



SALES ADVISOR

Partner Sales Battlecard

Windows 8

Windows 8 is Windows reimagined. Windows 8 works great on tablets, laptops, and traditional PCs with touch or mouse and keyboard and it's fully compatible with Windows 7, utilizing the investment you have already made in your Windows 7 infrastructure and applications. Built on the solid foundation of Windows 7, Windows 8 is the most secure operating system, brings together the potential of a tablet with the power of a PC, and gives customers the power, mobility, and familiarity to effortlessly move between what they want to do and what they need to do.

WHY SHOULD A CUSTOMER CARE?

Windows 8 also helps bridge the gap between users who want a more personalized experience and IT professionals who want a more secure, manageable operating system. How? With powerful features and functionality like:

- **Windows To Go**—Windows 8 enables IT departments to provide users with a full corporate copy of Windows (along with the user's business applications, data, and settings) on a USB storage device, a great solution for contract workers.
- **Secure Boot**—The Windows 8 boot process helps protect the PC from malware or viruses by loading anti-malware in advance. Behind the new look of Windows 8 is the rock-solid foundation customers have come to expect from Windows 7 making Windows 8 the most secure operating system ever.
- **PC & Tablet Choice**—With Windows 8, customers don't have to choose between a touch device and a hard-working PC because they can have it both ways. And whether they like to stay put or work on the go, they can enjoy the power, convenience, and versatility of Windows across a new wide range of hardware designed for a touch or mouse and keyboard experience. Windows 8 devices will be thinner, lighter, and faster, offering faster boot times, greatly reduced Wi-Fi connection times and new processes and materials making it easier to get it all done wherever and whenever customers need to.
- **Control over the Windows Store**—With desktop and built-in apps, customer can continue to work efficiently. Plus, a whole new range of touch-centric apps available via the Windows Store can boost productivity. Also, IT professionals can disable access to the Windows Store by using Group Policy, and specific applications within the Windows Store can be allowed or blocked by using AppLocker.

THINGS TO KNOW

With Windows 8 we are taking our commitment to build experiences and devices that people love and demand, as well as delivering enterprise-grade solutions, to a new level. Here are specific investments we are making with Windows 8:

- **Great tablets for business users**
 - Thin, lightweight, long battery-life tablets
 - A touch-optimized user interface with full keyboard and mouse support
 - Ability to download and deploy applications from the Windows Store
 - Windows 7 applications work on Windows 8, utilizing the investments customers already made in Windows 7
- **New possibilities in mobile productivity**
 - Sleek devices—From compact, touch-enabled tablets and lightweight notebooks to PCs
 - Windows To Go—Run Windows 8 from a USB drive on any PC
 - DirectAccess—Always-on and secure VPN connection
 - Hyper-V—The same virtualization technology supported in Windows Server included in Windows 8
- **Enhanced end-to-end security**
 - Secure Boot and Virtual smartcards—Makes Windows 8 the most secure operating system
 - BitLocker—Hard drive encryption
- **Management and virtualization advancements**
 - Windows 8 Virtualization supports a high fidelity user experience including 3D graphics and an enhanced experience

TRIGGERS, REALITIES, AND RESPONSES

Conversation Starters	What You Hear	The Business Challenge	Your Response
<ul style="list-style-type: none"> • "Have you considered adopting tablets for your end users?" • "What are your plans for embracing the consumerization of tablets devices among your end users?" 	"We have a few iPads and are still testing to see how they will fit in our environment."	End users have increased say in what devices they want to use, forcing IT to consider new devices. Businesses are pressured from end users who want to get work done on devices they choose.	With a Windows 8 tablet, there are no trade-offs in user experience and functionality. Because it's a Windows device, it will work with your existing infrastructure and management.
<ul style="list-style-type: none"> • "Do you still have users on devices running Windows XP Pro?" • "What types of devices and operating systems do your end users have right now?" 	"We still have multiple users running Windows XP Pro, as well as many newer PCs running Windows 7."	<ul style="list-style-type: none"> • Windows XP Pro end of support is April 8, 2014. • There's an added cost to managing multiple operating systems. 	Windows 8 presents many great areas of opportunity to purchase newer, faster, and lighter devices. The Windows 8 upgrade also provides a low cost upgrade license to migrate Windows 7 devices to Windows 8, reducing the time and cost associated when managing multiple operating systems.
"Do you have users who work in remote offices or in the field?"	"We have users that are mobile and often work from multiple locations on any given day."	The trend towards user mobility is rising as consumerization of mobile devices becomes popular.	Windows 8 offers new cool touch devices and an experience end users love. Windows 8 tablets solve the tension between the tablets for which users are asking and the need to have a PC in single device. With a Windows 8 tablet you no longer have to choose between a companion device and a fully functional PC. Windows 8 tablets offer no compromise devices that both end users and business want.
"What is your strategy for application management, deployment, and support?"	"We have specific line-of-business (LOB) applications that need to run on users' devices as well as certain applications for mobile devices."	Roughly one-third of all IT costs in 2011 were associated with app development, management, and support.	Windows 8 uses the Windows Store and sideloading LOB applications to install and update those applications across laptops, desktops, and tablets, which makes end users up-to-date and productive.

COMMON OBJECTIONS

What You Hear	Your Response
"Why should I switch from Windows 7?"	If you like Windows 7, then you will love the improvements in Windows 8. Windows 8 offers increased mobility and security while providing newer, more modern, lighter, and faster devices for end users. This does not come as a compromise to IT because Windows 8 provides the increased security and management capabilities found in Windows 7.
"Why do I need a Windows tablet?"	Windows 8 tablets solve the tension between the tablets users are asking for and the need to have a PC in single device. With a Windows 8 tablet you no longer have to choose between a companion device and a fully functional PC. Windows 8 tablets offer no compromise devices that both end users and business want.
"I am still on Windows XP and don't want to switch!"	In addition to the fact that Windows XP will no longer be supported after April 8, 2014, Windows 8 offers many benefits over Windows XP along with reduced cost to service and manage the operating system. Running older, legacy software doesn't allow users to take advantage of modern technology to do things faster, easier, and better.
"I'll wait for SP1 before I buy. I don't trust the first version of the operating system. Look at what happened with Windows Vista."	Windows 8 builds on Windows 7, bringing improved PC performance with faster boot times, longer battery life, and better performance. I would recommend that you pilot Windows 8 with mobile workers to take advantage of the mobile capabilities introduced with Windows 8. Also, take immediate advantage of Windows To Go and client Hyper-V for a flexible work style solution not available in Windows 7.
"Our EA is up for renewal. Why should we renew our desktop operating system coverage if we don't plan to deploy Windows 8?"	Renewing Windows through your EA provides more benefits than just Windows 8 Enterprise. Software Assurance (SA) enables a flexible work style across a range of use case scenarios. From "bring your own device" to companion VDA rights, these scenarios are only possible through active SA.

Windows 8

FEATURE COMPARISON

Feature Name	Windows RT	Windows 8	Windows 8 Pro	Windows 8 Enterprise
Start screen, Semantic Zoom, Live Tiles	x	x	x	x
Windows Store	x	x	x	x
Internet Explorer 10	x	x	x	x
Device encryption	x			
Connected standby	x	x	x	x
Installation of x86/64 and desktop software		x	x	x
Storage Spaces		x	x	x
Windows Media Player		x	x	x
Exchange ActiveSync	x	x	x	x
Touch and Thumb keyboard	x	x	x	x
Trusted boot	x	x	x	x
VPN client	x	x	x	x
BitLocker and BitLocker To Go			x	x
Boot from VHD			x	x
Client Hyper-V			x	x
Domain Join			x	x
Encrypting File System			x	x
Group Policy			x	x
Remote Desktop (host)			x	x
AppLocker				x
DirectAccess				x
BranchCache				x
Windows To Go				x
Enterprise Sideload				x
VDI Enhancements				x

*<http://windowsteamblog.com/windows/b/bloggingwindows/archive/2012/04/16/announcing-the-windows-8-editions.aspx>

LICENSING

Product	Description
Windows 8 RT	Windows RT will only be available pre-installed on PCs and tablets through the OEM channel.
Windows 8	Aimed at the consumer market. Available via OEM and FPP only.
Windows 8 Professional	Full Versions: OEM, Full Package Product (FPP) Upgrades Version: FPP and Volume License (VL)
Windows 8 Enterprise	Windows 8 Enterprise features include all the capabilities that customers get with Windows 8 Prof, plus premium features designed to provide the mobile productivity, security and manageability. Only available through Software Assurance (SA).
Windows Companion Subscription License (CSL)	The Windows Companion Subscription (CSL) is an optional add-on for the primary user of an SA or VDA licensed device, and grants the rights to access a corporate desktop through VDI or Windows To Go on up to four devices. Devices eligible for use under the Windows CSL include any type of personally owned device as well as corporate owned non-x86 devices.

WINDOWS BENEFITS IN SOFTWARE ASSURANCE

As we reimagine Windows 8, we're also enhancing our SA benefits to meet the needs of today's workforce. SA customers will have the following new use rights:

- **Windows 8 Enterprise** includes all the capabilities of Windows 8 Pro, plus premium features designed to meet the mobile productivity, security, manageability, and virtualization needs of today's large businesses.
- With **New Version Rights**, you have access to new releases of Windows as soon as they are released for no additional cost.
- **Windows To Go Use Rights:** Windows To Go will allow companies to support "bring your own PC" scenarios and will give employees who need to work from home more secure access to their full corporate environment.
- **Windows RT Virtual Desktop Access (VDA) Rights:** When used as a companion of a Windows SA licensed PC, Windows RT will automatically receive extended VDA rights. These rights will provide access to a full VDI image running in the datacenter.
- **Windows Thin PC** is a low footprint version of Windows 7 that enables organizations to repurpose existing PCs as thin clients, thereby reducing the need for new thin client hardware.
- Windows **Virtualization Rights** allow for up to four virtual instances of Windows running either in the datacenter or locally.
- **Roaming Use Rights**, which allow the primary user of the licensed device to access a corporate desktop either through VDI or Windows To Go from non-corporate devices while off of a company's premises.
- **24x7 support:** Receive phone support 24 hours a day, seven days a week.
- **E-Learn:** Help your employees gain skills to be more productive with their current software, or ready them for new versions with up-to-date, online training developed by Microsoft experts.
- **Training Vouchers:** Get instructor-led technical training by a Microsoft Certified Partner for Learning Solutions (CPLS).
- **TechNet:** Gain access to full-version software for evaluation.
- **Extended Hotfix support:** Get specific, non-security product fixes on a per-customer incident basis, beyond the standard product support terms and releases.