

Upgrade the Desktop

Microsoft Office Professional Plus 2007 and Windows Vista Discussion Guide



Introduction.

There are many challenges facing the customer in today's marketplace. With Microsoft® Office Professional Plus 2007 and the Windows Vista™ operating system on employees' desktops, you can address many of these challenges. These solutions help: simplify how people work together, protect and manage content, find information and improve business insights, reduce IT costs and improve security.

How to use this discussion guide.

This discussion guide has been provided so you have the basic information you need to initiate conversations with your mid-size business customers about upgrading their desktops—all at your fingertips. With the key talking points provided on this card, you will be able to quickly position Office Professional Plus 2007 and Windows Vista for your customer's unique scenario.

The Microsoft "Upgrade the Desktop" campaign.

The "Upgrade the Desktop" campaign enables you to:

- Begin a dialog with your customers about upgrading their desktops.
- Promote two products through one customer touch—Office Professional Plus 2007 and Windows Vista.
- Take advantage of up-sell opportunities through the Open License program.
- Target mid-sized businesses that have purchased through the Open License program.

Customer.

Customer profiles.

Office Professional Plus 2007.

Prioritize your prospective customers based on the following Office Professional Plus 2007 upgrade scenarios:

- Customers with an expiring annuity agreement within the next six months.
- Customers who traditionally upgrade to the latest version of the Microsoft Office system soon after launch.
- Customers currently using Microsoft Office XP (or earlier Microsoft Office system versions) can benefit from the significant new benefits in Office Professional Plus 2007.
- Customers who have recently upgraded to Microsoft Office 2003 Editions.

Windows Vista.

Prioritize your prospective customers based on the following Windows Vista upgrade scenarios:

- Customers with an expiring annuity agreement within the next six months.
- Customers who have made previous purchases of Windows XP Volume Licenses.
- Customers who have purchased PCs within the previous 18 months and wish to prolong the life of their PCs.
- Companies that have server products already installed in their infrastructure may be more equipped to upgrade to a new Windows client.
- Customers in industries requiring a larger mobile workforce are a good upgrade opportunity (because laptop hardware refresh cycles are considerably shorter than that of desktop computers).

What challenges are customers facing?

In today's workplace, IT professionals are looking for solutions that:

- Simplify how people work together.
- Help protect and manage content.
- Find information and improve business insight.
- Reduce IT costs and improve security.

For more information on these top needs, refer to the chart on the back. Also included is how Windows Vista and Office Professional Plus 2007 working together on people's desktops can address these challenges and their support points.

Products.

Office Professional Plus 2007.

Office Professional Plus 2007 helps customers experience simplified collaboration. Works seamlessly out-of-the box with the new Microsoft Windows® SharePoint® Services which creates a powerful, self-service collaboration environment that supports workflow-enabled document review. It also enables the transfer of document libraries offline into Microsoft Office Outlook® for synchronization with Windows SharePoint Services.

In addition to Office Professional Plus 2007 helping employees find the right people, it helps them locate the right information and make better decisions faster. For instance, Microsoft Office Excel® 2007 makes sophisticated data analysis available through easier access to corporate data sources, redesigned interfaces for PivotTable views, and more powerful and easy-to-use conditional formatting. Also advances in Microsoft Office InfoPath® 2007 enable people to create easy-to-use electronic forms, helping to reduce time and cost.

Office Professional Plus 2007 provides exclusive programs not offered in Office Professional.

Designed for the midsized business, Office Professional Plus 2007 offers employees the latest versions of the familiar Office System Program and additional exclusive programs, such as Microsoft Office InfoPath 2007 and Office Communicator 2007. For an at-a-glance view on the distinct benefits of Office Professional Plus 2007, refer to the following chart.

	Office Professional	Office Professional Plus 2007
Microsoft Office Word 2007	✓	✓
Office Excel 2007	✓	✓
Microsoft Office PowerPoint® 2007	✓	✓
Microsoft Office Publisher 2007	✓	✓
Office Outlook 2007 with Business Contact Manager	✓	
Office Outlook 2007		✓
Microsoft Office Access 2007	✓	✓
Office InfoPath 2007		✓
Microsoft Office Communicator 2007		✓
Integrated enterprise content management		✓
Electronic forms		✓
Advanced information rights management and policy capabilities		✓
Microsoft Software Assurance* benefits: spread payments, future releases, training, home-use program		✓

*Software Assurance is an additional purchase with an Open License, and is included in an Open Value License. Office Professional Plus 2007 is available exclusively through Volume Licensing.

Windows Vista.

Earning a higher return on an IT investment is easier with the right operating system. Windows Vista software helps people get the most out of their PCs with smarter information management tools, advanced mobility, and innovative security technologies. Plus, with Windows Vista, IT professionals can reduce the cost and complexity of deploying and managing PCs and help improve reliability and corporate compliance. For more information on Windows Vista, contact your Microsoft representative.

Windows Vista versions.

Two Windows Vista versions are available for your customers: Windows Vista Business and Windows Vista Enterprise. For an at-a-glance view at the different versions and their features, refer to the following chart.

	Windows Vista Business	Windows Vista Enterprise
Windows Aero™ Interface	✓	✓
Integrated desktop search	✓	✓
Mobility Center and Windows Meeting Space	✓	✓
User Account Control and Windows Defender	✓	✓
Performance self-tuning and diagnostics	✓	✓
Windows Imaging file format and System Image Manager	✓	✓
Windows BitLocker™ Drive Encryption		✓
Multilingual User Interface (MUI)		✓
Support advanced application compatibility via rights to four virtual operating systems		✓
Subsystem for UNIX-based applications		✓

Windows Vista Enterprise is available exclusively through a Microsoft Software Assurance contract.

How to buy.

Microsoft Open Licensing with Microsoft Software Assurance.

Microsoft Volume Licensing is a cost-effective means to acquire multiple licenses of Microsoft software. The Open Licensing program is available for midsized organizations.

The benefits of Open Licensing are:

- Cost-effective way to get licenses for a PC environment.
- Provides access to Office Professional Plus 2007 (only available through Volume Licensing).
- Ability to purchase the upgrade to Windows Vista at a discounted price.

There are multiple licensing options within the Open Licensing Program: Microsoft Open License, Open License plus Software Assurance, and Microsoft Open Value License.

Software Assurance.

Software Assurance (SA) is a maintenance program that provides multiple benefits to help companies maximize the value of Microsoft software. SA can help minimize licensing costs and improve business productivity by offering:

- Training tools.
- Deployment services.
- Expanded support offerings.

Plus, when companies purchase Office Professional Plus 2007 with SA, they can get additional training and deployment credits.

Software Assurance is an additional purchase with Open License, but is included in Open Value. And Windows Vista Enterprise will only be available via Software Assurance.

Windows Vista Enterprise SKU.

The Windows Vista Enterprise SKU is an exclusive benefit of Software Assurance. With Windows Vista Enterprise, businesses get:

- Enhanced data protection with Windows BitLocker Drive Encryption in case a laptop is lost or stolen.
- Support for advanced application compatibility solutions with support for four virtual operating systems and subsystem for UNIX applications.
- Lower deployment and image management costs with the ability to deploy a single operating system image for multiple languages and hardware types.

Volume License options and benefits for the 2007 Microsoft Office system.

	Office Professional Plus 2007	Payment terms	Software Assurance benefits	Future releases	Training and other benefits	Home Use program
Non VL Programs		Pay as you go				
Open License	✓	Pay as you go				
Open License + Software Assurance	✓	Upfront payment two-year contract	✓ ¹	✓	✓ ^{**}	✓
Open Value	✓	Annual payments over three years	✓	✓	✓ [*]	✓

¹Includes CPLS Training Vouchers (with 50 licenses), eLearning, Business Value Discovery Workshop, Architecture Design Session, and Employee Purchase Program. ^{**}Includes eLearning, and Employee Purchase Program. ^{*}Only if upgrade happens within the contract.

Windows Client Volume Licensing options and Software Assurance benefits.

	Payment terms	PC coverage	Upgrade licenses	Future OS releases	Windows Vista Enterprise*	Training and other benefits**
Open License	Pay as you go	No set coverage	✓			
Open License + Software Assurance	Pay as you go	No set coverage	✓	✓	✓	✓
Open Value	Annual payments over three years	Up to entire business	✓	✓	✓	✓
Software Assurance [†]	Upfront or annual payments over three years	Specified volume over two to three years		✓	✓	✓



^{*}Includes Windows Professional Edition and Virtual PC Express. ^{**}Includes CPLS training vouchers, e-learning, Business Value Discovery Workshop, Architecture Design Session, Employee Purchase Program, and 24 hours a day, seven days a week Problem Resolution Support. [†]Can be added to Open License Agreements within 90 days of PC purchase; already included in Open Value Agreements. (Note: If you have more than 250 PCs in your organization, you could save even more money and streamline operations further with an Enterprise Agreement (EA) from Microsoft. Talk with your Partner about setting up an EA today.)



Upgrade the Desktop

Windows Vista and Microsoft Office Professional Plus 2007 Discussion Guide



Need	Challenge	Benefit	Features	Features
				
<p>Simplify how people work together.</p>	<p>Teams are increasingly challenged to work not only across time, geography, and organizational boundaries, but also with customers and partners.</p>	<p>Wherever people work in an organization, it's now easier for them to communicate and work together in teams and with customers and partners.</p>	<ul style="list-style-type: none"> Self-service collaboration: Out-of-the-box integration with Windows SharePoint Services creates a powerful self-service collaboration environment that supports workflow-enabled document review. Easier connections with co-workers and colleagues: Microsoft Office Communicator 2007* helps improve employee productivity by enabling easier communication with others in different locations or time zones through a range of communication options, including instant messaging (IM)—making it easier for people to communicate directly from within the rich, familiar, and intuitive interface of their Office desktop. Instant messaging and presence indicators will be enabled by a free service made available to Office Professional Plus 2007 customers. To-do tracking: Gives a consolidated view of upcoming appointments, tasks, and e-mail messages flagged for follow-up. Allocating time to work on tasks is as easy as dragging and dropping them onto a calendar. New graphics, charting engine, themes capability, and PDF format: Advanced capabilities make it easy to create high-impact and compelling documents. 	<ul style="list-style-type: none"> Allow teams to easily collaborate anywhere: With Windows Meeting Space, presentations and files can be shared across a small group without the need for a projector or a network. Increase the value of mobile professionals in any environment: <ul style="list-style-type: none"> Access network information on the road with easier offline access to commonly used network files and synchronize info between laptops, desktops, and mobile devices. Manage all mobile system settings from a single location and work more effectively with improved power management and wireless support.
<p>Help protect and manage content.</p>	<p>Companies struggle to simplify their everyday business processes and better control their ever-increasing volume of content.</p>	<p>Streamline the everyday business processes and content compliance procedures that are slowing people down.</p>	<ul style="list-style-type: none"> Document sharing with enhanced security: The Document Inspector feature in Office Word 2007 makes it easy to remove "invisible" information such as comments, hidden text, and properties from documents, spreadsheets, and presentations. New Microsoft Office Open XML Formats: Enable smaller, more robust documents and deep integration with information systems and external data sources, helping to reduce both cost and complexity and helping enable people to work confidently with consistent and current information. Instant workflows: Allows people to extend workflows with InfoPath 2007, created with Windows SharePoint Services, within an e-mail, or create a workflow on the fly, allowing for serial and parallel workflows, as well as tracking and auditing of the process. 	<ul style="list-style-type: none"> Help lower the risk of data theft: <ul style="list-style-type: none"> Windows BitLocker Encryption**—encryption technology to prevent personal and system data from compromised when a machine is lost or stolen. Restrict the use of removable storage devices to keep valuable information from walking out the door.
<p>Find information and improve business insights.</p>	<p>Organizations generate more and more information that is increasingly valuable, but also increasingly hard to locate and use in a meaningful way.</p>	<p>People across organizations now have faster, easier access to the information they need, and the tools to make sense of that information.</p>	<ul style="list-style-type: none"> New user interface: Makes it easier for people to find and use the powerful features of Office Professional Plus 2007. Greater insights from spreadsheet data: Office Excel 2007 makes sophisticated data analysis available for more information workers through easier access to corporate data sources, redesigned interfaces for PivotTable dynamic views and more powerful and easy-to-use conditional formatting. More power from electronic forms to streamline business processes: Advances in Office InfoPath 2007 enable people to deploy forms as e-mail messages, for completion without leaving the familiar Office Outlook 2007 environment. 	<ul style="list-style-type: none"> Quickly find the information people need: <ul style="list-style-type: none"> Easy-to-use desktop search tools allow people to search across all file types and file contents and find information regardless of its location. Clearly preview documents and find the items needed with live icons. Organize documents based on their contents using search folders.
<p>Help reduce IT costs and improve security.</p>	<p>Organizations need secure, cost-effective systems that are easy to deploy.</p>	<p>Help reduce security risks and simplify desktop deployment and management, reducing cost and complexity.</p>	<ul style="list-style-type: none"> Help reduce the costs of deployment and patching using the new Microsoft Office customization and migration tools. Enjoy improvements in software reliability from proactive support, improved program responsiveness, and better crash recovery. 	<ul style="list-style-type: none"> Lower the risk of data and network security outside of the corporate firewall: Users outside of the corporate network will have the benefit of innovative security technologies to help protect against spyware and browser attacks. Spend less time managing and securing desktops: <ul style="list-style-type: none"> Manage PC operations that require multiple levels of security privilege. Help shield systems from Web-based malware and phishing attacks. Restrict unhealthy PCs that lack security updates or virus signatures. Reduce the cost and complexity of deployment: Deploy a single operating system image targeting multiple hardware types and languages, and reduce PC reboots with patching improvements. Enable legacy application migration: Help ensure older applications continue to run using new virtualization tools**. <p><small>*General availability for Office Communicator 2007 is targeted for October 2007. **Requires Windows Vista Enterprise †You can save as a PDF or XPS file from a 2007 Microsoft Office system program only after you install an add-in. For more information, see Install and use a PDF or XPS add-in at http://r.office.microsoft.com/r/r/OOPDFXPSAddin?clid=1033.</small></p>