

SPICEWORKS

Free IT reports on today's hottest tech topics and trends.

June 2015 | #Windows10

Windows 10: Will It Soar?

IT pros scout out the flight path for the new OS.







TABLE OF CONTENTS

00 Destination: One Billion Devices
PAGE 04

01 Soaring Interest
PAGE 06

02 The Power of Incentive
PAGE 08

03 Adoption Delays?
PAGE 10

04 The Mobile Connection
PAGE 14

05 Arrival
PAGE 16

06 Details on the Data
PAGE 18

00



Destination: One Billion Devices

► Microsoft is revving its engine and aiming for the stars with its latest operating system. It hopes to have the new Windows 10 OS running on one billion devices in the next two to three years.¹ Wishful thinking, or the real deal? Even by Microsoft's own admission, that's an ambitious goal. Does Windows 10 have the fuel to make it? It's fair to say that many are taking a wait-and-see attitude...

Rather than rely on media commentary, we chose to check in with those in a key position to influence the success of Windows 10: IT pros who currently sit in other OS cockpits.

They're the ones, after all, who could make or break adoption of the latest (and most likely final) version of the OS that's on the majority of workplace desktops. And whether or not Windows 10 is widely adopted in the workplace will no doubt have an impact on Microsoft's predictions.



SURVEY INFORMATION

► We asked over 500 IT pros in North America (NA) and EMEA to share their expectations and plans around Windows 10. They let us know their level of interest in the new OS, as well as their reasons for – and concerns about – adopting it. They also talked about the role mobile will play in their decision-making, which could be pivotal to the rate of adoption and the future of Windows 10. Here are the highlights:

KEY FINDINGS

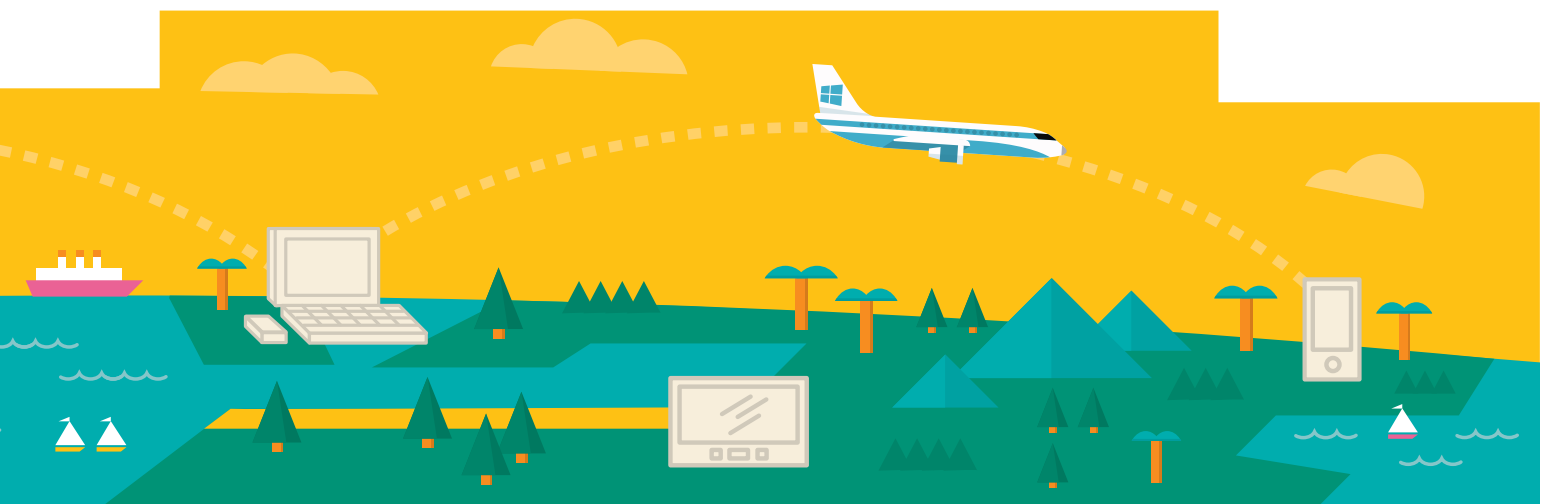
1. *Interest is soaring.* Among the IT pros surveyed, an overwhelming 96% said they're interested in Windows 10, with 60% stating that their IT department has already evaluated a preview version. If interest and evaluation turn into long-term adoption, Microsoft's projection may take flight. But will it? We'll look at influencing factors.

2. *Who doesn't love a free upgrade?* Asked what Windows 10 features they consider to be the most intriguing, 55% pointed to Microsoft's offer of a free upgrade from Windows 7 and Windows 8 – and 63% say the free offer makes them more likely to upgrade in the first year of availability.

3. *Business, pleasure, or both?* Three quarters of respondents plan to adopt Windows 10 for home use within the first year. The two-year business outlook is also bright, with almost three-quarters taking the Windows 10 (for) business flight.

"I am looking forward to Windows 10 being released and want to be on right from the start. I will be upgrading from Windows 7, skipping 8, and going to 10."

– John F., IT Director



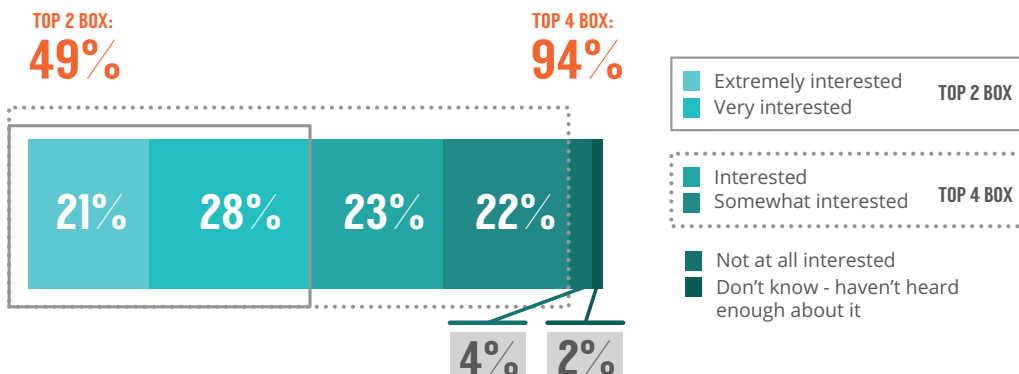
01



Soaring Interest

► Nearly all the IT pros we surveyed expressed at least some interest in Windows 10 – 96%, to be exact. But based on their patterns of adoption for OSes in general, it’s fair to say that being interested doesn’t necessarily mean they’re booking flights, at least not right away. When we asked IT pros why they typically start using a new OS, more than two-thirds (69%) indicated that they do so on an as-needed basis, such as when a current system reaches end of support (EOS).

IT Pro Interest in Windows 10 Adoption



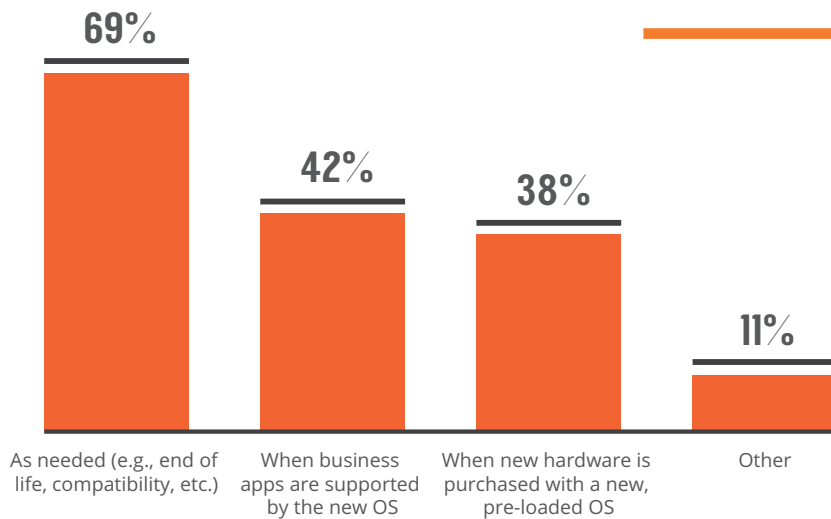
But will that same behavior hold true for Windows 10, which promises to be... different? After all, it’s the free upgrade (not an EOS event) that generally has IT pros interested in reserving a Windows 10 ticket.

What is the differentiating factor that could make more IT pros board Windows 10? Actually, there are a couple. One of them: The tantalizing *free upgrade*...

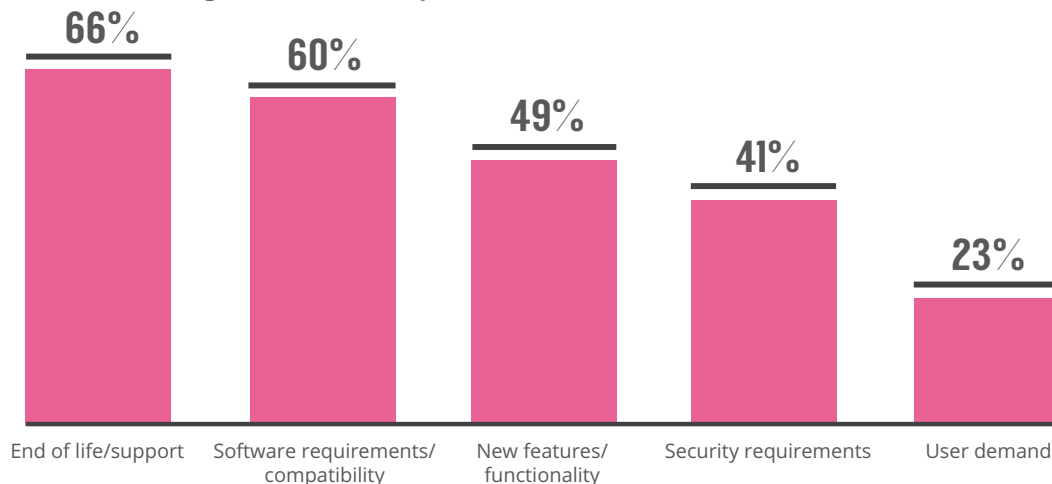
"I am looking forward to the Windows 10 upgrade... It brings together a modernized UI with the features we all love about Windows 7 — while optimizing system resource usage and unifying an OS across platforms."

– Curtis S., Network/Systems Admin

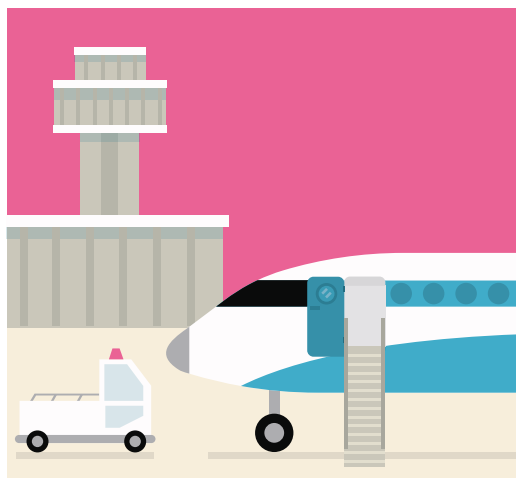
Reasons to Start Using a New OS



Factors Leading to New OS Adoption



02



The Power of Incentive

▶ A good OS experience has to start somewhere. Windows users really missed the start button that vanished in Windows 8 – and returned with Windows 8.1 after much public outcry. But seeing how Windows 8.1 adoption has never really taken off, it's not shocking that the Windows 10 feature IT pros find most compelling (64%) is, drumroll... *the return of the start button!*

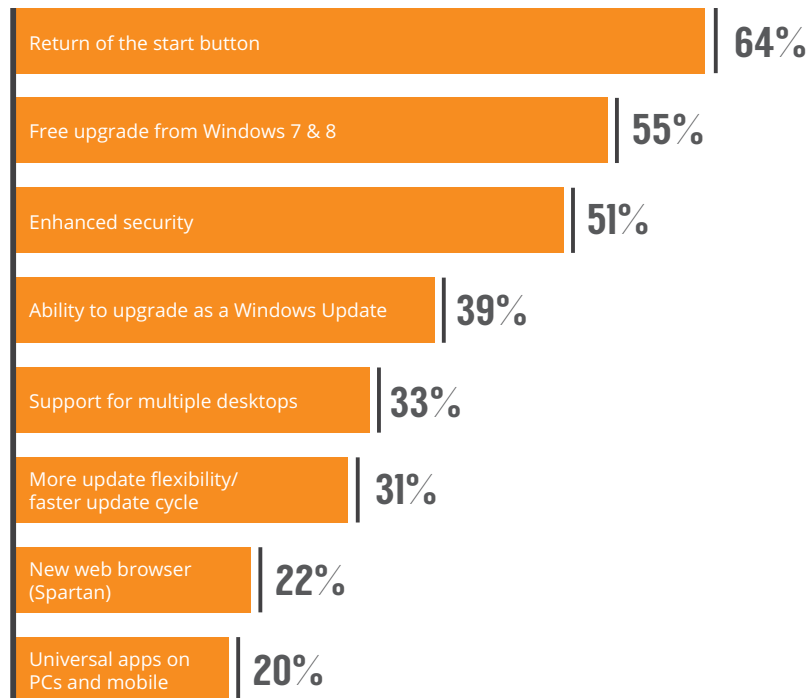
However, the second-most frequently cited feature is the most telling as far as early adoption of the new OS: The offer of a free upgrade for current Windows users (no word on complimentary peanuts).

More than half of IT pros (55%) find the free upgrade to be the most persuasive Windows 10 feature, and 63% say the offer makes them more likely to upgrade.

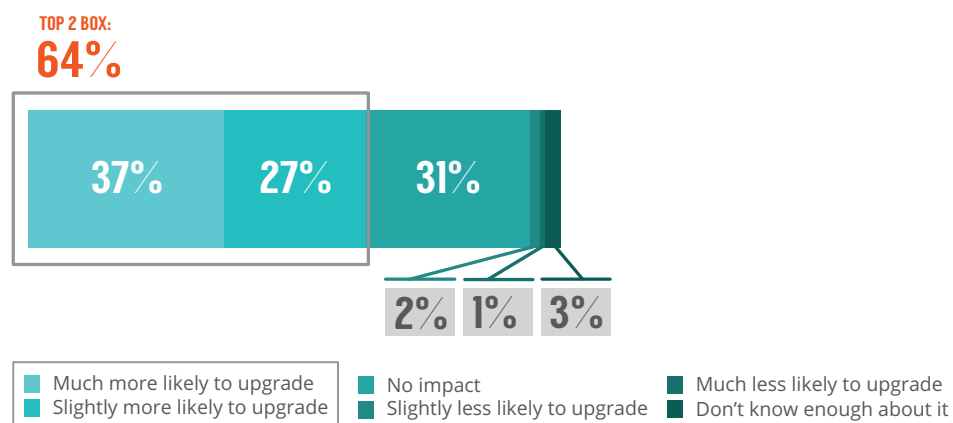
"Bringing the start button back, with the addition of the tiles, is a great improvement for those without a touchscreen interface."

– Chris M., Help Desk Tech

Most Enticing Windows 10 Features

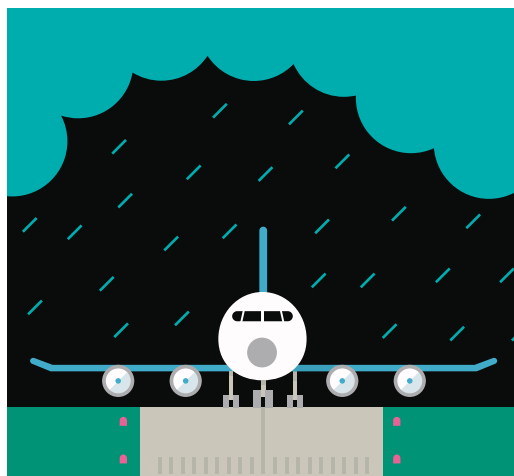


Impact of Free Upgrade for Windows 10 Adoption



Some bumps on the ride: The offer of a free upgrade doesn't apply to the Enterprise version of Windows 10, which many will want for its advanced features. However, many Enterprise volume license users will qualify for upgrade rights at no additional charge through the Software Assurance Program, even after the free offer period expires.

03

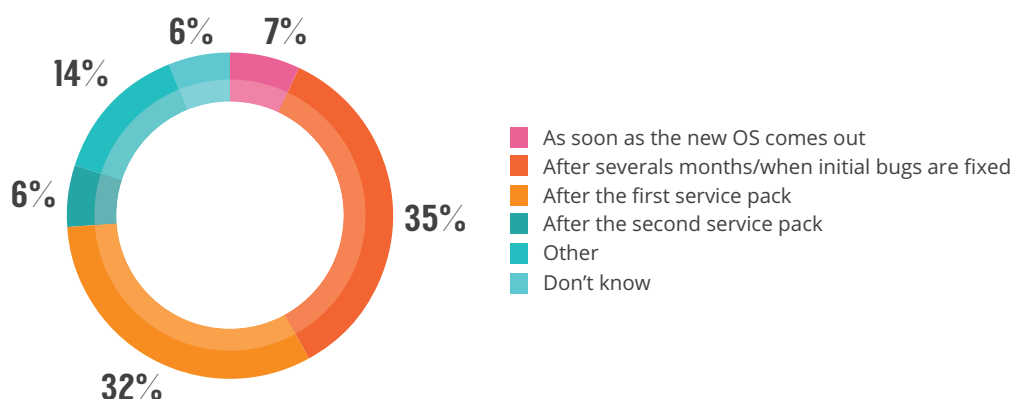


Adoption Delays

► Free upgrade aside, why do relatively few IT pros plan to adopt Windows 10 for business in its first year of availability? It seems all interested parties are closely monitoring the radar. In general, most IT pros (67%) prefer to wait until initial bugs are fixed or until after the first service pack is released before adopting a new OS. In the meantime, they'll taxi the runway and keep an eye on their airborne peers.

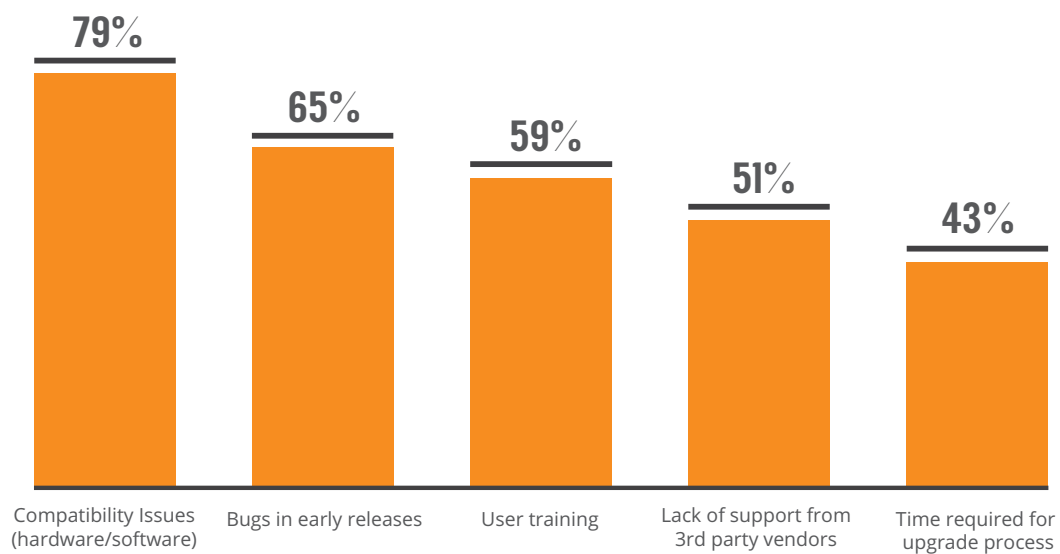
Another factor that could delay adoption... approximately half of the surveyed organizations are running Enterprise versions of Windows 7 and Windows 8, meaning that many of these companies participate in the Microsoft Software Assurance program. Since this program allows for upgrades to Windows 10 at no additional charge even after the one year free upgrade period expires, there's no rush for them to make the move.

Point of Adoption in Release Cycle



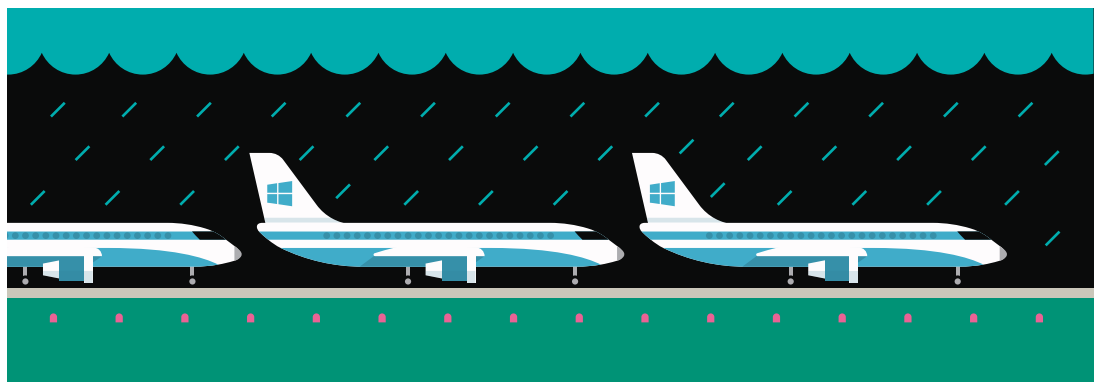
General adoption patterns seem to align with surveyed IT pros' concerns about adopting Windows 10, specifically. When asked what concerns they have about the new OS, 65% mentioned bugs in early releases.

Top Windows 10 Adoption Concerns



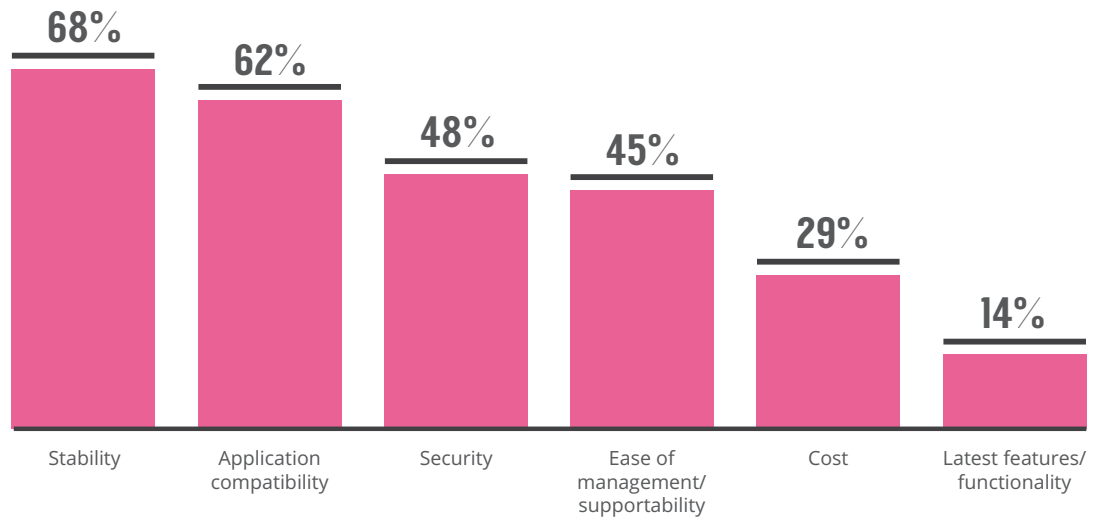
Another factor affecting whether or not Windows 10 will create the sonic boom Microsoft is hoping for: How well Windows 10 plays with their existing hardware and software.

In addition, the survey shows that businesses typically value OS stability (68%) and application compatibility (62%) as the main reasons to consider an OS... the latest features and functionality rank much lower on the list (14%) of drivers.

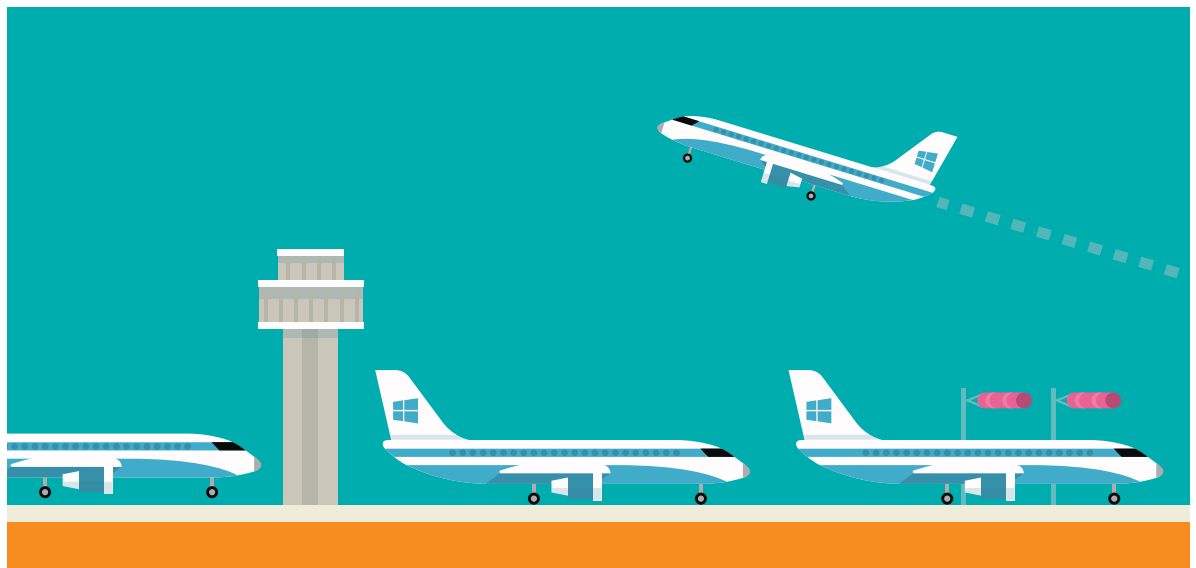




Important Factors When Considering an OS



This may be why almost 75% of IT pros are planning to adopt the feature-rich Windows 10 for business use within the first two years, versus immediately. Companies may wait it out to see early reports of how Windows 10 performs, or until third-party applications are fully supported on the new OS.



04



The Mobile Connection

► With mobile device usage rocketing into the stratosphere, the willingness of users to adopt Windows 10 as a mobile platform could be a major factor in hitting the billion device mark. Microsoft understands the importance of mobile, having announced two steps it's taking to encourage users to adopt Windows-based mobile devices:

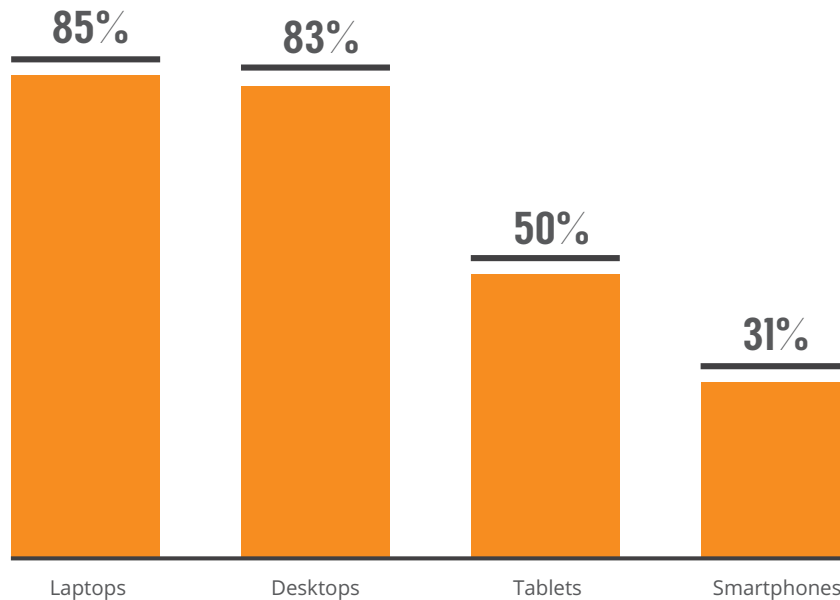
- Windows 10 will be a common OS running universal apps that can be used across mobile and non-mobile environments.
- Microsoft will make it extremely easy for developers to port their iOS and Android applications to Windows 10, helping to address the perception that apps for Windows Mobile are lacking.

But will Microsoft's "one-OS-to-rule-them-all" strategy be enough to spur loyal Apple and Android users to adopt Windows devices?

...Maybe. Almost half (48%) of survey respondents say having a common OS for both PCs and mobile devices makes them more likely to consider Windows 10.

Even so, only a third (31%) say they'd be interested in having Windows 10 for smartphones, compared with those interested in Windows 10 on laptops (85%), desktops (83%), and tablets (50%).

Windows 10 Interest by Device



It's no surprise so many IT pros are interested in Windows 10 taking off on tablets (it'll be more portable while having a similar user experience to using a PC). However, this journey won't be without turbulence. According to conversations in the Spiceworks Community, the main barriers to adopting the new OS on tablets - and more tablets in the workplace in general - are cost and storage capacity. Other [Spiceworks data](#) reports that users are reluctant to do "real" work on such tiny screens and with such tiny keypads.

Why the lack of enthusiasm for Windows 10 on smartphones? The most cited reason was preference for a different mobile OS, such as Apple iOS or Android. Whether we're talking airlines or OSes, brand loyalty goes a long way.

It remains to be seen whether Microsoft's commitment to providing more apps will give IT pros the push they need to travel... outside of their comfort zone (and whether Microsoft's OS business will be affected as a result).

05



Arrival

► The double-decker PC airbus could fill up with Windows 10 frequent flyers. There's already a huge install base of Windows 7 machines eligible for upgrades—a 93.62% penetration rate as of May 2015²—and Windows is the dominant OS for desktops and laptops.

As a result, Windows 10 has the potential to fly high on PCs. However, it remains to be seen whether or not the new OS will be popular on an ever-growing fleet of mobile devices; Microsoft currently has a pretty small share of the smartphone market. Plus, the Microsoft app store currently offers fewer than half the mobile apps of either Apple or Android. Even with a common OS and universal apps, it may take years for Microsoft to land on more mobile devices, since their competition is already entrenched in that territory.

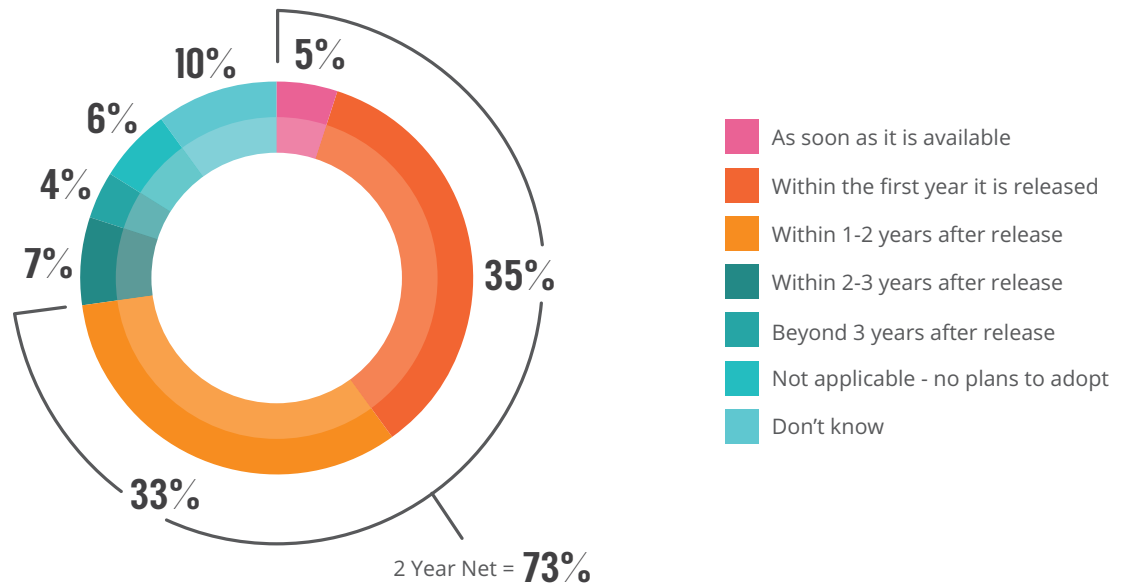
Will IT pros ride the friendly skies of Windows 10? A few factors should help Microsoft's OS soar: A ton of interest in Windows 10,

IT pro eagerness to take advantage of the free upgrade offer (at least for non-Enterprise versions), and their likely embrace of the software once initial bugs are worked out.

Aggregated Spiceworks network data backs up the positive outlook for Windows 10. How? Two years after launch, Windows 7 had a penetration rate of 60% and a total market share of 14.4%. Based on the survey data presented in this report, Windows 10 is expected to have a penetration rate of 73% after two years—and according to our calculations, an expected marketshare of 17%.

Two outcomes do remain to be seen: Whether Windows 10 will take flight in mobile environments, and how much it will affect Microsoft's goal of hitting one billion devices within a few years if companies don't go for Windows 10 on smartphones and tablets.

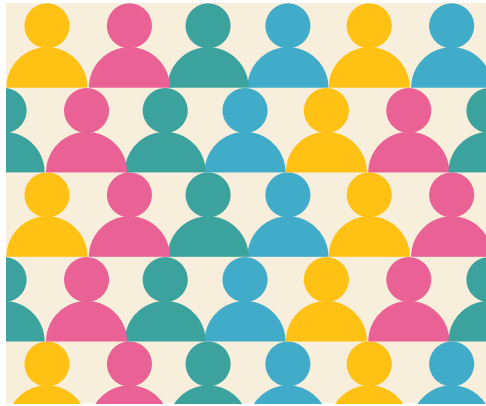
Windows 10 Adoption Timeline for Businesses



Where does your organization stand on Windows 10? Will you be part of the wave Microsoft expects to take it to one billion? Will you be speeding down the runway to upgrade – or will concerns about early-stage bugs and compatibility keep you grounded? And will mobile play a role in your Windows plans? Hopefully our aerial view of how IT pros feel about Windows 10 will help you navigate your own upgrade.



06

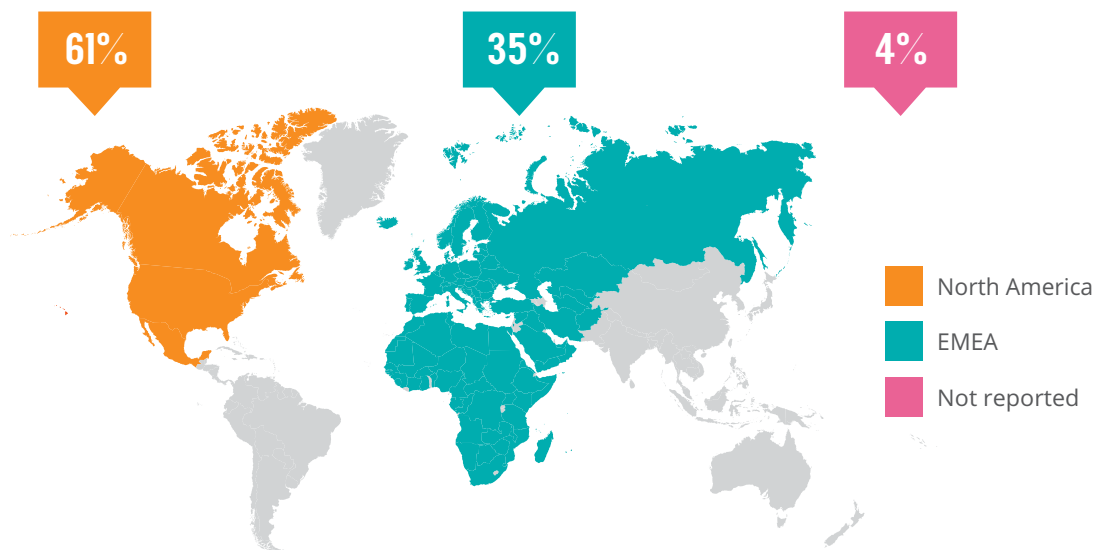


Details on the Data

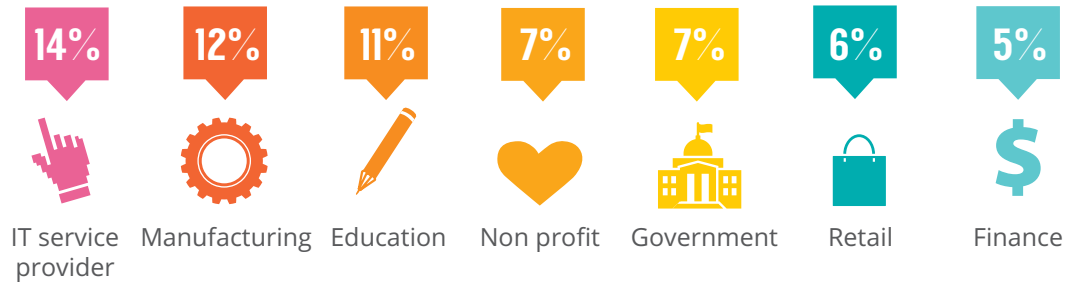
► You've just read Spiceworks' version of data gone spicy: Our answer to humdrum data. We tackle the tech issues of today... and what's coming soon to a server room near you. And we deliver it all with more originality and spice than your typical run-of-the-mill reports.

Drawing from a user base of more than 6 million IT pros, it's a glimpse into tech you can't get anywhere else. This research in particular was conducted in May 2015.

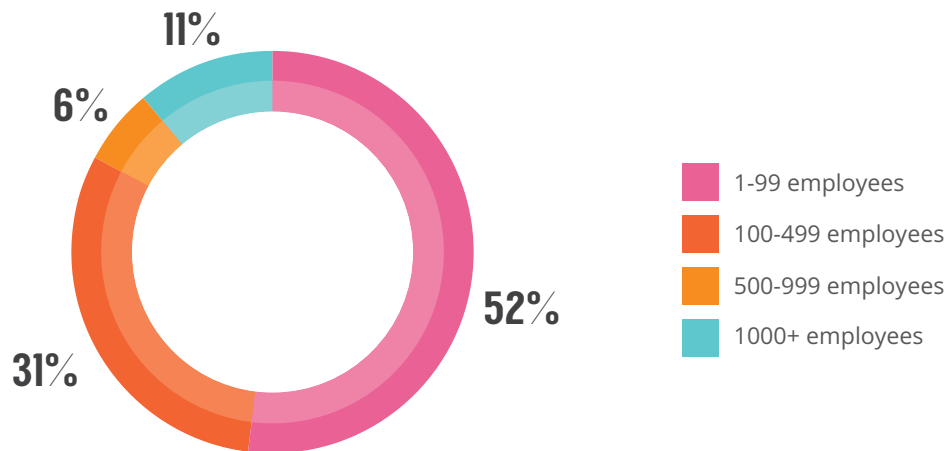
Region



Industry



Company Size



Sources

¹ Alex Wilhelm, "Microsoft Expects 1 Billion Windows 10 Devices In 2-3 Years," *TechCrunch*, April 29, 2015. <http://techcrunch.com/2015/04/29/microsoft-expects-1-billion-windows-10-devices-in-2-3-years/#.x5vs4s:xGnX>

² According to aggregated Spiceworks network data.

Credits

Research: Tracy Peto, Jace Recio

Copy & editing: Mary Summerall, Peter Tsai, Lisa Young, Andrew Baron, Priscilla Brave

Illustration & design: Julian Hector, Clarice Bajkowski



SPICEWORKS

Voice of IT®

About Spiceworks Voice of IT®

The Spiceworks Voice of IT market insights program publishes stats, trends and opinions collected from technology professionals that are among the more than 6 million users of Spiceworks. Survey panelists opt-in to answer questions on technology trends important to them. To find out more about our research capabilities, email insights@spiceworks.com.

About Spiceworks

[Spiceworks](http://www.spiceworks.com) is the professional network 6 million IT professionals use to connect with one another and over 3,000 technology brands. The company simplifies how IT professionals discover, buy and manage more than \$600 billion in technology products and services each year. Headquartered in Austin, Texas, Spiceworks is backed by Adams Street Partners, Austin Ventures, Institutional Venture Partners (IVP), Goldman Sachs, Shasta Ventures and Tenaya Capital. For more information www.spiceworks.com.

For other Spiceworks Voice of IT reports visit:
www.spiceworks.com/marketing/resources/

Follow Spiceworks on [Twitter](https://twitter.com/spiceworks) and connect with
Spiceworks on [Facebook](https://www.facebook.com/spiceworks).

The contents in this report are a result of primary research performed by Spiceworks. Unless otherwise noted, the entire contents distributed as part of this report are copyrighted by Spiceworks. As such any information made available by any means in this report may not be copied, reproduced, duplicated, published, displayed, transmitted, distributed, given, sold, traded, resold, marketed, offered for sale, modified to create derivative works or otherwise exploited for valuable consideration without prior written consent by Spiceworks. For more information visit www.spiceworks.com/voice-of-it/terms.

This report contains information of fact relating to parties other than Spiceworks. Although the information has been obtained from, and is based on sources that Spiceworks believes to be reliable, Spiceworks does not guarantee the accuracy, and any such information might be incomplete or condensed. Any estimates included in this report constitute Spiceworks' judgment as of the date of compilation, and are subject to change without notice. This report is for information purposes only. All responsibility for any interpretations or actions based on the information or commentary contained within this report lie solely with the recipient. All rights reserved. 2015.

