



What does Windows 7 Professional mean for my business? Answers to partner questions.

Windows 7 Professional for small and midsize businesses

» FAQ

» Why should my company focus on selling Windows 7 Professional?

If you sell PCs to businesses, you should understand the value of the Windows® 7 Professional operating system. Some key reasons Windows 7 Professional is the right operating system for business users include:

- **Easier to build.** Windows 7 Professional is compatible with a large and growing base of devices, hardware, and Web services, making it easier for you to build and sell PCs. Furthermore Windows 7 Professional provides you with a simplified and compelling SKU lineup and a simpler, more cost-effective installation process.
- **Easier to sell.** The initial response to Windows 7 Professional has been positive—from press, analysts, and customers, including many small and midsize businesses. One reason for this is the investment in both compatibility and performance—two of the most important attributes to small-business customers. With enhanced performance, greater compatibility, and positive feedback, you should find Windows 7 Professional easier to sell.

» How will Windows 7 Professional enable new business opportunities?

- **Many businesses are planning to upgrade to Windows 7 in the next year.** According to one independent press survey, as many as 50 percent of all small businesses running Windows will be considering an upgrade to Windows 7 in the next 12 to 18 months. This high consideration rate—which might grow with continued positive response from users, analysts, and press—presents an opportunity for you to increase sales.
- **It can be a catalyst for new PC sales.** In the current economy, many customers, including many small and midsize businesses, have delayed PC purchases. With the value it provides, as well as its outstanding performance on both low-cost and high-end PCs, Windows 7 Professional can be a catalyst for new PC sales.

» Why is Windows 7 Professional recommended for small and midsize businesses?

It's built to meet the specific needs of small and midsize businesses. The process of developing Windows 7 Professional included substantial input and involvement from small and midsize businesses, so Windows 7 Professional was built with the right features for that environment. As a result, Windows 7 Professional provides your small- and midsize-business customers with just what they asked for—a solution that they can rely on and that helps them get more done, reduces costs, and safeguards their work.

RESOURCES

OEM Partner Center:

<http://oem.microsoft.com/windows7>

Microsoft Partner Program portal:

<http://partner.microsoft.com/windows7>

Small and midsize businesses:

<http://www.windows.com/business>

Windows XP Mode:

<http://www.microsoft.com/windows/virtual-pc>

Windows Compatibility Center:

<http://www.microsoft.com/windows/compatibility>



 **Windows 7**
Professional

»» How is Windows 7 Professional better than Windows XP?

Windows 7 Professional offers more reliability, security, performance, and compatibility, as well as many new features that provide value to customers today:

- **Faster and more responsive performance.** Windows 7 Professional starts up, shuts down, and resumes from Standby faster than earlier versions of Windows. Searching and indexing are also faster. Customers will have fewer interruptions with Windows 7 Professional and can recover more quickly from problems when they do occur.
- **Improved reliability.** Reliability improvements in Windows 7 Professional include fewer memory management issues, reduced disruption from diagnostics, and driver sandboxing to prevent one device driver from negatively impacting others. The end result is that Windows 7-based PCs are more resilient, so users experience fewer hangs and crashes.
- **Enhanced security.** Windows 7 Professional helps to better protect users' security and privacy and also makes existing security features such as User Account Control and Windows Defender easier to use.
- **Improved battery life.** Improvements to power management in Windows 7 Professional will help extend the battery life of mobile PCs. Background activities are reduced, for example, enabling the computer's processor to conserve power by remaining idle more often.

»» How is Windows 7 Professional different from Windows Vista Business?

Several features have been improved in Windows 7 Professional, including enhanced performance, reliability, and productivity. Windows 7 starts up and shuts down more quickly than the Windows Vista® operating system, for example, and the taskbar and Desktop Search have been improved so users can get things done more quickly. Windows 7 Professional also includes many new features specifically designed to benefit small and midsize businesses.

»» How does Windows 7 Professional provide more cost savings than Windows XP or Windows Vista?

Windows 7 SKUs are delivered as a single image to simplify the installation process, and new deployment tools help you increase flexibility, speed, and efficiency in PC manufacturing. These Windows 7 deployment improvements can help you save time and, by extension, money.

»» What are the key features of Windows 7 Professional?

"Windows 7 Professional includes many features that help your small- and midsize-business customers have a PC that works the way they want, get more done, and safeguard their work.

- **Windows XP Mode*** enables your customers to run many older existing Windows XP programs seamlessly in Windows 7.
- **Domain Join** provides a simple and secure way to add PCs to their networks.
- **Location-Aware Printing** detects whether a user is at work or at home, and then automatically sends documents to the right printer.
- **Remote Desktop Host** provides remote access to documents and programs on another PC.
- **Encrypting File System** provides user-level file and folder encryption, ensuring strong data protection and control.
- **Advanced Backup and Restore** enables simple, reliable data backup of everything on the PC to a network location.
- **Offline Folders** allow users to work offline with the ability to automatically synchronize between their PC and the network content.

»» How is Windows 7 Professional different from Windows 7 Home Premium?

Windows 7 Professional provides all of the features included in Home Premium that are still important to a business customer, including:

- **Remote Media Streaming:** Send video and audio output from one PC to a network-enabled media player, home stereo, and even other PCs on the network.

- **Live Taskbar Thumbnails:** Mouse over the taskbar or an application icon and see a visual list of recently used items.
- **HomeGroup:** Easily share media, files, printers, and devices across multiple PCs.
- **Device Stage™:** Interact and synchronize with any compatible device connected to the computer.

As a result, business users do not have to compromise on home features in order to get the features they want. But Windows 7 Professional also has many features not available in Home Premium that are designed for business users. The bottom line is, if your customers will use their PCs at home and at work, they should choose Windows 7 Professional.

» How does Windows 7 address compatibility for small and midsize businesses?

- **The broadest set of applications and devices available.** Windows 7 is designed with compatibility in mind. That's why it is, and will continue to be, tested against a comprehensive list of the most widely used consumer and enterprise applications. In addition, extensive outreach efforts ensure that software developers have the resources required for application compatibility. As with software, Microsoft set an engineering goal that devices that work with Windows Vista will also work with Windows 7—and Microsoft has greatly expanded the list of devices and peripherals that are being tested for compatibility.
- **Windows XP Mode.** With this new feature in Windows 7 Professional, your customers can have the flexibility to run many older Windows XP productivity applications directly from the Windows 7 desktop, helping them reduce costs and possible operational downtime by extending the life of existing software until versions compatible with Windows 7 are available.

» What are the hardware requirements for Windows 7 Professional?

Windows 7 system requirements:

- 1 gigahertz (GHz) or faster 32-bit (x86) or 64-bit (x64) processor
- 1 gigabyte (GB) RAM (32-bit) or 2 GB RAM (64-bit)
- 16 GB available disk space (32-bit) or 20 GB (64-bit)
- Microsoft® DirectX® 9 graphics processor with Windows Display Driver Model 1.0 or higher driver

Product functionality and graphics may vary based on your customers' system configuration. Some features may require advanced or additional hardware; visit the Microsoft Partner Program portal at <http://partner.microsoft.com/windows7> for more information.

Additional requirements to use certain features:

- Internet access**
- Depending on resolution, video playback may require additional memory and advanced graphics hardware
- For some Windows Media Center functionality, a TV tuner and additional hardware may be required
- Windows Touch and Windows Tablet require specific hardware
- HomeGroup requires a network and PCs with Windows 7
- DVD/CD authoring requires a compatible optical drive
- BitLocker™ drive encryption requires Trusted Platform Module 1.2; BitLocker To Go™ requires a USB flash drive
- Music and sound require audio output
- Windows XP Mode requires:
 - Additional 1 GB
 - Additional 15 GB available disk space
 - Processor capable of hardware virtualization, with Intel VT or AMD-V turned on

Windows 7 Upgrade Advisor can help you determine whether your customers' current PC is ready for an update to Windows 7. For more information, visit <http://www.microsoft.com/windows/windows-7/upgrade-advisor.aspx>.

*Windows XP Mode requires either original equipment manufacturer (OEM) preinstallation or postpurchase installation of Windows XP Mode (which runs on Windows 7 Professional or Windows 7 Ultimate) or a virtualization technology such as Windows Virtual PC. Windows XP Mode requires a PC with 2 GB RAM (32-bit) or 3 GB RAM (64-bit), 15 GB available disk space, and a processor capable of hardware virtualization, with Intel VT or AMD-V turned on. Both Windows XP Mode and Windows Virtual PC can be downloaded from <http://www.microsoft.com/windows/virtual-pc>. For more information on system requirements, go to <http://www.microsoft.com/windows/virtual-pc>.

**Access to and use of the Internet may require payment of a separate fee to an Internet service provider. Local and/or long-distance telephone charges may apply.

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