



Windows Partner Solutions



Windows® 7 At-A-Glance

For Enterprise and Mid Market SI Partners

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WINDOWS PARTNER SOLUTIONS AND WINDOWS 7

Windows Partner Solutions (WPS) is the blueprint for building and growing a partner services practice. WPS is designed specifically for System Integrators who want to build their business by delivering Desktop Optimization solutions and services to Enterprise and Upper Mid Market Customers. As a WPS Partner, we are committed to ensuring you have access to a wide range of tools, resources and programs to help you achieve business success.

With the release of the Windows® 7 operating system Microsoft has delivered a manageable, secure, reliable and high performance client operating system with an extensive set of compatible applications and drivers.

Windows 7 represents a significant opportunity for the deployment of solutions and services and enhancements to your customer's security and control over their corporate data. You will also find new opportunities to streamline desktop deployment and management for your customer's client infrastructure.

The testing and use of Windows 7 is the first significant step you can take to help you build confidence and understanding of this business opportunity. We encourage you to download Windows 7 and share the experience both internally and with your customers.

This white paper will give you the background in the new product features and value created for IT Professionals. Use this information to help familiarize yourself with Windows 7 and prepare for conversations with your customers.

INTRODUCTION

Microsoft has always worked to bring the full power of computing to the widest possible audience, enabling people to benefit from great choice in the technology they use at an affordable price. In recent years, people have dramatically changed the way they use technology. They want consistent and connected experiences across the variety of devices they use every day, available whenever and wherever they need them. They want their PCs, mobile phones and other devices to work intuitively and reliably, while their information remains private and secure. They want to choose from a wide variety of devices, software and services to match their habits, tastes and preferences. At the same time, the shift from a world of client applications to connected applications and Internet services has driven higher expectations about the pace of innovation in the software industry.

With Windows 7, Microsoft delivers a foundation for remarkable customer experiences across applications, services and devices. Windows 7 builds on the Windows Vista® operating system to improve security, reliability, networking and user experience. At the same time, Windows 7 delivers capabilities to make users productive anywhere while providing IT tools to manage PCs efficiently. Windows 7 reflects an evolved approach to engineering that weaves customer and partner feedback more closely into the development process. It delivers innovative features while focusing on preserving application and device compatibility.

This document provides a quick introduction to some of the features and benefits of the Windows 7 operating system. It describes key benefits for IT professionals, and introduces just a few of the new experiences available in Windows 7.

WHAT WINDOWS 7 MEANS TO IT PROFESSIONALS

Users are becoming more and more computer-savvy and expect more from the technology they use at work. And as the needs of users have changed, the demands on IT professionals have only increased. Today, IT professionals are being asked to provide more capabilities and support greater flexibility, while continuing to minimize cost and security risks.

Windows 7 gives IT professionals the flexibility to meet the diverse needs of end users in ways that are more manageable. Benefits for IT professionals fall into three key areas:

- **Make Users Productive Anywhere.** Windows 7 enables end users to be productive virtually anywhere they are or where the data they need resides.
- **Enhance Security and Control.** Windows 7 builds on the security foundation of Windows Vista and delivers increased flexibility for IT professionals responsible for securing PCs and data.
- **Streamline PC Management.** Whether IT professionals manage and deploy desktops, laptops or virtual environments, Windows 7 makes the job easier and enables them to leverage the same tools and skills they use with Windows Vista.

The Microsoft® Desktop Optimization Pack (MDOP), which is updated at least once a year, completes the enterprise experience. By using Windows 7 and MDOP together, enterprises can optimize their desktop infrastructure and gain the flexibility to address their unique business needs.

Here are a few of the key features that make Windows 7 a compelling release for IT professionals and the end users they support.

DirectAccess Easy access to applications and data when out of the office is an essential component of any enterprise IT strategy. DirectAccess, a new feature in Windows 7, enables remote users to access the corporate network as long as they have an Internet connection and without the extra step of initiating a VPN connection. For IT professionals, DirectAccess simplifies IT management by providing an “always managed” infrastructure, in which user PCs outside the office can remain healthy, managed and updated.

(Note: To take advantage of DirectAccess, IT professionals need to deploy Windows Server 2008 R2 and implement IPv6 and IPsec.)

Search Federation Search Federation in Windows 7 provides out-of-the-box support for searching corporate data beyond the user’s PC. IT professionals can easily enable search engines, document repositories (such as SharePoint sites), Web applications and proprietary data stores to be searched from Windows 7. This enables end users to search the corporate intranet almost as easily as they can search their local files—all from within the same familiar Windows interface.

BranchCache™ Windows 7 introduces BranchCache, which caches content from the remote file and Web servers in the local branch network so that additional users can more quickly access this information. BranchCache supports the same network protocols that are commonly used in enterprises—namely, HTTP(S) and SMB—so that any applications based on these protocols can benefit from the technology. BranchCache also supports network security protocols (such as SSL and IPsec), helping to ensure that only authorized clients can access requested data.

(Note: To take advantage of BranchCache, IT professionals need to deploy Windows Server 2008 R2.)

BitLocker™ and BitLocker To Go™ BitLocker drive encryption functionality in Windows 7 delivers an improved experience for IT professionals and end users, including the ability to right-click on a drive to enable BitLocker protection, automatic creation of the required hidden boot partition, and improved key management.

Windows 7 also introduces BitLocker To Go, which provides data protection for removable storage devices such as USB flash drives. BitLocker To Go gives IT professionals better control over how removable storage devices can be used. For example, IT Professionals can require data protection for writing to any removable storage device while allowing unprotected storage devices to be used in a read-only mode.

Deployment Image Servicing and Management

The Deployment Image Servicing and Management (DISM) tool in Windows 7 enables IT professionals to build and service operating system images using a single, consolidated tool-set. With DISM, IT professionals can add optional components; add, enumerate, and remove third party device drivers; add language packs and apply international settings; and maintain an inventory of offline images. DISM also can be used to manage Windows Vista system images.

AppLocker™

Windows 7 reenergizes application control policies with AppLocker: a flexible, easy to administer mechanism that allows IT professionals to specify what is allowed to run in the desktop infrastructure, and gives users the ability to run applications, installation programs and scripts that they require to be productive. As a result, IT professionals can enforce application standardization within their organization while providing improved security, as well as operational and compliance benefits.

VDI Enhancements

Delivering desktop functionality using server-hosted virtual machines—a solution known as Virtual Desktop Infrastructure (VDI)—is an emerging model for desktop deployment that enables users to access their desktops remotely, utilizing centralizing data, applications and operating systems. VDI is a fast-evolving technology, and Windows 7 delivers the latest enhancements to provide a richer user experience and easier management for IT.

VDI in Windows 7 gives users an experience that is closer to a local PC experience. It supports the Windows® Aero® interface, video viewing in Windows Media® Player 11 and multiple-monitor configurations. New microphone support enables remote desktops running Windows 7 Enterprise to provide voice over IP (VoIP) and speech recognition functionality. And the new Easy Print technology enables users to print to local printers without the need to install printer drivers on the server.

PowerShell™

Microsoft Windows PowerShell command line shell and scripting language helps IT professionals achieve greater control and productivity. Using a new admin-focused scripting language, more than 130 standard command line tools and consistent syntax and utilities, Windows PowerShell allows IT professionals to more easily control system administration and accelerate automation. Windows PowerShell is easy to adopt, learn and use, because it works with your existing IT infrastructure and existing script investments.

WINDOWS 7: A FOCUS ON FUNDAMENTALS

All the innovations in Windows 7 don't matter if the operating system doesn't deliver on the basics. You need your PC to be reliable, responsive and safe. You want your laptop's battery to last longer, and you need the applications and devices you depend on to work well with your PC. In other words, you want everything to "just work"—and to work how you want it to.

That's why fundamentals are a key focus for Windows 7—something you'll notice as soon as you take a new Windows 7-based PC out of the box. Substantial improvements were made to Windows 7 to deliver an operating system that boots quickly, is fast and highly reliable, is more secure, works well with your existing applications and devices, and helps you get the most out of today's powerful hardware.

Performance. Windows 7 has made significant performance improvements in how your computer starts up, shuts down and resumes from standby compared to earlier versions of Windows. Search and indexing are faster, and you can better take advantage of external USB flash memory drives to improve performance.

Reliability. Reliability improvements in Windows 7 include troubleshooters to improve reliability and maintain the system Fault Tolerant Heap that resolves common memory management issues; Process Reflection to reduce the disruption caused by diagnostics; and Network Hang Diagnostics to detect, diagnose and recover from most common network hang situations without notifying the user. The end result is that your Windows 7-based PC is more resilient, so you'll experience fewer hangs and crashes.

For IT Professionals, the use of Reliability Monitor and opening Reliability Analysis Component (RAC) data via WMI scripts can also be a benefit.

Application Compatibility. A key engineering goal for Microsoft was to have software that runs on Windows Vista run as well or better on Windows 7. To meet this goal, Windows 7 was continually tested against a comprehensive list of the most widely-used consumer and enterprise applications. While we know that specific types of application like anti-virus, firewall and backup software have compatibility issues, ISVs have never worked as closely with our development teams as they have with Windows 7. Microsoft invested in new partner outreach efforts so that software developers have the resources required to ensure application

compatibility. And for untested or in-house developed applications, Windows 7 includes a number of in-box compatibility aids.

Device Compatibility. As with software, Microsoft set an engineering goal that devices that work with Windows Vista will also work with Windows 7—and has greatly expanded the list of devices and peripherals that are being tested for compatibility. When updated device drivers are required, Microsoft is working to ensure that you can get them directly from Windows Update or through links to driver downloads on device manufacturer Web sites.

Security. Windows 7 builds upon the strong security lineage of Windows Vista and retains all of the development processes and technologies that have made Windows Vista the most secure version of the Windows client to date. Fundamental security features such as Kernel Patch Protection, Service Hardening, Data Execution Prevention, Address Space Layout Randomization and Mandatory Integrity Levels continue to provide enhanced protection against malware and attacks. Windows 7 was again designed and developed using Microsoft's Security Development Lifecycle (SDL) and was engineered to support Common Criteria requirements to achieve Evaluation Assurance Level 4 certification and meet Federal Information Processing Standard 140-2. From the solid security foundation of Windows Vista, Windows 7 makes significant enhancements to the core security technologies of event auditing, User Account Control, security enhanced storage devices, and improved authentication experiences.

Improved Battery Life. Improvements to power management in Windows 7 helps extend the battery life of your mobile PC. The Powercfg tool has a new switch/energy function that can be used to diagnose the most common problems that cause battery drain, as well as test battery health to determine whether batteries need to be replaced. In Windows 7, background activities are reduced, enabling your computer's processor to conserve power by remaining idle more often. Windows 7 also intelligently reduces display brightness to conserve battery life, uses less power when playing a standard-definition DVD, turns off power to your computer's Ethernet adapter when it's not being used, and enables you to take advantage of Sleep state and remotely "wake up" a wirelessly-connected PC.

CONCLUSION

Windows software is part of the everyday experience of billions of people. They experience it in significant ways, in each case, their satisfaction depends on those experiences just working—in a way that's intuitive and inspiring. In designing Windows 7, we focused on delivering greater user satisfaction in both big and small ways.

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