

You're wrong about
Windows 11



WHY UPGRADING REALLY CAN'T WAIT

SHI's recent survey has surprising insight into the 6 myths getting in the way of your Windows 11 adoption.




THE DATA'S IN:

72%

of organizations are waiting way too long to update to Windows 11

October 14, 2025: the day Windows 10 reaches end of support (EOS). With at least 1.3 billion devices currently running Windows 10¹, the race is on for organizations like yours to plan and perform a smooth and seamless transition to Windows 11.



Have you started planning your Windows 11 upgrade? Now is the best time to start!

Jumpstart your customized Windows 11 adoption in just seven easy steps.

Microsoft hails Windows 11 as a game-changer in end-user computing – and it's easy to see why. Windows 11's AI integration, device security improvements, and streamlined administration are all invaluable additions to any organization's digital workplace.

With compatibility for AI to be built natively into devices, Windows 11 empowers your users to accelerate their day-to-day tasks by leveraging Copilot across their entire Microsoft 365 (M365) suite.

And with enhanced security features such as secure boot, hypervisor-protected code integrity, and having Trusted Platform Module (TPM) enabled by default, Windows 11 is Microsoft's most secure OS yet.

While Microsoft has made the update process for Windows 11 the easiest in Windows' history, we know that for large organizations, updating to a new OS will require plenty of planning, testing, and communication – all of which require **time**.

Despite this, data from SHI's recent survey suggests a staggering **72%** of organizations plan to hold off updating until within **one year or less** of Windows 10's EOS date. If you fall into that bucket but are managing thousands of end-user devices, you simply aren't giving yourself enough time to do it right.

Why, then, are so many organizations opting to wait? Based on SHI's recent survey, we believe six myths are standing in the way of organizations' Windows 11 adoption.

In this ebook, we've gathered insight from SHI's subject matter experts across Microsoft, the modern workplace, and end-user training to bust these myths and help determine how much time your organization will really need to transition to Windows 11.

¹[Windows 11, Windows 10 are now on more than 1.4 billion devices. Windows Central. Sean Endicott. January 26, 2022](#)

MEET THE EXPERTS



DAVE GRUVER

Field Chief Technology Officer

Dave joins SHI with almost 30 years' experience in enterprise IT. As SHI's Field CTO, Dave is dedicated to driving technical strategies and delivering effective solutions for our customers. Dave takes pride in helping organizations rapidly transform their technologies and processes to best support hybrid workforces.



ADAM REISER

Senior Director of End User Compute

For almost 20 years, Adam has helped customers modernize their device fleets with agile, optimized, and efficient hardware solutions. As the Senior Director of End User Compute, Adam oversees a team of over 130 people, all dedicated to supporting global organizations and furthering our partnerships with leading hardware OEMs.



KIMBERLY BARRETT

Program Manager - Training Services

Kim designs and delivers impactful training and adoption solutions for all types of customer organizations. With 17 years of industry experience, Kim understands the spectrum of considerations and challenges customers face when acquiring and implementing new IT solutions. Working with internal and external stakeholders, Kim works diligently to gather a detailed understanding of needs and requirements for a variety of initiatives to drive and deliver positive outcomes for all.



STEVE WEINER

ASG Principal Architect

Steve is a Microsoft Certified Solutions Expert (MCSE) in Cloud Platform and Infrastructure who actively works to bring customers into the modern era of cloud-based device management. As a Principal Architect, Steve focuses on the Microsoft Azure platform and helped develop the technologies behind SHI's innovative Zero Touch X over-the-air provisioning solution.

MYTH #1

When the time comes, you can simply upgrade all your current devices to Windows 11.



WHAT THE DATA TELLS US

Windows 10's impending end of support isn't making as large of an impact on organizations' device refresh strategies as one might expect. According to our survey, almost half of respondents (47%) intend to upgrade their existing devices to Windows 11 before Windows 10's EOS date, while only about a third (34%) plan to purchase new hardware built for Windows 11.

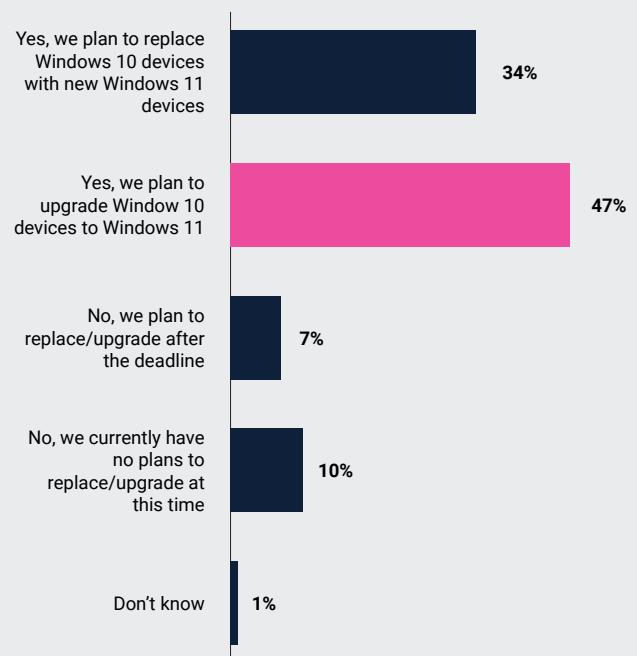
Upgrading existing devices is okay – so long as they're the right devices. Hardware that's 12 months old or newer will likely be eligible to upgrade to Windows 11, but older devices face a lower chance of success. According to the median age of our respondents' devices, this can be an obstacle for organizations that haven't yet started planning for Windows 11.

Our survey indicates organizations' laptops are, on average, about 4.5 years old. Their desktops are about five years old. And despite aging components and potential incompatibilities with Windows 11, respondents plan to make them last at least another year.

This data suggests many organizations aren't considering the ways their aging devices will impact their transition to Windows 11. Because organizations are putting off their hardware refreshes, they may not include the time it takes to deploy new devices into their overall OS upgrade timeline.

The result? Organizations could encounter unexpected risks when upgrading their existing fleet to Windows 11.

Migration Plans From Windows 10 to Windows 11



Hardware replacement cycle and current hardware age

(n=483)	Desktops (Avg in years)	Laptops (Avg in years)
Typical replacement time	5.9	5.2
Current age	5.1	4.5

MYTH #1

OUR TAKE

When trying to update five- or six-year-old devices to a new OS like Windows 11, you risk having hardware and software incompatibilities that could plummet performance or even make devices outright ineligible for the upgrade.

And according to Adam Reiser, SHI's Senior Director of End User Compute, the native capabilities of Microsoft Copilot add hardware demands that older devices simply can't handle.

"New silicon will release in 2024 featuring a neural processing unit (NPU) for AI," Adam says. "These new chips will unlock dramatic productivity gains for users, but older devices without NPUs could see as much as a 20x increase in power and memory consumption from Copilot alone."

Imagine the business impact of having your applications take 20x longer to launch and perform 20x slower. Your employees would throw a fit and your customers would take their business elsewhere.

Starting fresh with new devices ready for Windows 11 avoids these headaches and lets you unlock the productivity gains of Copilot without sacrificing performance.



MYTH #2

Why rush? You have until 2025 to deploy Windows 11.

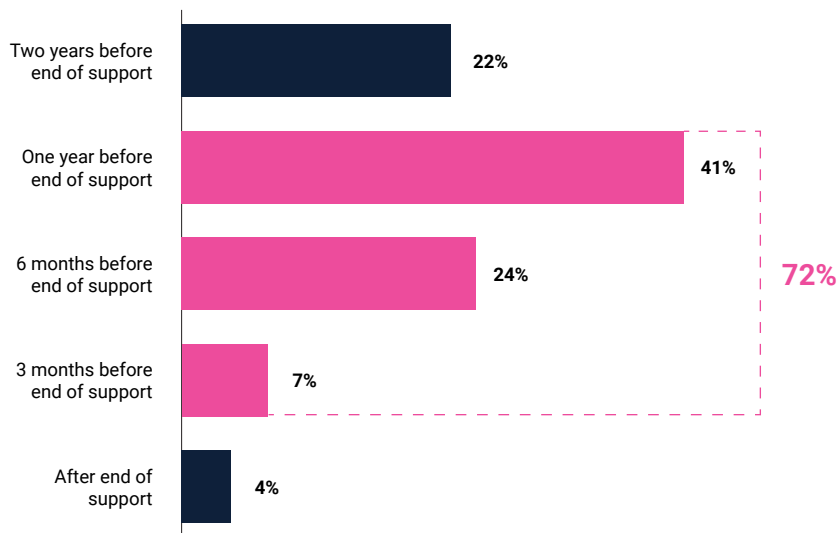


WHAT THE DATA TELLS US

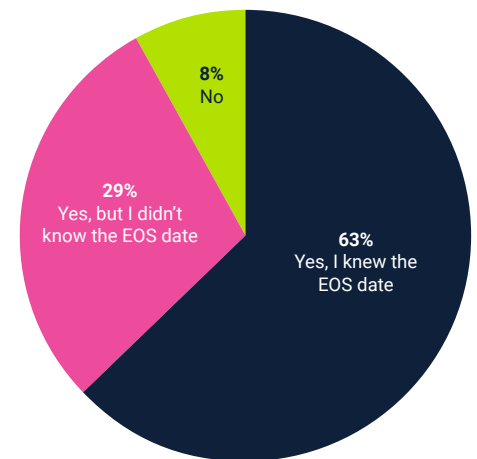
Just as organizations are holding off on refreshing their devices, so too are they pushing out the timeline of their Windows 11 adoption. 72% of survey respondents are waiting until within one year or less of Windows 10's EOS date to start planning their upgrade to Windows 11. Another 4% are waiting until after support for Windows 10 has ended.

To be clear, that's not the timeline for when they'll actually upgrade – many organizations will spend the majority or entirety of 2024 not even planning their Windows 11 adoption. But why?

When Companies Start Planning to Deploy New OS



Windows 10 EOS Awareness (October 14, 2025)



Prior to taking this survey were you aware of this upcoming milestone?

Many organizations will spend the majority or entirety of 2024 not even planning their Windows 11 adoption.

BUT WHY?

MYTH #2

OUR TAKE

For small organizations with few end-user devices, waiting until 2025 might not be a bad idea – so long as you have the tools and communication strategy needed to frictionlessly upgrade your hardware and make everyone aware of the when, what, and why of the changes that come with Windows 11.

But for larger organizations managing tens if not hundreds of thousands of devices, waiting until 2025 simply isn't a viable option.

If you belong to an organization of this size and you haven't started planning, you need to start today. You know how much planning, testing, coordination, and communication it takes to upgrade your device fleet. For user bases this large, you're likely taking a phased approach to your OS upgrade – extending your timeline even further.

As Dave Gruver, SHI's Field CTO, puts it:

“There's a relationship between velocity and business disruption. The faster you go, the more likely you are to disrupt your business. Giving yourself more time allows you to respond to unexpected issues and fix unanticipated problems. Large organizations with a myriad of devices, roles, and locations need to start planning right now.”

With Windows 10 EOS fast approaching, the best way to avoid disruption is to begin your Windows 11 upgrade consultations today. Give yourself all the time you need to strategize and budget for a smooth, well-executed transition to Windows 11.

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Dave Gruver
Field CTO

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MYTH #3


Windows 11's UI changes are frustrating and confusing.

WHAT THE DATA TELLS US

SHI's survey included an open-ended portion asking respondents to give their positive and negative perceptions about Windows 11. What we found was a general wariness toward Windows 11's redesigned start menu, task bar, and overall aesthetic.

Change of any kind is bound to generate resistance – and this sort of feedback isn't new to Windows' storied history. From Windows Vista's glossy Frutiger Aero aesthetic to Windows 8's tablet-friendly tiles, Microsoft certainly hasn't been afraid to push the boundaries of their desktop UI and UX.

But by comparison, Windows 11's visual changes are much tamer, purposely balancing the familiarity of Windows 7 and 10 with the refinement of a modern OS. What, then, can you do to overcome users' resistance to change?



It is a radical change from previous versions of Windows, with no ability to put things back the way they were. Our users will hate the UI and UX of Windows 11.

Why do they always mess with layout? Keep it the same. All it does is confuse people, then I have to show them basic things they already knew.

They seem to have changed the UI just for the sake of changing it. It doesn't always make sense, like putting the start button in the middle of the taskbar, and changing the right-click menus

The change of the start menu has users really upset

MYTH #3

OUR TAKE

Windows 11's UI and UX are built with usability and accessibility in mind. But perhaps just as importantly, it's easy and painless to either personalize or outright revert its changes. And by leveraging tools such as Autopilot and Intune, IT admins can even make it so when a user boots up Windows 11 for the first time, it looks nearly identical to their previous Windows 10 settings.

That's because, as SHI's ASG Principal Architect, Steve Weiner, explains, updating from Windows 10 to Windows 11 is nothing like past Windows upgrades. Unlike the shift from Windows 7 to Windows 8 or Windows 8 to Windows 10, updating your device fleet from Windows 10 to Windows 11 isn't a migration – it's an implementation.



“Windows 11 is a compelling event. It's a catalyst for changing how organizations deploy Windows,” Steve says. “If we're performing your Windows 11 upgrade the right way – with modern management tools like Intune – your users won't even be able to tell their device has changed.”

And yes, that means users can boot up Windows 11 for the first time and have their start menu aligned to the left. But if your organization chooses to move forward with Windows 11's refreshed UI, you can resolve end-user frustration and confusion with clear and frequent communication.

Kimberly Barrett, SHI's Program Manager for Training Services, emphasizes that strong communication is key for alleviating user anxiety:

“From big things like ‘T-minus’ countdowns for upgrade phases to little things like guiding users through subtle changes in the right-click menu, taskbar, etc., it's important to communicate to users how this update will specifically affect them, what all they can expect, and exactly when they can expect the changes to happen.”

Dave agrees, likening strong end-user communication with helping a family member: “I think of it like this – how would I walk my mother through updating to and using Windows 11? In other words, how do I get a non-IT person oriented with the changes I'm deploying? It's all about communication.”

MYTH #4

Our Windows 11 adoption will be easy.
We don't need any help!



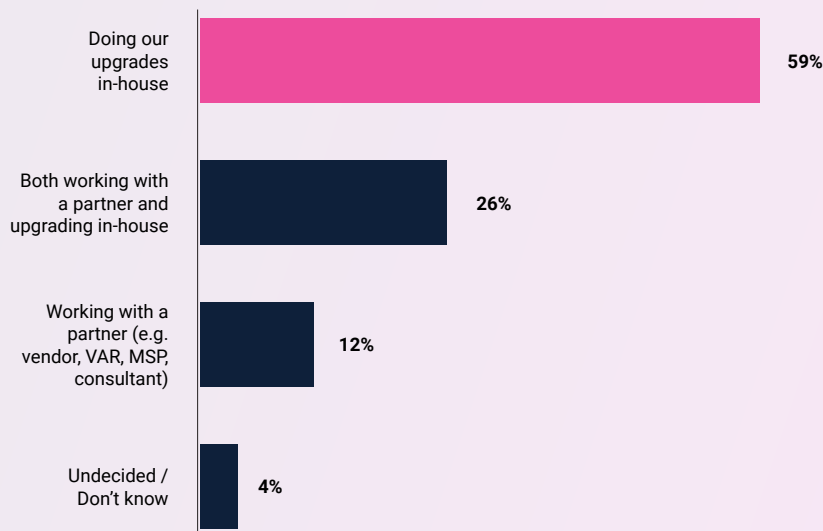
WHAT THE DATA TELLS US

One reason organizations are putting off their Windows 11 adoption is their confidence in the simplicity of the process – as well as their ability to do it right. Nearly 60% of survey respondents plan to perform their OS update in-house, with 43% saying they see no value in receiving guidance from a partner.

For some organizations, going it alone can be an okay decision – updating from Windows 10 to Windows 11 is the easiest OS upgrade Microsoft has ever released. And if you're leveraging Microsoft 365 E3 or E5, then you have Autopilot and Intune at your disposal, making it easy to manage your device fleet via the cloud.

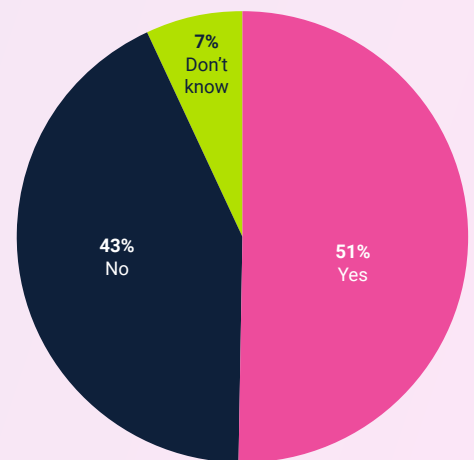
Case closed, right? Wrong. It's not a question of whether updating to Windows 11 can be easy – because it can! Rather, it's a question of whether your organization is adding unnecessary work by pairing a modern OS with a legacy management strategy.

How do you currently plan to upgrade to Windows 11?



% of respondents using Windows 11 or deploying within 2 years

Would you find value in receiving guidance from a partner when upgrading to Windows 11?



% of all respondents

MYTH #4

OUR TAKE

We said it once, we'll say it again: Windows 11 is a game-changer for Microsoft's OS. But when you're working with the latest version of something that's existed for almost 40 years, it's easy to fall back on old (and unnecessary) habits.

"Windows 11 shifts the paradigm of how we do OS updates," Steve says. "The moment a customer tells me they're building an image for Windows 11, I tell them to stop! It doesn't have to be a technical deployment like Windows 7 or Windows 10. Modern management makes it easy – but many organizations aren't fully leveraging the right management tools."

Steve emphasizes that, when used properly, Autopilot and Intune can make updating to Windows 11 as streamlined as updating your smartphone. As part of SHI's Advanced Solutions Group (ASG), Steve and his team have helped hundreds of organizations update their device fleets to Windows 11. While many organizations might just be getting accustomed to managing their devices with Autopilot and Intune, Steve's team has the experience to operate those tools at a rapid pace.

"Partners like SHI – people like us in the ASG team – we're accelerants for your organization. If Windows 10 EOS is in October 2025, then you want to be fully updated no more than 12 months prior. We have the technical expertise and communication strategies to get you across the finish line with more than enough time to spare."

And that's just for updating your existing devices. As Adam points out, futureproofing your fleet with new devices running on modern silicon needs careful and deliberate deployment and lifecycle management.

"If you're buying new devices, do you know what form factors and components are best for all your personas?" Adam asks. "Is your IT admin selecting devices, or are you enabling a choose your own device (CYOD) initiative? What's your plan for repurposing or securely disposing of old devices? These kinds of questions take time and coordination to answer – which you'll be hard-pressed to spare if you wait last-minute."

When you depend on a partner like SHI to update existing devices and deploy new hardware, you can leverage our proven ability to accelerate your OS updates as well as our expertise to iron out the fine details of your modern device strategy. With SHI, you can pair your new, modern OS with truly modern management – and with plenty of time to spare.

MYTH #5

Windows 11 seems too similar to Windows 10 for us to prioritize it.



WHAT THE DATA TELLS US

The simplicity of updating to Windows 11 may tempt organizations to procrastinate, but the OS's perceived similarities to Windows 10 are making them feel like the update just isn't a priority.

In our survey's open-ended feedback prompt, many respondents felt Windows 11 was coming too soon, that Windows 10 felt like it had much more life to live, and that the new OS was being "forced" upon their organization.

As previously mentioned, Windows 11's UX strikes a balance between being familiar to traditional Windows users while innovating in how the OS can be more efficient and productive for the workplace. On the surface, that could lead many users and organizations to perceive Windows 11 as just a small, incremental update. But Windows 11 is so much more.



MYTH #5

OUR TAKE

Windows 11 is built for AI and cybersecurity in a way that Windows 10 simply wasn't.

Compatibility with built-for-AI chipsets means Windows 11 enables new devices to take advantage of hardware-native AI like Copilot, rapidly accelerating nearly every aspect of users' workflows. And for both new hardware and eligible existing devices, security features such as secure boot, hypervisor-protected code integrity, and having Trusted Platform Module (TPM) enabled by default all help to better protect your most vulnerable attack surface – your end users.

Why, then, do organizations feel Windows 11 delivers too little too soon? For Dave, the answer is simple: while Windows 10 may be almost a decade old, most organizations didn't fully adopt it until just a few years ago.

"Because migrating from Windows 7 to Windows 10 could carry so much friction, many organizations took their sweet time," Dave says. "Although Windows 10 technically released way back in 2015, there were a lot of organizations who didn't adopt it until the eleventh hour of Windows 7 EOS in 2020."

Dave points to the importance of customer perception. The organizations he mentions spent a decade with Windows 7, but are now being told after four years of Windows 10 that it's headed to the farm upstate. Because Windows 10 is still young in their minds, it's easy to understand why these organizations can feel shortchanged.

For Steve, it's critical to remind organizations of the commitment Microsoft made with Windows 10 – and how Windows 11 progresses that promise.

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When they launched Windows 10, Microsoft promised to make Windows more fluid and easier to update – almost like an as-a-Service offering. Windows 11 is the next step in that promise. Windows 10 EOS might feel sudden, but because Windows 11 is easy to adopt, more secure, and enabling new hardware innovations, updating your devices should be a no-brainer.

Steve Weiner
ASG Principal Architect

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MYTH #6

Upgrading to Windows 11 just isn't within our budget.

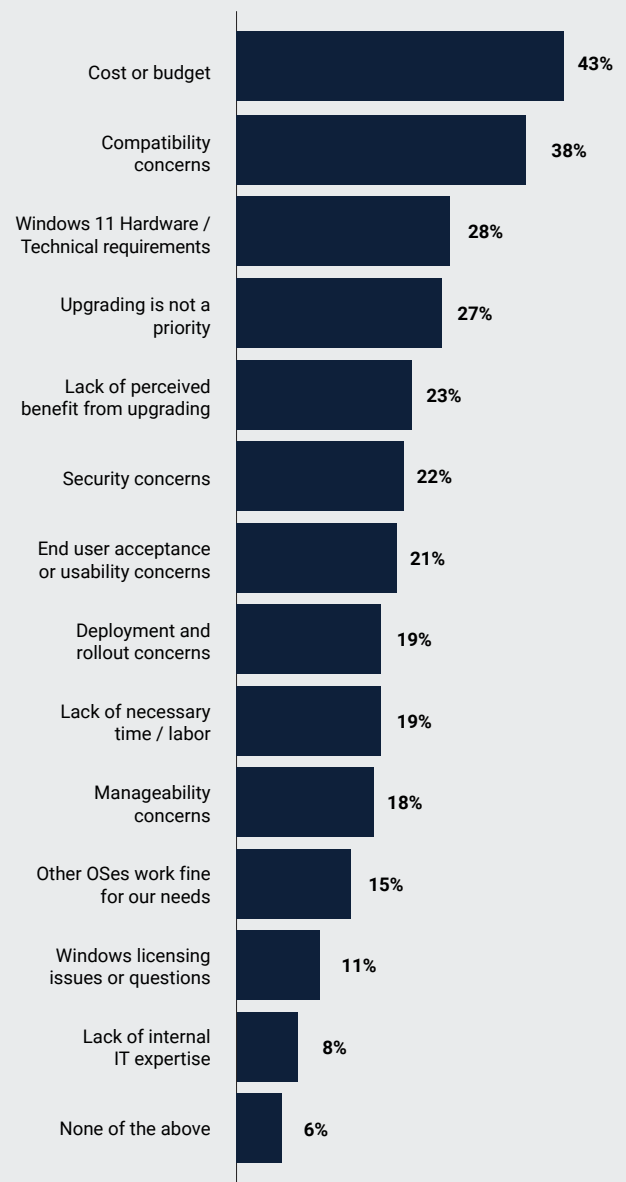


WHAT THE DATA TELLS US

There's a real dollar cost to every OS upgrade – and having spent recent years weathering the prospects of a global economic downturn, organizations of all shapes and sizes have been feeling the pinch. According to our survey, most respondents (43%) cited cost or budget as the biggest reason they aren't yet upgrading to Windows 11.

Between the cost of labor for the IT teams performing the upgrades to the cost of new hardware and white-glove services like asset tagging, a new OS is often seen as an initiative IT funds but business units benefit from. That perceived misalignment can be a challenge to overcome.

Why Organizations Aren't Upgrading to Windows 11



MYTH #6

OUR TAKE

Cost restrictions can be a towering hurdle to jump over. But when you work with a partner like SHI, we can couple your device refresh with a buyback program for older, decommissioned devices, reducing the cost of your new Windows 11 hardware. We can combine this with our flexible payment options and bundled deals, making the hurdle for refreshing your fleet much, much shorter.

And, as Dave points out, if you're utilizing Microsoft 365 E3 or E5, you've already invested in the tools you need to update existing devices to Windows 11:

"You'd be surprised how many organizations are paying for E3 or E5 and just have Intune sitting idly on the proverbial shelf. Chances are you've already invested in the tools you need to perform your Windows 11 updates. What better way to maximize your investments than to actually use them?"

Steve agrees. He sees these investments in modern management tools as a long-term prospect.

"We said it before – this is nothing like the migration from Windows 7 to Windows 10. You're not just investing in a one-and-done upgrade. With Intune, you're using your existing investments to leverage a modern management strategy that'll last you the next decade, and perhaps even longer."

SHI can show you how you can seamlessly update your devices to Windows 11 through your existing E3 or E5 agreement. Our dedicated experts know the ins and outs of Microsoft's tools and licensing so you can take advantage of existing investments and stay well ahead of Windows 10's EOS date.

HOW SHI AND WINDOWS 11 HELP YOUR ORGANIZATION WORK FASTER AND SMARTER

Windows 11 brings new features, capabilities, and functionality to your workplace, empowering your users to collaborate better, work safer, and be more productive than ever. And when you depend on SHI as your trusted Microsoft partner, you can rest assured knowing you have the experience and methodology to plan, communicate, and perform a flawless upgrade.



COLLABORATE BETTER

Windows 11 incorporates Teams into the core of its UX, letting users host meetings, share files, and collaborate on tasks and projects with just a few clicks. When teamwork is as frictionless and easy as it is on Windows 11, your users will collaborate more often and more effectively.



WORK SAFER

Windows 11 enables new security features to better protect your users and data, including hardware-based isolation and encryption. And with a faster and more responsive Windows Hello, Windows 11 makes it easy to eliminate some of your least-secure attack vectors: device pins and passwords.

Combining all this with TPM and secure boot requirements, Windows 11 is far better at preventing device- and firmware-level attacks than Windows 10 ever was.



BE MORE PRODUCTIVE THAN EVER

The new chipsets in devices built for Windows 11 will feature next-generation NPUs that enable users to take full advantage of Copilot without suffering losses in performance.

With Windows 11's AI integration, users can instantly prompt Copilot to make a PowerPoint presentation, adjust the tone of an email in Outlook, generate a bulletized summary of a Teams meeting, and so much more. The possibilities are endless, but the results are the same: with Windows 11, your users will perform their work faster than ever.

YOU CAN DEPEND ON SHI FOR YOUR WINDOWS AND MICROSOFT NEEDS

SHI's in-house Microsoft specialists include license advisory teams, EA optimization specialists, and end-user training experts who are all committed to helping you maximize your existing investments and successfully adopt the latest Microsoft technologies.

We've spent decades helping thousands of organizations upgrade to almost every version of Windows Microsoft has ever released. We're uniquely positioned to drive success for your organization's Windows 11 upgrade.



Our experts work with you to determine the most optimal upgrade timeline and approach, including leveraging modern management tools like Autopilot and Intune. We help you deliver clear, open, and frequent communication so your users are aware of and familiar with any upcoming updates before they land on their device.

And if you need to replace existing hardware with modern devices optimized for Windows 11, we can help you drive down costs with device buyback credits, flexible payment options through SHI Capital, and deals bundling hardware, software, and peripherals.

You can't wait until 2025. With SHI, you won't have to.

Windows 10's end of support is on October 14, 2025. If you haven't already started planning your upgrade, don't let these six myths get in your way. SHI's Microsoft experts have developed a seven-step plan to help you assess where you stand and take the most optimized path forward.

Stay ahead of the deadline.

Download our essential guide to start your plan today.

APPENDIX

About SHI, your trusted Microsoft experts

As your personal technology concierge and go-to Microsoft confidant, our experts offer customized adoption plans – assessing your needs and providing scalable IT solutions and services to solve what’s next.

With gold certifications in cloud platform, communications, Windows, devices, and application development, we are experts in Microsoft services and products.

From device selection and flexible financing, to configuration, deployment, and training, we’re here to help develop your plan and unlock the security, productivity, and collaboration benefits of Windows 11.



APPENDIX

Our survey methodology

In October 2023, SHI partnered with Aberdeen Strategy & Research to conduct a survey about Windows 11 adoption, gathering feedback from organizations that have already updated to Windows 11 as well as those still operating on Windows 10.

Our survey was approximately 10 minutes long and included responses from 483 IT professionals across the U.S. and U.K., all of whom were involved in purchasing decisions for operating systems and end-user hardware. 50% of respondents belonged to an organization of 1,000 users or more.

Qualification Criteria:

- Must be involved with purchase decisions for operating systems and related end-user hardware
- Must be an IT professional or Procurement role
- At least 50% with more than 1,000 employees
- Geographic study: must be in the U.S. or U.K.

Respondent: Total (n=483)

