

# Windows 8

## Topics

Windows 8 —  
What's New



Mobile  
Productivity



Management



Common  
Objections



Virtualization



Business Tablets



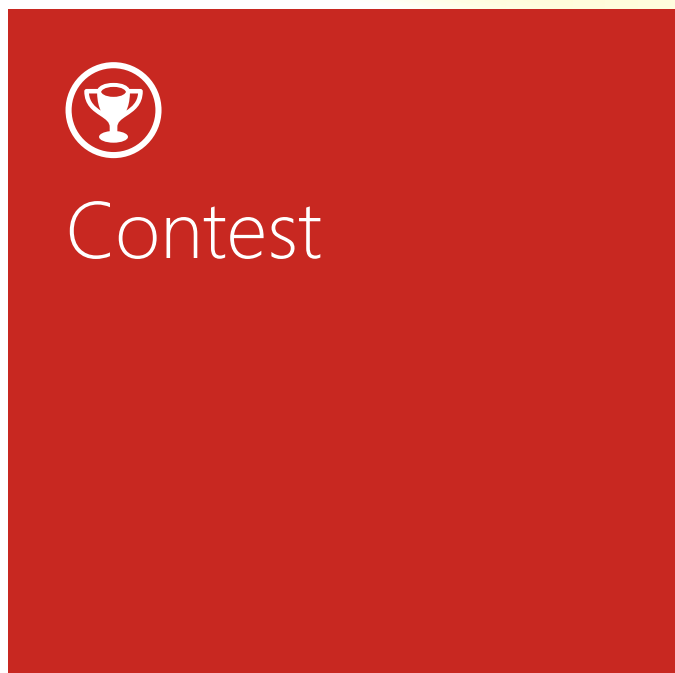
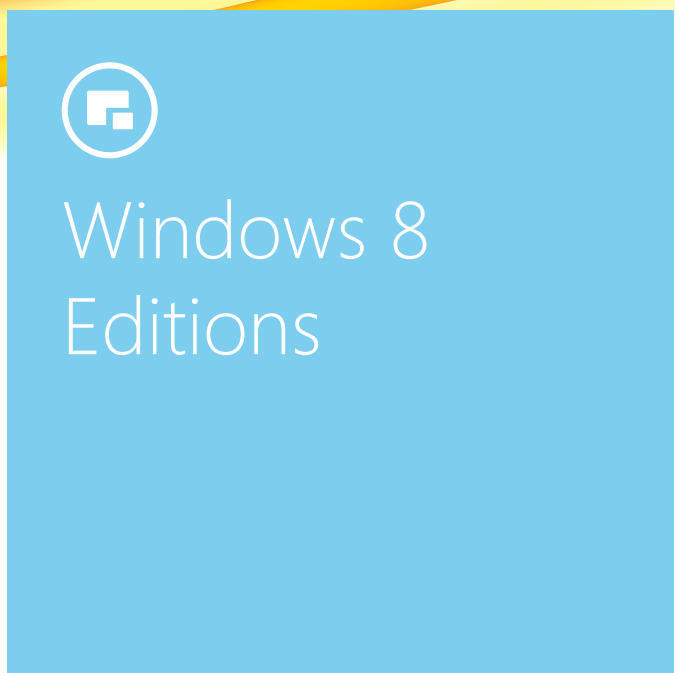
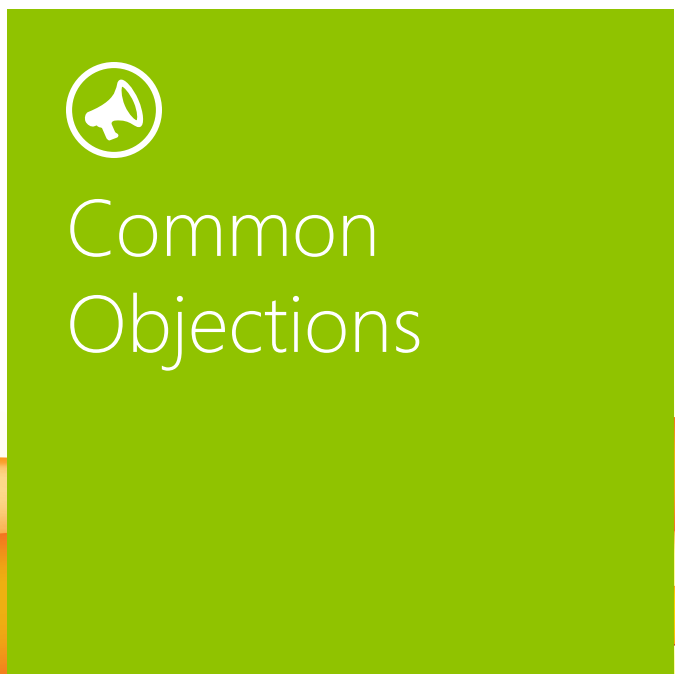
Security

Start  
the  
Conversation



Windows 8  
Editions





# Start the Conversation

Business users have different needs than consumers, and Windows 8 Enterprise delivers with strong security, scalable PC management, and productivity enhancements with new sleek touchscreen devices or keyboard and mouse. Identify your customer's key strategies and then ask probing questions to see how Windows 8 Enterprise can meet their needs.

- ▶ Adopting Tablets?
- ▶ Still running Windows XP?
- ▶ Remote offices or field workers?
- ▶ Application management, development and support?
- ▶ Sensitive data on mobile devices?



# Start the Conversation

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## Adopting Tablets?

### Conversation Starters

"Have you considered adopting tablets for your end users?"

"What are your plans for embracing the consumerization of tablets devices among your end users?"

### What You Hear

"We have a few iPads and are still testing to see how they will fit in our environment."

### The Business Challenge

End users have increased say in what devices they want to use, forcing IT to consider new devices.

Businesses are pressured from end users who want to get work done on devices they choose.

### Your Response

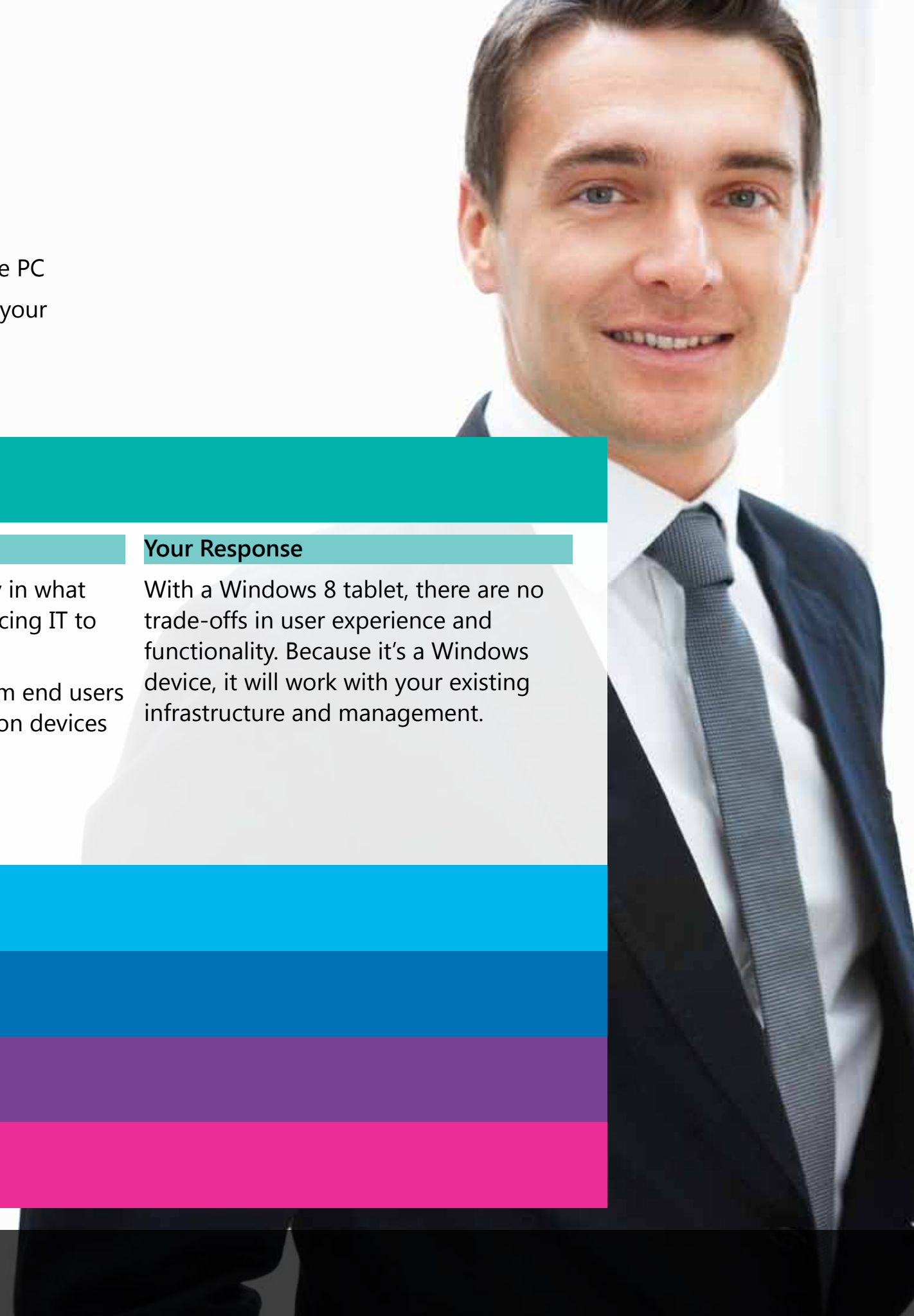
With a Windows 8 tablet, there are no trade-offs in user experience and functionality. Because it's a Windows device, it will work with your existing infrastructure and management.

 Still running Windows XP?

 Remote offices or field workers?

 Application management, development and support?

 Sensitive data on mobile devices?





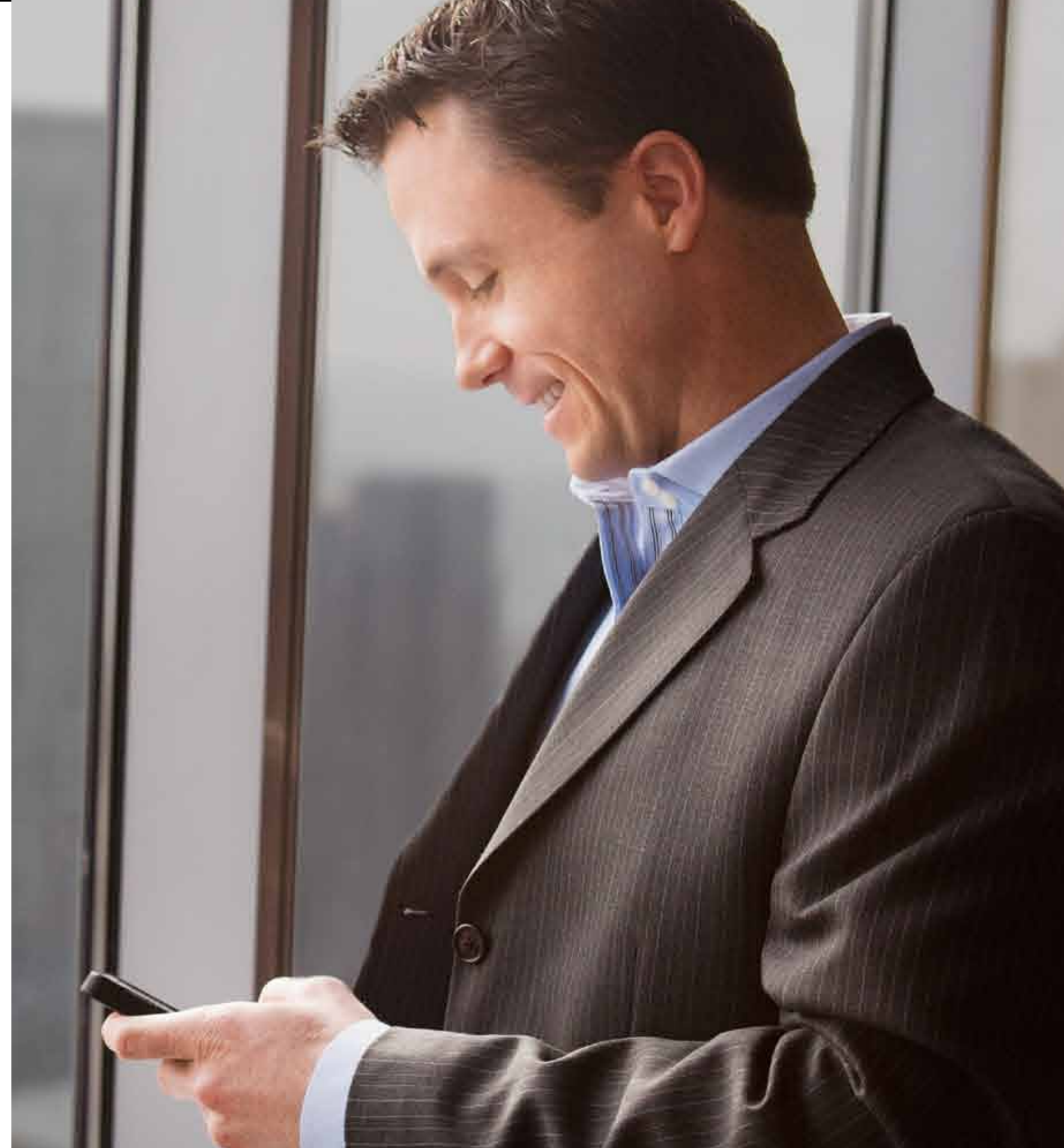
# 📱 Mobile Productivity

## Subtitle

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Direct Access

Windows To Go



# Mobile Productivity

## Direct Access

As customer's businesses become more mobile, their employees may spend more time working outside the office than in it. DirectAccess improves the productivity of remote users by keeping them connected to corporate resources.

DirectAccess is a comprehensive anywhere access solution that provides always-on connectivity whether people are inside or outside the network. Users can connect seamlessly to the corporate network from any Internet-equipped remote location without having to establish a Virtual Private Network (VPN) connection. It helps in three key ways:

### 1 Improved Productivity



DirectAccess helps improve the productivity of remote staff by providing always-on connectivity no matter if users are inside or outside the corporate network.

### 2 Greater Manageability



### 3 Stay Connected From Anywhere



## What is DirectAccess

Direct Access provides organizations with the next generation of policy-based, secure connectivity. DirectAccess supports multifactor authentication, such as smart cards. It enables IT administrators to manage remote clients as if they were on the LAN, giving IT administrators the ability to manage remote computers whenever they're connected to the Internet, whether or not the user is logged in.

It helps secure data by using IPv6-over-IPsec to encrypt communications. To conserve resources and bandwidth, administrators can configure it to send non-sensitive communications over the public network.

# Mob

## Windows

With Windows 8 secure Windows

Windows To Go operate from mu environment the

### 1 Flex style

Windows To Go settings connect not just devices. have consistent and offline, stay the flexibility to work style. Users multiple PCs – w unmanaged – m mobile and pro



# ④ Mobile Productivity

## Windows To Go

With Windows 8 we have redefined workforce mobility by introducing Windows To Go, which can turn almost any PC into a secure Windows 8 corporate PC. This supports the ultra-mobile work styles of today's workforce.

Windows To Go allows enterprises to give users a managed corporate environment on a bootable USB drive that they can operate from multiple managed or unmanaged PCs. Users can get their applications, data and personalized Windows environment the same way as a standard PC.

### 1 Flexible work styles.



Windows To Go keep apps, data, and settings connected to individuals and not just devices. This allows people to have consistent experiences both online and offline, stay productive, and have the flexibility to enjoy their preferred work style. Users can work across multiple PCs – whether managed or unmanaged – making them more mobile and productive.

### 2 New user scenarios



### 3 Full desktop fidelity.



## What is Windows To Go



Windows To Go is a fully manageable corporate Windows 8 OS on a bootable external USB drive. Boot directly from USB drive to access a managed Windows environment from any compatible PC.



# Management

Companies that are growing fast or have offices all over the world may need help to better manage their organization's PCs. Features found only in Windows 8 Enterprise can help simplify PC management, reducing IT expenses by reducing the time needed to manage and configure multiple devices.

Windows 8 Enterprise helps IT administrators manage PCs and tablets – wherever they are. It provides new tools to improve routine task automation and simplify desktop configuration. It also adds new integrated system recovery tools.

Ease of  
Management



Enterprise  
Application  
Sideloading



Windows Intune



Desktop  
Optimization  
Pack



Windows Intune helps to simplify PC management by providing companies with tools to manage and secure PCs through the cloud. With Windows Intune, system administrators can perform security and management tasks remotely from an easy-to-use web-based console. They can also deploy most updates and line-of-business applications through the cloud. Windows Intune also helps secure PCs from malware and virus threats with endpoint protection.







# Virtualization

Virtualization is one of the top strategies in the minds of many IT executives. They understand that virtualizing their infrastructure will make their environment easier to manage, as well as help make end users more productive. Microsoft Virtual Desktop Infrastructure, available in Windows 8 Enterprise, helps IT centralize data, secure desktops and reduce deployment cost.

Users, meantime, want seamless, consistent, and secure access to the applications and systems they need to do their job – from anywhere and on multiple devices. The improved virtualization tools in Windows 8 provide users with a high-fidelity experience with touch and support for USB and Lync on the local client device.

## 1 High-Fidelity



Windows 8 delivers a high-fidelity user experience with seamless delivery of virtual desktop and Remote App programs, including 3-D graphics and video, across local area networks and wide area networks, even with limited bandwidth and high latency, by dynamically adjusting the fidelity of the user experience based on changing network conditions.

## 2 Bring Your Own Device



## 3 Client Hyper-V



## What is Virtualization?

Microsoft Desktop Virtualization helps companies simplify management by unifying IT operations onto a single infrastructure across physical and virtual assets. It enables instant provisioning of corporate applications and desktops, which get users up and running sooner, and equips IT to provide access to legacy applications during migration to Windows 8. Working with System Center management tools, Microsoft Desktop Virtualization automatically detects device configurations and network conditions to deliver the most appropriate services to each user.



# Ⓜ Business Tablets

Business users no longer have to choose between convenience and productivity. Windows 8 tablets deliver a great touch-optimized experience as well as full support for a mouse and keyboard. It's a no compromise experience where users can have the convenience and mobility of a tablet and the power and familiar experience of the full PC.

Also, with Windows 8 tablets, users have a connected experience with apps from the Windows Store while they also can use the desktop LOB and productivity apps they use today on Windows 7.

## Tablets



With Windows 8, the tablet got a promotion. Windows 8 enables a new line of slim, long-battery-life tablets with a modern interface that users love, backed by a powerful, secure operating system and applications designed for business.

### 1 Touch-Optimized



Windows 8 helps workers stay productive wherever they are. With Windows 8 Enterprise, IT departments can provision Windows To Go, a fully-managed corporate Windows 8 desktop on an external USB drive that a user can boot from any PC available at work, at home or any location, with or without connectivity. For users, it's like carrying their secure corporate PC in their pocket. Advancements to DirectAccess help provide users with seamless access to secure corporate resources so they can focus on their work.

### 2 Mobile Productivity



### 3 Enhanced Security



# 🔒 Security

With the proliferation of social networking, consumer devices and apps, blocking security threats is a top priority for businesses. Microsoft invests in security as a top priority, and the client security is a key investment area for Windows 8.

Windows 8 delivers enhancements to security of enterprise client computing from the user device to the network and access to the backend infrastructure. Windows 8 helps secure the client and protect it from threats by using new technologies, helps protect the connections within the corporate network or over the internet and secures resources by using single authentication and authorization technologies.

Security breaches not only cost companies millions of dollars, they can also cost employees their jobs.

Some 70 percent of corporate data breaches were the result of lost USB drives, according to the Ponemon Institute. The average cost of dealing with a lost computer is \$50,000, though it can reach as high as \$1 million.

Windows 8 Enterprise delivers modern tools that help businesses keep their data safe.



Built on  
Windows 7



BitLocker



Trusted Boot



Windows  
SmartScreen



Claim-based  
Access Control



Some malware programs target the boot process and insert themselves into the system before Windows or antimalware software is able to start. Because of this, the ability of Windows or the antimalware software to protect the system might be compromised. Trusted Boot, new in Windows 8, protects the integrity of the boot process, including the kernel, system files, boot critical drivers, and even the antimalware software itself. The system's antimalware software is the first third-party application or driver to start. In the event that malware is able to successfully tamper with the boot process, Windows can automatically detect and repair the system.



# Common Objections

Your customer may have all sorts of excuses for why their current version of Windows is “good enough.” The fact is that Windows 8 Enterprise is the best choice for most businesses. Use short elevator pitches to counter your customer’s objections, and follow up with a deeper dive to see how Windows 8 Enterprise can best meet their needs.



Why should I switch from Windows 7?



Why do I need a Windows tablet?



I want to switch from XP.



I’ll wait for SP1 first.



Why should we renew our EA if we’re not going to deploy Windows 8?



## What you hear

“Why should I switch from Windows 7?”

## Your response

With Windows 8 tablets, there are no compromises. Windows 8 tablets are sleek, slim powerful devices that deliver long battery life. Users love the modern interface that delivers the information that’s most important to them; they don’t have to go looking for it. Windows 8 tablets deliver the power of a PC with applications that work well by touch or with a keyboard and mouse. And while consumers love the Windows 8 tablet experience, it also delivers the security and manageability that companies depend on.





# Windows 8 Editions

Both Windows 8 and Windows RT offer a beautiful, fast, and fluid interface. They're designed for touch, mouse, and keyboard. But there are some important differences between Windows RT, Windows 8, Windows 8 Pro, and Windows 8 Enterprise.



Windows RT



Windows 8



Windows 8  
Pro



Windows 8  
Enterprise



Windows RT tablets and PCs are thin and light, with extended battery life, they start up in an instant and stay connected to email, social networks, and apps. Windows RT is only available preinstalled on select tablets and PCs. Also, it only runs built-in apps or apps downloaded from the Windows Store.



# ☒ Why Windows 8 Enterprise

Windows 8 Enterprise provides the experience people love with the enterprise-grade capabilities businesses need. Windows 8 Enterprise offers all the capabilities of Windows 8 Pro, plus premium features designed to meet the mobile productivity, security, manageability, and virtualization needs of today's large businesses.

Windows 8 Enterprise is available only through Windows Software Assurance.

▶ Work Anywhere

▶ Security

▶ Manageability

## Tablets



Windows 8 Enterprise is available only to Software Assurance customers. Software Assurance (SA) for Windows is the path to enabling flexible workstyles by providing access to Windows instances in a variety of ways across devices.

In addition to Windows 8 Enterprise, Software Assurance customers gain these other exclusive benefits:

- Windows Virtual Desktop Access (VDA) Rights
- Windows To Go
- Roaming Use Rights
- Windows RT Companion VDA Rights
- Enterprise Sideload of Windows 8 Apps
- Windows Thin PC
- Microsoft Desktop Optimization Pack (MDOP)
- Windows Companion Subscription License (CSL)



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## ▶ Work Anywhere

Three-quarters of the US workforce will be mobile by 2013, according to IDC. Windows 8 Enterprise contains a number of exclusive features to help them be productive wherever they need to work.

- Windows To Go allows employees to run Windows 8 from a USB drive on any PC. Combined with Roaming Use Rights, it helps provide secure access to corporate resources from a user's home PC, a personal device they bring to work, hotel PCs, or other devices.
- DirectAccess gives employees more secure, always-on, seamless access to corporate resources.
- Mobile broadband improvements help maximize connection speeds while minimizing data usage costs.

## ▶ Security

## ▶ Manageability



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# Windows 8 Feature Comparison

Windows 8 Enterprise is the best choice for businesses, delivering advanced mobility, security, and management capabilities that aren't available anywhere else.

	Windows RT	Windows 8	Windows 8 Pro	Windows 8 Enterprise
Start Screen, Live Tiles and Windows 8 Apps	●	●	●	●
Installation of x86/64 and desktop applications		●	●	●
Exchange ActiveSync	●	●	●	●
Mobile broadband features	●	●	●	●
BitLocker and BitLocker To Go			●	●
Device Encryption	●			
Client Hyper-V			●	●
Domain Join and Group Policy			●	●
Remote Desktop (Host)			●	●
AppLocker				●
BrancheCache				●
DirectAccess				●
Enterprise Application Sideload				●
Windows To Go				●
VDI Enhancements				●
















# Demos

Video Library



Title

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