



SALES ADVISOR

Partner Sales Battlecard

Windows® 7

Built on the Windows Vista® foundation, the Windows 7 operating system is a critical part of the next-generation Windows Optimized Desktop. It will help make users productive anywhere, enhance security and control, and streamline PC management.

WHY SHOULD A RESELLER CARE?

- Windows 7 can help provide recurring revenue through hardware/software upgrades and IT-related services such as setting up data backup, configuring hardware and accessories, and optimizing network settings.
- Windows 7 is compatible with a large and growing base of devices, hardware, and Web services, making it easier for you to build and sell.
- A simplified and compelling SKU lineup helps to provide customers with exactly what they want.
- Starting with the initial Beta release onward, Windows 7 has received high praise from industry experts, top-name bloggers, and everyday users—which means that you can capitalize on early market demand.

WHY SHOULD A CUSTOMER CARE?

- Access information from almost anywhere with DirectAccess, which allows access to your company's corporate network and intranet sites without using virtual private network (VPN) software.
- Speed up access to information with BranchCache, which helps you access remote data faster and easier than ever.
- Improve PC stability with AppLocker, which allows IT departments to specify which applications (and versions) are allowed to be installed.
- Help protect users, infrastructure, and data with BitLocker™ To Go, which allows IT departments to automatically encrypt any USB drive attached to a Windows 7-based machine.
- Ease transition to Windows 7 with Windows XP Mode, which allows you to run Windows XP virtually under Windows 7 and minimize your application compatibility concerns.
- Help remove barriers to information with Federated Search, which allows you to search and view content from local, network, and Internet repositories—all within a single view.

THINGS TO KNOW

1 REDUCE COSTS AND COMPLEXITY

- Migrate easily from Windows Vista
- Help keep PCs running smoothly
- Provide better support for client virtualization
- Consume less power

2 ENHANCE SECURITY AND CONTROL

- Help protect data on PCs and portable devices
- Help protect users and infrastructure
- Expand on the Windows Vista security foundation

3 MAKE USERS PRODUCTIVE ANYWHERE

- Do your everyday tasks faster and easier
- Remove barriers to information
- Access information from anywhere quickly

TARGET CUSTOMERS

- Organizations that have bought new PCs in the last two to three years.
- Organizations that have started testing Windows Vista or Windows 7.
- Organizations that have made previous purchases of Windows XP Volume Licenses.
- Organizations that have purchased PCs and downgraded them to Windows XP, but still wish to move to a well-managed infrastructure with Windows 7.
- Organizations that have server products already installed in their infrastructures and may be more equipped to upgrade to a new Windows client.
- Organizations in industries requiring a larger mobile workforce (because laptop hardware refresh cycles are considerably shorter than those of desktop computers).

TRIGGERS, REALITIES, AND RESPONSES

Conversation Starters	What You Hear	The Business Challenge	Your Response
"What are you doing to ensure productivity at the desktop remains high?"	"We are frustrated with our operating system when it comes to getting daily work done."	We are looking for a more effective and productive environment.	"A useful solution for you would be the integrated Internet Explorer® 8 browser Search functionality to effectively find information with searches and libraries."
"Do you have users who work in remote offices or in the field?"	"Our workforce is becoming increasingly more mobile."	Our mobile workforce has a tougher connectivity environment.	"Did you know that Remote Desktop provides the ability to connect to an office desktop from a remote location? Additionally, for laptops, location-aware printing helps automatically find a local printer."
"Do you employ a proactive security solution for your desktop security?"	"We are struggling with increasing malware infections."	We need a better defense.	"Were you aware that new user account controls in the Windows 7 operating system provides adjustable levels of notifications for system changes to ensure security?"
"Are you worried about losing your business-critical data?"	"It costs a lot to recover lost information at the desktop level."	We are having backup and restore issue.	"You should know that Windows 7 has complete PC-backup technology to maintain productivity and allows users to 'self-recover' individual files without IT help."
"Do you have business applications running in the Windows XP operating system that you're concerned will not run in Windows 7?"	<ul style="list-style-type: none"> • "One of our legacy applications don't run on the modern operating system." (application focused) • "Our legacy hardware won't support the new operating system." (hardware focused) 	<ul style="list-style-type: none"> • We need to keep legacy applications (application focused) • We have legacy hardware (hardware focused) 	<ul style="list-style-type: none"> • "In Windows 7, the Windows XP mode provides application compatibility." • "It is good to know that Windows 7 is based on the Windows Vista operating system."

COMMON OBJECTIONS

What You Hear	Your Response
"We're currently running a few legacy applications that only work on Windows XP!"	"Windows 7 has an option to run some applications in compatibility mode. There's also Windows XP Mode, a valuable transition tool that lets you run many existing productivity Windows XP applications. Windows XP Mode is easy to find and access from either the Start menu or the Windows 7 taskbar."
"What versions of Windows can be upgraded to Windows 7 Enterprise?"	"From a technical perspective, Windows Vista Enterprise and Windows Vista Business may be upgraded to Windows 7 Enterprise. From a license perspective, any PC covered by Software Assurance at the release of Windows 7 can be upgraded to Windows 7 Enterprise."
"Do I have to purchase MDOP to purchase the Enterprise edition?"	"No. Access to MDOP is a benefit of Software Assurance, but it's not a requirement to take advantage of the Windows 7 Enterprise edition. However, MDOP is an incredible value, and we advise SA customers to subscribe to MDOP as well."

FEATURE COMPARISON

Key Features	Windows 7 Professional	Windows 7 Enterprise
Windows taskbar and Jump Lists	■	■
Windows Search	■	■
Device Stage	■	■
Home media streaming, including Play To	■	■
Bluetooth support	■	■
Fax and scan	■	■
Basic games, including Solitaire and Minesweeper	■	■
Credential Manager	■	■
Application capabilities	Unlimited	Unlimited
Live taskbar thumbnails	■	■
Switch between users without having to log in and out	■	■
Windows Mobility Center (without presentation settings)	■	■
Aero® Glass and simpler window navigation	■	■
Aero Background	■	■
Windows Touch	■	■
Create a HomeGroup	■	■
Windows Media® Center	■	■
Create and play DVDs	■	■
Windows XP Mode: Run many older productivity and business programs for Windows XP on Windows 7*	■	■
Offline folders	■	■
BitLocker and BitLocker To Go		■
AppLocker		■
DirectAccess		■
BranchCache		■
Multilingual User Interface Packs		■
Enterprise Search scopes		■
Virtual Desktop Infrastructure enhancements		■
Direct boot from VHD		■
Access to MDOP – six technologies designed for IT professionals		■

*Windows XP Mode requires either OEM pre-installation or post-purchase installation of Windows XP Mode (which runs on Windows 7 Professional or Ultimate) and a virtualization technology, such as Windows Virtual PC. You can download and learn about system requirements for [Windows XP Mode](#) and [Windows Virtual PC](#). Also, see additional features for [Windows 7](#).

LICENSING

Product	Description
Windows 7 Professional	Designed for small businesses, Windows 7 Professional provides a PC experience you can count on, helps you get more done, and helps safeguard your work. It's available as an upgrade license through Volume Licensing (Windows 7 Professional is the successor to Windows Vista Business).
Windows 7 Enterprise	Designed for medium-sized and large businesses that want to optimize their desktop IT infrastructures, Windows 7 Enterprise will help make users productive anywhere, enhance security and control, and streamline PC management. It's available with Software Assurance for Windows.

WINDOWS 7, THE OPTIMIZED DESKTOP, AND SOFTWARE ASSURANCE (SA)

Windows 7 Enterprise is part of the Windows Optimized Desktop, which also includes the Microsoft® Desktop Optimization Pack (MDOP) suite of management, deployment, and virtualization tools. If your PCs are covered by SA when Windows 7 is released, you'll automatically get the rights to deploy Windows 7 Enterprise to those PCs without an additional license fee.

The Microsoft Desktop Optimization Pack can help you reduce the total cost of ownership (TCO) of your entire enterprise-wide application management lifecycle and create the foundation for an agile, services-oriented infrastructure that supports long-term organization growth. MDOP is a suite of six technologies:

1. [Microsoft Application Virtualization](#)
2. [Microsoft Asset Inventory Service](#)
3. [Microsoft Diagnostics and Recovery Toolset](#)
4. [Microsoft Advanced Group Policy Management](#)
5. [Microsoft System Center Desktop Error Monitoring](#)
6. [Microsoft Enterprise Desktop Virtualization](#)

Other SA benefits include license rights to run up to four additional copies of Windows in virtual machines. Microsoft is committed to delivering continual innovation to enterprise customers through Software Assurance with more regular releases of Windows, additional value in Windows 7 Enterprise Edition, and regular updates of the Microsoft Desktop Optimization Pack.

[Click here](#) for more information on the [Optimized Desktop](#) and MDOP.