



SALES ADVISOR

Partner Sales Battlecard

Microsoft® System Center Solutions for Client Management

Microsoft® System Center client-management solutions enable information technology (IT) to empower end users by streamlining the connection of authorized users to applications, independent of their location or connection context. System Center client-management solutions support users by managing the access, configuration, deployment, and delivery of locally installed traditional, virtualized, and streamed applications. Additionally, Microsoft client-management offerings support remote-execution terminal services and virtual client infrastructures through a unified system that provides both security-enhanced access and consistent, optimized performance.

WHY SHOULD A RESELLER CARE?

- You can secure large and ongoing service-revenue opportunities when enterprise clients use the System Center portfolio as their management framework.
- Partners can integrate System Center client-management solutions with Windows® 7 migration, Microsoft Desktop Optimization Pack (MDOP), and Office deployment service offerings.
- System Center End Protection with System Center Configuration Manager manages endpoint protection with greater efficiency and helps improve deployment processes and support for non-domain-joined machines and branch offices.
- System Center helps organization's move toward a more secure, well-managed, and dynamic IT infrastructure and provides partners with the strategic opportunity to expand product and service discussions.
- With System Center client-management solutions, you can become your customers trusted business advisor as your customers solve compliance, asset-management, self-service, and network-security issues.

WHY SHOULD A CUSTOMER CARE?

- System Center client-management solutions can improve end-user productivity as users can access applications virtually anywhere at any time with System Center client solutions.
- System Center's integrated client management for the physical and virtual desktop infrastructure (VDI) helps lower costs with improved efficiencies.
- System Center helps ensure regular configuration compliance auditing of clients to improve secure network access and enforce security policies.
- System Center client solutions give customers flexibility in client application delivery. Your customers can choose virtualized, streamed, or local models to best fit their unique needs.
- Microsoft and its partners offer customers deep, embedded knowledge to help manage all components of the client experience.

THINGS TO KNOW

- 1 System Center identifies when client configuration deviates from established security and compliance baselines.
- 2 System Center Configuration Manager seamlessly integrates with System Center Service Manager to provide a round-trip compliance management solution that integrates from top-level standards down to machine-level settings and back to reporting.
- 3 System Center efficiently automates the deployment of operating systems to desktop environments.
- 4 System Center offers application-delivery capabilities that increase the ability of IT pros to respond to the evolving and varying needs of business software usage on computers, mobile devices, and other remote-access scenarios.
- 5 System Center monitors client-infrastructure for availability, performance, and security to proactively identify problems that can affect user productivity.

TARGET CUSTOMERS

- System Center client-management solutions are targeted at the internal IT organizations of enterprise or mid-market sized companies. These solutions are also a good fit for systems-integrator organizations or managed service providers that deliver datacenter services and solutions focused on the desktop, device, and mobile worker.
- Target customers include: CIOs, IT directors, technical decision makers, enterprise architects focused on client/desktop, practice managers at systems integrator organizations.

TRIGGERS, REALITIES, AND RESPONSES

Conversation Starters	What You Hear	The Business Challenge	Your Response
<p>"What strategic objectives or tasks are you currently setting aside in order to handle everyday desktop-management needs?"</p> <p>"What management solutions do you currently use to manage your desktop infrastructure, both virtual and physical?"</p> <p>"What application delivery solutions are you currently using to keep your desktops up to date?"</p> <p>"Do you have plans for migrating to Windows 7 or Office 2010?"</p>	<p>"Our business data is key to remaining competitive in our market, so we have to spend a great deal of our time trying to ensure it is safe on every single client."</p> <p>"We have talented IT staff members, but they end up spending the bulk of their time on basic desktop management tasks instead of strategic initiatives or fulfilling service-level agreements (SLAs)."</p> <p>"Provisioning new devices and delivering applications are a huge drain on our resources."</p>	<p>Agility: Responding to business needs rapidly</p>	<p>"Configuration Manager makes it easier and faster for IT administrators to perform day-to-day tasks. A new improved user interface (UI) that allows IT to organize administrative tasks by business roles ensures that only relevant features are visible to any given role. A new application model allows administrators to define an application for a user once and deliver that application across multiple devices. For compliance management, settings enforcement automatically identifies and remediates noncompliant physical or virtual desktops, limiting noncompliance and minimizing downtime."</p>
<p>"How do you ensure your employees' desktops are operating in an optimal state to keep employees productive? Has this been successful?"</p> <p>"How long does it take for you to get a mobile worker reconnected on a new device in the event that the device is lost, damaged, or stolen?"</p> <p>"How do you balance the need to move employees around with the cost of moving or reconfiguring their desktops for each move?"</p>	<p>"We have a large mobile workforce that needs access to corporate information even when they travel, work from home, or are outside the corporate firewall."</p> <p>"Our employees request specific configurations and applications and it often takes a long time to meet their needs."</p> <p>"Our mobile workforce sometimes losses or damages devices. It takes a while to get these users back up and running."</p>	<p>Diverse Workforce: Mobile, task worker, productive anywhere</p>	<p>"Configuration Manager reduces the complexity and cost of implementing virtual environments by providing a single, unified tool to manage all of a user's client desktops, thin clients, mobile devices, and virtual desktops. It also extends inventory, updating, and configuration capabilities to VDI sessions."</p>
<p>"What measures do you currently take to ensure employees do not download unauthorized software or applications onto their desktops? Has this been successful?"</p> <p>"What technologies do you currently use to ensure security configurations are working effectively on your client PCs and mobile devices?"</p>	<p>"Our employees are constantly installing applications and downloading software that cause conflicts and end up costing our IT staff a lot of time and money to troubleshoot."</p> <p>"It is a labor-intensive activity and we spend a lot of time and money confirming system compliance in preparation for audits."</p>	<p>Compliance and Complexity</p>	<p>"Configuration Manager reduces IT management and operating costs by providing a single, integrated platform for desktop security and compliance management. Along with System Center 2012 Endpoint Protection, Configuration Manager delivers a single solution for malware protection, identification, and remediation of vulnerabilities, while giving visibility into noncompliant systems."</p>
<p>"How are you currently working to reduce energy costs within your organization?"</p> <p>"What creative measures are you taking in order to push out your desktop lifecycle or redeploy retired machines?"</p>	<p>"Energy costs are huge in an organization as large as ours. Client energy usage and maintenance is very expensive."</p> <p>"Because of reduced budgets, we are having to push out our hardware lifecycle and try to utilize older machines and operating systems."</p>	<p>Managing Costs</p>	<p>"The System Center client-management solution helps you achieve the cost saving benefits of Windows 7 at scale. With better power management, compliance enforcement, monitoring, and automation, System Center can help organizations meet budgetary pressures."</p> <p>"Virtualization technology can allow aging hardware to operate cutting-edge operating systems and applications, which can extend your hardware lifecycle and save you money."</p>

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COMMON OBJECTIONS

What You Hear	Your Response
"We have tens of thousands of desktops in our company. Can System Center handle the scope and scale?"	"Yes. System Center is used in many of the world's leading firms. In fact, the Microsoft IT organization utilizes System Center for managing its own corporate desktops. Please visit this link and learn how Microsoft IT uses System Center for client management: http://technet.microsoft.com/en-us/library/bb687796.aspx#sccmr4 ."
"I want to look at virtualization for my clients. What System Center products are required?"	"Client management in virtualized environments utilizes System Center Configuration Manager, Virtual Machine Manager, and portions of the MDOP subscription."
"For Server Management, I can purchase a Server Suite offering from Microsoft. What exists for the client side?"	"Microsoft offers the Enterprise Client Access License (CAL) as a vehicle to easily and economically procure the capabilities required for enterprise client management. Please contact your Microsoft or partner representative for further details."
"I need to customize my client-management offerings. How flexible is System Center?"	"System Center solutions are extensible and configurable through certain APIs and scripting features available through Windows Powershell®. While out-of-the-box features are fine for many organizations, often enterprises require custom solutions and integrations."
"I am still on Windows XP. Will System Center support me until I move to Windows 7?"	"Yes. System Center Configuration Manager supports Windows 7, Windows Vista®, and Windows XP. The System Center team understands that companies utilize several platforms, and Microsoft has built in ongoing support for past Windows desktop platforms."

TRIAL INFORMATION

Evaluate the capabilities of the Microsoft System Center client-management solutions with downloadable software, trial software, and service packs here: <http://www.microsoft.com/en-us/server-cloud/evaluate/trial-software.aspx>.

LICENSING

Details on pricing and licensing for System Center client-management products and Microsoft CALs can be found here:

- **Microsoft System Center Client Management:** <http://www.microsoft.com/licensing/about-licensing/SystemCenter2012.aspx#tab=2>
- **Microsoft CALs, Core and Enterprise:** <http://www.microsoft.com/calsuites/en/us/products/default.aspx>
- **MDOP:** <http://www.microsoft.com/en-us/windows/enterprise/products-and-technologies/mdop/default.aspx>

CASE STUDIES

County Meath Vocational Education Committee (VEC): "Standardizing Desktop Saves Education Authority €30,000 in Annual Power Costs"

- County Meath Vocational Education Committee (VEC) had limited funds to support a heterogeneous desktop environment and provide IT services to employees. The county standardized desktops on Windows 7 Enterprise and deployed Microsoft System Center Configuration Manager 2007 R3, thereby reducing annual power costs by €30,000 (U.S.\$48,000), and hardware maintenance costs by 30 percent. Help-desk staff expedited issue resolution by 75 percent.

Wisconsin Department of Children and Families: "State Agency Reduces Time to Set Up New Users by 85 to 90 Percent"

- The Wisconsin Department of Children and Families (DCF) needed an integrated solution for all aspects of IT management, including configuration management, software deployment, operational monitoring, service-desk operations, and IT-asset lifecycle management. DCF chose a solution based on the Microsoft System Center family of products, implementing Microsoft System Center Configuration Manager 2007 R3, System Center Operations Manager 2007 R2, and System Center Service Manager 2010, in addition to the Provance IT Asset Management Pack for System Center Service Manager 2010. Deployment of these components was rapid and cost-effective, enabling DCF to quickly begin realizing strong benefits that include enhanced service levels and a significant reduction in the time required to complete many common service-desk tasks.

SYSTEM CENTER MANAGEMENT SOLUTIONS AND TECHNOLOGIES

Product	Capability Description
System Center Configuration Manager 2012	This product helps organizations empower employees to use the devices and applications they need to be productive, while maintaining corporate compliance and control. As more consumer devices enter the workplace, IT faces the challenge of delivering a rich experience to users across multiple devices—both personal and corporate-owned—without giving up the control needed to protect company assets. Configuration Manager provides a unified infrastructure for mobile, physical, and virtual environments and allows IT to deliver and manage resources by user, regardless of the number or type of devices an employee uses to connect to corporate data.
Microsoft System Center Endpoint Protection 2012 (previously known as Microsoft Forefront® Endpoint Protection 2012)	This product protects client and server operating systems against the latest malware and exploits by using industry-leading threat detection technologies. It builds on System Center Configuration Manager, allowing customers to implement endpoint protection as part of a unified infrastructure for securing and managing physical, virtual, and mobile client environments. This shared infrastructure helps lower ownership costs while providing improved visibility and control over endpoint management.

ADDITIONAL RESOURCES

- **Desktop management and security whitepaper:** http://download.microsoft.com/download/3/2/2/32254F39-A7E1-4059-910C-5E134AC50EFB/Convergence_WP_final.docx
- **System Center client-management Information:** <http://www.microsoft.com/en-us/server-cloud/desktop/virtualization.aspx>
- **System Center product information:** <http://www.microsoft.com/en-us/server-cloud/system-center/components.aspx>
- **System Center Information for Partners:** <https://partner.microsoft.com/US/productsolutions/servers/systemcenter>