

Windows 7 for  
Small and Midsize Businesses

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# Agenda

**Answering Small and Medium Business Customer Needs**

**Windows 7 Professional Value Proposition**

**Why Windows 7 Professional?**

**Landing the Windows 7 Professional Value Proposition**

# SMB Customer Needs



Performance  
Reliability  
Compatibility

"Speed, reliability, and compatibility—these are my absolute must-haves."



Productivity

"I just need things to be easy, so I can get more done each day."



Security

"Safeguarding my business is critical—I need to make sure all my information is backed up, protected, and highly secure."

# Windows 7 Professional

Designed for Small and Medium Businesses



Performance  
Reliability  
Compatibility

**WORKS THE WAY YOU WANT**



Productivity

**GET MORE DONE**



Security

**SAFEGUARD YOUR WORK**

 Windows 7  
Professional

# Windows 7 Professional Value Proposition

*Positioning statement:* Windows 7 Professional is the right Windows 7 edition for small and medium business customers. It works the way they want, helps them get more done and safeguard their work.

## Works The Way You Want



- Fast, reliable and compatible OS
- Share files and devices easily
- Solve PC problems quickly
- Upgrade and deploy more easily

## Get More Done



- Find what you need quickly
- Work smarter and more intuitively
- Stay productive anywhere

## Safeguard Your Work



- Protect users and systems
- Protect and secure your data
- Stay safer online

## Why should you sell Windows 7 Professional?



- » An operating system that works the way your customers want
- » A SKU lineup that's easy to understand and sell
- » A cost-effective, simple installation process
- » Partner opportunities for offering Windows XP Mode



Besides the fact that it's got this buzz and will be easier to sell as a result, there are other reasons why you should consider Windows 7—the Professional edition, in particular:

**An operating system that works the way your customers want.** Customers have asked for value and innovation. Windows 7 Professional improves on the fundamentals, while delivering the latest in mobility and user experience. It's fast, stable, and compatible—both with third-party applications and devices. Customers get an operating system that meets the advanced needs of their businesses, *and they get to keep working with the applications and devices they use today.*

**A SKU lineup that's easy to understand and sell.** The simplified SKU lineup of Windows 7 is easy for customers to understand—and easier for you to sell. With no more complex choices between editions, you can easily make recommendations to your customers. If they need a PC for work, they should select Windows 7 Professional. If the PC is only for home use, Windows 7 Home Premium is the option. And because all Windows 7 editions are built upon the feature list before it on the SKU list *plus* additional features, there's no need to learn a whole set of unique features for each edition.

**A cost-effective, simple installation process.** In response to original equipment manufacturer (OEM) feedback, Windows 7 Professional will be delivered as a single image, separate images are not needed for each edition or SKU. This simplifies your installation process and can help speed up customer order fulfillment. In addition, new deployment tools have been designed to increase flexibility, speed, and efficiency in product development, helping to reduce costs. The end result: OEMs will need to service fewer edition-based images.

**Partner opportunities for offering Windows XP Mode.** Windows XP Mode provides the flexibility to run many older Windows XP productivity applications in a virtual Windows XP environment. Customers benefit by being able to use the productivity applications they've already invested in, while not having to worry about potential operational downtime as they switch systems. A great feature, Windows XP Mode is only in Windows 7 Professional and above, and is only available either through OEM preinstallation or postpurchase installation. This provides you with potential new service opportunities when customers move from their old PCs to new ones.

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### ADDITIONAL POINTS, AS NEEDED

**An opportunity to offer high-value recurring services.** The release of Windows 7 Professional provides an opportunity to both upgrade your customers' software or hardware as well as deliver IT-related services such as setting up data backup, configuring hardware and accessories, and optimizing network settings. Based on your customers' unique needs as well as your service offerings, partner opportunities exist to help customers with deployment, mobility solutions, and more.

**The increased potential to offer a broad set of PCs.** Windows 7 Professional has been optimized to work well on many different hardware specifications. This gives you the opportunity to offer customers a range of PCs targeted toward what makes the most sense for their businesses. It also provides flexibility for you to recommend different options that are based on the budgetary needs of your customers.

**Increased flexibility in meeting your customers' needs.** Windows 7 Professional offers broad customization capabilities. You have the flexibility to customize your customers' PC experiences with prominent placement for your value-added software and hardware—a great feature not available in Windows XP.

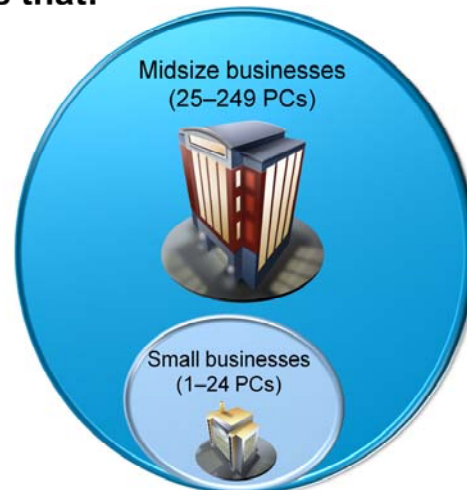
**A modern operating system for today's businesses.** How people buy, use, and experience technology has changed dramatically since Windows XP shipped in 2001. While Windows XP was a great operating system almost a decade ago, you can now provide a better option for business customers who need PCs that reflect today's business environments. This includes delivering the fundamentals of performance and improved battery life; fast start up and shutdown, and resume from standby; advanced search and indexing; and sophisticated networking capabilities. For businesses that have been running Windows XP, Windows 7 Professional presents a great partner opportunity to help them update their systems.

Microsoft's marketing investment around the launch of Windows 7. Extend the reach of your own marketing dollars by leveraging the campaigns, marketing resources, sales tools, and trainings that are being rolled out for the Windows 7 launch.

## Who is the target audience?

### Small and midsize businesses that:

- » Currently run Windows XP
- » Purchased PCs and downgraded them to Windows XP, but now want to take advantage of the reliability, compatibility, and security features of Windows 7 Professional
- » Have server products already installed in their infrastructure and may be more equipped to upgrade to a new Windows client
- » Require a mobile workforce




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The target audience we're discussing today covers a wide range—from just a single PC to 250 of them. With this kind of spread, there will be many potential specific things they're looking for, depending on their size, technical sophistication, and type of business they do. But many of these businesses have common items that make them outstanding candidates for Windows 7 Professional. They:

- Currently run Windows XP—which includes a large majority of businesses.
- Purchased PCs and downgraded them to Windows XP, but now wish to take advantage of the reliability, compatibility, and security features of Windows 7 Professional.
- Have server products already installed in their infrastructure and may be more equipped to upgrade to a new Windows client.
- Require a mobile workforce.

## Who is motivated to buy it?



**Those who are:**

- » Needing to update to a new PC
- » Worried about security threats and system vulnerabilities
- » Facing an increasingly mobile workforce
- » Wanting to increase productivity in a cost-effective, streamlined way that works easily for them and that fits with the way they do business

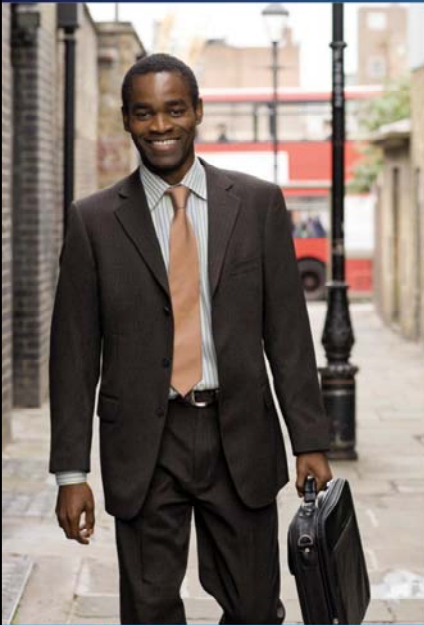
Windows 7 Professional

And this brings us to a very important point: who exactly will be highly *motivated* to buy Windows 7 Professional? It's important to identify this group because they'll be the "low-hanging fruit" for sales. Here are some things to look for.

Look for people and businesses who are:

- Needing to update to a new PC because their current one is old, dated, and doesn't provide all the features and possibilities of a modern one.
- Worried about security threats and system vulnerabilities.
- Facing an increasingly mobile workforce.
- Wanting to increase productivity in a cost-effective, streamlined way that works easily for them and that fits with the way they do business.

# Works The Way You Want



## Fundamentals

- ▶ Faster and more reliable

## Compatibility

- ▶ **Windows XP Mode**


## Networking

- ▶ **Domain Join and Group Policy Control**
- ▶ HomeGroup

## Troubleshooting

- ▶ Action Center
- ▶ Problem Steps Recorder

**Red: available in Windows 7 Professional and above**

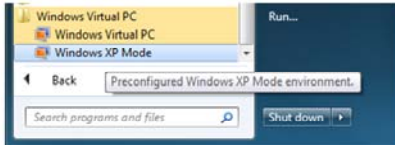
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## Works The Way You Want with Windows XP Mode

Available for Windows 7 Professional and above



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



- ▶ Many applications designed for Windows XP will run in Windows 7
- ▶ If applications are not compatible, Windows XP Mode\* allows many of these applications to run from the Windows 7 desktop.
- ▶ If not pre-installed, Windows XP Mode is a free download from [www.windows.com/business/downloads](http://www.windows.com/business/downloads)
- ▶ Learn more about Windows XP Mode at [www.windows.com/xpmode](http://www.windows.com/xpmode)

# Get More Done



## Ease of use and Productivity

- ▶ Windows Desktop Search
- ▶ Enhanced Taskbar
- ▶ Snap, Peek, Shake
- ▶ Libraries
- ▶ IE8 Accelerators

## Mobility

- ▶ Location-Aware Printing
- ▶ Mobility Center with Presentation Settings
- ▶ Remote Desktop Host
- ▶ Offline Files

Red: available in Windows 7 Professional and above

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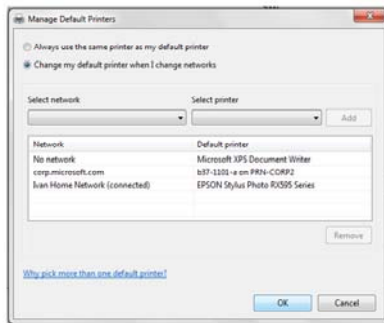
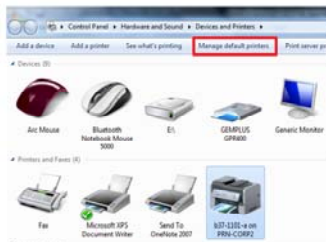
# Get More Done with Location Aware Printing

Available in Windows 7 Professional and above



*“How can I be more productive on my laptop?”*

- ▶ Mobile users want a seamless work environment wherever work takes them
- ▶ Location Aware Printing allows users to 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
- ▶ Learn more about Location Aware Printing at [www.windows.microsoft.com/en-us/windows7/products/features/location-aware-printing](http://www.windows.microsoft.com/en-us/windows7/products/features/location-aware-printing)



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# Safeguard Your Work



## Security

- ▶ Streamlined UAC
- ▶ IE8 security features: Malware and Phishing Protection, SmartScreen Filter
- ▶ Windows Defender

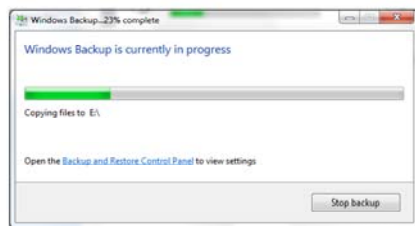
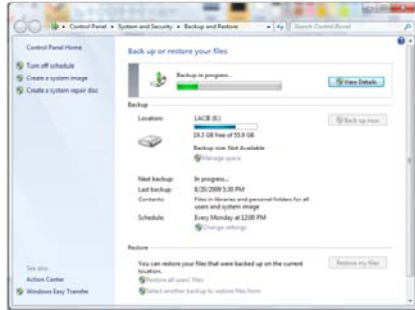
## Backup

- ▶ **Encrypting File System (EFS)**
- ▶ **Advanced Backup**
- ▶ Restore Previous File Versions

Red: available in Windows 7 Professional and above

# Safeguard Your Work with Advanced Backup

Available in Windows 7 Professional and above



*“My biggest fear: losing critical customer information if our systems go down.”*

- ▶ Back up all your personal files, and if you choose your system files
- ▶ Use Advanced Backup to program your whole PC back up to an external hard drive or to a network location
- ▶ Group policy administration of backup
- ▶ Restore files that were accidentally deleted or modified with Shadow Copy
- ▶ Learn More about Advanced Backup at [www.windows.microsoft.com/en-us/windows7/products/features/backup-and-restore](http://www.windows.microsoft.com/en-us/windows7/products/features/backup-and-restore)

# Why migrate from Windows XP to Windows 7 Professional?



## Windows 7 Professional:

- ▶ Newest OS technology, made for today's computing environment and mobile work style
- ▶ Comes with new business features SMBs need to improve productivity and secure PCs and business information
- ▶ Comes with all of the new consumer features included in Windows 7 Home Premium: use it at the office and at home
- ▶ Is highly compatible with today's applications and devices, and works with many older Windows XP productivity applications

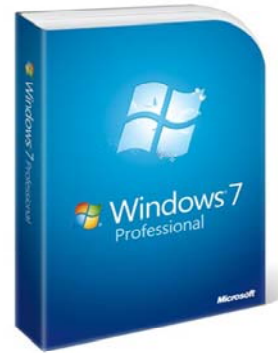


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## Why Windows 7 Professional instead of Home Premium?



- ▶ Helps you easily and securely add PCs to your Network
- ▶ Be more productive while on the go
- ▶ Safeguard your work with Advanced backup options and encryption technology
- ▶ Run many older Windows XP productivity applications
- ▶ Simplify software license management and get volume discounts with Volume Licensing programs (5 PCs or more)



# Key Features Comparison

Windows XP Professional vs. Windows Vista Business vs. Windows 7 Professional



Key Benefits	Key Features	Windows 7 Professional	Windows 7 Home Premium	Windows XP Professional SP3
Works The Way You Want	Windows XP Mode	✓		
	Action Center	✓	✓	
	Problem Steps Recorder	✓	✓	
	Domain Join	✓		✓
	HomeGroup	✓	✓	
Get More Done	Location Aware Printing	✓		
	Presentation settings	✓		
	Remote Desktop Host	✓		✓
	Offline Files	✓		✓
Safeguard Your Work	Encrypting File System	✓		✓
	Advanced Backup	✓		
	Restore Previous Versions	✓	✓	



# Windows 7 Professional

The smart choice for Small and Medium Businesses



- ▶ Windows 7 Professional comes with the business features small and medium business users need
  - Windows 7 works the way you (SMBs) want
  - It helps you get more done
  - It helps you safeguard your work
- ▶ Windows 7 Professional also comes with all of the cool consumer features included in Home Premium
  - No more complex choices between Windows Editions
  - No compromise between Home and Business features
  - Instead, there is always a bigger box, that has more
- ▶ Anytime upgrade
  - Windows Anytime Upgrade allows to upgrade to the next edition
  - The whole process takes less than 10 minutes
  - No loss of work or functionality

# Customer Quotes

"Windows 7 provides a fast and reliable operating system designed with Small Business in mind."  
- Excell IT, Canada



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"I'm trying to maximize productivity of every minute of every day. Now I have location aware printing, it really makes my life easier."  
- Hall Entertainment, UK

"The question is not 'why upgrade to Windows 7?', the question is 'why wouldn't you?'" - Aurelium, Belgium

**QUESTIONS ?**

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