SALES ADVISOR

Partner Sales Battlecard

Microsoft Desktop Optimization Pack (MDOP)

Microsoft Desktop Optimization Pack (MDOP) for Software Assurance is a dynamic desktop solution available to Software Assurance customers, which helps reduce application deployment costs, enable delivery of applications as services and allow for better management and control of enterprise desktop environments.

WHY SHOULD A RESELLER CARE?

- Helps you sell the value proposition of Windows® in an EA since it has so much value.
- Helps your customer maximize the value of their existing SA and become a trusted advisor.
- Helps increase the value proposition of Microsoft applications such as Office, since the customer will have much lower deployment costs and will be able to deploy much closer to the time they purchase than they ever have.
- Customers who have already purchased and adopted MDOP are:
  - 60% more likely to renew.
  - Nearly 2x more satisfied.
  - Nearly 3x more likely to recommend client SA to others.

WHY SHOULD A CUSTOMER CARE?

- End-user productivity will never be affected during application or OS deployments, upgrades or patching. Users automatically get the newest versions of applications and OS, without local desktop intervention.
- Minimize time-consuming regression testing and application and OS compatibility issues. This is possible because applications are virtualized and not redirected or installed on the client, saving tremendous IT time and effort.
- Dynamic virtualization lets IT control virtual application combinations, consolidate virtual environments, and simplify and speed administration.
- Accelerate and centralize deployment and management of operating systems and applications, including simplifying global management of virtual applications by letting users work in localized environments with localized applications.
- Centralized, simplified and hosted inventory of software assets enables tighter IT control over the desktop environment.
- Simple change management and rollback of Group Policy, affording greater, easier IT control.
- Easily monitor, analyze and fix PC issues
- Improve PC manageability and drive down TCO by transforming static environments into dynamic, services-oriented infrastructures.

THINGS TO KNOW

1 REDUCE TOTAL COST OF OWNERSHIP

$70-$80 Net Cost Savings per PC per year using MDOP according to Gartner.

2 ACCELERATE DEPLOYMENT AND MIGRATION

Expedite the deployment, update, and deprovisioning of software applications to reduce costs.

3 INCREASE CUSTOMER SATISFACTION

95% of customers who have deployed MDOP within are organization are (very) satisfied.

TARGET CUSTOMERS

- Organizations whose IT staff spends too much time and resources deploying, upgrading, and supporting apps.
- Organizations that are concerned that application compatibility with new versions of Windows is delaying upgrade projects.
- Organizations look for greater flexibility and control over Group Policy changes.
- Organizations that are concerned that PC failures will impact user productivity, require reinstall of the desktop, and result in data loss.
- Organizations who want to reduce inflated helpdesk calls from new applications or changes in network.

TRIGGERS, REALITIES, AND RESPONSES

Conversation Starters	What You Hear	The Business Challenge	Your Response
"Is managing images and applications time consuming, complex, and labor intensive?"	"I have an application that does not work on my preferred operating system, but I need to support that application at the desktop level."	We have no problem moving to the Windows® 7 operating system, as long as we have the capability to run the applications without having to change them.	"Were you aware that Microsoft Enterprise Desktop Virtualization (MED-V), part of Microsoft Desktop Optimization Pack (MDOP) provides deployment and management of virtual PC images to resolve application compatibility with new versions of Windows?"
"Is your helpdesk deluged by end users with application problems? Does your staff often assist users through their issues over the phone or through on-site visits?"	"I have an application which is frequently updated, and not always successfully."	We need a more effective way to manage applications.	"You should know that Microsoft Application Virtualization (App-V), part of MDOP, turns applications into centrally managed services that are never installed, never conflict, and are easily managed."
"Does your IT team have clear insight into your desktop infrastructure?"	"We are having a difficult time identifying technology problems within our extensive desktop infrastructure."	We need deeper insight into our desktop infrastructure.	"A useful solution for you may be the Diagnostic and Recovery Toolset, part of MDOP, which provides greater insight into applications being run on your desktop infrastructure, including errors and conflicts."
"Are you able to proactively troubleshoot errors in your desktop environment?"	"Software and driver errors are all sent to Microsoft, but we can't track them in a comprehensive way."	We would like to see all the errors in a cohesive view so we can take tactical action.	"System Center Desktop Error Monitoring Tool reviews errors before they are sent to Microsoft."
"Does your IT staff spend a lot of time and resources deploying, upgrading, supporting, and terminating applications or operating systems on the desktop?"	"I have a large, heterogeneous desktop software environment that takes a lot of resources to assess."	We need to more effectively utilize team's time.	"One thing to look at is the Asset Inventory Service, which is built into MDOP. It provides an accurate look at software installed across the desktop infrastructure."
"Is it difficult for you to manage and maintain desktop compliance?"	"I'd like more granular control of Windows and Windows Server® 2008 R2, but I don't want to have to create the group policies from scratch."	We would like a library of group policies that we can modify to gain better control.	"I'd recommend the Group Management Policy Tool, which is built into the MDOP. It provides a library of group-policy templates for easy implementation."

COMMON OBJECTIONS

What You Hear	Your Response
"Why does a customer need to have Software Assurance in order to buy this product?"	Software Assurance is the most cost effective and flexible way for a customer to manage their Windows desktop. Microsoft sought out best of breed technologies in the industry that address key customer pain points and we have brought these technologies together into the Microsoft Desktop Optimization Pack for Software Assurance to enable our customers to experience the optimized desktop solution through the combined use of Windows 7 Enterprise and the Microsoft Desktop Optimization Pack for Software Assurance.
"Is this a perpetual or non-perpetual offering?"	Microsoft Desktop Optimization Pack for Software Assurance is a non-perpetual or fixed-term offering. The customer is signing up for a subscription service and the purchase must be made on the same enrollment as their qualified Windows Client SA coverage to ensure that coverage co-terminates.

FEATURE COMPARISON

Key Features	Description
Microsoft Application Virtualization (App-V)	Turns applications into centrally managed services that are never installed and are streamed on demand to end users.
Microsoft Enterprise Desktop Virtualization (MED-V)	Enables deployment and management of Microsoft Virtual PC to resolve application compatibility with a new Operating System (OS)
Microsoft Advanced Group Policy Management (AGPM)	Helps IT take control of the desktop through effective change management, versioning and roll-backs via GPOs, and a robust role-based administration and delegation model.
Microsoft Asset Inventory Service (AIS)	Hosted service that collects software inventory data and translates it into actionable business intelligence.
Microsoft Diagnostics and Recovery Toolset (DaRT)	Reduces downtime by accelerating troubleshooting, repair and data recovery of unbootable Windows-based desktops.
Microsoft System Center Desktop Error Monitoring (DEM)	Helps provide proactive awareness and insight into application and operating system failures that cause live PCs to hang or crash.

TRIAL INFORMATION (IF APPLICABLE)

Customers who wish to evaluate MDOP products, the MDOP software is available at MSDN and TechNet (in accordance with your MSDN or TechNet agreements). AIS is not available with the trial of MDOP.

LICENSING (IF APPLICABLE)

Microsoft Desktop Optimization Pack (MDOP) is only available to customers with Windows Client Software Assurance (SA) coverage. Customers must have active SA coverage to subscribe to MDOP.