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Windows 7: it works the way your customers want

With the launch of Windows 7, you can sell your customers an operating system that works the way they want. It's fast, stable and compatible – with a range of hardware specifications, devices and third-party applications.

Improving on the fundamentals of Windows Vista, Windows 7 Professional meets the needs of today's business users. And it's been designed to address their primary concerns – here are the key developments your customers should know:

Increased productivity – anytime, anywhere

Businesses are under pressure to realise the efficiencies and cost savings enabled by mobility. Windows 7 helps customers' users work safely and productively – wherever they need.

Enhanced security and control

Data leakage, regulatory non-compliance and damage to an organisation's reputation have become big business issues. Windows 7 gives customers greater flexibility to secure their operations, computers and data.

Streamlined management

Stability and simplicity are critical to the real-world practicality of an effective operating system. Windows 7 delivers solid performance and reliability from day one to minimise downtime and improve user experience.



Windows 7 editions and related desktop products

Whatever their size of business, Windows 7 and its related products can meet your customers' requirements.

Product	Features
Windows 7 Professional	<ul style="list-style-type: none"> • Developed for small and mid-sized organisations • Delivers a reliable PC experience – straight from the box • Helps customers boost productivity and safeguard their work
Windows 7 Enterprise	<ul style="list-style-type: none"> • Developed for large business users • Optimises desktop IT infrastructure and streamlines PC management • Provides enhanced security and control • Helps customers increase productivity – anytime, anywhere

Opportunity spotter

Nine years ago, Microsoft launched XP; today, the world of work has changed. Many customers will now be looking to upgrade. Here's why:

- Windows 7 gives customers the benefits they need: increased mobility; enhanced productivity; tighter security, and simplified management
- Windows XP Mainstream Support ended in April 2009, and Extended Support is set to end in April 2014
- Windows 7 works better with 64-bit and virtual technologies
- Most mid-size businesses have upgradeable PCs – those that don't present you with an opportunity to sell a new Windows 7-ready PC

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The Magnificent 7: why your customers should upgrade to Windows 7

1 Performance and practicality

With the release of Windows 7, Microsoft has used customer feedback to develop an operating system that works the way customers want – straight out of the box. It's been extensively pre-tested to ensure compatibility with an array of line-of-business applications.

2 Built for modern business

Windows 7 is designed to meet customers' evolving business needs – without compromising the applications and devices they use today. Key benefits include increased productivity for mobile workers; enhanced security and control, plus simplified management across the organisation.

3 Improved fundamentals

Windows 7 provides the most advanced Windows operating system for business computers. With a whole host of innovative features, it delivers the latest in user experience and value. Highlights include improved battery life; fast start-up, shutdown, and resume from standby; intelligent search and indexing; 64-bit support, and sophisticated networking capabilities.

4 Simplified SKU line-up

The simplified SKU line-up of Windows 7 is easy for customers to understand. Complex choices between editions are a thing of the past, so they can quickly decide on the right edition for them. What's more, all Windows 7 editions offer a clearer and more complete set of features than ever.

5 Easy installation

For speed and ease of installation, the Windows 7 operating system is delivered as a single image. Plus, new deployment tools can increase the manageability of applying group updates and configurations, which also helps to reduce costs.

6 Windows XP mode

Gives customers the flexibility to run legacy Windows XP productivity applications in a virtual Windows XP environment. So, they can leverage their existing software investments – without risking business downtime as they switch operating systems. Only available through OEM pre-installation or post-purchase installation.

7 Everyday productivity

Windows 7 helps business users work smarter and more efficiently. The operating system is less resource-hungry than Windows Vista. And the fast start-up, shutdown and sleep and resume functions mean customers' PCs will be ready to work when they are. They'll also cut down on power consumption.

Windows 7 Enterprise

Windows 7 Enterprise combines Windows 7 Professional with Software Assurance to offer mid-sized organisations an additional seven benefits:

DirectAccess: Gives mobile users Internet access to corporate networks – without the need for a VPN connection.

BranchCache™: Increases the network responsiveness of applications, giving users in remote locations a comparable experience to working in the head office – especially in download times.

Enterprise Search Scopes: A simple user interface that makes content on intranet portals, such as SharePoint sites, more discoverable and accessible to users.

BitLocker™ and BitLocker To Go™: Helps protect data on PCs and removable drives, with manageability to enforce encryption and backup of recovery keys.

AppLocker™: Allows administrators to specify what software is allowed to run on a user's PCs through centrally managed, but flexible, Group Policies.

Virtual Desktop Infrastructure (VDI) Optimisations: Improve user experience for VDI with multimonitor and microphone support, which have the ability to reuse virtual hard drive (VHD) images to boot a physical PC.

Multi Lingual User Interface: Allows customers to create a single operating system (OS) image for deployment to users worldwide.



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Pain point

We need to keep remote and mobile workers connected and productive.

Solution

Mobility is hot topic for customers in all sectors. Windows 7 helps customers support remote and mobile workers by automating common connectivity tasks. The Domain Join and Group Policy features make it easy and secure to add Windows 7-based PCs to a domain network, while better managing the costs and security of multiple computers.

Employees can use Remote Desktop Host to access to programs and documents on a computer remotely from another PC. What's more: with Offline Files, they can work offline and automatically sync content between PCs and the network.

Pain point

We're concerned about the security of company data.

Solution

Data loss is a key concern in the digital age. But with Windows 7's Encrypting File System, customers can add user-level encryption to files and folders to protect confidential information.

And, to prevent accidental loss, Advanced Backup can automatically save data or an entire system image to a local drive or network location. If the unthinkable happens, Problem Steps Recorder can effectively reproduce the events leading up to a problem – so, they can be sent to partner helpdesks for swift diagnosis and resolution.

Pain point

We need to cut the complexity of managing our PCs.

Solution

Time spent managing the critical aspects of computers can hurt productivity and eat into costs. With Windows 7, everything goes faster – right away. The Location-Aware Printing facility automatically remembers and reconfigures users' printer and network settings from one network to the next, so documents are always sent to the right printer.

What's more, Windows 7* offers customers the latest enhancements to Virtual Desktop Infrastructure (VDI) technology, which can allow users to run multiple Windows environments, such as Windows XP Mode, from their Windows 7 desktops.

* May require a separate download of Windows XP and Windows Virtual PC. Both are available free on the Microsoft website.

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