



SALES ADVISOR

Partner Sales Battlecard

Windows Intune™

On Premises and Online Solutions

Windows Intune™ brings together Cloud services for personal-computer (PC) management and malware protection with the Windows® 7 Enterprise operating system upgrade subscription. This comprehensive Microsoft® solution simplifies how businesses manage and secure PCs so that computers and users can operate at peak performance from virtually anywhere.

WHY SHOULD A RESELLER CARE?

- Grow revenue. With greater insight into customers' PC environments, partners can realize new services opportunities—from Windows deployments to managed services—while earning recurring revenue on each Windows Intune subscription that is sold.
- Extend reach. Because Windows Intune is a Cloud service, geographical limitations are removed, allowing partners to reach customers they could not before. And with an attractive, monthly subscription, PC management is now an affordable proposition for customers who would not have considered it previously.
- Accelerate sales. Windows Intune removes many of the obstacles that can delay a sales cycle: no infrastructure is required; the subscription is paid in affordable monthly installments, instead of in one lump sum up-front; and there is no lengthy tie-in—after the year's subscription term ends, customers can opt to end their subscription completely, buy out the Windows 7 license, or renew their subscription for a further 12 months.

WHY SHOULD A CUSTOMER CARE?

- Windows Intune simplifies how businesses manage and secure PCs using Windows Cloud services and Windows 7. Windows Intune delivers Cloud-based management and industry-leading security capabilities using a single Web-based console. Computers and users can operate at peak performance from anywhere.
- Information-technology (IT) staff can keep PCs well-managed so users can remain productive, regardless of where they are located. All that's required is an Internet connection.
- With the Windows 7 Enterprise upgrade included in the subscription, customers can have the best Windows experience and standardize their PCs on a single version of Windows.
- Windows Intune fits the needs of businesses by giving big technical results with a small technical investment. With the simple setup of the Cloud service, customers do not have to worry about costly deployment and time-consuming maintenance.
- They get a comprehensive desktop solution with a low up-front investment and can pay as they go to help keep finances under control. The result? Less hassle and greater peace of mind knowing that employees' PCs are well-managed and highly secure.

THINGS TO KNOW

1 MANAGE AND SECURE PCS ANYWHERE

The Windows Intune Cloud service helps centrally manage and secure customer PCs through a simple Web-based console – whether IT staff or users are in the main office, at a branch office, or on the road.

2 THE BEST WINDOWS EXPERIENCE

Provide customers a better experience for their workforce that is easier to manage by standardizing their PC environment. Customers can upgrade to Windows 7 Enterprise or run a prior release. It is their choice.

3 FITS YOUR CUSTOMER'S BUSINESS

Give customers big technical results with a small technical investment, minimal overhead, and simple billing.

TARGET CUSTOMERS

Customers looking to:

- Keep remote and mobile workers up to date and secure.
- Get immediate PC insight to identify potential problems before they cause a disruption to productivity.
- Reduce complexity by standardizing the PC environment on Windows 7 Enterprise without the up-front expense.
- Lower support costs by minimizing infrastructure overhead and ongoing maintenance costs.
- Consolidate desktop management functions into one integrated tool.
- Reduce their on-premises footprint.

TRIGGERS, REALITIES, AND RESPONSES

Conversation Starters	What You Hear	The Business Challenge	Your Response
"How are you currently managing the upgrade of your desktop infrastructure?"	"We are not undertaking an upgrade right now."	"We would like to upgrade, but we don't have the resources."	"Did you know that the upgrade rights to Windows 7 Enterprise is included with Windows Intune? And you gain access to download Volume Licensing media and activation keys for a streamlined upgrade."
"Do you have plans to change desktop security any time soon?"	"Our big focus is on the desktop infrastructure."	"We don't have the resources to do both at the same time."	"Did you know the malware protection included with Windows Intune is powered by the same Microsoft malware protection engine used by Microsoft Forefront® Endpoint Protection and can deliver alerts and infection reports in a similar manner?"
"Have you considered moving to a Cloud-based desktop infrastructure?"	"It just isn't realistic to make that move right now."	"We don't have the resources to shift our desktop infrastructure."	"Windows Intune is designed for businesses without an enterprise IT infrastructure. There's no need for a costly and time-consuming server setup."
"How effectively are you managing your desktop updates?"	"Desktop updates are very time consuming for our IT department."	"Desktop updates are taking up too many resources, and we can't keep up."	"Windows Intune ensures that users have the latest features or updates automatically for Windows Intune or Windows operating systems for as long as their subscription is active."

COMMON OBJECTIONS

What You Hear	Your Response
"My desktop infrastructure is too large for an online-management solution."	"Customers can use Windows Intune version 1 to manage up to 20,000 seats in a single account. The infrastructure is highly scalable and will be able to manage a larger number of seats per account in future versions. A customer can choose to have multiple accounts, but the maximum number of seats that a user can manage on any single account in version 1 is 20,000."
"I don't need another management solution. I need something more strategic."	"With its simple, task-oriented user interface, Windows Intune helps complete routine PC management tasks and quickly identify issues that may disrupt productivity. In addition, the Windows 7 Enterprise upgrade rights help businesses standardize their environment on the latest operating system, bringing added productivity, security, and usability to users, while making management easier with a single configuration."
"I don't want to add another licensing scenario."	"Windows upgrade rights are included with the Windows Intune subscription, and existing Enterprise Agreement or Enterprise Subscription Agreement customers can add only the Windows Intune service with the Windows Intune Add-on. In all cases, the Windows Intune service must be accompanied by the Windows upgrade and Enterprise Edition use rights."

LICENSING

	Updated Enterprise Agreement (EA)	Microsoft Online Subscription Program (MOSP)
Size	>250	1+
Product Offers	On premises, software, and Cloud	Cloud offer only
Billing Mechanics	Integrated invoice	Credit card or invoice
Discounting	Total purchase volume	Individual service volume
Commitment	3 years	1 year
Pricing	Lowest for 3 years	1 year option
Negotiable	Yes	No
Target Audience	Enterprise Accounts	SMB

SYSTEM REQUIREMENTS

The Windows Intune client software is supported on both 32-bit and 64-bit versions of:

- Windows 7 Enterprise, Ultimate, and Professional
- Windows Vista® Enterprise, Ultimate, and Business
- Windows XP Professional with Service Pack (SP) 2; SP3 recommended

The Windows Intune client software has no additional hardware requirements for computers running Windows 7 or Windows Vista. However, to install the client software on computers running Windows XP, you will need a central-processing-unit (CPU) clock speed of 500 megahertz (MHz) or faster and at least 256 megabytes (MB) of random access memory (RAM). You will also require administrator rights on the computer to complete the Windows Intune client software installation.

To access the Windows Intune Web console, administrators will need access to a Web browser that supports the Microsoft Silverlight® 3.0 browser plug-in, such as the Windows Internet Explorer® 7.0 or Internet Explorer 8 Internet browser.