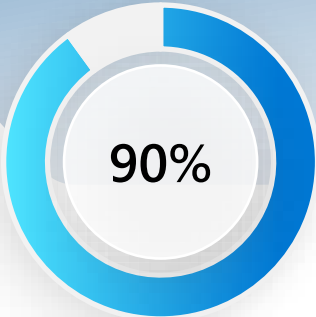


Windows 11 Pro

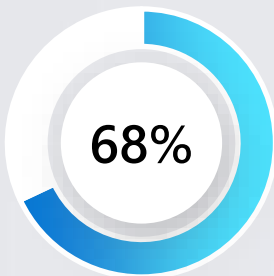
vs Mac OS and Chrome OS: A Competitive Analysis

Empowering flexibility, versatility, and unparalleled AI development

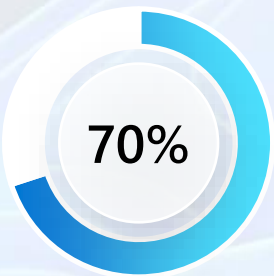
As the demand for AI-powered solutions grows, Windows 11 Pro emerges as the clear frontrunner, offering unmatched flexibility, versatility, and cutting-edge AI capabilities to users across all budgets. While MacOS Sequoia (MacOS 15) and Chrome OS have made strides in productivity and AI-related features, they fall short of the comprehensive performance and deeply integrated AI experiences provided by Windows 11 Pro, especially when paired with the power of Qualcomm ARM-based chips in Copilot+ PCs.



of Fortune 500 companies rely on Windows for their computing needs.¹



of people say they don't have enough uninterrupted focus time in the day.²



of decision makers reported a jump in productivity after upgrading to Windows 11 PCs from Windows 10 devices.³

The Windows 11 Pro advantage

Breakthrough productivity with secure AI

- **Windows 11 Pro's industry-leading AI, Copilot*** uses natural language and Microsoft's advanced models to transform users' productivity. Microsoft offers multiple synergistic Copilots for PC users, setting it apart from Apple's AI offerings.
- When paired with Copilot+ PCs, Windows 11 Pro with Qualcomm Snapdragon X Elite processors delivers ultrafast performance and powerful AI experiences. **Top Copilot+ PCs are up to 58% faster than MacBook Air with M3.**⁴
- Windows 11 Pro offers **native touch and pen support for effortless, accessible device interaction**, while Macs only get these features via a tethered iPad, limiting workflow flexibility.
- Windows 11 Pro on Copilot+ PCs offers **offline AI capabilities and long battery life**, providing flexibility to work from anywhere.
- Microsoft Copilot is your AI assistant, providing **secure access to advanced AI models for free**⁵, with encryption at rest and in transit⁶.

Powerful protection at any price point

- Windows 11 takes a comprehensive, hardware-based approach, offering **powerful out-of-the-box protection** and a reported **62% drop in security incidents**.⁷
- Windows 11 PCs offer a range of price options for every budget. In contrast, Macs continue to be more expensive than most Windows devices, **with prices ranging from \$1K to \$6K**.
- Windows 11 Pro takes a **proactive approach to safeguarding against modern threats**. With built-in protection like Windows Hello for Business passwordless authentication, Microsoft Defender Antivirus, and advanced phishing defense through SmartScreen, all informed by **65 trillion signals synthesized daily**.⁸
- While affordable and cloud-centric, Chrome OS devices often **rely heavily on internet connectivity** for best performance.

Business readiness and flexibility

- Windows 11 Pro **offers mature OS and device roadmaps, lifecycle, and EOS schedules, and update and deployment tools tailored for business readiness**, while Apple's consumer-focused design heritage potentially adds complexity to management.
- Windows 11 PCs provide **a range of CPU, GPU, RAM, and storage configurations**, while MacBooks are limited to a few fixed configurations with integrated RAM and storage in Apple M-series chips.
- **99.7% of applications are compatible with Windows 11**⁹, making it easy to deliver upgrades. MacBook's M-series chips integrate memory and storage with the processor which cannot be replaced or upgraded separately in the future.
- Windows 11 Pro features **App Assure, guaranteeing app compatibility across ecosystems**. This program supports transitions to Monthly Enterprise Channel, Windows 10/11 deployments, Arm64 devices, Edge, Azure Virtual Desktop, and Windows 365. Microsoft resolves any app issues at no extra cost, ensuring smooth operations.

Why Windows 11 Pro

Redefining productivity in the AI era

Windows 11 Pro distinguishes itself as the go-to operating system for businesses looking to leverage AI technology. Its robust, hardware-based security approach safeguards your organization’s data and devices. Windows 11 Pro provides users with flexibility, versatility, and productivity features, such as native touch and pen support, seamless device interaction, and various hardware configurations. When paired with Copilot+ PCs, Windows 11 Pro offers exceptional performance and multitasking capabilities.

Apple’s claims for Mac	Current situation	Windows advantage
“Mac has better design and quality”	Clamshell laptops only, no touch or pen support. Memory and storage not upgradable post-purchase.	Windows 11 Pro offers devices for everyone with extensive choice, including memory, storage, touch, type, pen, or keyboard. Many Windows PCs are upgradable after purchase.
“Apple devices are fast, and have a longer life”	Known for optimized hardware/software integration, often resulting in fast performance and longer device lifespan.	Copilot+ PCs: Ultrafast performance, enhancing content discovery, language processing, and video calls. Up to 5x faster than popular 5-year-old Windows PCs in use today ⁸ . Qualcomm Snapdragon® X Elite outperforms past Arm-based processors, with top Copilot+ PCs up to 58% faster than MacBook Air M3. ¹⁰ *Based on Cinebench 24 Multi-Core benchmark. See aka.ms/cpclaims
“Mac is easier to use”	Apple delivers seamless Mac, iPad, and iPhone apps across devices.	Apple has a walled garden ecosystem. Windows is used by employees at 90% of Fortune 500 companies ¹¹ and offers the broadest ecosystem support for apps & accessories, and provides Copilot, and other AI-powered multitasking to supercharge efficiency.
“Mac is ready for business”	Line-of business apps, backward compatibility, and limited functions can be a real issue for Mac users.	Microsoft knows business. Easy to deploy and manage, offering the latest advances in business-ready AI. With 99.7% app compatibility ¹¹ , your existing Windows applications run as expected.
“Mac has better privacy features than Windows”	85% of breaches involve a human element. Mac users are NOT more immune. Modern security require end-to-end solutions.	Windows 11 is secure by default and offers powerful out-of-the-box protection with layers of security already enabled, across hardware, software, identities, and data. Benefit from modern security management and commercial data protection across your organization.



Copilot+PC

2x faster performance

Industry leading AI acceleration with up to 2 times faster NPU performance than MacBook Air and MacBook Pro.¹²

58% faster than M3

Top Copilot+ PCs are up to 58% faster than MacBook Air with M3.¹³

22 hours of video

Copilot+ PCs deliver up to 22 hours of local video playback.¹⁴

Footnotes and citations

*Copilot with commercial data protection is available at no additional cost for users with an Entra ID and an enabled, [eligible Microsoft 365 or Office 365 license](#).

1. FY23 Q3 – Press Releases – Investor Relations – Microsoft based on Monthly Active Device data. [LINK](#).
2. Source: Will AI fix work? Work trend index annual report, Microsoft, May 9, 2023.
3. Windows 11 Survey Report. TechAisle, November 2024.
4. Based on Cinebench 2024 Multi-Core benchmark.
5. Microsoft Copilot for Microsoft 365 runs on the ISO 27018 certified Microsoft 365 platform. Microsoft Copilot will start rolling out to the same platform in the second half of September 2024 for users signed in with a Microsoft Entra account.
6. EDP experience may vary based on your Entra account service SKU.
7. Windows 11 Survey Report. TechAisle, February 2022. Windows 11 results are in comparison with Windows 10 devices.
8. Microsoft Digital Defense Report, Microsoft 2022.
9. App Assure program data
10. (2x faster emulation) Tested May 2024 using Geekbench 5 on a Copilot+ PC with Snapdragon® X Elite 512GB, 16GB RAM compared to device with Qualcomm 8cx Gen 3 512GB, 16GB RAM. Performance varies significantly by device
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13. Based on Cinebench 2024 Multi-Core benchmark.
14. Battery life varies significantly by device and with settings, usage and other factors. Testing on Copilot+ PC with Snapdragon® X Elite C12 512GB, 16GB RAM devices conducted by Microsoft in April 2024 using preproduction software. Local video playback testing consisted of a full battery discharge during playback of a .mov file in 1080p, and Web Browsing accessing eight popular websites over multiple open tabs through the browser. All settings were default except screen brightness set to 150 nits with Auto-brightness disabled. Wi-Fi was connected to a network. Tested with Windows 11.