

Why Windows 7 Enterprise?



Combine the benefits of Windows 7 Professional with Software Assurance to get Windows 7 Enterprise

Windows 7 Enterprise is the Windows 7 edition with unique technology designed to address the needs of mid-market and enterprise customers.

Customers with Windows 7 Enterprise can take advantage of the following seven features, not available in Windows 7 Professional:

- **DirectAccess.** Give mobile users seamless access to corporate networks, when they are on Internet, without a need for them to start a VPN connection.
- **BranchCache™.** Decrease the length of time branch office users spend waiting to download files from remote servers by caching the previously accessed content locally in a branch's network.
- **Enterprise Search Scopes.** Make content on intranet portals, such as SharePoint sites, more discoverable and accessible to users, by populating links to a user's Start Menu, pointing them to the most appropriate data sources on the network.
- **BitLocker™ and BitLocker To Go™.** Help protect data on PCs and removable drives, with manageability to enforce encryption and backup of recovery keys.
- **AppLocker™.** Specify what software is allowed to run on a user's PCs through centrally managed, but flexible, Group Policies.
- **Virtual Desktop Infrastructure (VDI) Optimisations.** Improve user experience for VDI with mullion, microphone and local devices support (such as a local printer).
- **Multi Lingual User Interface.** Create a single operating system (OS) image for deployment to users worldwide.

Other Windows 7 Enterprise benefits include sub-system for UNIX-based applications (SUA) and licence rights for network booting of Windows. Windows 7 Enterprise includes all end user features available in other Windows editions, including DVD Playback Codec and Windows Media Center.

" Windows 7 fits in perfectly to our network. It was a seamless transition for us – a lot of benefit with not a lot of hassle."

Harry Bouchier, Director, Coates & Partners

Windows 7, as part of Windows Optimized Desktop, delivers value to customers in these three ways:

1. Making users more productive from anywhere.

Windows Optimized Desktop enables users to access their data and applications, while making it easy for IT to provision just the right applications and data to the user. Windows 7, part of Windows Optimized Desktop, takes information access to the whole next level, enabling users to access the documents and data they need to get their work done from anywhere.

Example: DirectAccess (delivered through Windows 7 and Windows Server 2008 R2 and IPSec & IP v6 implementation) allows users to seamlessly and securely access corporate resources when on the Internet, without having to start a VPN connection – increasing productivity.

2. Enhancing Security. With Windows Vista®, we made security our top priority. Windows 7 builds on Windows Vista's remarkable security foundation, adding advanced capabilities to protect corporate data and enable low-cost compliance.

Example: BitLocker To Go. Windows 7 provides the ability to encrypt removable storage devices, such as USB drives, via BitLocker To Go, making sure the data is secure if the device is lost or stolen.

3. Streamlining PC Management. Improving desktop management practices have proved to help enterprise customers achieve cost savings of hundreds of dollars per PC per year. Microsoft Desktop Optimization Pack offers customers advanced tools to improve PC management and achieve cost savings. Windows 7 provides IT with tools, from advanced image management to robust group policies, to further reduce costs and complexity of managing both physical and virtual environments on users' PCs.

Example: PowerShell 2.0. New scripting and automation capabilities, based on Windows PowerShell 2.0, such as Windows Troubleshooting, help reduce helpdesk costs, minimise user disruption and ease PC management.

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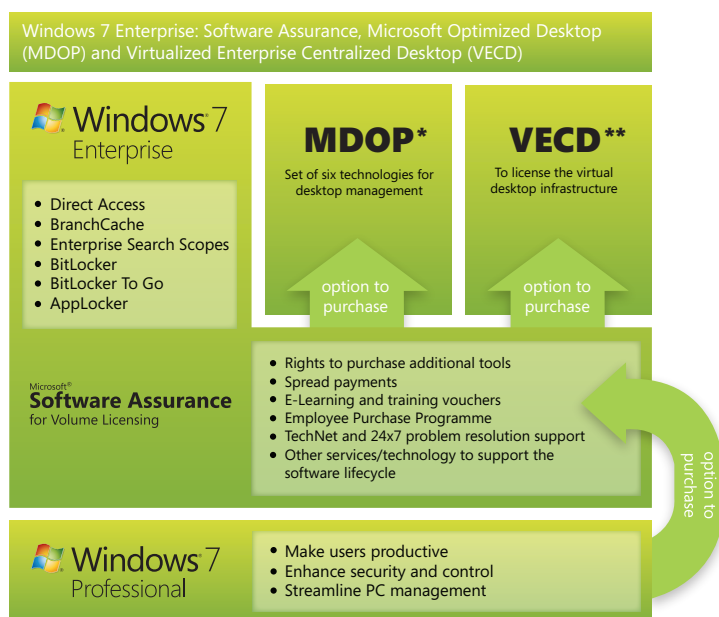
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MDOP is a suite of six technologies:

Technology	Description
Microsoft Application Virtualization	Turns applications into centrally managed services that are never installed, never in conflict, and are streamed on-demand.
Microsoft Enterprise Desktop Virtualization	Provides enterprise deployment and management of Virtual PC images on a Windows desktop while also providing a seamless user experience in a virtual PC environment, independent of the local desktop configuration and OS.
Microsoft Asset Inventory Service	Translates software service into business intelligence with this service providing IT managers with an inventory of installed user software across an organisation.
Microsoft Diagnostics and Recovery Toolset	Reduces downtime and accelerates desktop repair, recovery and troubleshooting of unbootable, Windows-based systems.
Microsoft Advanced Group Policy Management	Provides governance and control over group policy through robust change management and role-based administration tools.
Microsoft System Center Desktop Error Monitoring	Enables proactive problem management by analysing and reporting on application and system crashes.

Learn more about the Microsoft Desktop Optimisation Pack at <http://www.microsoft.com/windows/enterprise/products/mdop.aspx>.

Software Assurance extended benefits



Microsoft Desktop Optimization Pack (MDOP)

Windows 7 Enterprise is part of the Windows Optimized Desktop, which also includes the Microsoft Desktop Optimization Pack (MDOP) suite of management, deployment and virtualisation tools.

If customers' PCs are covered by Software Assurance when Windows 7 is released, they automatically get the rights to deploy Windows 7 Enterprise to those PCs without an additional licence fee. Other Software Assurance benefits include licence rights to run up to four additional copies of Windows in virtual machines.

Microsoft is committed to delivering continual innovation to mid-market and enterprise customers through Software Assurance, with more regular releases of Windows, additional value in Windows 7 Enterprise Edition, and regular updates of the Microsoft Desktop Optimization Pack (MDOP).

* MDOP = Microsoft Optimized Desktop

** VECD = Virtualized Enterprise Centralized Desktop