



What is Windows 7?

How Windows 7 can help your
business become more efficient

Mid Market whitepaper

What is Windows 7 and why should I care?

Technology has never been more important in business. The ability to harness its value for both cost savings, productivity and innovation makes it a powerful resource in these challenging and competitive times. But this puts more pressure on IT departments to deliver business value, despite shrinking budgets and increasing security issues.

Organisations with diverse needs and models require technologies that help them reduce costs, manage their dynamic workforce, enhance users' experiences and increase productivity. Additionally, organisations must continue to meet the security and regulatory demands imposed on them. That's why Microsoft has been listening to larger organisations to deliver the best ever value with Windows® 7 and Windows Server® 2008 R2.

Building on the features and functions that businesses have come to rely on, Microsoft has enhanced the ease of use and management capabilities of these new releases, while streamlining and strengthening their compatibility, integration and security controls.

How will Windows 7 Enterprise help my business?

Now, more than ever, organisations are looking to technology to help them work leaner and smarter. Windows 7 Enterprise and Windows Server 2008 R2 deliver the core technology features modern businesses need every day to manage and secure essential business systems and support their people in the office or while on the road.

At the same time, these products combine to provide powerful support for IT departments to manage, secure and network the PCs their organisations rely on, while making sure they can remain compliant with the various regulations governing the ways they do business.

Enhance user productivity

The increasing demands on businesses to be more responsive and agile led Microsoft to concentrate on making sure its new business products can help users be more productive in the office or on the move.

With Windows Optimised Desktop, the IT department can make sure users can access the right data and applications to carry out their day-to-day duties efficiently and securely wherever they are. For example, with Windows 7 Enterprise and Windows Server 2008 R2 users can access corporate resources more quickly from anywhere without having to initiate a Virtual Private Network (VPN) connection ensuring no time is wasted inputting passwords and waiting to connect.

Strengthen corporate security

Corporate data and intellectual property are the lifeblood of every business and as such must be protected securely to comply with regulations and gain a competitive advantage.

Windows 7 builds on the security foundation established with Windows Vista® by adding enhanced capabilities for protecting corporate data and access, while supporting lower cost compliance activities.

One example of this is the ability to encrypt removable storage devices, such as USB drives, provided with BitLocker® To Go within Windows 7 Enterprise. This provides the peace of mind that data on such devices is secure in case of theft or accidental loss. While the server and domain isolation capabilities of Windows Server 2008 R2 help make the enforcement of infrastructure security policies easier to manage.

Streamline PC management

Improving desktop management practices can help achieve significant cost savings per PC, per year. Windows 7 compatibility features can not only extend current investments in Windows XP applications, but also Microsoft® Desktop Optimisation Pack provides IT departments with new tools to reduce the cost and complexity of managing physical and virtual environments, by providing advanced image management and robust group policy enforcement.

For example, Windows PowerShell 2.0 offers new scripting and automation functionality for Windows Troubleshooting, to help reduce helpdesk and PC management costs, at the same time as reducing end-user disruption. To also help reduce costs through enhanced manageability, features such as BranchCache™ can contribute to reduced Wide Area Network (WAN) bandwidth consumption for a business that needs to streamline and guarantee systems availability.

Laurence Longe, national managing partner at Baker Tilly, one of the UK's largest firms of chartered accountants and business advisers, said using Windows 7 Enterprise Release Candidate "allows us to deliver greater performance and flexibility to our staff and helps them work more efficiently so that we can better serve our clients."

The top ten benefits of Windows 7 Enterprise

01. It's fast and reliable

Responsive and ready – you can start using your PC quickly with fast startup, shutdown, sleep and resume from Standby. Further performance improvements lead to fewer interruptions and prompts, as well as faster recovery from problems if they happen.

02. Allows workers to stay productive anywhere

Windows 7 Enterprise makes mobile computing on the go easier with access to all your mobile settings in one place with improved connection and networking options. DirectAccess gives mobile users seamless secure access to corporate networks without the need to use a VPN connection. (When used in conjunction with Windows Server 2008 R2.)

03. Helps protect data on PCs and removable drives

BitLocker Drive Encryption helps protect against sensitive data from being accessed by unauthorised users who come in to possession of lost, stolen or improperly decommissioned computers. With BitLocker To Go

Windows 7 Enterprise extends BitLocker encryption to USB storage devices, such as memory sticks, making the transport of these external devices more secure.

04. Gives remote offices an experience as if working in head office

When accessing content stored on Windows Server 2008 R2, users in a branch office don't need to wait as long to download files from headquarters because data accessed from an intranet Web site or a file server is cached (BranchCache) locally within the branch office.

05. Enables IT professionals to specify exactly what is allowed to run on user desktops

AppLocker restricts unauthorised software whilst allowing the applications to run that users need.

06. It works with what you have today

Specifically designed with compatibility in mind, Windows 7 Enterprise works with a broad set of devices and applications. In addition, Windows XP mode can provide the flexibility to run many older Windows XP productivity applications right from the Windows 7 desktop.

07. Helps you find what you need quickly

Find what you need fast with instant search, Jump Lists and a larger, customisable taskbar with pop-up previews. Type a few letters in the search box and files, applications or even menus appear in seconds. With Enterprise Search Scope you can even search network locations including Microsoft SharePoint® sites.

08. Makes the things you do every day easier

Everyday tasks are streamlined and simplified – with commonly used resources put within easy access and clutter minimised on the desktop. Enhancements to the Windows Aero® desktop experience (such as Aero Snap, Aero Peek and Aero Shake) help you intuitively navigate, arrange and work with multiple open windows on the desktop.

09. Offers greater online protection

Help keep your business up and running with Windows Defender offering enhanced protection from Internet threats, spyware and other forms of malicious software. At the same time, the Internet Explorer 8® browser helps protect your data and business information by delivering improved protection against security and privacy threats.

10. Helps you solve PC problems quickly

Windows 7 Action Centre gives you one place to view, diagnose and solve common PC problems. Now it is easy to access the built-in troubleshooter for a range of different types of problems, such as printing, Internet connections, performance or power issues.

But I have a few more questions!

Q: “Why should I invest in Windows 7 Enterprise today?”

A: Investing in the Windows 7 operating system can bring long-term value to your business, while helping your people become more productive, whether they are at their desks, visiting a client site or working offline while on the move. New PCs with Windows 7 Enterprise are designed to be faster, more reliable, more secure and easier to use than older PCs running Windows XP or the Windows Vista® operating system. Windows Server 2008 R2 provides more sophisticated networking and mobility features to manage the access to valuable corporate data and systems more simply and securely. PCs with Windows 7 Enterprise also include compatibility features that let many of the applications and devices used in your business today continue to run smoothly – including applications for Windows XP.

Q: “How is Windows 7 Enterprise better than Windows XP?”

A: Windows 7 Enterprise helps you better manage and secure your business systems, while also enhancing their performance and reliability compared to Windows XP. Windows XP is nearly a decade old and offers limited support for new hardware, software, networking and devices. Microsoft’s latest operating system has been specifically designed to meet the growing demands of modern technology users with more sophisticated networking, mobility, data protection and compatibility features.

Q: "Will Windows 7 integrate with my existing applications?"

A: Windows 7 Enterprise has an option to run some applications in compatibility mode. There is also Windows XP mode, a valuable transition tool that lets you run many existing older Windows XP applications. Windows XP mode is easy to access from either the Start menu or the Windows 7 taskbar. As the business-focused edition of the new operating system, Windows 7 Enterprise has been developed to particularly manage the needs of organisations that have to network, backup, manage and secure multiple PCs or servers.

Q: "How is Windows 7 Enterprise better than Windows Vista?"

A: With Windows 7 Enterprise, we listened to our business customers. First and foremost, we strengthened fundamentals around performance, reliability and security. Windows 7 is easier thanks to user interface (UI) improvements, it has better wireless networking and more comprehensive troubleshooting. We added Windows XP mode, giving businesses the option to extend the life of older productivity applications by running them in a virtual Windows XP environment. We also made it easier to make the transition between work and home with features such as Location-Aware Printing.

Q: "How much time do I need to invest to learn how to use it?"

A: Using Windows 7 Enterprise builds on the Windows family's familiar look and feel to make its use intuitive and easy. Everyday tasks have been streamlined and simplified – with commonly used resources put within easy reach and clutter minimised on the desktop. UI improvements make finding things easy – simply type a few letters in the search box and documents, applications or even menus appear in seconds. Greater ability to customise each user experience allows for one-click easy access to most frequently used programs to pin them on the taskbar. Or one simple keystroke can minimise or maximise windows or arrange them side by side.

By using Windows 7 and Windows Server 2008 R2, premier US cruise company Holland America Line has been able to *"keep ahead of the competition,"* according to Brent Davidson, vice president of IT.

"Windows allows us to have the ability to run our existing applications without breaking them."

Windows 7 has been designed with your business in mind; the enhanced stability, security and ease of use all aim to help make your company more efficient, your user more productive and help your IT department add value to your business.

Windows 7 Enterprise and Windows Server 2008 R2 can help your business to manage everything from workflow processes to IT helpdesk support and from day-to-day activities like e-mail and printing, right through to monitoring secure access for staff on the road.

With costs and resources being carefully managed, new technology can help provide your business with a better user experience saving time on IT management, help to make employees more productive and securely and reliably protect your data.

 [Contact your current IT supplier or find a qualified Microsoft partner](#)

 [Alternatively, discover more information on Windows Server 2008 R2](#)

