant access to files, and features that keep you organized. Speed up everyday tasks with AI help in familiar apps and let HP unlock your team's best work.

Reducing Risk

Keep Business Data Protected

What's Your Security Worth? Outdated PCs Leave You Exposed.

Upgrade to HP devices with Windows 11 for powerful, hardware-backed protection and a reported 62% drop in security incidents.

With Windows 10 support ended, your business is vulnerable to evolving cyber threats. HP's industry-leading Wolf Security, Endpoint Security, and Protect and Trace, combined with Windows 11's built-in safeguards, shield your data from chip to cloud. Defend identities, uphold robust security standards, and protect sensitive information—by design and by default.

Innovation

Set the Pace for Success

It's Time to Speed Up. Outperform with HP.

Complete demanding workloads 42% faster on average. HP devices with Windows 11 are where speed meets endurance.

New HP devices with Windows 11 are designed to support efficient workflows, helping your business stay productive and agile. Experience sustainable workstyles, extended unplugged time, and dependable performance with PCs built for modern business needs.

Windows 11 - Post EOS - SMB Imagery



[Image Link](#)



[Image Link](#)



[Image Link](#)



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[Image Link](#)

Driver Assets

Partner Email Drivers

Partner Social Carousels

Partner Display Banners

Email Nurture Journey

Overview of asset:

An email nurture journey is a structured series of emails designed to guide prospects or customers through a specific decision-making process—in this case, upgrading to Windows 11. The goal is to build trust, educate, and prompt action over time.

This journey is focused on helping SMB IT Managers, business decision-makers (BDMs), and key contacts understand their risks for still not upgrading to Windows 11.

The messaging is crafted from a partner sales point of view, making it feel personal and relevant to each recipient's business needs. Each email can be edited and personalised for the respective Sales colleague.

Files, links and locations:

HP, Microsoft & Partner:

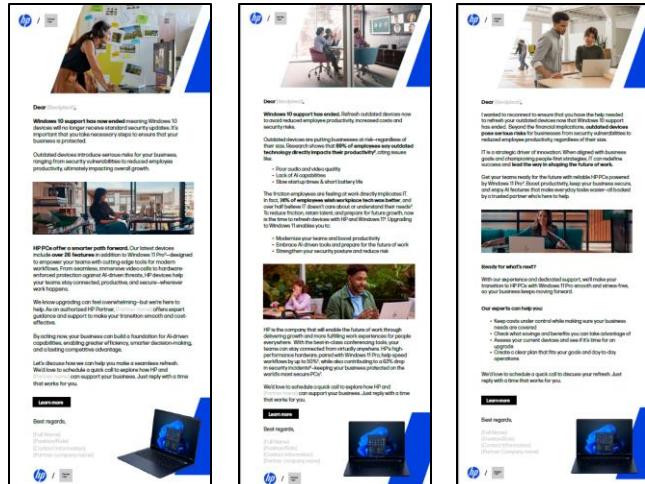
- Email: [Source Files 1](#)
- Email: [PDF 1](#)

HP, Microsoft & Partner:

- Email: [Source Files 2](#)
- Email: [PDF 2](#)

HP, Microsoft & Partner:

- Email: [Source Files 3](#)
- Email: [PDF 3](#)



How to use:

Audience Targeting

- Identify organizations with ineligible Windows 10 devices (leverage Enlyft).
- Segment by role (e.g. SMB IT Managers, Business Decision Makers) and readiness level.

Email Sequence

- Email 1: Introduce the security risks of outdated devices now Win10 is no longer supported, and potential costs of inaction.
- Email 2: Showcase Windows 11 features, especially when paired with HP hardware.
- Email 3: Emphasize HP's AI capabilities and future-of-work positioning.

Tone and Personalization

- Emails should feel like they're written by a Partner Sales contact. Use a conversational tone and personalize with the recipient's name, company, or known pain points.
- Templates are editable—adapt them to reflect your voice and the recipient's context.
- The grey font indicates the required areas to personalize.

Timing and Automation

- Schedule emails to go out over a defined period (e.g. weekly or bi-weekly).
- Use marketing automation tools to manage delivery, track engagement, and trigger follow-ups based on recipient behavior.

Sales Integration

- Coordinate with partner sales teams to align messaging and follow-up actions.
- Include clear CTAs (e.g. "Book a call", "Learn more") that drive recipients toward conversion points.

Social Carousels

Overview of asset:

There are **4** different social carousels and each of these has **5** carousel frames.

Available sizes and variations:

1200 x 1200px with HP, MSFT and Partner Co-branding

Key messages:

The 4 social carousels have a different message, starting with a key statistic/point as we know from insights this draws the customer in. These are a few RTB's for Win 11 and HP.

- **Outdated Tech** leading to reduced productivity and increased security risks.
- **AI enhancing employee productivity** – focusing on refreshing to W11 to start the AI journey.
- **Security Vulnerabilities** now Windows 10 support has ended and HP full-stack defense.
- **Collaboration** – capitalizing on Windows 11 refresh to enhance collaboration with Poly AI.

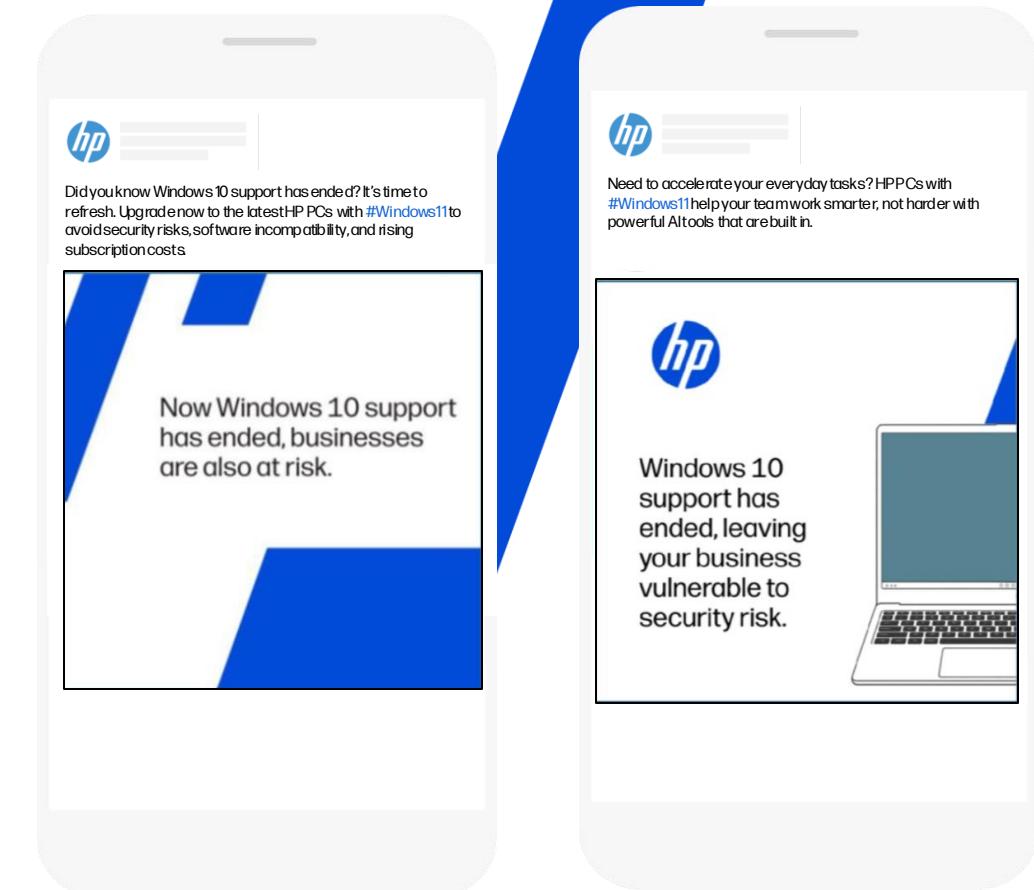
Usage rights:

N/A

Files, links and locations:

See the following slides which each have the links.

Notes:



Social Carousel 1: Urgency Act Now

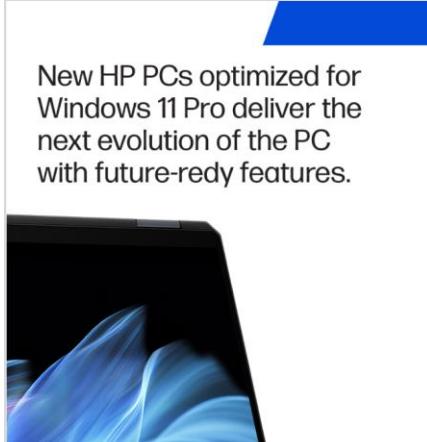


Post Copy

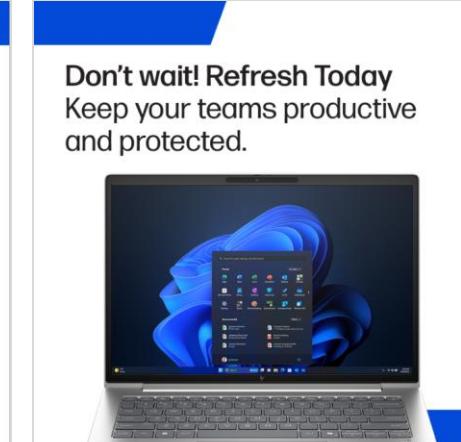
Support for Windows 10 has now ended. It's time to make the move. Refresh now with the latest HP PCs with [#Windows11Pro](#) to limit impacts to employee productivity and business security.



Now Windows 10 support has ended, businesses are also at risk.



New HP PCs optimized for Windows 11 Pro deliver the next evolution of the PC with future-ready features.



Don't wait! Refresh Today
Keep your teams productive and protected.



1. Source: Future of Digital Work Enterprise Insights, "Productivity is a shared responsibility rooted in tech" (2022)

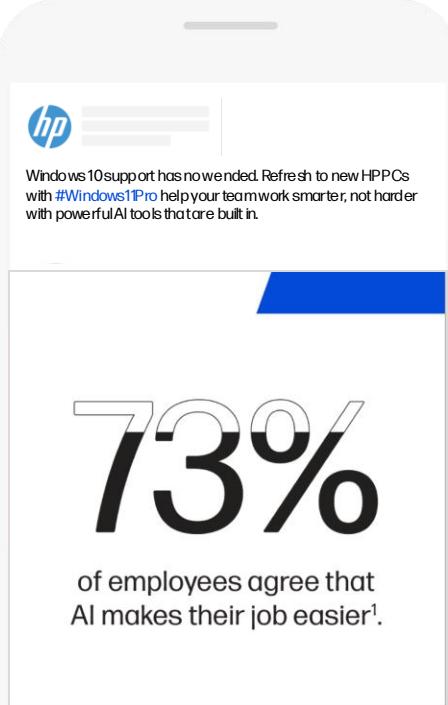
Files, links and locations:

Frames & Source file can be downloaded here:

HP + MSFT + Partner Files:

- [Source Files](#)
- [Frame 1](#)
- [Frame 2](#)
- [Frame 3](#)
- [Frame 4](#)
- [Frame 5](#)

Social Carousel 2: Productivity & AI



Post Copy

Windows 10 support has now ended. Refresh to new HP PCs with **#Windows11Pro** help your team work smarter, not harder with powerful AI tools that are built in.

HP empowers your teams with AI tools to do their best work and drive business growth.



Windows 10 support has ended – seize the moment to refresh and modernize outdated devices.



Equip your teams with new HP PCs with Windows 11 Pro for AI-enhanced productivity.



hp / **Windows 11**

HP recommends
Windows 11 Pro for business

Partner logo

1 Source: https://bitly.com/3f0056f for the remote job request stats, comScore, Inc. 2020. © 2022 HP Development Company, L.P. All rights reserved. HP is a registered trademark of HP Development Company, L.P. All other marks are property of their respective owners.

Files, links and locations:

Frames & Source file can be downloaded here:

HP + MSFT + Partner Files:

- [Source Files](#)
- [Frame 1](#)
- [Frame 2](#)
- [Frame 3](#)
- [Frame 4](#)
- [Frame 5](#)

Notes:

Social Carousel 3: Security



Post Copy

Windows 10 support has now ended and will no longer receive standard security updates. Refresh to new HP PCs with [#Windows11Pro](#) to keep your business protected and teams productive.

New HP PCs with Windows 11 Pro help keep your business protected and teams, productive.



HP PCs deliver enterprise-grade defense to protect against ever-evolving cyber threats.



Outdated PCs put your business at risk. Refresh today to HP PCs with Windows 11 for built-in protection.



Windows 10 support has ended, leaving your business vulnerable to security risk.



HP recommends Windows 11 Pro for business

Partner logo

1. Will AI Fix What? Work Trends Index Annual Report, May 2023.
2. HP Sure Recover is available on select HP PCs and requires Windows 10 or Windows 11 desktop operating system. You must back up important data, photos, videos, etc. before using HP Sure Recover to avoid loss of data. Network-based recovery using Wi-Fi is only available on select PCs.

Files, links and locations:

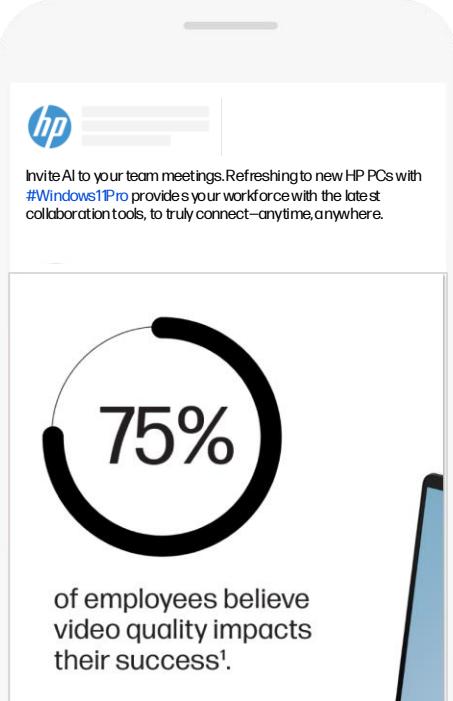
Frames & Source file can be downloaded here:

HP + MSFT + Partner Files:

- [Source Files](#)
- [Frame 1](#)
- [Frame 2](#)
- [Frame 3](#)
- [Frame 4](#)
- [Frame 5](#)

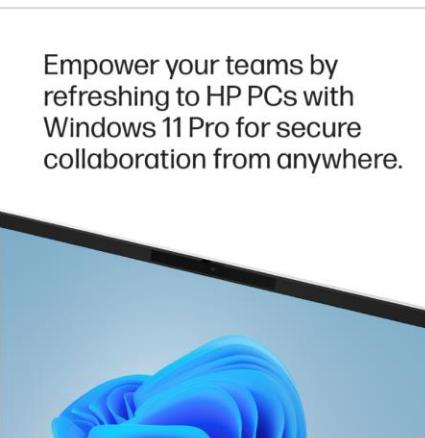
Notes:

Social Carousel 4: Collaboration

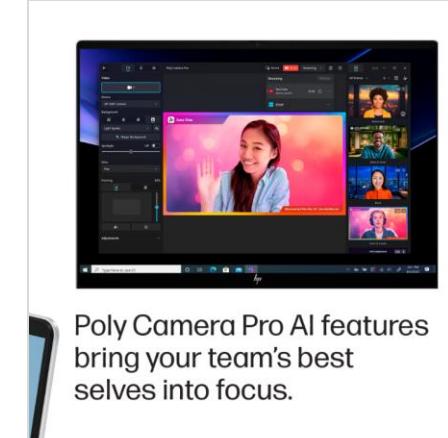


Post Copy

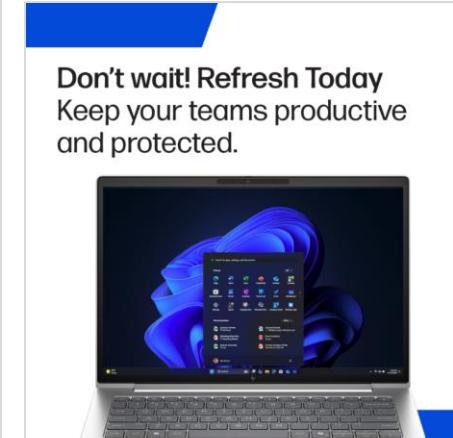
Invite AI to your team meetings. Refreshing to new HP PCs with [#Windows11Pro](#) provides your workforce with the latest collaboration tools, to truly connect—anytime, anywhere.



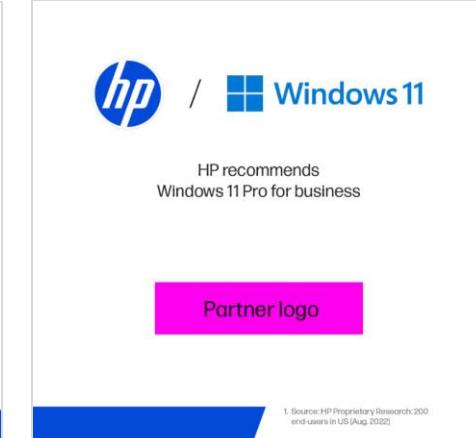
Empower your teams by refreshing to HP PCs with Windows 11 Pro for secure collaboration from anywhere.



Poly Camera Pro AI features bring your team's best selves into focus.



Don't wait! Refresh Today
Keep your teams productive and protected.



hp / **Windows 11**

HP recommends
Windows 11 Pro for business

Partner logo

1. Source: HP Proprietary Research: 200 end-users in US (Aug. 2022)

Files, links and locations:

Frames & Source file can be downloaded here:

HP + MSFT + Partner Files:

- [Source Files](#)
- [Frame 1](#)
- [Frame 2](#)
- [Frame 3](#)
- [Frame 4](#)
- [Frame 5](#)

Notes:

Display Banners

Overview of asset:

There are **4** different display banners and each of these have **3** sizes each.
These are intended to be urgency retargeting ads. Slight variations in each.

Available sizes and variations:

Developed **MSFT** Branding.
Created in 728x90; 160x600 and 300x250

Key messages:

The 4 display banners have a different message, each covering a key question and the solution being to upgrade to new HP PCs with Win 11.

- **Windows 10 support has ended: refresh to stay productive and protected.**
- **Outdated PCs putting business at risk** – capitalize on Win10 EOS.
- **Outdated PCs impacting employee productivity** – capitalize on Win10 EOS.
- **Outdated devices hindering employee experiences** – capitalize on Win10 EOS for future-ready.

Usage rights:

NA

Files, links and locations:

See the following slides which each have the links.

Notes:

Display Banner 1: Urgency - Act Now

Overview of asset:

These are intended to be urgency retargeting ads. Slight variations in each.

Available sizes and variations:

MSFT Branding. Created in 728x90; 160x600 and 300x250

Key messages:

A key question and the solution being to upgrade to new HP PCs with Win 11.

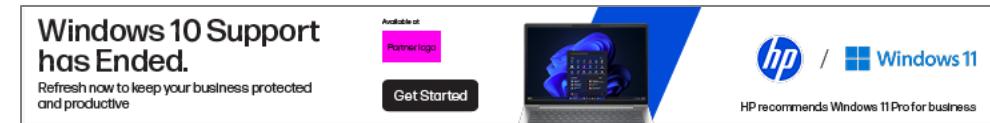
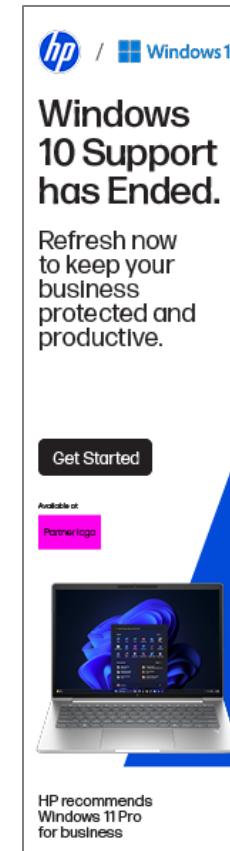
Urgency Driver - Act Now - reinforcing how time is running out.

- **Time to refresh outdated tech?** – Upgrade before Win 10 EOS.

Files, links and locations:

HP + MSFT + Partner:

- [Source Files](#)
- [728x90](#)
- [160x600](#)
- [300x250](#)



Display Banner 2: Outdated Devices



Overview of asset:

These are intended to be urgency retargeting ads. Slight variations in each.

Available sizes and variations:

MSFT Branding. Created in 728x90; 160x600 and 300x250

Key messages:

A key question and the solution being to upgrade to new HP PCs with Win 11.

Outdated devices – reinforcing how your business is vulnerable to security risks.

➤ **What is your security worth?** – New HP PCs with Windows 11 keep you protected

Files, links and locations:

HP + MSFT + Partner:

- [Source Files](#)
- [728x90](#)
- [160x600](#)
- [300x250](#)



Display Banner 3: Protected and Productive



Overview of asset:

These are intended to be urgency retargeting ads. Slight variations in each.

Available sizes and variations:

MSFT Branding. Created in 728x90;160x600 and 300x250

Key messages:

A key question and the solution being to upgrade to new HP PCs with Win 11.

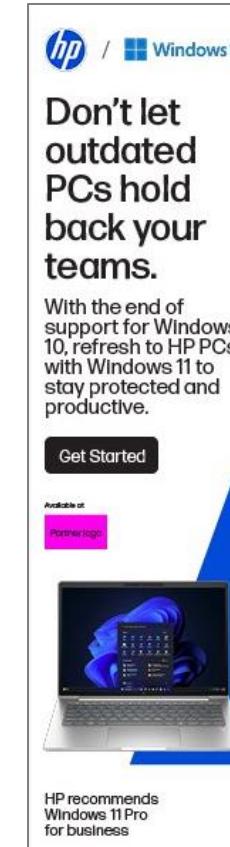
Protected and Productive – Don't let outdated PCs hold back your teams.

- **Did you know that Windows 10 support has ended?** – HP helps the journey towards productivity and security.

Files, links and locations:

HP + MSFT + Partner:

- [Source Files](#)
- [728x90](#)
- [160x600](#)
- [300x250](#)



Display Banner 4: Future Readiness



Overview of asset:

These are intended to be urgency retargeting ads. Slight variations in each.

Available sizes and variations:

MSFT Branding. Created in 728x90; 160x600 and 300x250

Key messages:

A key question and the solution being to upgrade to new HP PCs with Win 11.

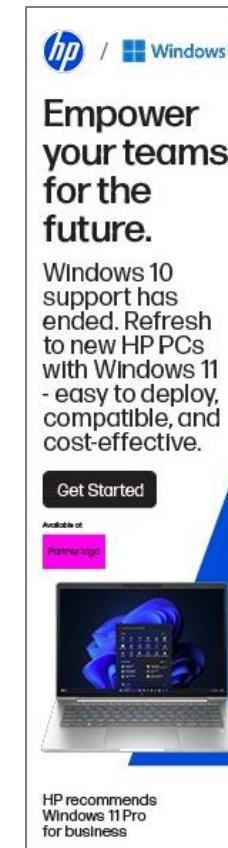
Future Readiness - Empower your teams for the future.

- **Outdated devices hindering your teams' capabilities?** – HP PCs and features.

Files, links and locations:

HP + MSFT + Partner:

- [Source Files](#)
- [728x90](#)
- [160x600](#)
- [300x250](#)



Sales ready assets



Partner Sales Enablement Deck

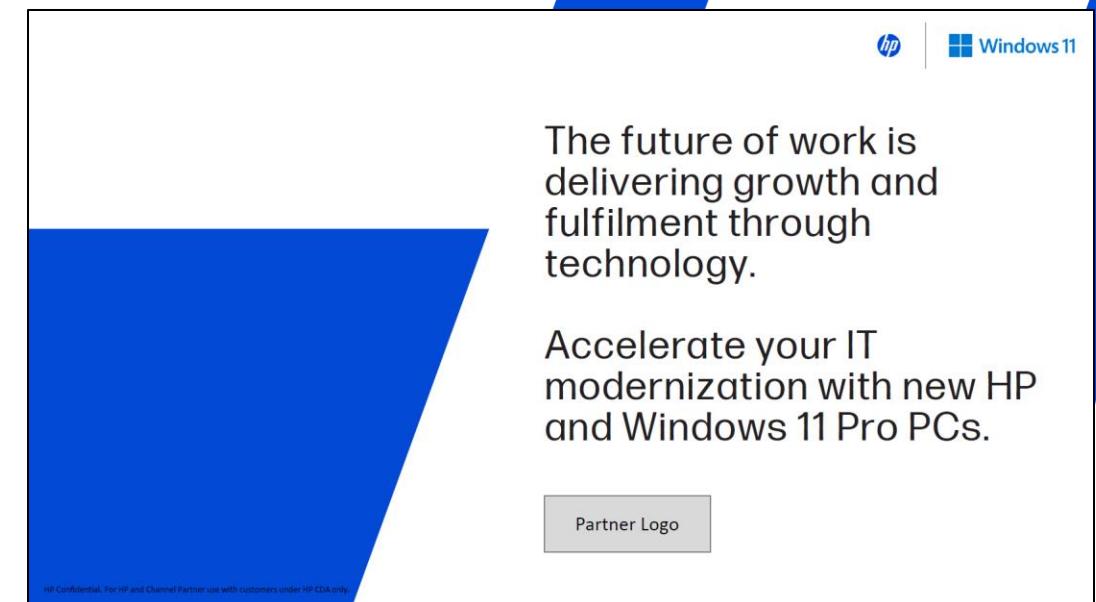


Overview of asset:

A sales pitch deck tailored to seize the significant opportunity presented by Windows 11 refresh. The narrative highlights why customers need to be refreshing, why HP and why this is crucial now.

Files, links and locations:

- HP + Partner Deck **Editable** PowerPoint : [here](#)
- HP + Partner Deck PDF : [here](#)



One-Pager - post-EOS



Overview of asset:

HP's Windows 11 refresh messaging on one-page. Evaluation asset: can be used after Sales Meetings as a handout, as a driver asset link (social, email etc.). This can be printed out back-to-back on the same page for ease.

Available sizes and variations:

Developed with MSFT branding only.

Key message:

Follows on from the sales deck, covering the why refresh, HP and now story in a summarized version.

Files, links and locations:

HP + Partner:

- **Final PDF File**
- **Source Files**

Notes:

Sales Training (Internal and External)



Windows 11 Refresh training - Intel

This course explains why customers should refresh to Windows 11 Pro and why they should choose the latest HP devices with Intel® CoreTM Ultra processors for this refresh.

By the end of this course, you should be able to:

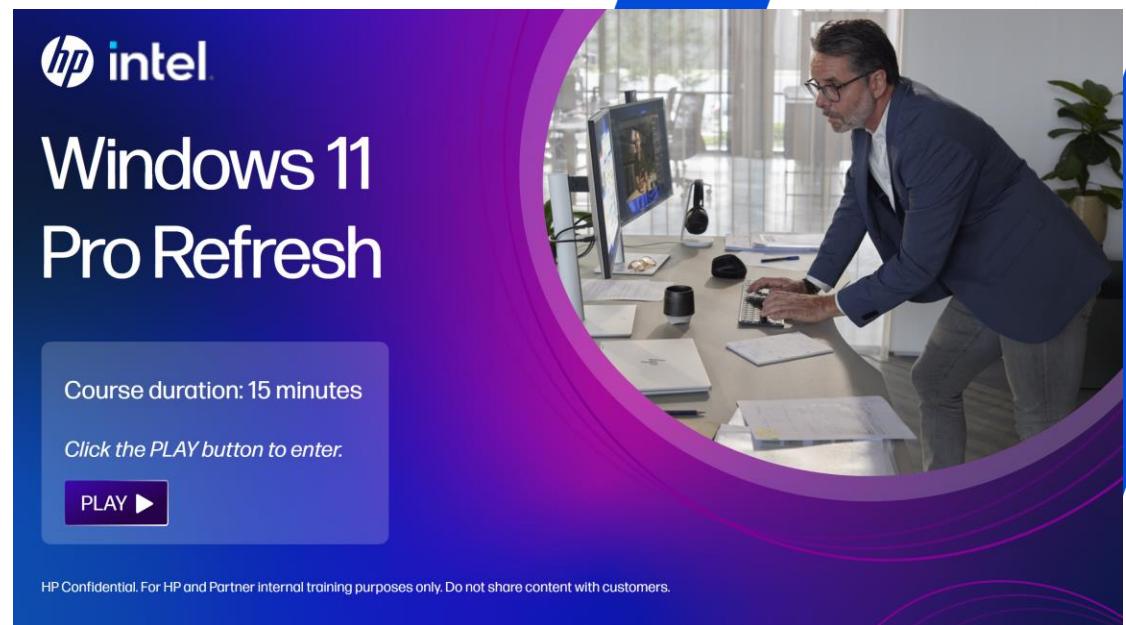
- List the reasons why customers should refresh to Windows 11 Pro.
- Explain why your customers should choose HP with Intel® CoreTM Ultra processors.
- Describe why customers should refresh to Windows 11 Pro and latest HP devices now.

Internal Users

External Users

https://hpi.sabacloud.com/Saba/Web_spf/HPI/common/ledetail/0001118461/latestversion

<https://url.us.m.mimecastprotect.com/s/D8hoCVOrBrc4PGPZjhGfquENROM?domain=urldefense.com>



Windows 11 Refresh training - AMD

This training provides an overview of the challenges customers face as they navigate today's AI-driven landscape and explains how refreshing to Windows 11 Pro with AMD can help them overcome these challenges.

By the end of this course, you should be able to:

- Outline the reasons why customers should refresh their old Windows 10 devices, that are ineligible to be upgraded, to Windows 11 with HP.
- Describe why customers should choose HP PCs advanced by AMD Ryzen™ processors for this refresh.
- And explain why customers should refresh to Windows 11 Pro now.

Internal Users

External Users

https://hpi.sabacloud.com/Saba/Web_spf/HPI/common/ledetail/0001119830/latestversion

https://hpi-external.sabacloud.com/Saba/Web_spf/HPI/common/ledetail/0001119831/latestversion



