

Windows 7 for Small & Medium Business

Microsoft Australia



Today's Session



Windows 7



Testimonials



Discussion Panel



The business reality is tougher than ever!



"We're All Facing an Economic 'Reset' ...Businesses are responding by emphasizing efficiency as companies look to trim anything that isn't strategic or doesn't contribute to the bottom line." — S. Ballmer (C.E.O. Microsoft)



THE WALL STREET JOURNAL
WSJ.com

APRIL 23, 2009

**IMF Says Global Recession Is
Deepest Since Great Depression**

News > Business > Economy

E-mail Share Comments (4) Recommend (0) Print

Companies Looking Everywhere To Cut Costs

**Economic crisis means hard times, hard decisions
for IT**

With the recession putting a big squeeze on IT budgets, cutbacks are the rule. But CIOs are trying to keep key tech projects on track.

Craig Stedman

"An emotional, social, economic reset"

"This economic crisis doesn't represent a cycle. It represents a reset," Jeff Immelt, the CEO of General Electric, said today. "It's an emotional, social, economic reset."

What is the right spending level on IT?
How do you justify new IT investments?

The pressures on I.T. has intensified.

✓ "Consumerization" of IT

MEDIA MENTION: SOCIAL NETWORKING, WORK, GENERATIONS

Young workers push employers for wider Web access

Martha Irvine, Associated Press

Forrester: Social networking will be biggest enterprise 2.0 priority by 2013; Smaller businesses reticent

Gartner research head Peter Sondergaard: 2009 to usher in the age of "digital natives"

✓ Security & PC Management

category: ECONOMY

➡ Increase Regulation Of Financial Industry

I'll put in place the common-sense regulations and rules of the road I've been calling for since March -- rules that will keep our market free, fair, and honest; rules that will restore accountability and responsibility in our corporate boardrooms."-- Dayton, Ohio

THE WALL STREET JOURNAL
WSJ.com

JUNE 18, 2009

Historic Overhaul of Finance Rules

✓ Mobile & Distributed Workforce

A report by research firm **IDC** predicts nearly 75 percent of the U.S. workforce will be mobile by the end of 2011.

Gartner: Remote working 'going mainstream'

By Natasha Lomas, Special to ZDNet Asia
Thursday, March 27, 2008 11:15 AM

Businesses have woken up to the benefits of mobile working and are now worrying about how to make mobility an integral part of their mainstream IT strategy, Gartner has said.

IDC reports: "on a worldwide basis, the mobile worker population is expected to grow from 801.1 million in 2007 to 1 billion in 2011"



Introducing Windows 7.....



Similar Compatibility:

- Most software that runs on Windows Vista will run on Windows 7. Exceptions will be low level code (AV, Firewall, Imaging, etc).
- Hardware that runs Windows Vista well will run Windows 7 well.



Few Changes: Focus on quality and reliability improvements



Deep Changes: New models for security, drivers, deployment, and networking. Benefits of changes include: Less malware on PC, fewer vulnerabilities, componentization & servicing, less execution in kernel-mode

Windows 7 – The Best Operating System for Business

Small and Medium Businesses



 **Windows[®] 7** Professional

Mid-Market and Enterprises



 **Windows[®] 7** Enterprise

What Business Customers Told Us

Voice of Customers

"Time is money. I just can't have a slow or unreliable computer."

Performance and Reliability,
Networking, Troubleshooting



"Just because I bought a new computer doesn't mean I want to buy a new printer or new software"

Applications and devices
compatibility



"Productivity is key. I don't have time to learn a new OS."

Ease of Use / Productivity



"How can I be productive on my laptop?"

Mobility, Longer battery life



"I need to protect critical information – customer info, financial data."

Security, Data Protection,
Backup



Windows 7 Professional

**Works The Way You
Want**

Get More Done

**Safeguard
Your Work**



Works The Way You Want

Fast and Reliable

- Startup, Resume, Shutdown
- Reduced crashes and slowdown

Works with what you have

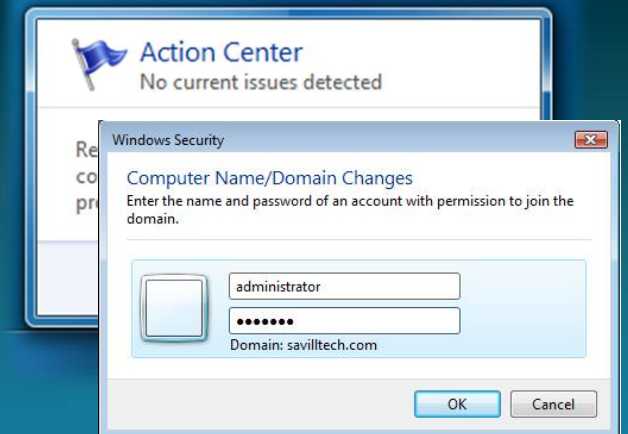
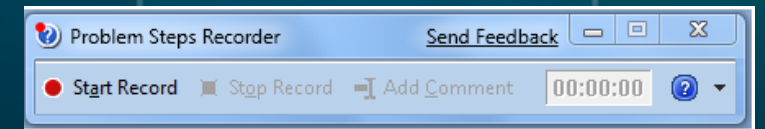
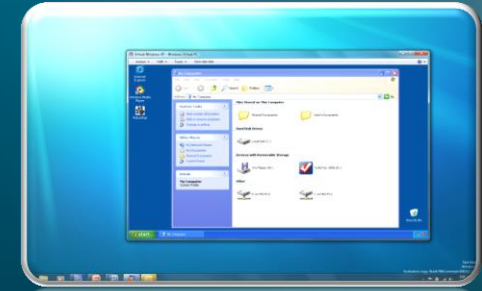
- Continuity with Windows Vista
- Windows XP mode

Easy to Troubleshoot

- Action Center
- Problem Step Recorder

Easy to connect

- Domain Join and Group Policy Control
- HomeGroup



Windows XP Mode

Small Business needs

“All my applications and devices should just work with my PC.”



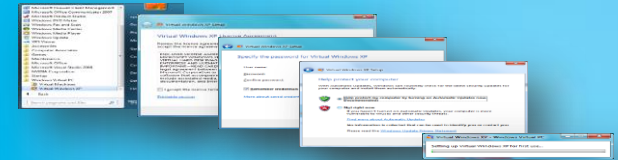
Compatibility with a broad range of Line of Business Applications, including older Windows XP applications

Windows 7 Solution

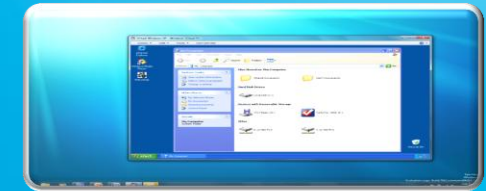
Windows XP Mode

- Business Continuity: run many older Windows XP productivity applications on Windows 7
- Cost Management: Extend the life of your current Windows XP applications
- Ease of Use: launch your older applications from the Windows 7 desktop

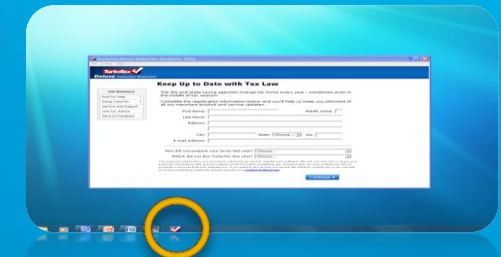
How Windows XP Mode works



Set up Windows XP Mode from the Windows 7 Start menu



Open Windows XP Mode and install the application like you would normally do on Windows XP



Pin and launch the Windows XP application from the Windows 7 Start menu or from the taskbar



Action Center

Small Business needs

- Small Businesses do not have internal IT resources to troubleshoot PCs and support user
- They want to use their IT partner's time for value-added services, not basic support services
- Users troubleshooting PCs by themselves makes it difficult and time consuming to solve issues, and results in lost productivity

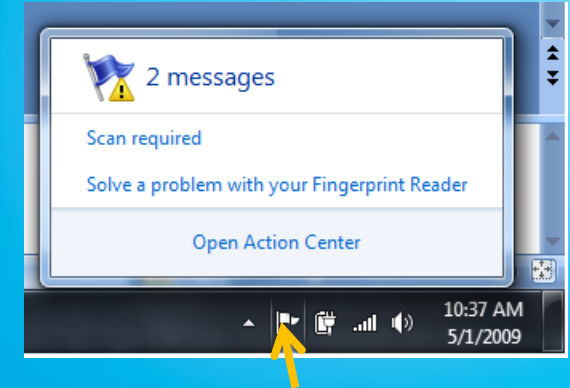
Windows 7 Solution

Action Center

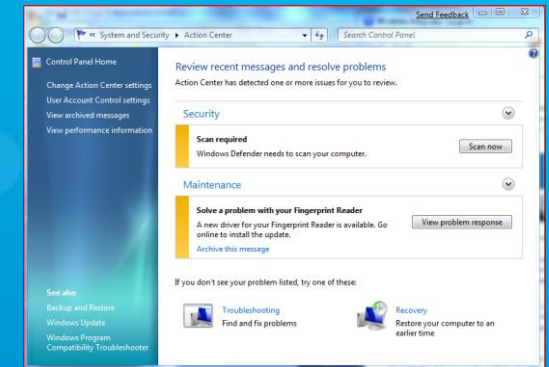


- One central place to view, diagnose and solve PC problems
- Fewer interruptions from system prompts, notifications, and warnings
- Consolidated view of maintenance tasks

How Action Center works



Action Center notifies users when items need attention



Open Action Center to view messages and take required actions depending on severity



Problem Step Recorder

Customer needs



- Despite Windows 7 rich built in troubleshooting capabilities, there will be instances when help from an IT professional is unavoidable
- Describing PC problems to an IT professional or trying to reproduce it can be difficult, and can result in loss of productivity

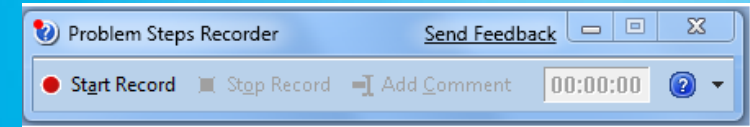
Windows 7 Solution

Problem Steps Recorder

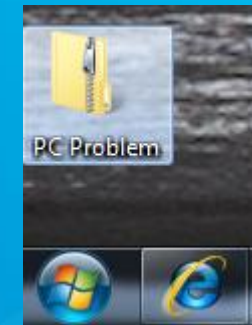


- Save time by automatically recording the steps you are taking on your computer while experiencing the issue
- Speed up problem resolution by providing a full and accurate description of the issue to your IT Professional

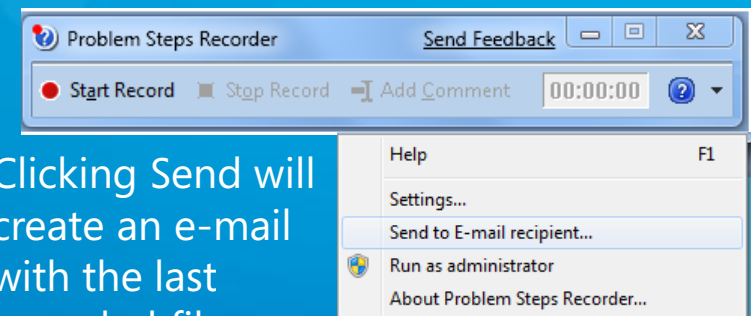
How Problem Steps Recorder works



Click "Start Record" to capture what is happening on your PC while you are experiencing issues



Problem Steps Recorder creates a zip file (including text and screen shots) which you can save on your PC



Clicking Send will create an e-mail with the last recorded file



HomeGroup

Customer needs



- Small Business with less than 10 PCs often do not have a server, which makes sharing a printer complex and collaboration difficult
- Setting up a no-server (peer-to-peer) network can be a difficult task, which often requires service from an IT partner

Windows 7 Solution

HomeGroup



- Small Businesses that don't have a server can take advantage of HomeGroup to easily share documents and printers with colleagues across multiple PCs
- Protect your HomeGroup with a password and prevent specific files or folders from being shared

How HomeGroup works



- PCs must be running Windows 7 to participate in a HomeGroup
- PCs can only belong to one HomeGroup at a time

IMPORTANT

- HomeGroup is first and foremost a consumer feature of Windows 7, and does not provide some of the advanced networking features recommended for businesses
- For Small and Medium businesses, Microsoft recommends **Windows Small Business Server 2008** or **Windows Server 2008 Foundation**





Demonstration



Get More Done

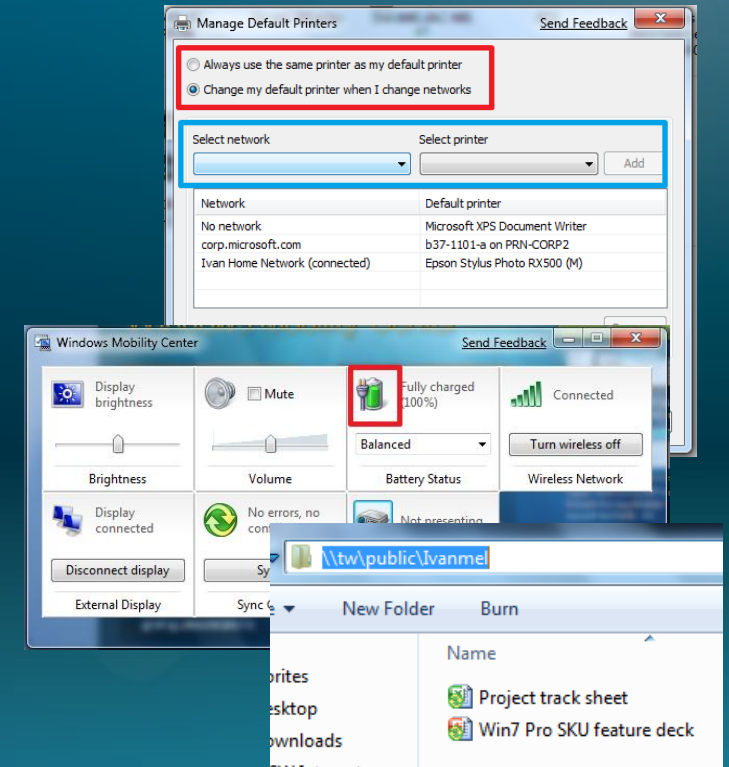
Find what you need quickly

- Windows Desktop Search
- Jump Lists
- Taskbar Thumbnails

Work Smarter and more intuitively

- UI (Snap, Peek, Shake)
- Libraries
- IE 8 Accelerators
- Longer battery life
- Location-aware Printing
- Mobility Center with Presentation Settings
- Remote Desktop Host
- Offline Files

Stay productive anywhere



Location Aware Printing

Customer needs



- Mobile users want a seamless work environment wherever work takes them
- With Windows XP and Vista, users could only set one default printer, resulting in extra manual steps to print when changing location

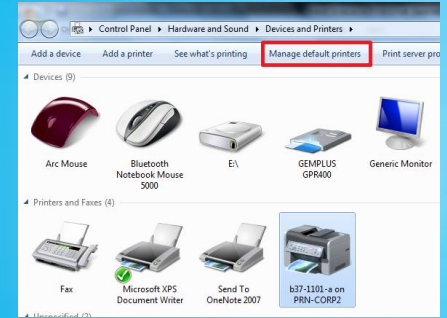
Windows 7 Solution

Location Aware Printing

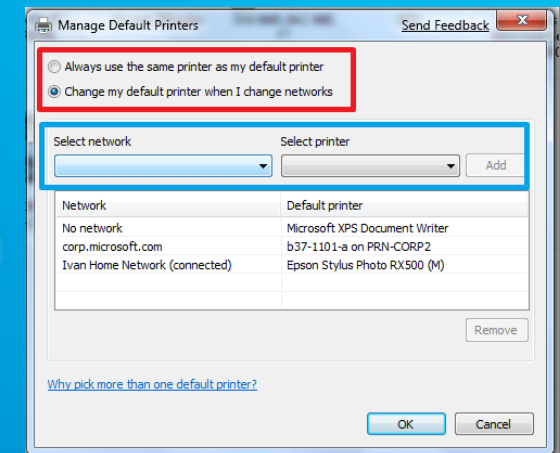


- Set a default printer for each saved network location
- Windows 7 Professional then detects to which network you are currently connected and automatically sends your documents to the right printer

How Location Aware Printing works



Open the **Manage Default Printers** dialog box within Devices and Printers (control panel)



Enable Location Aware Printing within the dialog box and then set a default printer for each network location



Windows Mobility Center

Customer needs



- Easily access all the controls needed to adapt the mobile PC to a new work environment
- Avoid unwanted PC behavior (screen saver, notifications...) when giving presentations

Windows 7 Solution

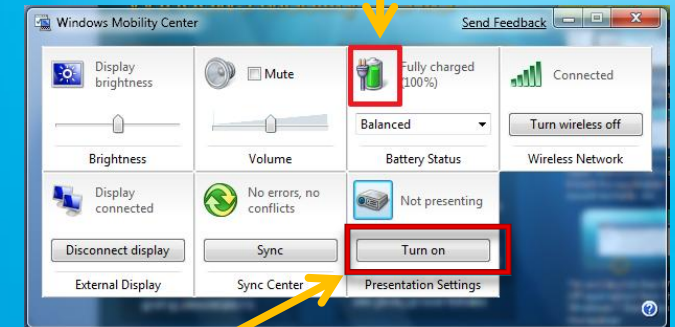
Windows Mobility Center



- Windows Mobility Center puts the most frequently used mobile PC settings in a single location
- Presentation settings (included in Mobility Center) allows users to set the behavior of their PC specifically for when they are giving presentations

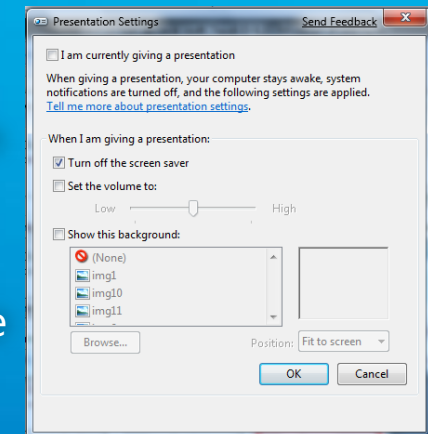
How Windows Mobility Center works

Click on each feature icon to change your mobility settings



Easily turn Presentation Settings On or Off

Open Presentation Settings and customize the PC behavior for presentation mode





Demonstration



Safeguard Your Work

Protect users and systems

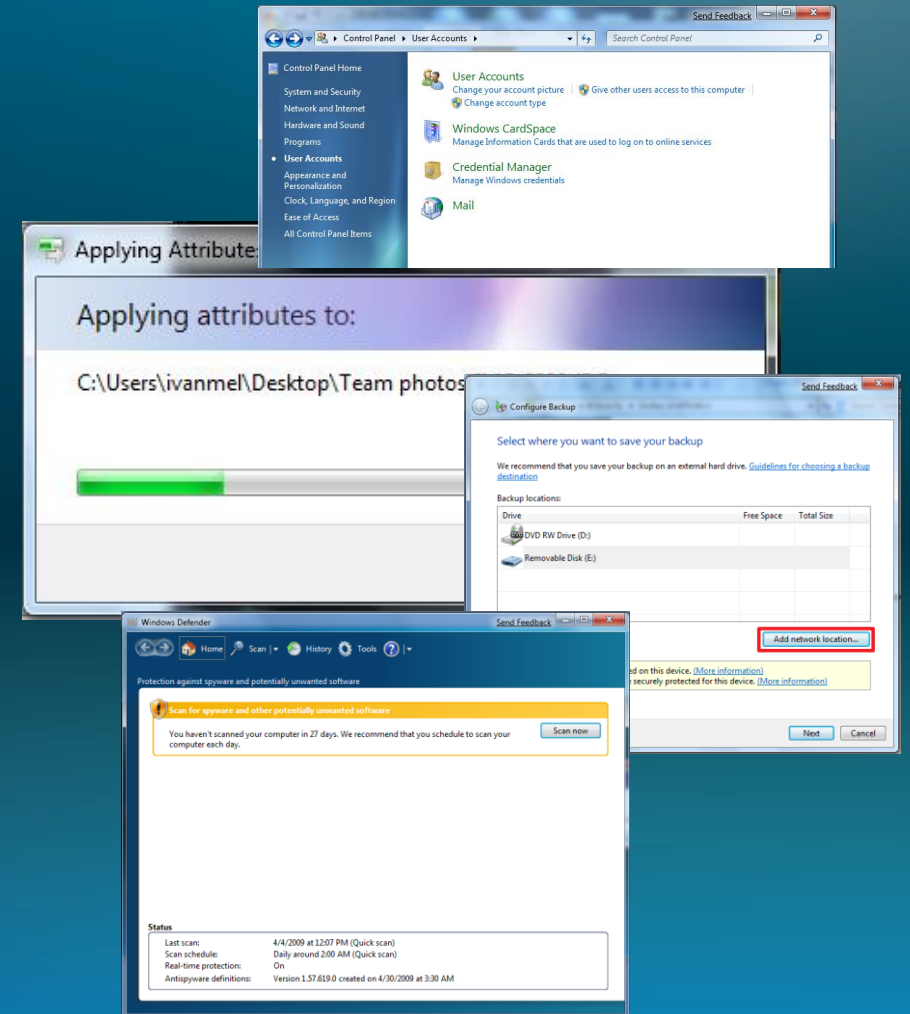
- Strong security features
- Streamlined User Account Control

Stay safer online

- Windows Defender
- IE8 Domain Highlight and SmartScreen Filter

Protect and secure your data

- Restore Previous Versions
- Advanced Backup
- Encrypting File System



Advanced Backup

Customer needs



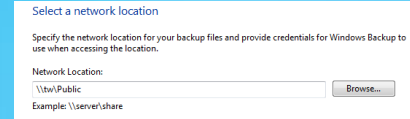
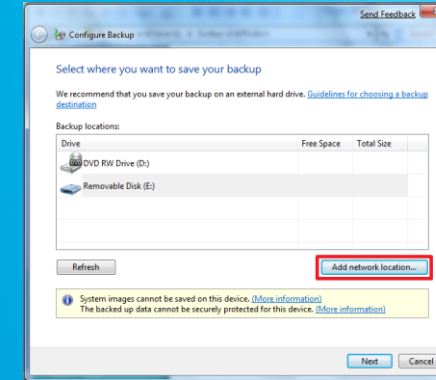
- Protect business data from Hardware failure
- Safeguard information from loss, theft, or accidental erasure
- Backup both personal and system files for multiple computers

Windows 7 Solution

Advanced Backup

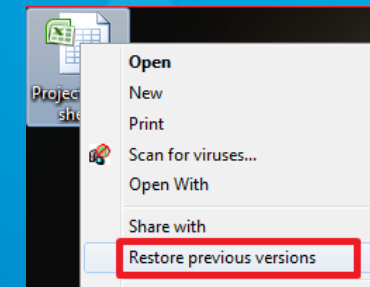
- Backup is made easier versus Windows Vista (configuration reduced from 7 to 3 clicks)
- Back up all your personal files, and if you choose your system files
- Use **Advanced Backup** to program your whole PC back up to a network location
- Group policy administration of backup
- Restore files that were accidentally deleted or modified with **Shadow Copy**

How Advanced Backup works

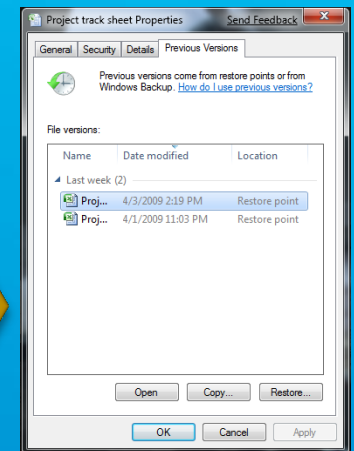


Specify a network location if you choose to save to a network

Configure personal and system file backup using Backup and Restore



Easily restore files to previous versions



Windows 7 Pro retains a copy of each version that was saved



Windows 7 Enterprise Edition & Windows Server 2008 Better Together

Advanced Features Overview:

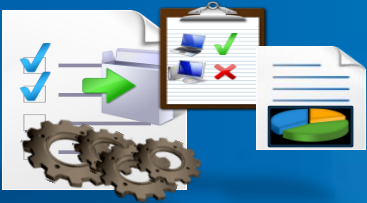
Ensure Security and Productivity for your End Users

- Enhanced Security
 - AppLocker
 - BitLocker™ and BitLocker to Go™
- Access Information Anywhere
 - BranchCache™
 - Direct Access™



OS Standardization:

Deployment Investments for Windows Vista to Carry Forward



Application and device compatibility core tenets are unchanged between Windows Vista and Windows 7



System image management tools and processes are consistent for both operating systems

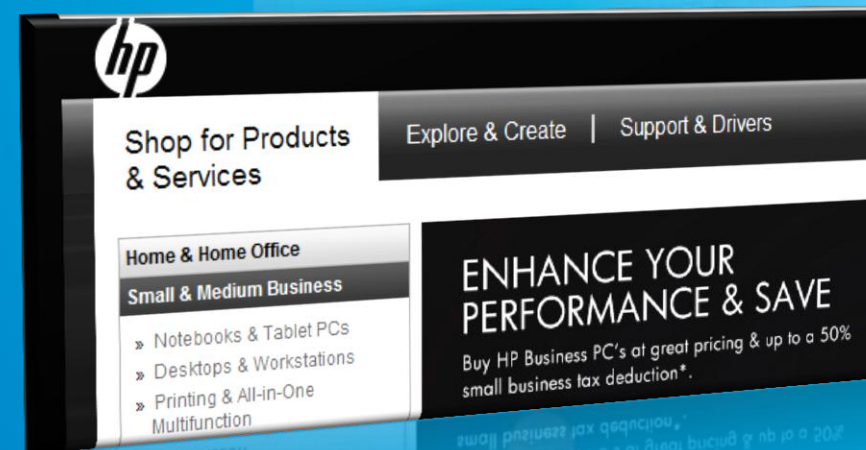
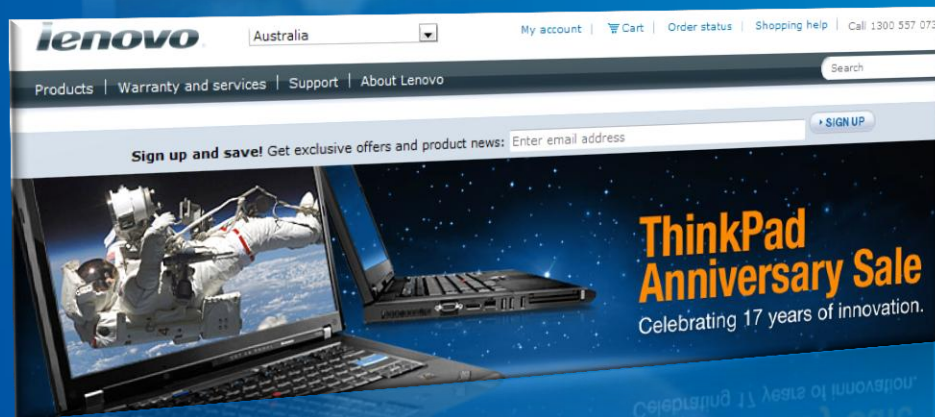
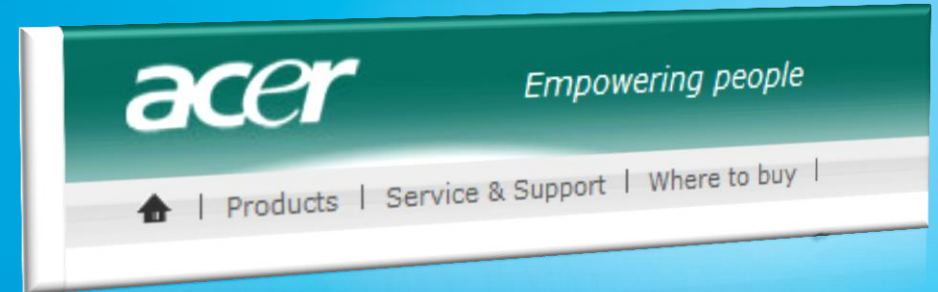


Deployment tools developed for Windows Vista will carry forward to Windows 7 with incremental updates



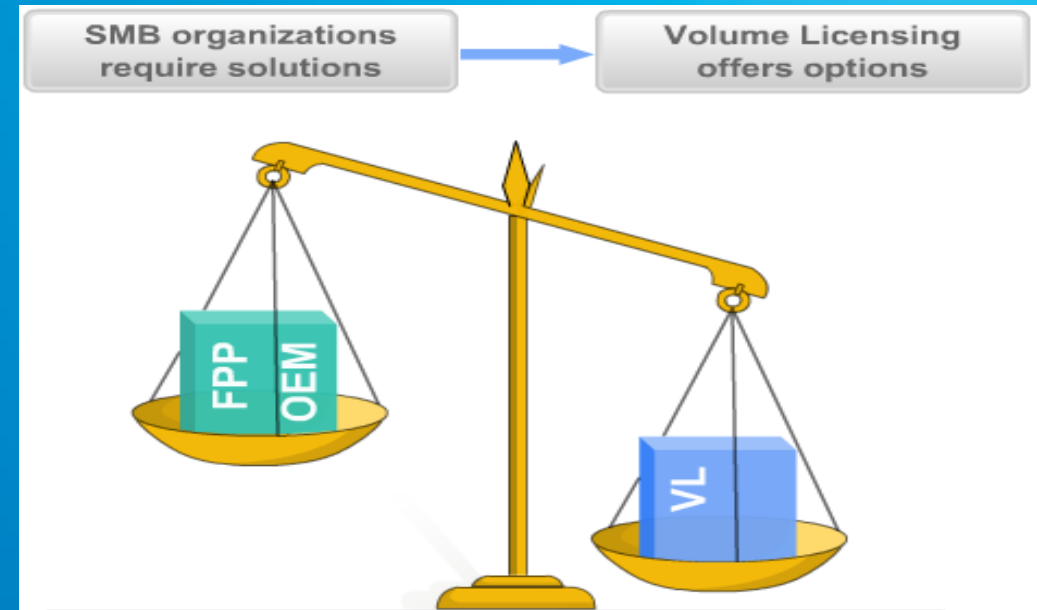
Post-deployment desktop management leverages the same tools and processes for both operating systems

Windows 7 Hardware Requirements



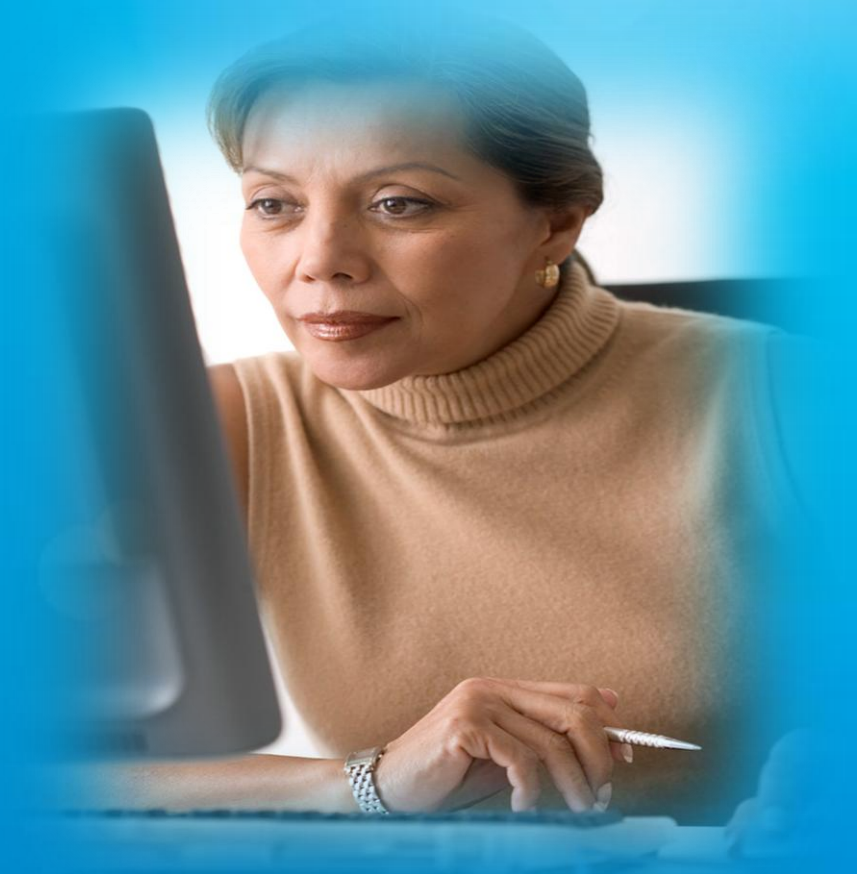
Why Microsoft Volume Licensing?

- Volume Licensing programs provide customers with solutions – the ability to choose the software they need and the flexibility in acquiring it
- These programs offer supplementary benefits that OEM and FPP licenses do not provide, such as:
 - Downgrade rights
 - Cross-language rights
 - Re-imaging rights
 - Portable use rights

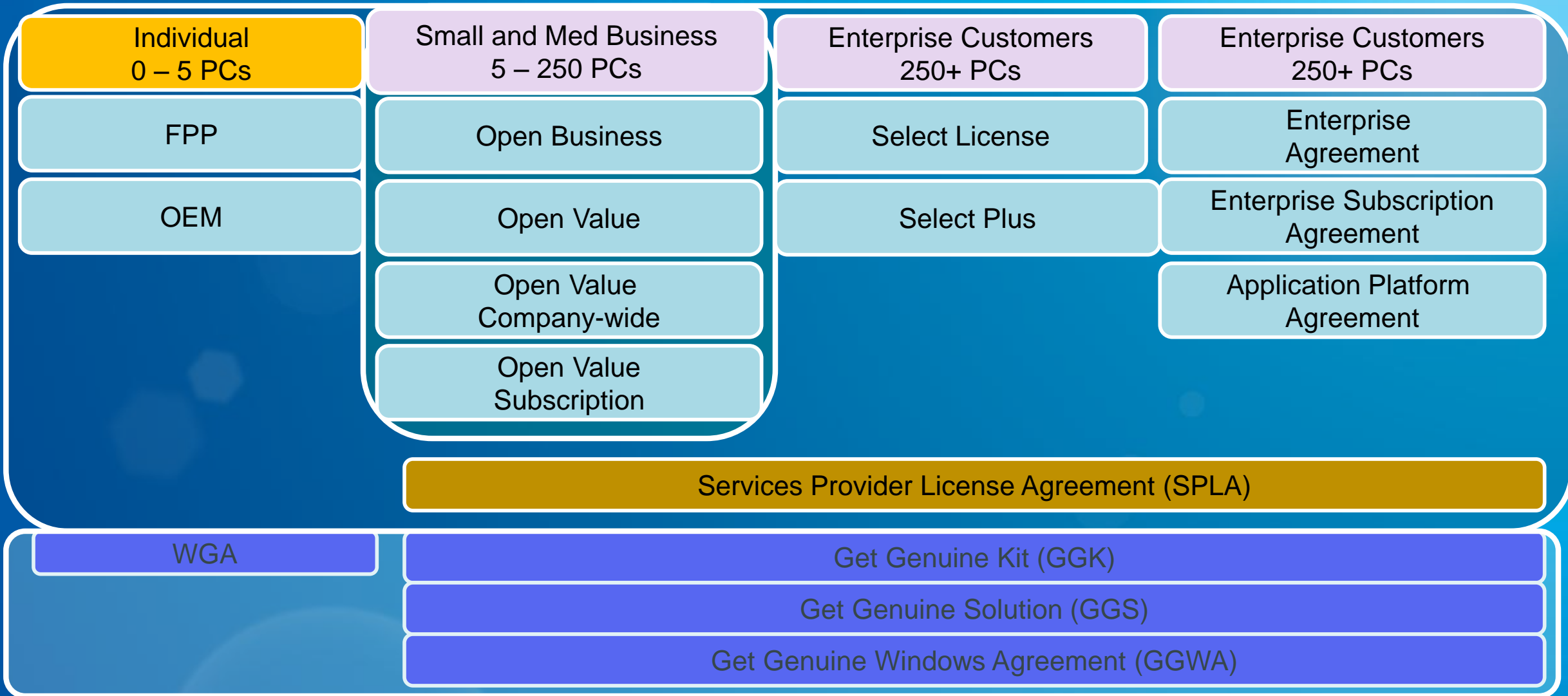


Windows is Licensed Per Device

- One license per device
- Full Windows license available only through OEM and retail box (not Volume Licensing)
- Windows licenses through Volume Licensing are upgrades only
- OEM Windows licenses **do not** have transfer rights:
 - Adding Software Assurance provides Volume Licensing rights except transfer rights
 - Software Assurance can be transferred to replacement PC, not OEM Windows



Microsoft Licensing Programs



Local Windows 7 Early Adopters



New South Wales Government
Department of Education and Training



LA TROBE
UNIVERSITY



gen-i

BT Financial Group



GEELONG GRAMMAR SCHOOL
| Exceptional Education |



AWB

Ensyst.



Tatts Group

Windows[®] 7



Australian Government
Department of Education, Employment and Workplace Relations



IVANHOE
GRAMMAR SCHOOL

Voice of the Partner....
Scott Gosling

Data#3

Who is Data^{#3} ?

- ASX listed Systems Integration (ASX:DTL)
- Established 1977
- Gold Partner, multiple global & local award winner with Microsoft
- Real world production deployment experience
- Sit on Global & Australian Partner Advisory Councils

Why we believe in Windows 7?

- We tested the beta extensively
- We deployed entire company by 09.09.09
- Used SCCM 2007 SP2 for deployment
- Blogged our experience – win7deployment.com
- Supported world's first sporting event on Windows 7 – Transplant Games
- We surveyed our staff post deployment – amazing!
- Over 95% CSAT with Staff & net 2.75% productivity gains per user for Windows 7
 - Equates to 10 man days per day across 400 people within Data#3 of productivity savings

What we are hearing from the market!

- 13 million people tested the Beta
- We are deploying customers right now, they aren't waiting
- You aren't waiting for SP1; within 12 months
 - 67% Enterprise customers (1,000 seats+)
 - 83% Mid-Market customers (100-1,000 seats+)
 - Will upgrade to Windows 7
- Top Considerations (D3 survey of 264 CIOs)
 - Deployment & Migration planning – 22%
 - Application compatibility/support – 17%



Discussion Panel



You and Great Offers

Save up to 15%. Upgrade to Windows 7 Professional.

Buy Open License or Open Value License before 28 February 2010, and save up to 15% off the purchase price:

- Up to 15% savings on Windows 7 Professional upgrade licenses
- Up to 15% savings on Windows 7 Professional upgrade licenses when acquired with Software Assurance

* Limit of 250 seats per customer. Discount is not offered on Open Value level C. Terms and conditions apply.



Key Resources

Windows 7 for Small and Mid-size Business

www.microsoft.com/windows/business/windows-7

Windows 7 Professional offer. Save up to 15%.

<https://www.microsoft.com/australia/smallbusiness/campaigns/smb/offers/windows7.msp>

Windows 7

www.microsoft.com/windows7



Customer Winner – HTC SNAP

How Windows 7 will positively impact your business:

Congratulations!!!

Kamal Nankani

GE Capital, Victoria

*"It's quick, reliable and easy to use.
It can help you get more done by
simplifying routine tasks"*



HTC Snap – fast facts

- Ready for Microsoft Mobile e-mail Plan activation;
- "Inner Circle" – one touch button to get to your most important e-mails
- "Windows Live" – messenger button to chat/IM with your family and friends;
- Telstra "Blue tick" approved – recommended for country usage.
- HTC SNAP is updateable to Windows Mobile 6.5!

Microsoft[®]

Your potential. Our passion.[™]

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