



Solutions that work the way my customers want. That's just what I need.

Windows 7 Professional for small and midsize businesses

» TOP BENEFITS

Regardless of what type of partner you are, the new Windows® 7 Professional operating system delivers a solid foundation to sell new PCs and provide value-added services to your small- and midsize-business customers. Some of the key benefits for your business include:

» 01. An operating system that works the way your customers want.

Customers have asked for value and innovation. Windows 7 Professional improves on the fundamentals, while delivering the latest in mobility and user experience. It's fast, stable, and compatible—with both third-party applications and third-party devices. Customers get an operating system that meets the advanced needs of their businesses *and* they get to keep working with the applications and devices they use today.

» 02. A SKU lineup that's easy to understand and sell.

The simplified SKU lineup of Windows 7 is easy for customers to understand—and easier for you to sell. With no more complex choices between editions, you can easily make recommendations to your customers. If they need a PC for work, they should select Windows 7 Professional. If the PC is only for home use, Home Premium is the option. And because all Windows 7 editions simply offer a more complete set of features than the edition before, there's no need to know all of the features.

» 03. A cost-effective, simple installation process.

In response to original equipment manufacturer (OEM) feedback, Windows 7 Professional will be delivered as a single image;* separate images are not needed for each edition or SKU. This simplifies your installation process and can help speed up customer order fulfillment. In addition, new deployment tools have been designed to increase flexibility, speed, and efficiency in product development, helping to reduce costs. The result: OEMs will need to service fewer edition-based images.

» 04. Partner opportunities for offering Windows XP Mode.

Windows XP Mode provides the flexibility to run many older Windows XP productivity applications in a virtual Windows XP environment. Customers benefit by being able to use the productivity applications they've already invested in, while not having to worry about potential operational downtime as they switch systems. A great feature, Windows XP Mode is only in Windows 7 Professional and above, and is only available either through OEM preinstallation or postpurchase installation.** This provides you with potential new service opportunities when customers move from their old PCs to new ones.

"There is a lot of aging hardware in the market ... which is waiting for a trigger. Windows 7 could be that trigger, and feedback from companies is that they are optimistically looking forward to driving deployments with it."

—Rob Enderle, *The Enderle Group*



 **Windows 7**
Professional

»» 05. An opportunity to offer high-value recurring services.

The release of Windows 7 Professional provides an opportunity to both upgrade your customers' software or hardware and deliver IT-related services such as setting up data backup, configuring hardware and accessories, and optimizing network settings. Based on your customers' unique needs as well as your service offerings, partner opportunities exist to help customers with deployment, mobility solutions, and more.

»» 06. The increased potential to offer a broad set of PCs.

Windows 7 Professional has been optimized to work well on many different hardware specifications. This gives you the opportunity to offer customers a range of PCs targeted toward what makes the most sense for their businesses. It also provides flexibility for you to recommend different options that are based on the budgetary needs of your customers.

»» 07. Increased flexibility in meeting your customers' needs.

Windows 7 Professional offers broad customization capabilities. You have the flexibility to customize your customers' PC experiences with prominent placement for your value-added software and hardware—a great feature not available in Windows XP.

»» 08. A modern operating system for today's businesses.

How people buy, use, and experience technology has changed dramatically since Windows XP shipped in 2001. While Windows XP was a great operating system almost a decade ago, you can now provide a better option for business customers who need PCs that reflect today's business environment. This includes delivering the fundamentals of performance and improved battery life; fast startup, shutdown, and resume from Standby; advanced search and indexing; and sophisticated networking capabilities. For businesses that have been running Windows XP, Windows 7 Professional presents a great partner opportunity to help them update their systems.

»» 09. Customer demand for Windows 7.

Starting with the initial Beta release onward, Windows 7 has received high praise from industry experts, top-name bloggers, and everyday users—which means early market demand you can capitalize on.

»» 10. Microsoft marketing investment around the launch of Windows 7.

Extend the reach of your own marketing dollars by leveraging the campaigns, marketing resources, sales tools, and trainings that are being rolled out for the Windows 7 launch.

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>

*The exception is Windows 7 Starter, which is not installed from a single image.

**Windows XP Mode requires either 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 gigabytes (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>.

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