

Windows 7 for the Optimized Desktop

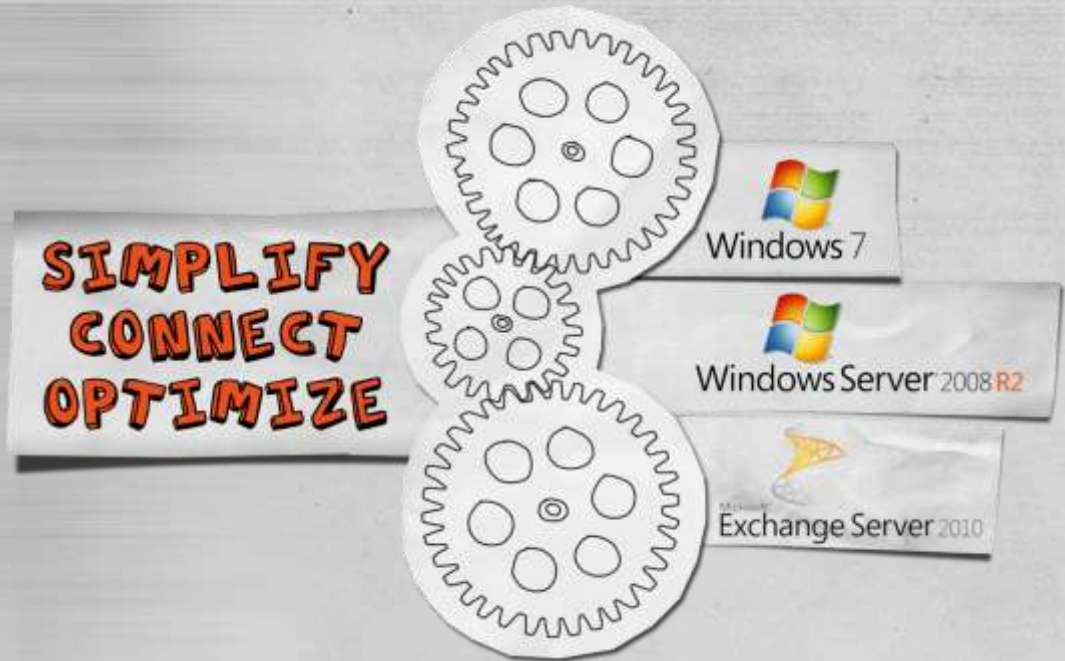
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Agenda

Windows 7: Works the Way You Want

Windows 7 for the Enterprise

The Windows Optimized Desktop



video

The Making of Windows 7

Windows 7: Works the Way You Want

Design Fundamentals

Faster, more reliable

Windows 7: Works the Way You Want

Faster, More Reliable

More Responsive

- ▶ Quicker startup and shutdown
- ▶ Fewer services run by default

"...on looking at this latest build, I've no doubt that not only will Windows 7 will be fast. In fact it will blow away all previous Windows Oses, including the sainted Windows XP."

—Adrian Kingsley-Hughes, ZDNet

"Overall, I'm impressed with how reliable this Windows release has been."

—Ed Bott, ZDNet

More Reliable

- ▶ Automatic fixes to common memory errors and network glitches
- ▶ Built-in troubleshooters

Windows 7: Works the Way You Want

Design Fundamentals

Faster, more reliable

More secure

Windows 7: Works the Way You Want

More Secure

Keeps your data safer

- ▶ BitLocker™ and BitLocker To Go™

Better security control

- ▶ 29% fewer UAC prompts

Internet Explorer® 8 (Keeps you safer online)

- ▶ Malware and phishing protection

“For enterprises, which typically have most to lose when data escapes on a stolen or lost flash drive, BitLocker To Go is a killer feature.”

—Adrian Kingsley-Hughes, ZDNet

“If you haven’t yet given Internet Explorer a look recently – you Firefox-using browser snob, you – you should at least look at Internet Explorer 8. It’s a better browser than ever.”

—Paul Thurrott, Windows IT Pro

Windows 7: Works the Way You Want

Design Fundamentals

Faster, more reliable

More secure

More compatible

Windows 7: Works the Way You Want

More Compatible

Joint engineering with hardware and software partners

- ▶ Optimized drivers for speed and reliability

Innovations built in to improve compatibility

- ▶ "XP Mode": Virtual Windows XP

"...it is highly compatible with the software and hardware I use on a regular basis."

—Paul Thurrott, SuperSite for Windows

"All devices were recognized by the Windows 7 installer and this system is using only drivers from the Windows installation media or Windows Update. That in itself is a remarkable accomplishment."

—Ed Bott, ZDNet

Windows 7: Works the Way You Want

Design Fundamentals

Faster, more reliable

More secure

More compatible

Easy to use

Windows7: Works the Way You Want

Easy to Use

Desktop enhancements

- ▶ Snap, Peek, Shake

Improved taskbar

- ▶ Preview, Jumplists

Simplified connections

- ▶ Wireless Connectivity, Networking, Device Management

“In general, I have found Windows 7 a pleasure to use.”

—Walt Mossberg, Wall Street Journal

**SIMPLIFY
CONNECT
OPTIMIZE**




Windows 7


Windows Server 2008 R2


Exchange Server 2010

demo

Windows 7: Easy to Use

Windows 7 for the Enterprise

Make people productive anywhere



- At their desk
- In a branch
- On the road

Manage risks through enhanced security and control



- Protect data & PCs
- Built on Windows Vista foundation

Reduce costs by streamlining PC management



- Easy migration
- Keep PCs running
- Virtualization

Make Users Productive Anywhere

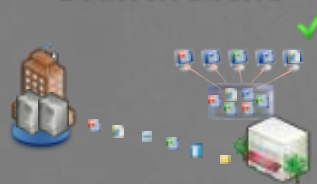
Windows 7 Key Investment Areas

- ▶ DirectAccess: Give mobile users seamless access to corporate networks without a need to VPN.
- ▶ BranchCache™ : Users in branch office wait less to download files across WAN.
- ▶ Search Federation: Consistent experience to find documents on the PC or SharePoint.
- ▶ Navigation: Responsive, intuitive and familiar user interfaces.

DirectAccess

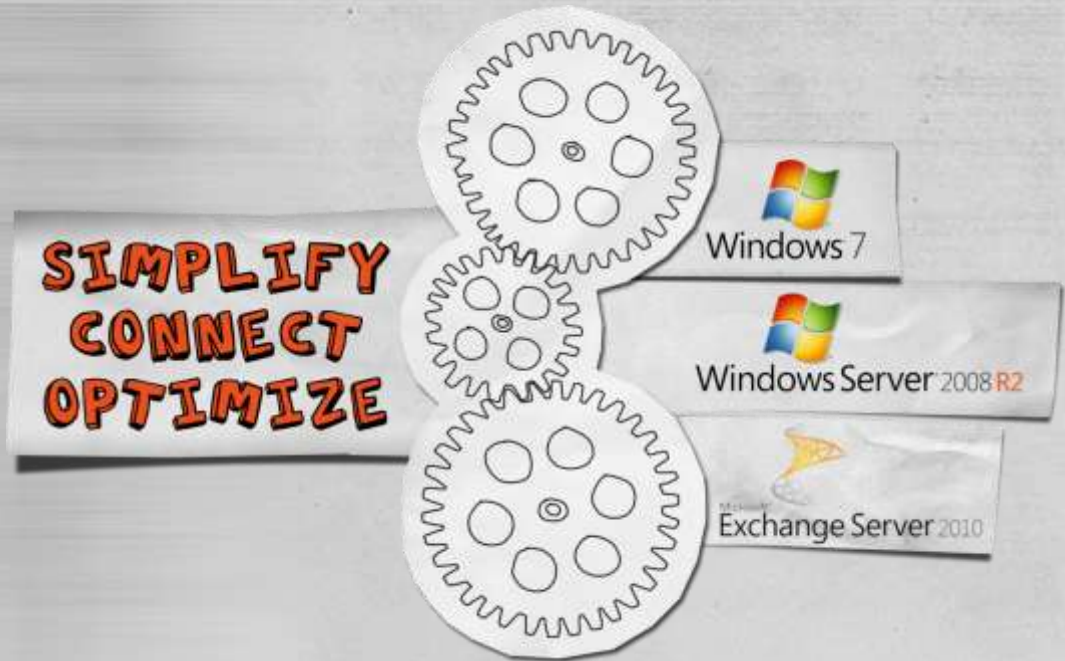


BranchCache™



Search Federation





demo

Make People Productive Anywhere

Windows Explorer and Libraries
Search Federation

Enhanced Security & Control

Windows 7 Key Investment Areas

- ▶ BitLocker: Improved in Windows 7 to simplify setup by automatically creating partitions.
- ▶ BitLocker To Go: Help protect data on any removable drives—such as USB keys.
- ▶ AppLocker™: Application control to specify what software is allowed to run on user PCs
- ▶ Windows Vista Foundation: Security of Windows Vista with enhancements like more flexible UAC prompt behavior.

BitLocker To Go

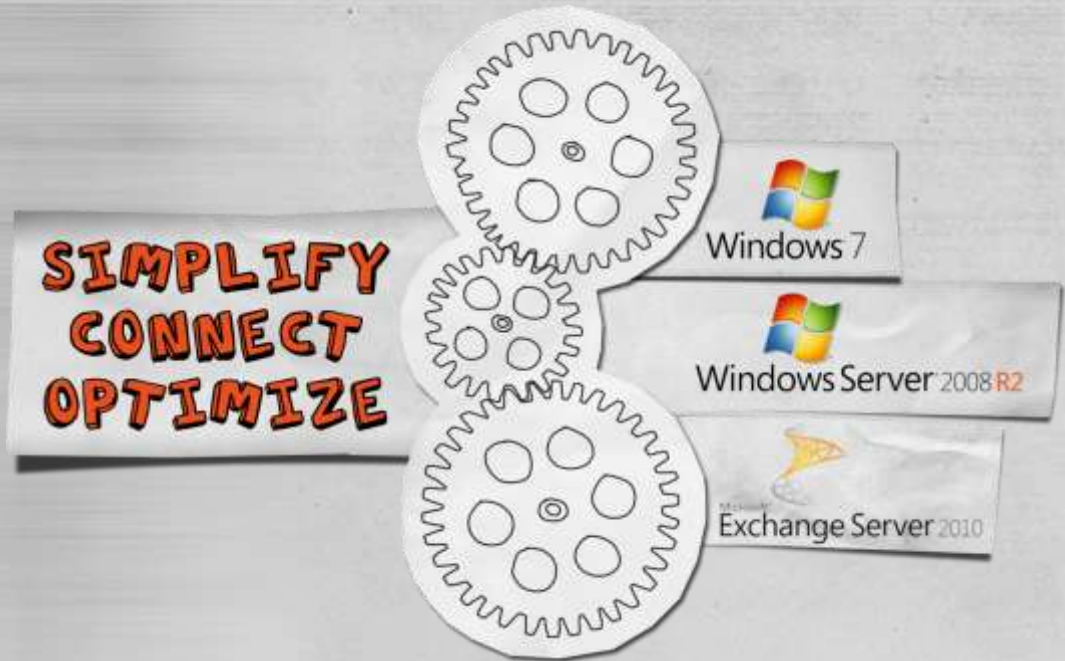


AppLocker



Fundamentally Secure Platform





demo

Enhanced Security and Control

- User Account Control
- AppLocker
- BitLocker To Go

Streamline PC Management

Windows 7 Key Investment Areas

- ▶ Deployment Tools: Maintain images with enhanced offline servicing, deploy using less bandwidth.
- ▶ PowerShell™ 2.0: With graphical editor, easier to automate repetitive tasks.
- ▶ Troubleshooting Platform: Diagnose and resolve issues with built-in or IT-created troubleshooters e.g. Problem Step Recorder
- ▶ VDI Enhancements: Improved user experience for VDI with multi-monitor and microphone support.

PowerShell 2.0



Microsoft
System Center Desktop
Error Monitoring

Windows Troubleshooting Platform



Microsoft
Diagnostics and
Recovery Toolset

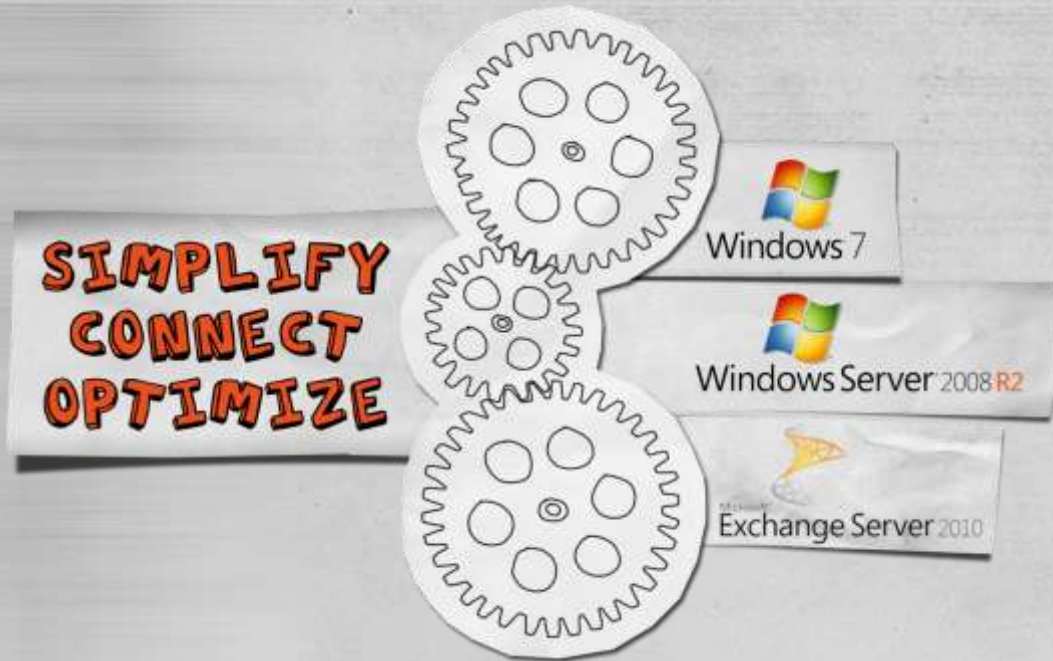
Deployment and App Compatibility Tools



Microsoft
Advanced Group
Policy Management

VDI Enhancements





demo

Streamlining PC Management

Windows 7 Troubleshooting
Problem Steps Recorder

Learn More About Windows 7

Technical Resources

- ▶ The New Efficiency Virtual Launch Experience www.thenewefficiency.com
- ▶ Windows 7 Springboard www.microsoft.com/springboard
- ▶ Windows 7 Webcasts and Podcasts <http://go.microsoft.com/?linkid=9681312>

Get Hands on Training

- ▶ Training Offers—Exclusive for Launch Attendees www.microsoft.com/learning/careerooffers

Community Resources

- ▶ Windows Team Blog www.windowsteamblog.com
- ▶ Talking About Windows www.talkingaboutwindows.com
- ▶ Windows Client Forums <http://go.microsoft.com/?linkid=9681314.5>

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