

# Why Upgrade to Windows 7

# Windows® 7 Professional At-A-Glance

## Messaging for Windows 7 Professional

- The planning of Windows 7 began with listening to the challenges and needs of our small and mid-sized business customers.
- We conducted numerous studies and focus groups to connect with our customers and make sure we have the right product for you. Windows 7 Professional is a product specifically designed for **small and mid-sized businesses**.
- *(The features in **Italic are only available in Professional SKU and above**)*

## Windows 7 Works the Way You Want.

- Windows 7 starts up, resumes, and shuts down fast and reliably.
- Windows 7 is designed with compatibility in mind. As a result, the majority of software and devices that work on Windows Vista® also work on Windows 7.
- If you have software that runs only on Windows XP, you can keep using them on Windows 7 as long as you have Windows 7 Professional.
- Easily set up a secure network, share files, and use a printer for multiple PCs, without servers.
- *If you do have a server, Windows 7 Professional enables you to set up a more solid network with Domain Join and Group Policy Control.*

## Get More Done.

- Windows 7 makes your everyday tasks easier and helps business users be more productive. Just type a few letters in the search box to find files, applications, or even a menu in the Control Panel in seconds.
- With just a simple mouse gesture, you can arrange windows side-by-side or maximize windows.
- Windows 7 has improved power management – which means you have longer battery life while on the go. *Furthermore, if you have Windows 7 Professional,*
- *it detects whether you are at work or at home and automatically sends your documents to the right printer.*

## Safeguard Your Work.

- Windows 7 gives you strong protection and control by enabling you to select security options that fit your needs.
- Internet Explorer® 8 helps you protect your data and business information by delivering improved protection against security and privacy threats.
- Prevent accidental loss of data by scheduling a periodical backup of your data or your entire system image. In addition, Windows 7 helps you restore previous versions of files that you have accidentally deleted or changed.
- *If you have Windows 7 Professional, you can do more – backup your data to a network drive, and even encrypt files on your PC. Windows 7 Professional helps you safeguard your work by providing security, backup, and data protection features.*
- Windows 7 Professional is specifically designed for a business owner, business manager, and business person like you

# Four Questions for Your Customers

The four questions you need to ask your customer when deciding which version of Windows is right for them.

- **Q: Do you have business applications running in Windows XP that you are afraid you could not run in Windows 7?**

A: By using **Windows XP Mode**, you can run many older Windows XP productivity applications (not natively compatible with Windows 7) right from your Windows 7 Professional desktop.

- **Q: Do you need to connect to other PCs? Do you have a server in your business?**

A: If you have a server, Windows 7 Professional offers core business features that enable you to easily add additional PCs to your domain network. If you do not have a server, you can connect your Windows 7 PCs and share files and printers using **HomeGroup**.

- **Q: Are you worried about losing your business critical data?**

A: Windows 7 Professional offers you the ability to do **advanced backup** to save your entire system and schedule your backups on a regular basis.

- **Q: Do you want to use the same machine for work and home?**

A: Windows 7 Professional offers all of the features in Home Premium and all the benefits for home and work, including Media Center, so small businesses do not have to make a trade-off between home and business features.

# Why Professional is the Right Choice for Small & Mid-sized Businesses

The following are the key differentiators of Windows 7 Professional vs. Windows 7 Home Premium

1. **Windows XP Mode (new in Windows 7):** Small business customers have the flexibility to run many older Windows XP productivity applications in Windows 7. They can keep using their software assets they have invested in already.
2. **Domain Join and Group Policy Control:** Domain Join allows small businesses to easily and securely add their Windows 7 PCs to their domain network. With Group Policy Control, they can better manage security and costs of multiple PCs.
3. **Advanced Backup (new in Windows 7):** Small businesses can schedule a periodical backup to save their data or their entire system image to a network location or a local drive.
4. **Encrypting File System (EFS):** Small businesses can encrypt files and folders to protect their confidential information, ranging from customer information to financial data.
5. **Location-aware Printing (new in Windows 7):** Windows detects whether you are at work or at home and automatically sends your documents to the right printer.
6. **Presentation Settings in Windows Mobility Center:** Small business users can apply presentation settings to ensure optimal PC behavior during presentations (i.e. automatically turning off IM messages from Windows Live Messenger or Outlook notifications).
7. **Remote Desktop Host:** Small business users can access documents and programs on a computer remotely from another computer (i.e. access the office computer from the home computer).
8. **Offline Files:** Offline Files enable small business users to work offline and automatically synchronize between PC and the network content.