



Redefining Endpoint Resiliency & Deployment Simplicity

Comprehensive solutions. Tailored for enterprise.

Miranda Leschke & Steven Hosking

Sponsors





Miranda Leschke

Microsoft · Windows Engineering Group

Role

Product Manager

Focus

Commercial solutions · Windows Backup for Organizations

Blog, Hobbies and more

Reading, baking bread, playing board games with friends,
& riding Divvy bikes around Chicago & along Lake Michigan



Steven Hosking

Microsoft – Windows Engineering

Role

Customer Experience Manager

Focus

Windows at scale – Corporate managed, AKA attempting to make your life easier

Blog, Hobbies and more

Talking Tech, drinking Coffee, 3d Printing.

New PC Experience: From OOBЕ to desktop

Zero-touch deployment • Secure from first boot • Personalized & productive



Unbox & power on

Employee gets a new Windows 11 PC and powers it on for the first time.



Sign-in at OOBЕ

User signs-in with corporate credentials and admin policies are applied.



Security first

Latest quality update downloads during OOBЕ — secure from first boot.



Desktop ready

Secure by default, personalized, with the right apps — productive from day one.



Inbox app management

Refreshed Windows media ships with the latest inbox apps, while IT policy removes unnecessary apps.



Restore settings and Microsoft Store app list




Settings & Microsoft Store apps restore via Windows Backup for Organizations, files through OneDrive, and LOB apps through Intune.





What you'll learn today

In this session, we'll walk through key scenarios that improve the Windows deployment and management experience:

-  **Security first** — How quality updates during OOBЕ keep devices secure from first boot
-  **Personalized from day one** — How Windows Backup for Organizations delivers a familiar, productive desktop
-  **Immediately productive with inbox apps** — How inbox app management keeps apps secure and gives IT control



Installing Windows Quality Updates during OOB

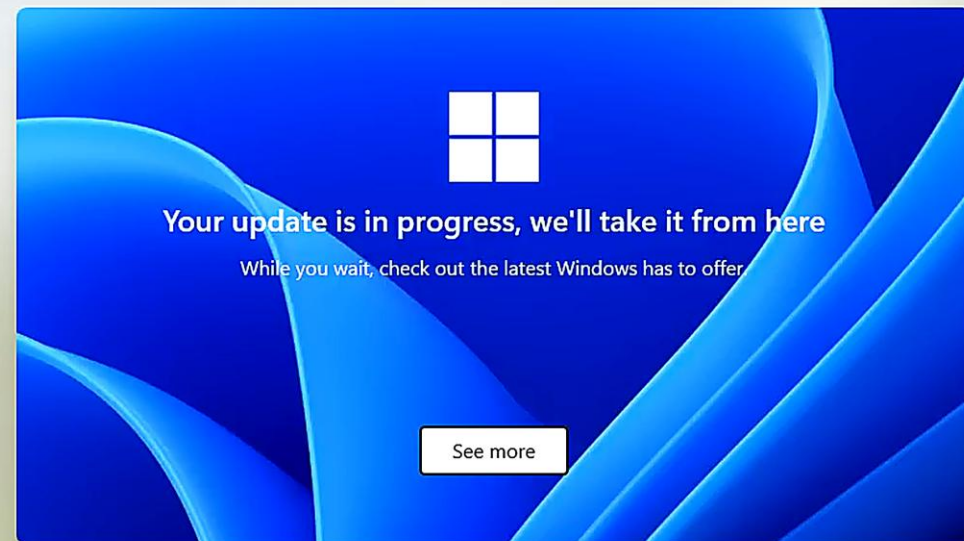
The experience: quality updates

MANAGEABILITY

- IT Admins are in control on which Quality Update is delivered, either latest available or latest “approved” based on Pause and Deferral policy.

END-USER FLOW

- Windows Updates page is shown at the end of OOBE, after the related policy is applied.
- Scan → download → install → reboot



Your update is in progress—this could take a while. Please keep your PC on and plugged in.

Step 1 of 3: Downloading - 2%



Value & benefits

IT admins remain in full control of the scenario

Admins can use Enrollment Status Page (ESP) profiles to enforce quality updates during OOB, while existing pause and deferral policies are honored.

Secure & compliant devices on day one

Devices reach the desktop with the latest quality updates already installed.

Less post-deployment work for IT admins

Reduces post-deployment patching, lowers operational overhead, and delivers a cleaner, reliable deployment experience.

Prerequisites

Target Platforms

Microsoft Entra joined or Microsoft Entra hybrid joined devices running Windows 11, version 23H2 and later (Pro, Enterprise, Edu, and SE SKUs).

MDM with ESP support

Microsoft Intune is an example of MDM (Mobile Device Management) capable of using Enrollment Status Page (ESP) functionality.

Device Targeting

A Windows Autopilot ESP profile is assigned to devices using either Windows Autopilot preregistered device group or using the "All devices" assignment.

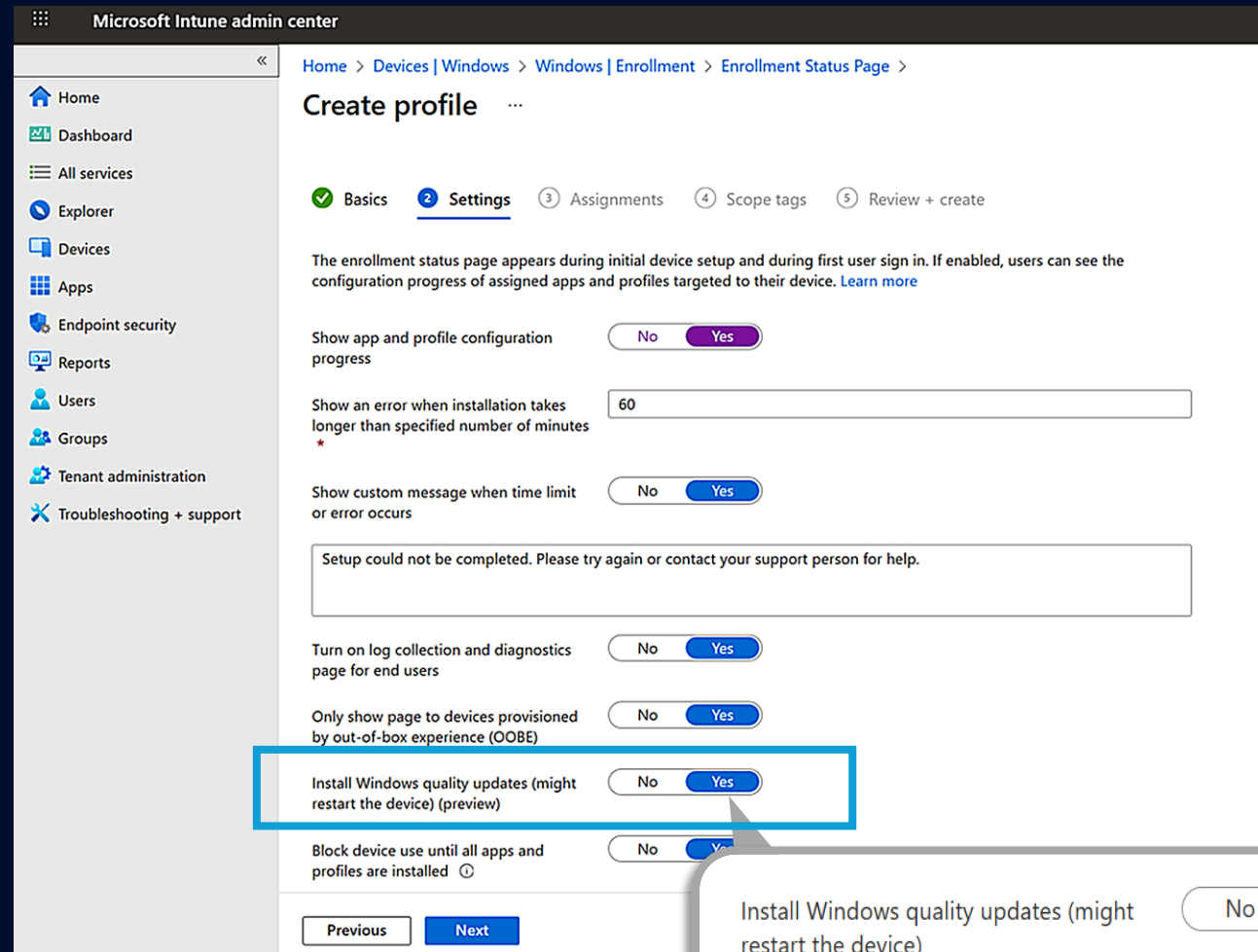


DEMO: Controls

Admin control: quality updates

POLICY CONFIGURATION

- Disabled by default
- Admins can create a new ESP profile to enable
- A device-targeting ESP Profile is required to configure the policy (all ESP Profiles created must be device-targeting)



Microsoft Intune admin center

Home > Devices | Windows > Windows | Enrollment > Enrollment Status Page >

Create profile

1 Basics 2 **Settings** 3 Assignments 4 Scope tags 5 Review + create

The enrollment status page appears during initial device setup and during first user sign in. If enabled, users can see the configuration progress of assigned apps and profiles targeted to their device. [Learn more](#)

Show app and profile configuration progress No Yes

Show an error when installation takes longer than specified number of minutes

Show custom message when time limit or error occurs No Yes

Setup could not be completed. Please try again or contact your support person for help.

Turn on log collection and diagnostics page for end users No Yes

Only show page to devices provisioned by out-of-box experience (OOBE) No Yes

Install Windows quality updates (might restart the device) (preview) No Yes

Block device use until all apps and profiles are installed No Yes

Previous Next

Install Windows quality updates (might restart the device) No Yes



Recap: Installing Windows quality updates during OOB

①

Secure by default

Windows installs the latest approved quality updates in OOB: users land on a patched build at first sign-in.

②

IT admin-controlled

IT admins stay in control using new policy, and Windows honors update pause and deferral policies.

③

Reduce costs

Applying updates during OOB reduces post-deployment patching and lowers operational overhead for IT admins.

LEARN MORE: aka.ms/IntuneOOBEUpdates

Quick survey!





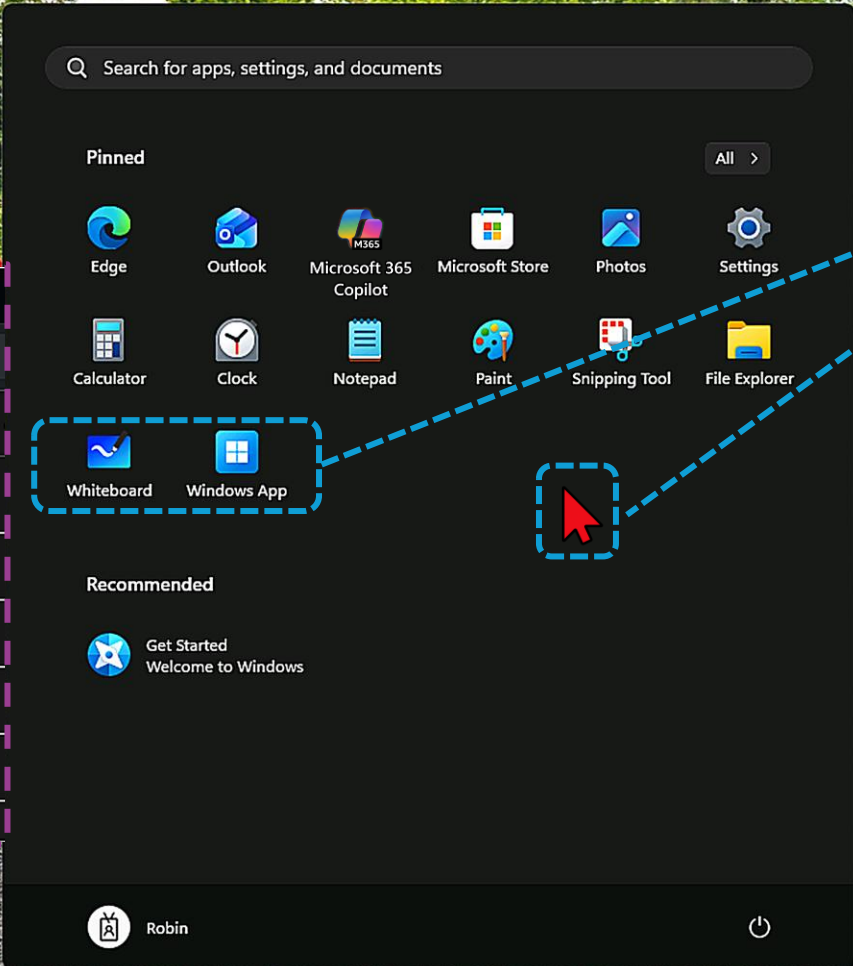
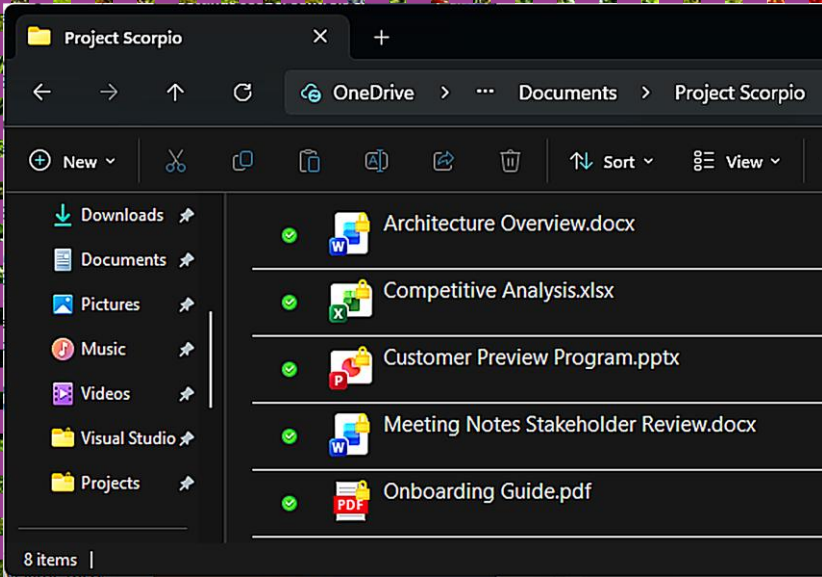
Windows Backup for Organizations



OneDrive Known Folder Move
Work data

Windows Backup for Organizations
Windows settings
(Wallpaper, dark theme, more)
Microsoft Store apps

Microsoft Intune
Policies
Managed apps



Value & benefits

Windows 10 End of service

Transition large fleets to Windows 11 with less friction.

Time to productivity

Land users on a familiar environment.

Reduce total cost of ownership

Fewer helpdesk calls, less troubleshooting, and simpler management across the device lifecycle.

Agility & resiliency

Recover quickly from disruptions at both an enterprise or global scale.

Scope, management & privacy

SCOPE

Settings & Store apps

- Backs up and restores user-level OS settings and Microsoft Store app list.
- Excludes user files and non-store applications.

MANAGEMENT

Admin controls & policies

- Admins manage backup and restore settings via MDM or Group Policy
- Selective controls and group targeting are available

PRIVACY

Identity requirements

- Restore requires the same Entra ID account
- Data is stored in Microsoft's Profile Data Roaming Service (PDRS) and encrypted both at rest and in transit.



Solution scope & technical details



Settings catalog

KEY TAKEAWAYS

- Over 200 individual settings are included
- IT admins can control backup at category level via policy
- Much broader number of settings compared to Enterprise State Roaming (ESR)

Windows Backup settings and preferences catalog

Expand each section to learn about what's backed up for each item that you can select from Settings or from the Windows Backup app.

Apps	∨
Accessibility	∨
Language preferences	∨
Other Windows settings	∨
Personalization	∨

LEARN MORE: <https://aka.ms/Settings/BackupForOrganizations>

Architecture




Data storage

Cloud shared storage layers



Cloud Services

OneDrive 
(desktop background, lockscreen images)

Profile Data Roaming Service



Device

Profile Data Roaming Clients
Backup & restore

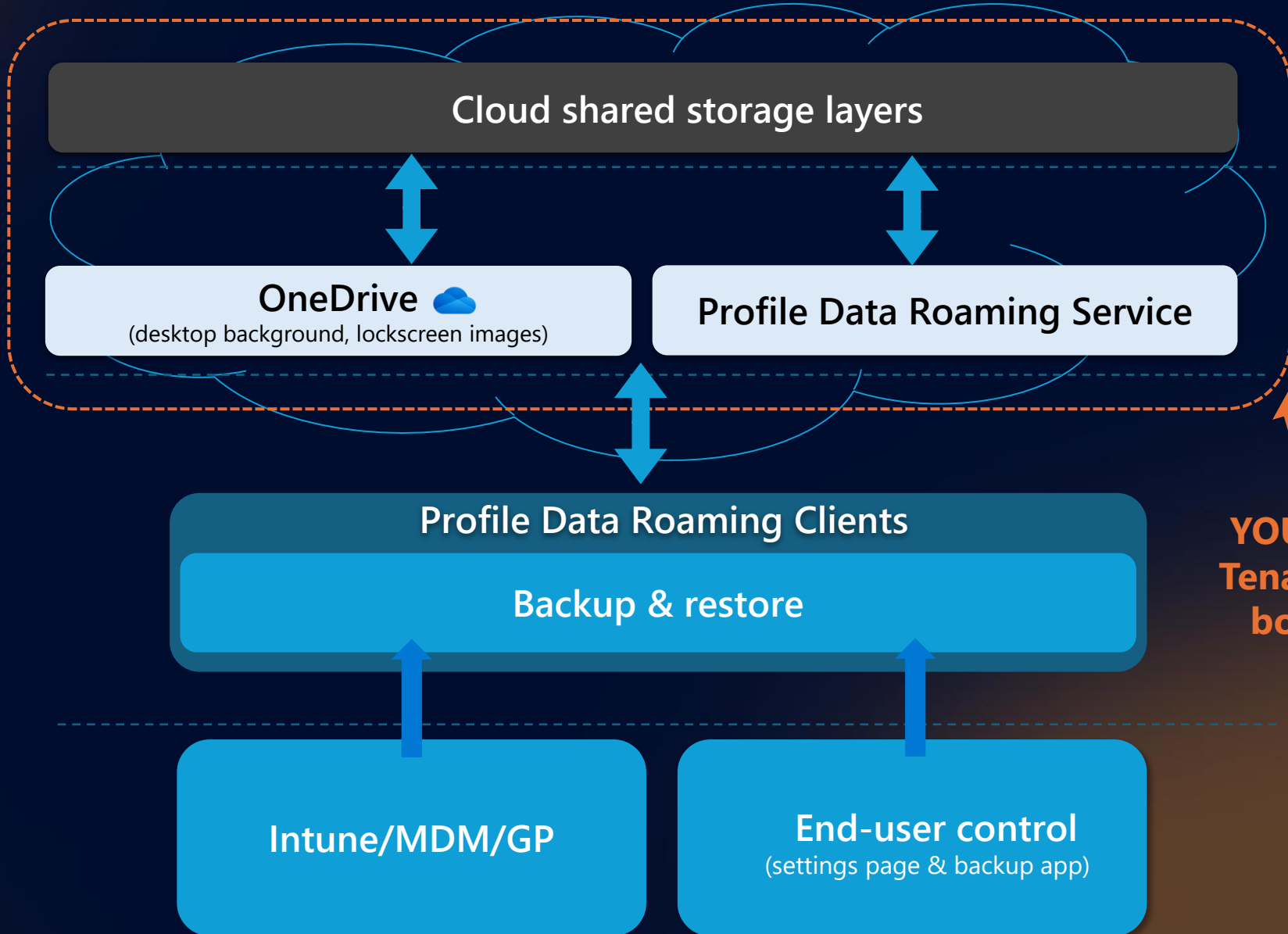
**YOUR M365
Tenant / data
boundary**



Controls

Intune/MDM/GP

End-user control
(settings page & backup app)





DEMO: Controls

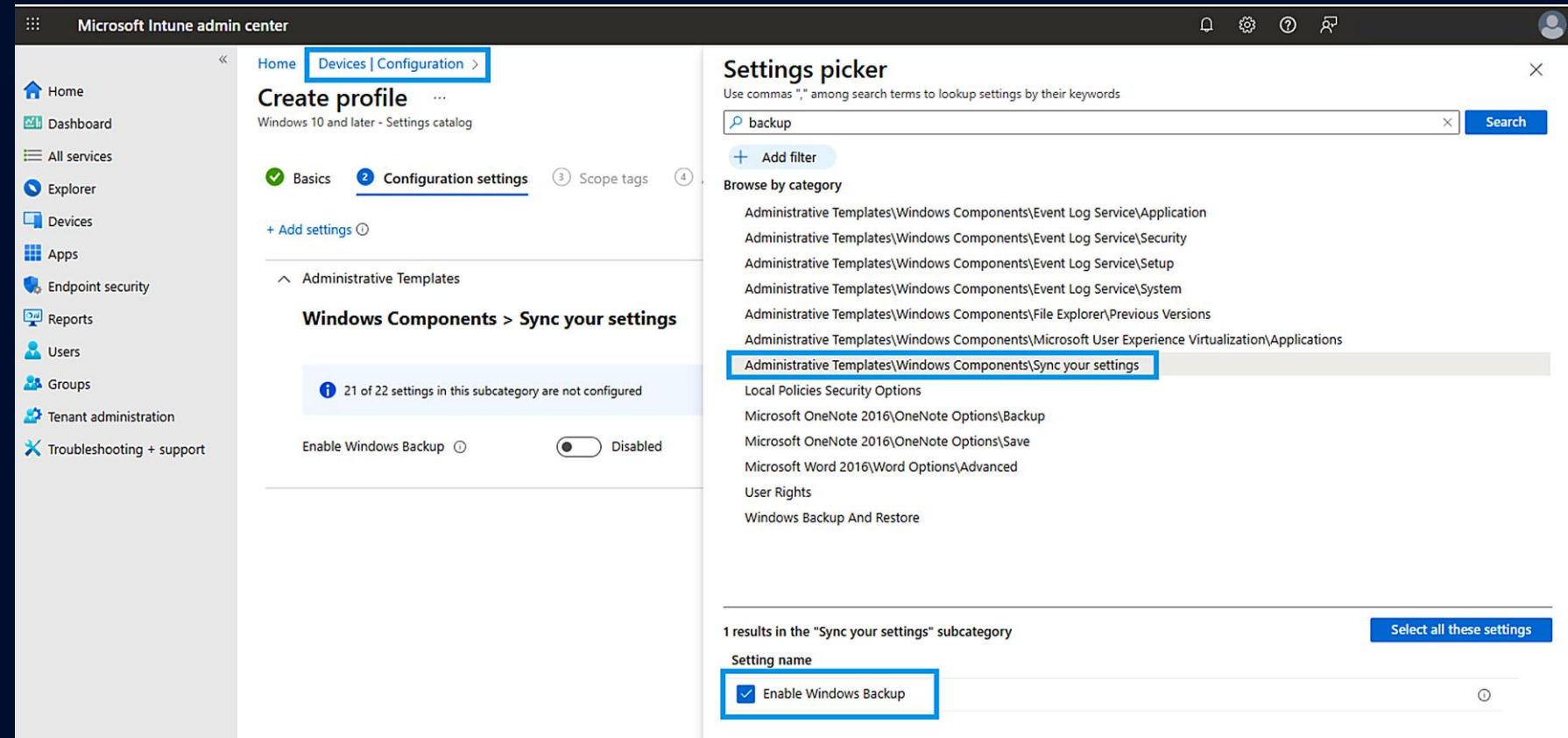
Admin control: backup

HOW A BACKUP RUNS

- Admin-managed and off by default
- User group/device level
- Runs via Task Scheduler every 8 days

BACKUP DATA STORAGE

- Encrypted in transit and at rest in the user's Entra ID cloud profile
- Accessible by the admin



Microsoft Intune admin center

Home **Devices | Configuration**

Create profile

Windows 10 and later - Settings catalog

Basics **2 Configuration settings** Scope tags

+ Add settings

Administrative Templates

Windows Components > Sync your settings

21 of 22 settings in this subcategory are not configured

Enable Windows Backup Disabled

Settings picker

Use commas "," among search terms to lookup settings by their keywords

backup Search

+ Add filter

Browse by category

- Administrative Templates\Windows Components\Event Log Service\Application
- Administrative Templates\Windows Components\Event Log Service\Security
- Administrative Templates\Windows Components\Event Log Service\Setup
- Administrative Templates\Windows Components\Event Log Service\System
- Administrative Templates\Windows Components\File Explorer\Previous Versions
- Administrative Templates\Windows Components\Microsoft User Experience Virtualization\Applications
- Administrative Templates\Windows Components\Sync your settings**
- Local Policies Security Options
- Microsoft OneNote 2016\OneNote Options\Backup
- Microsoft OneNote 2016\OneNote Options\Save
- Microsoft Word 2016\Word Options\Advanced
- User Rights
- Windows Backup And Restore

1 results in the "Sync your settings" subcategory

Select all these settings

Setting name

Enable Windows Backup

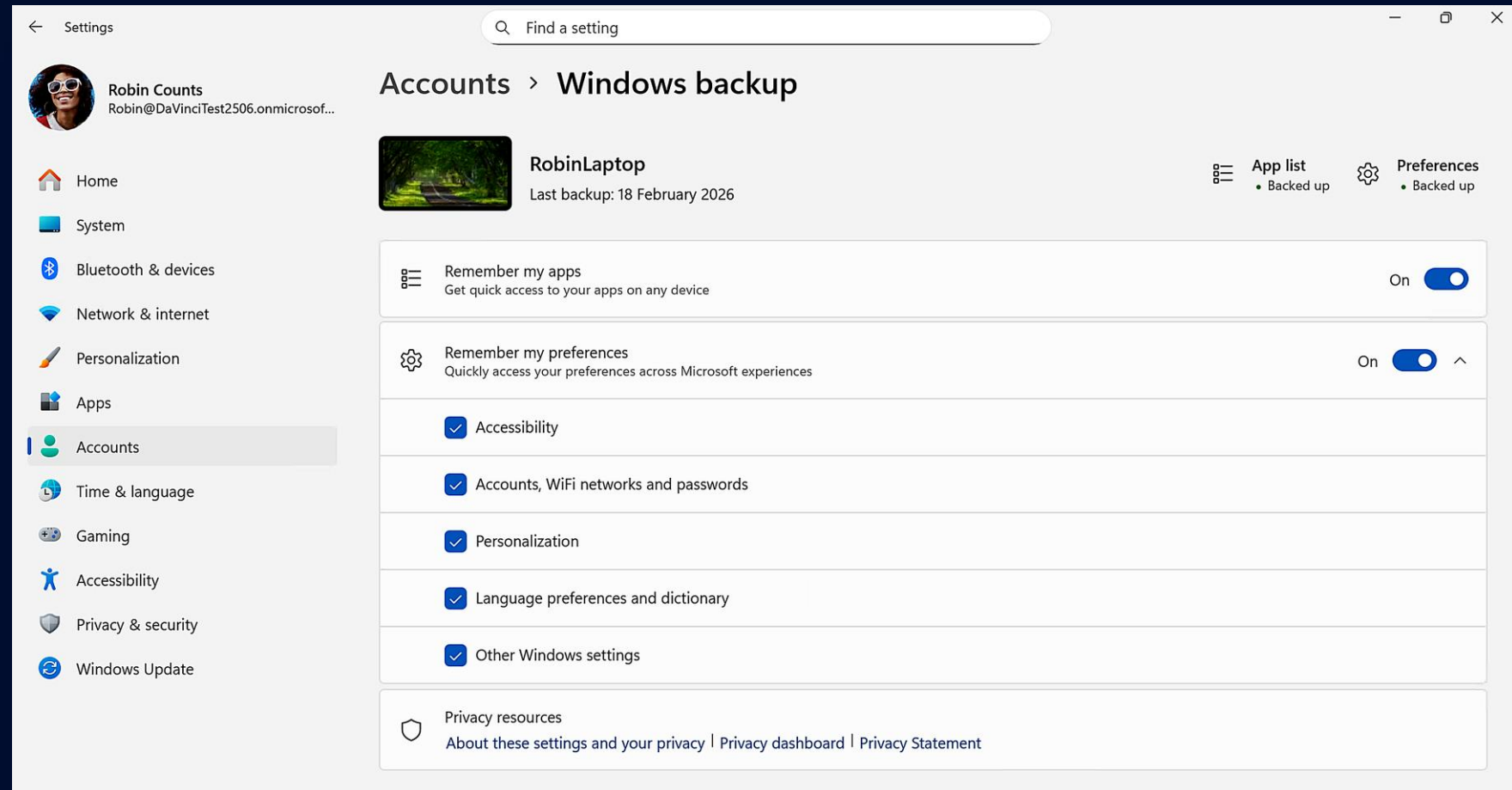
User experience: backup

WHAT USERS SEE

- Categories backed up
- Device associated with the latest backup
- Last successful backup time

DESIGNED FOR TRANSPARENCY

- Users can see backup status
- No setup or configuration
- Runs automatically every 8 days once enabled by IT



The screenshot shows the Windows Settings application. The left sidebar lists various settings categories, with 'Accounts' selected. The main content area is titled 'Accounts > Windows backup'. At the top, it shows the user profile 'Robin Counts' and the device 'RobinLaptop' with a 'Last backup: 18 February 2026' status. Below this, there are two toggle switches: 'Remember my apps' (On) and 'Remember my preferences' (On). A list of categories is shown with checkmarks indicating they are backed up: Accessibility, Accounts, WiFi networks and passwords, Personalization, Language preferences and dictionary, and Other Windows settings. At the bottom, there is a 'Privacy resources' section with links to 'About these settings and your privacy', 'Privacy dashboard', and 'Privacy Statement'.

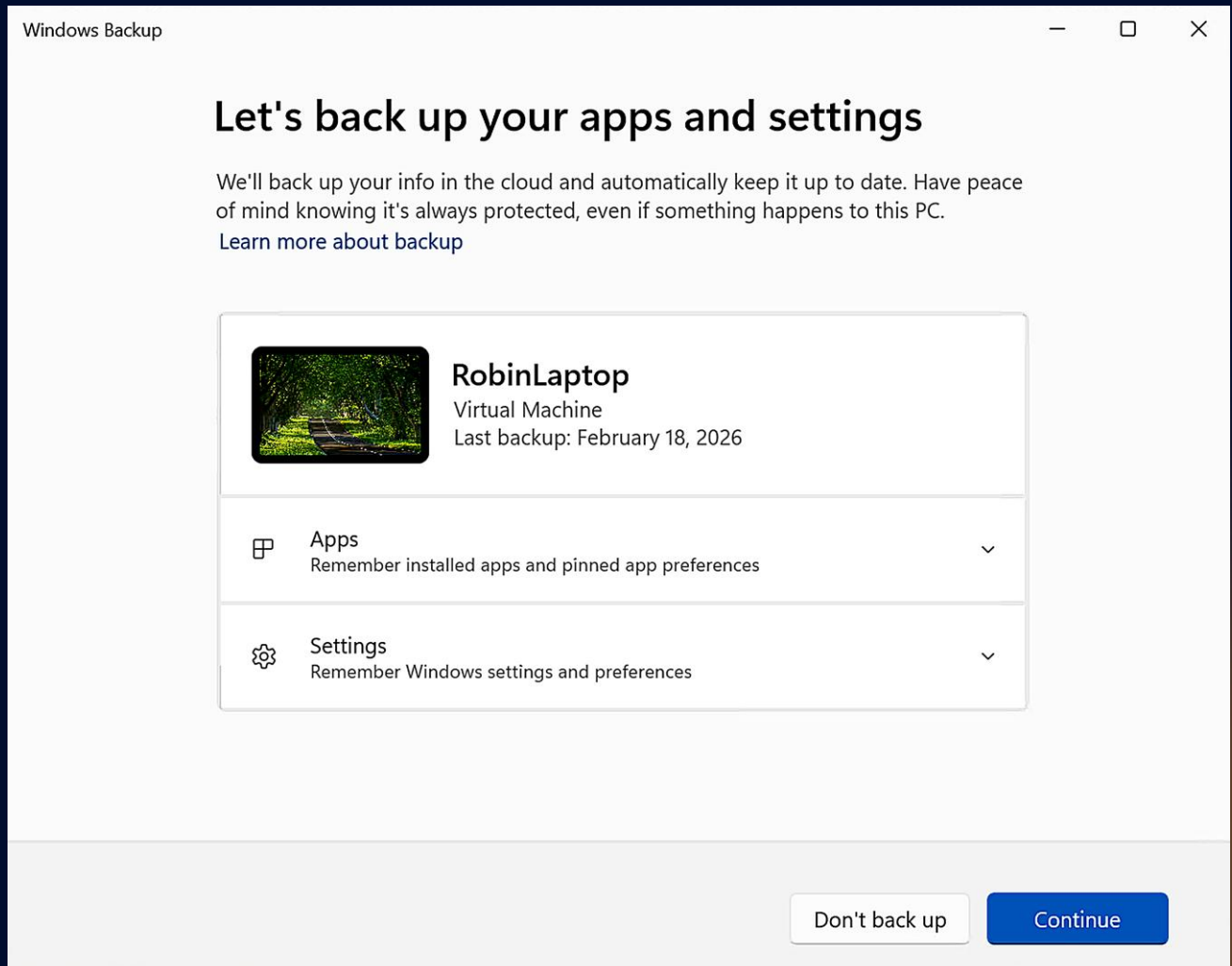
User experience: backup

WHAT USERS CAN DO

- Review categories of the settings that are backed up
- Just in time backup through Windows Backup app
- Confirm their data is protected

WHAT USERS CAN'T CHANGE


- Backup schedule or policy
- Scope beyond what IT allows





Windows Backup

Let's back up your apps and settings

We'll back up your info in the cloud and automatically keep it up to date. Have peace of mind knowing it's always protected, even if something happens to this PC.
[Learn more about backup](#)



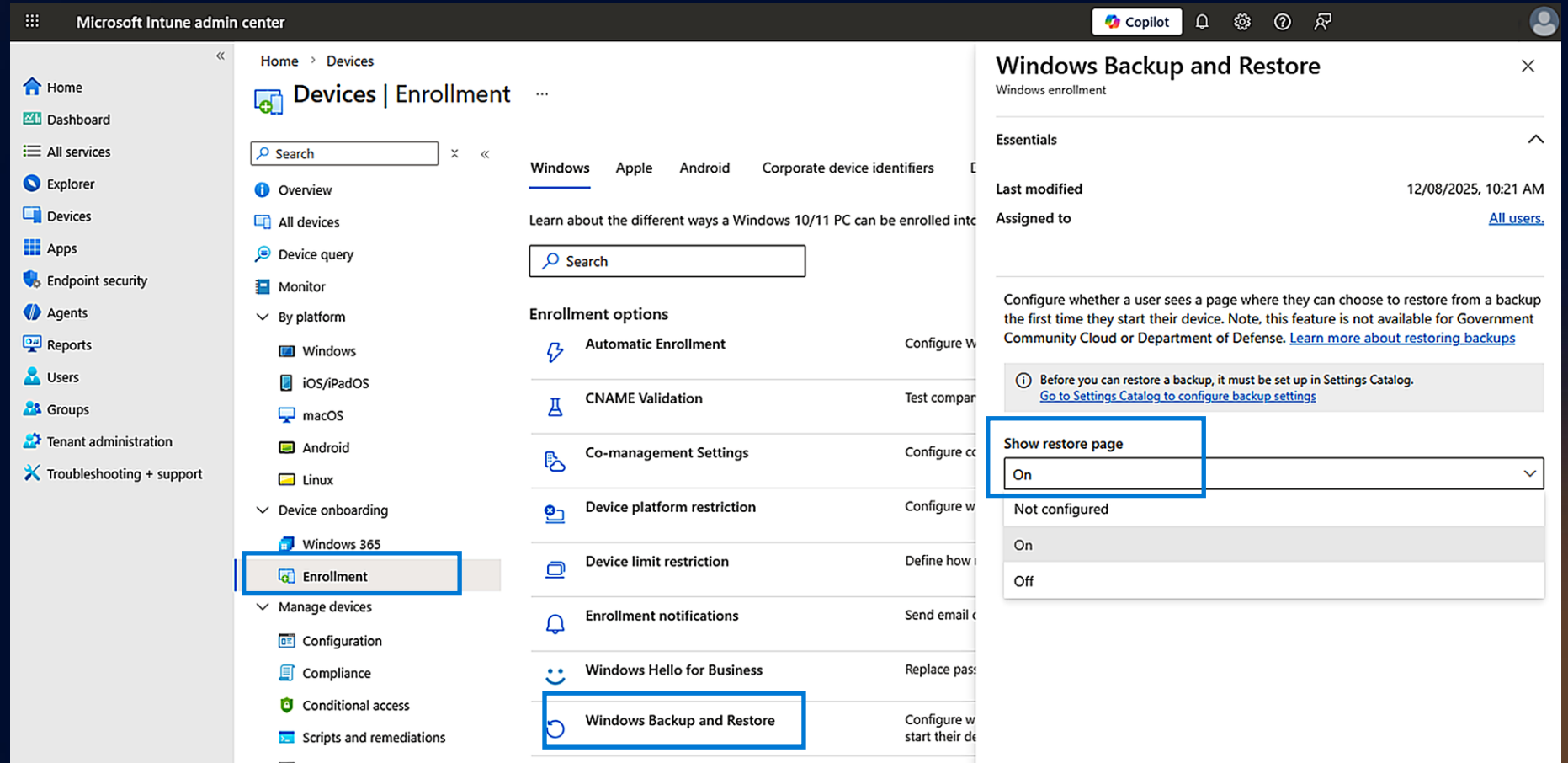
RobinLaptop
Virtual Machine
Last backup: February 18, 2026

	Apps Remember installed apps and pinned app preferences	▼
	Settings Remember Windows settings and preferences	▼

Admin control: restore

ENROLLMENT POLICY

- Applied only once, during device enrollment
- Applies to all devices, tenant-wide



The screenshot displays the Microsoft Intune admin center interface. The left-hand navigation pane shows the 'Enrollment' option under the 'Windows 365' category, which is highlighted with a blue box. The main content area is titled 'Devices | Enrollment' and features a search bar and tabs for 'Windows', 'Apple', 'Android', and 'Corporate device identifiers'. The 'Windows' tab is active, showing a list of enrollment options. The 'Windows Backup and Restore' option is highlighted with a blue box. The right-hand pane shows the configuration for this policy, including the 'Show restore page' dropdown menu, which is also highlighted with a blue box and set to 'On'. A note indicates that the feature is not available for Government Community Cloud or Department of Defense.

Microsoft Intune admin center

Home > Devices

Devices | Enrollment

Search

Overview

All devices

Device query

Monitor

By platform

- Windows
- iOS/iPadOS
- macOS
- Android
- Linux

Device onboarding

- Windows 365
- Enrollment**

Manage devices

- Configuration
- Compliance
- Conditional access
- Scripts and remediations

Windows

Apple

Android

Corporate device identifiers

Learn about the different ways a Windows 10/11 PC can be enrolled into Intune.

Search

Enrollment options

- Automatic Enrollment
- CNAME Validation
- Co-management Settings
- Device platform restriction
- Device limit restriction
- Enrollment notifications
- Windows Hello for Business
- Windows Backup and Restore**

Windows Backup and Restore

Windows enrollment

Essentials

Last modified: 12/08/2025, 10:21 AM

Assigned to: [All users](#)

Configure whether a user sees a page where they can choose to restore from a backup the first time they start their device. Note, this feature is not available for Government Community Cloud or Department of Defense. [Learn more about restoring backups](#)

Before you can restore a backup, it must be set up in Settings Catalog. [Go to Settings Catalog to configure backup settings](#)

Show restore page

On

Not configured

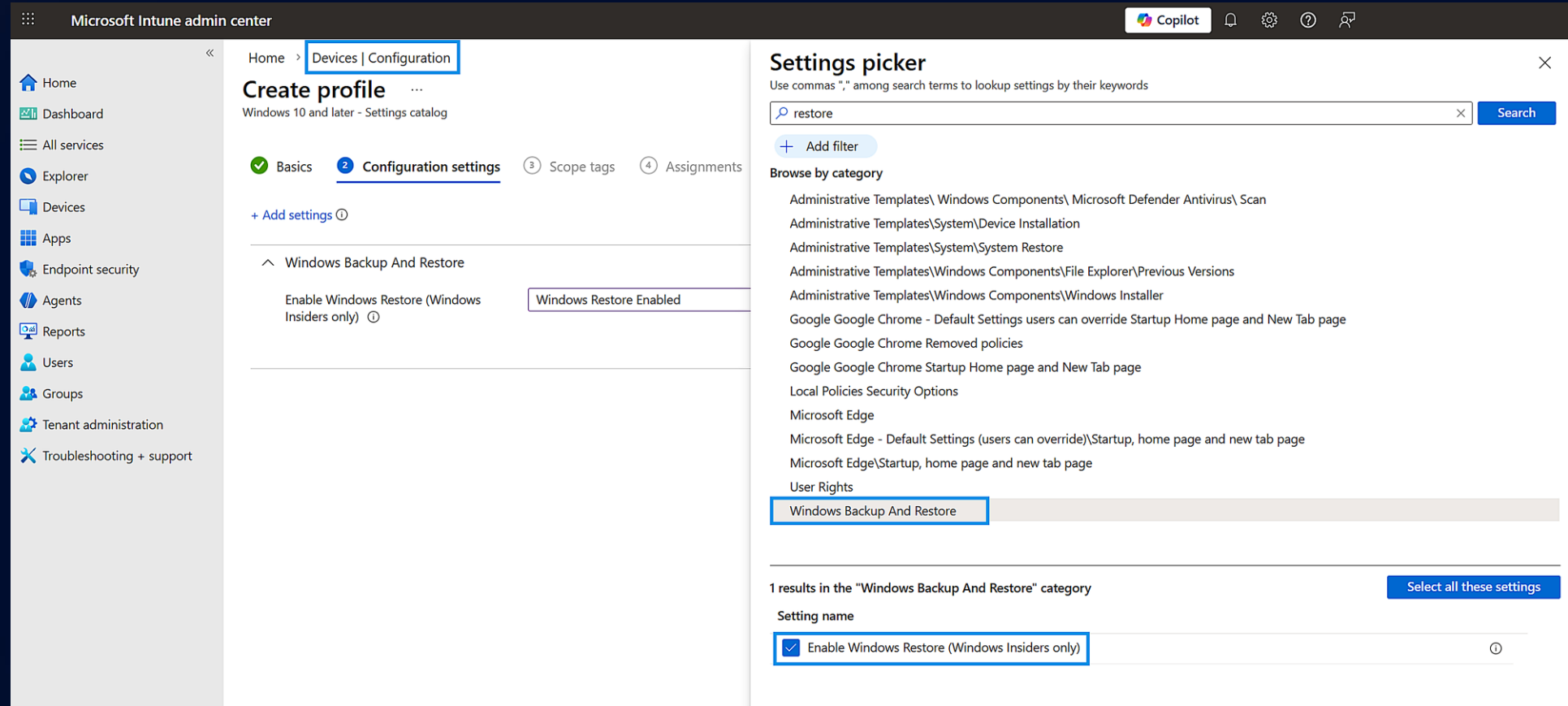
On

Off

Admin control: restore

MDM POLICY

- Applied during each policy refresh
- Can be scoped in Intune



The screenshot shows the Microsoft Intune admin center interface. The main content area is titled 'Create profile' and is focused on 'Configuration settings' for 'Windows Backup And Restore'. The 'Enable Windows Restore (Windows Insiders only)' setting is highlighted with a blue box, and its value is 'Windows Restore Enabled'. On the right, the 'Settings picker' is open, showing a search for 'restore' and a list of settings. The 'Windows Backup And Restore' category is selected, and the 'Enable Windows Restore (Windows Insiders only)' setting is checked in the results list.

Microsoft Intune admin center

Home > Devices | Configuration

Create profile ...

Windows 10 and later - Settings catalog

Basics Configuration settings Scope tags Assignments

+ Add settings ⓘ

Windows Backup And Restore

Enable Windows Restore (Windows Insiders only) ⓘ Windows Restore Enabled

Settings picker

Use commas "," among search terms to lookup settings by their keywords

restore Search

+ Add filter

Browse by category

- Administrative Templates\Windows Components\Microsoft Defender Antivirus\Scan
- Administrative Templates\System\Device Installation
- Administrative Templates\System\System Restore
- Administrative Templates\Windows Components\File Explorer\Previous Versions
- Administrative Templates\Windows Components\Windows Installer
- Google Google Chrome - Default Settings users can override Startup Home page and New Tab page
- Google Google Chrome Removed policies
- Google Google Chrome Startup Home page and New Tab page
- Local Policies Security Options
- Microsoft Edge
- Microsoft Edge - Default Settings (users can override)\Startup, home page and new tab page
- Microsoft Edge\Startup, home page and new tab page
- User Rights
- Windows Backup And Restore

1 results in the "Windows Backup And Restore" category

Select all these settings

Setting name

Enable Windows Restore (Windows Insiders only) ⓘ

User experience: restore

WHEN RESTORE IS SHOWN

- During OOBE
- During First Sign-in

RESTORE CONDITIONS

- Restore is enabled by admin
- At least one PC backup
- Restore has not yet been shown
- Windows 11 with minimum OS version met



Welcome back, Robin!

There's a backup of your previous PC which may have settings and Microsoft Store apps saved. We can bring over your info to this PC once you finish your setup. [Privacy Statement](#)

Restore from your PC backup



RobinDevBox

Last backup: February 17, 2026

[More options](#)

[Learn more](#)

[Continue](#)

Recap: Windows Backup for Organizations

①

Comprehensive approach

Windows Backup for Organizations offers a strategic solution for enterprise Windows backup and migration needs.

②

Robust architecture

Strong, reliable system design ensures data integrity and efficient migration. Built directly into Windows, no installation required.

③

User-focused experience

Emphasizes ease of use and a smooth user experience to support enterprise upgrade and protection efforts.

LEARN MORE: <https://aka.ms/Overview/BackupForOrganizations>

Quick survey!





Inbox app management

- Updated inbox apps in Windows media
- Inbox app removal



Updated inbox apps in Windows media

The problem: Apps have security vulnerabilities until updated

Today, the device state after the deployment

- ⚠ Users open the Microsoft Store and see 30–50 apps requesting updates
- ⚠ Launching an inbox app often triggers an update prompt before it can be used
- ⚠ Background app updates consume bandwidth and reduce device performance

We're fixing this. With monthly service media, inbox apps come pre-updated — secure and ready from first boot.

Value & benefits

Stronger security & compliance

Monthly service media now includes newer inbox app versions — reducing exposure to known CVEs present in older RTM builds.

Faster deployments

Fewer post-install updates needed, less bandwidth usage, and quicker time-to-productivity for end users.

Cleaner admin experience

Fewer alerts, fewer remediation steps, and a more predictable app baseline out of the box.

Better user experience

Apps are more current and usable immediately after first sign-in.

Prerequisites, scope & management

PREREQUISITES

Refreshed monthly service media

- Use refreshed monthly service media instead of RTM media
- Includes OS security fixes and app updates for Windows 11 (24H2+) and Windows Server 2025.

SCOPE

Microsoft inbox Store apps

- Includes newer inbox Microsoft Store apps
- Apps included may not be the absolute latest version but are significantly more current and secure than the original RTM versions.

MANAGEMENT

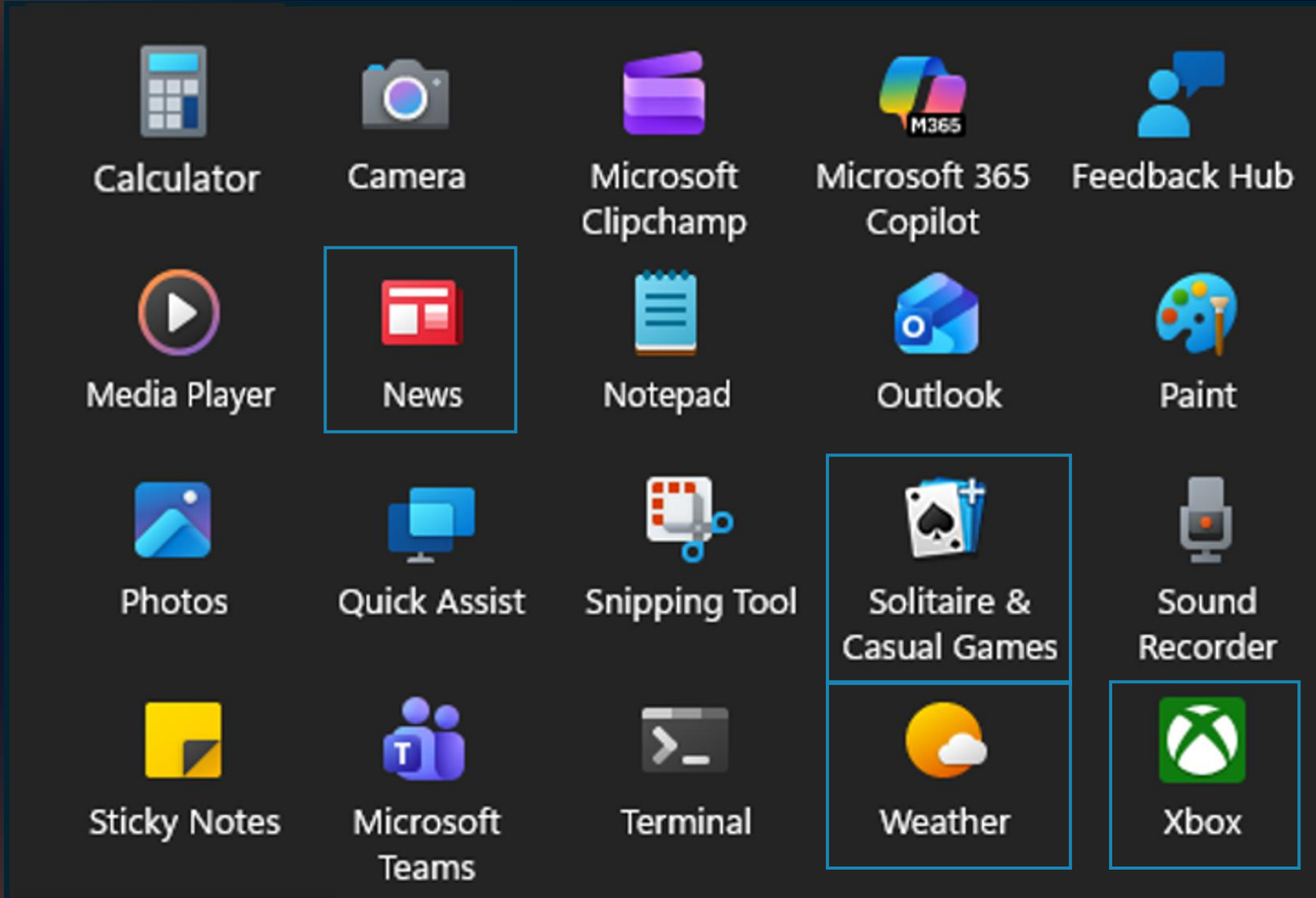
No configuration required


- When deploying using monthly service media, updated inbox apps are included automatically.
- No policies or admin action needed.



Inbox app removal

The scope: removal apps



 Boxed apps = pre-selected upon policy enablement

Value & benefits

Reduce overhead & operational burden

No more maintaining fragile scripts or custom images. App removal is handled natively via policy, at scale, during provisioning

Create a cleaner, work-ready device

Consumer distractions like Solitaire and Xbox are gone from day one, leaving employees with a focused, professional environment.

Maintain a controlled baseline

Selected apps are deprovisioned and blocked from reinstalling while policy is active—IT controls the configuration.

Improve end-user experience

Employees get a device with less noise, fewer distractions, and an experience that reflects company standards.

How it works



ENABLE & SELECT

Opt-in at the device level

- Admin enables policy and selects apps from a curated removal list.
- Requires Windows 11 Enterprise/Education, version 25H2 or newer.

ENFORCEMENT

Provisioning or sign-in

- Runs during OOBE/provisioning, sign-in after an OS upgrade or after a policy update.
- Key advantage over scripting – no manual timing required.

DE-PROVISION & BLOCK

Blocks app reinstallation

- Windows de-provisions selected apps and blocks reinstallation while the policy remains active
- Transparent to the user – no errors, no prompts.

REVERSAL

Explicit policy change required

- Admin clears app selection in policy, syncs, then re-provisions
- No accidental restoration – reinstatement is always deliberate

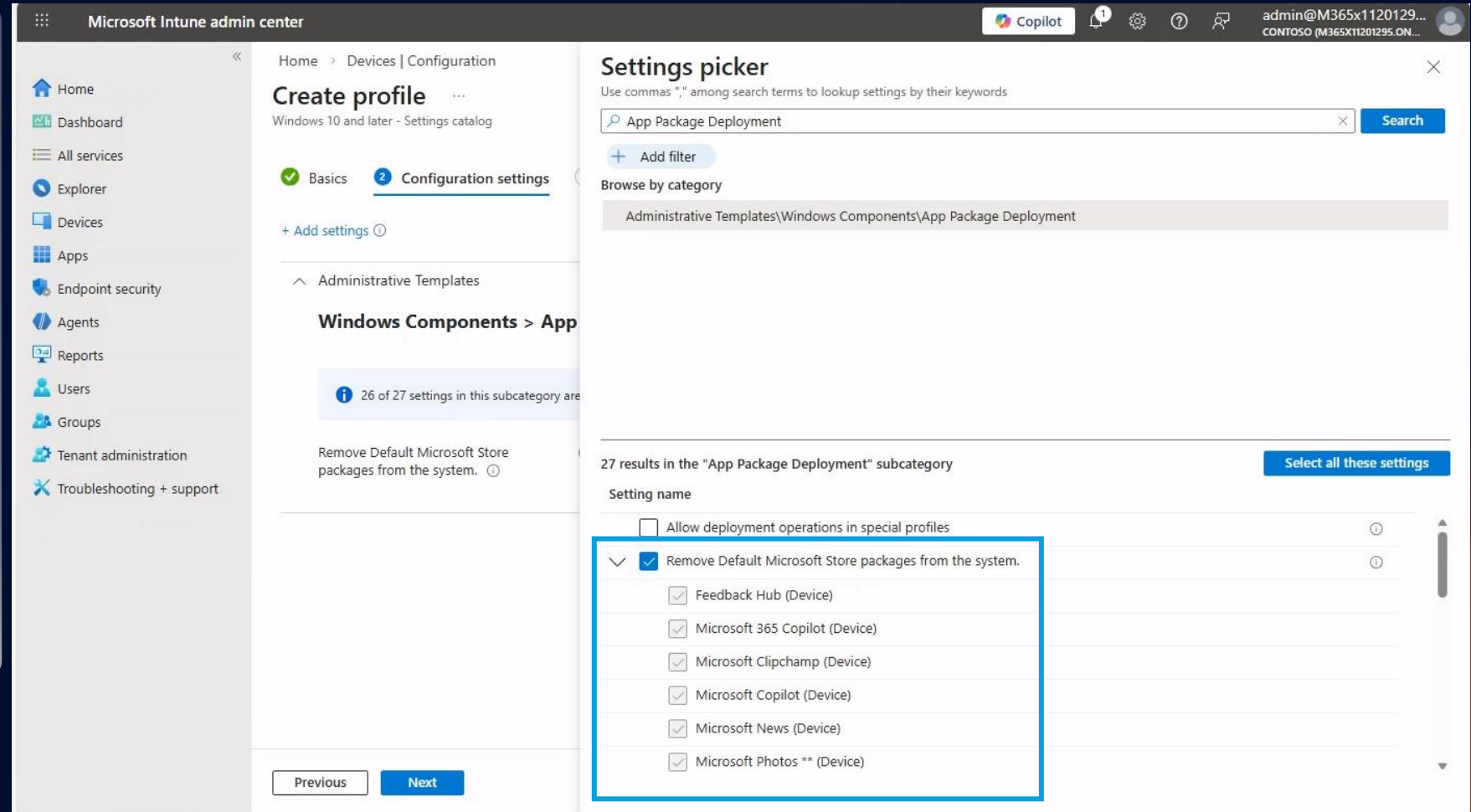


DEMO: Controls

Admin control: enabling

CSP POLICY

- Computer Configuration
 - Administrative Templates
 - Windows Components
 - App Package Deployment
 - **Remove default Microsoft Store packages from the system**



The screenshot shows the Microsoft Intune admin center interface. The main content area is titled 'Create profile' and is in the 'Configuration settings' step. The breadcrumb trail is 'Home > Devices | Configuration'. The left sidebar shows navigation options like Home, Dashboard, All services, Explorer, Devices, Apps, Endpoint security, Agents, Reports, Users, Groups, Tenant administration, and Troubleshooting + support. The main content area shows 'Administrative Templates' expanded to 'Windows Components > App Package Deployment'. A message indicates '26 of 27 settings in this subcategory are'. Below this, the setting 'Remove Default Microsoft Store packages from the system.' is highlighted with a blue box. The 'Settings picker' on the right shows a search for 'App Package Deployment' and lists 27 results in the 'App Package Deployment' subcategory. The 'Remove Default Microsoft Store packages from the system.' setting is checked, and its sub-settings are also checked: Feedback Hub (Device), Microsoft 365 Copilot (Device), Microsoft Clipchamp (Device), Microsoft Copilot (Device), Microsoft News (Device), and Microsoft Photos ** (Device). A 'Select all these settings' button is visible at the top right of the settings list.



Demo

Using Intune to configure inbox app removal.



Policy-based App Removal

Go to aka.ms/PolicyBasedAppRemoval to view the video
(scroll to the bottom of the page)

via Intune

Rolling out in preview

Dynamic removal of MSIX/APPX-
packaged apps by app family
package name

Coming soon to Windows 11 24H2



Recap: Inbox app management

①

Keeps apps secure and current

Monthly service media ships with newer inbox app versions, reducing vulnerabilities and ensuring apps are ready to go from first boot.

②

Control what apps are on the device

Inbox app removal lets IT de-provision consumer apps like Solitaire and Xbox natively – no fragile scripts or custom images required.

③

Improve end-user experience

Employees land on a clean, work-ready desktop with current apps and fewer distractions – all configured by policy at provisioning.

LEARN MORE: <https://aka.ms/AppRefreshOnMedia>

LEARN MORE: <http://aka.ms/PolicyBasedAppRemoval>





Quick survey!





Session recap

Today we covered key scenarios that redefine endpoint resiliency and deployment simplicity:

-  **Windows Quality Updates during OOB** — Devices are secure and patched before reaching the desktop
-  **Windows Backup for Organizations** — Users land on a familiar, personalized, productive desktop from day one
-  **Updated inbox apps in media** — Apps are current and secure out of the box with monthly service media
-  **Inbox app removal** — IT controls which consumer apps are removed natively via policy

These capabilities were built from your feedback. Keep it coming! We'd love to hear from you.



Please rate this session on
Sched.com

We would love to hear what
you liked and how we could
improve!

Thanks!

All the quick surveys!

Quality Updates in OOBE



Windows Backup



Inbox app management

