



Windows 8.1 Enterprise:

A platform for the modern enterprise

With users calling for anytime, anywhere connectivity and the ability to access critical business data and core productivity tools across multiple devices of their choosing, the stakes around corporate computing have never been higher.

To meet these next-generation demands, IT organizations need an enterprise platform that can deliver on the productivity requirements of the modern work place, while allowing IT to maintain stringent standards around security and manageability.

Advancing the vision set forth in the Windows 8 operating system, Windows 8.1 is architected from the ground up to address the needs of the modern enterprise. The update is primed with usability, security and virtualization advances that help IT organizations stay abreast of the Bring Your Own Device (BYOD) trend—giving users a seamless Windows experience from desktop to mobile device, while safeguarding sensitive corporate information and leveraging the business investment in enterprise infrastructure.

The days of IT-driven hardware and software mandates have given rise to a new, consumer-driven era where tech-savvy workers expect to use their smartphone or tablet of choice effortlessly across both their professional and personal lives. The growing momentum around BYOD has left IT organizations scrambling to enable and support a flexible workstyle without surrendering standard security and management controls.

Windows 8.1 can help IT organizations rise to the challenge by providing workers with the computing experience they've come to expect on the devices they love without

sacrificing security or putting the corporate network at risk.

FIVE SUPPORTING PILLARS

Windows 8.1's enterprise-grade foundation sets the stage for modern-day business computing by addressing five key areas:

1 BEST-IN-CLASS BUSINESS TABLETS AND PCs.

With Windows 8.1, business users no longer have to choose between productivity and convenience. The update delivers a touch-first experience for users hungry for the modern and convenient interface championed by mobile devices, yet it still offers full support for a keyboard and a mouse. Enhancements to the desktop allow users to easily toggle between the desktop and Start screen, and work via touch or with the mouse and keyboard. And with the new Assigned Access feature, a device can be locked down to support a single application like a Web browser—a capability that provides greater flexibility configuring Windows 8.1 devices as kiosk or point-of-sale systems.



Windows 8.1's foundation is already spawning a new generation of PCs and tablets delivering the fundamentals companies have long expected from Windows—performance, stability and security—along with innovations in areas like screens, battery life and performance.

2 WINDOWS APPS FOR BUSINESS. Thanks to the near ubiquity of mobile devices, users are increasingly relying on tablets and smartphones to conduct daily business, and ISVs are responding with a new genre of interactive, connected business apps. Available through the Windows store, the Windows phone store or through internal corporate channels, the growing array of Windows 8.1 business apps range from expense reporting tools to business intelligence dashboards to custom line-of-business apps targeted to specific vertical industries. By adhering to a consistent deployment approach across all Windows mobile apps, IT departments are assured of streamlined provisioning and management of mobile Windows devices, while business users benefit from a consistent, cross-platform experience.

3 PRODUCTIVE AND CONNECTED MOBILITY. The days of the average worker being tied to a specific workspace or desktop computer are over. According to IDC, the world's mobile worker population will surge to 1.3 billion by 2015, accounting for 37.2% of the total workforce.¹ This desire for mobility is upping the pressure on IT to take the hassle and uncertainty out of connectivity while ensuring that the workforce stays productive.

Windows 8.1 is stocked with a wealth of capabilities—including mobile broadband, Wi-Fi and Near Field Communications (NFC) features—that make connecting to the Internet, office printers, projectors and other devices a seamless experience. Expanded VPN functionality, including an auto-trigger VPN function, and DirectAccess, which lets on-the-go users access corporate data, applications and files securely without having to deal with cumbersome VPN connections, ensure users get the connectivity they need without adding to the administration burden of IT. The SkyDrive cloud storage service is also more deeply integrated into Windows 8.1, allowing users to save, sync and access documents, files, images and other resources across Windows desktops, laptops, tablets and phones, making for a more seamless user experience.

4 EMPOWERING BYOD. One of the thorniest challenges for IT today is how to enable BYOD for mobile users while optimizing its current investment and infrastructure. Windows 8.1 provides robust enterprise

management technologies for corporate devices, while also facilitating BYOD scenarios with such capabilities as expanded support for third-party Mobile Device Management (MDM). The new Windows To Go feature is another option that accommodates BYOD and allows for the deployment of the corporate environment to users straddling multiple Windows devices. IT can deliver a managed corporate image on a certified and bootable USB drive that can be booted from any compatible PC, giving users access to their applications, data and personalized Windows environment across multiple systems.

5 ENTERPRISE-GRADE SECURITY. The security landscape is changing, with a shift to targeted, persistent attacks that are more difficult to detect and financially devastating to the business—and further complicated by the rise of BYOD. A February 2013 study conducted by Ponemon Institute found that malicious data breaches cost organizations an average of \$840,000 per breach, and the average breach takes close to 80 days to detect and more than 123 days to resolve.²

Windows 8.1, which has been designed with enterprise security needs in mind, incorporates new capabilities in the areas of biometrics, malware protection and encryption to ensure corporate data is properly protected. A new capability called Remote Business Data Removal gives IT more control over data that's been provisioned to both managed and unmanaged BYOD devices, allowing for a remote wipe that securely erases data and makes it completely unrecoverable.

As the influence of consumer-driven technology on the corporate computing landscape continues to spread, there's no turning back. It's more incumbent than ever for IT organizations to embrace an enterprise platform that balances delivery of the seamless, on-the-go computing experience users crave with the security controls and manageability that are crucial for protecting enterprise assets.

To learn more about how Windows 8.1 can help IT organizations strike that balance, [click here](#).



¹ "Mobile Worker Population to Reach 1.3 Billion by 2015, According to IDC," IDC, January 5, 2012

² "The Post Breach Boom," Ponemon Institute LLC, February 2012