

# WINDOWS 10 TO WINDOWS 11 INTUNE UPGRADE: **INCISIVE BUSINESS MEDIA**

## The Customer



**Incisive Business Media** is an established organisation operating across the UK and Europe, delivering specialist content, data and intelligence services. As part of the ARC Group, the business supports a diverse workforce using a combination of Windows and Mac devices. While Mac endpoints were already managed through Microsoft Intune, the Windows estate relied on legacy management approaches that limited visibility, control and security. With Windows 10 approaching its end of support in October 2025, Incisive Media recognised the need to modernise its Windows environment to avoid operational and security exposure.

## The Challenges

Incisive Media needed a clear and executable strategy to upgrade its Windows devices from Windows 10 to Windows 11 while introducing modern endpoint management through Microsoft Intune. Without action, the organisation faced the risk of running unsupported operating systems with no security updates, no vendor support, and increased vulnerability across its endpoint estate. The challenge was compounded by the absence of an existing Intune

framework for Windows devices, uncertainty around Windows 11 readiness and application compatibility, and a requirement to integrate OKTA securely within the Intune authentication and access model.

The business also wanted to avoid a full hardware refresh and ensure that disruption to end users was kept to an absolute minimum throughout the migration. The objective was to ensure that every Windows device was either upgraded to Windows 11 or securely licensed for extended support, with no unmanaged endpoints remaining ahead of the end-of-support deadline.

## Our Approach

Transputec designed and delivered a structured Windows 11 Intune deployment programme focused on security, scalability and long-term manageability. The engagement began with a discovery and design phase to assess the existing environment, confirm Windows 11 readiness and define a target architecture aligned with Microsoft best practices.

From this foundation, Transputec built a complete Windows device management capability within Microsoft Intune. This included designing the Intune architecture, creating device and security groups, and implementing Windows



“Transputec provided clear guidance, strong technical expertise, and a well-structured approach to our Windows 11 upgrade programme. Their team supported us from design through to pilot and UAT, ensuring a future-ready Windows upgrade strategy. Their knowledge of Intune and Autopilot was invaluable in helping us modernise our device management approach.”

**Matthew Kennedy**  
Head of IT, Incisive Media



Autopilot to enable modern, internet-based provisioning. Windows 11 feature update policies, compliance rules and security baselines were configured to ensure consistency and protection across all devices.

To address identity complexity, Transputec securely integrated OKTA into the Intune workflow using conditional access controls, ensuring seamless authentication without compromising security. Applications were packaged, and standardised configuration policies were applied to deliver a consistent user experience. The solution was validated using new test hardware before progressing to a controlled pilot deployment, supported by early life support and hands-on knowledge transfer to the internal IT team.

## The Outcome

The Windows 10 to Windows 11 Intune upgrade delivered a secure, predictable and future-ready endpoint environment for Incisive Business Media. The organisation now operates a centrally managed Windows 11 estate aligned with modern device management best practice, significantly reducing security risk ahead of the Windows 10 end-of-support deadline.

The new Autopilot-based deployment model provides a repeatable and scalable approach for future devices, while the phased rollout and structured testing ensured minimal disruption to users. Once enrolled in Intune, the average upgrade time per device was approximately three hours, allowing the migration to progress efficiently without impacting day-to-day operations. Incisive Media now has full visibility, control and compliance across its Windows environment, supported by a platform that enables growth and resilience well beyond 2025.

