

Value of Windows® 7

Telesales Script



This telesales guide provides the information you need to explain the value of Windows 7 to your system builder partners.

Overview:

The incredibly positive Windows 7 response from users, analysts, and press presents a great opportunity for partners to leverage the buzz around Windows 7 to drive increased sales.

With the value provided by Windows 7, as well as its outstanding performance on both low-cost and high-end PCs, now is the time for partners to promote and sell Windows 7.

The information in this script will help you start partner conversations around the value of Windows 7 for both consumers and small to mid-sized businesses.

For more information, please visit <http://infoweb2007/oemmarketing/client/Pages/Win7Readiness.aspx>.

Target Audience

Any System Builder who builds and sells PCs should be aware of the value of Windows 7 and the benefits it can bring to their customers, whether commercial customers or home consumers.

Intended Call Outcome

Demonstrate how Windows 7 will be easy to promote, easy to sell, and easy to install.

Call Script

Use the text in italics below to drive the telesales calls with system builder partners.

Overall Windows 7 Talking Points

What are your thoughts on Windows Vista? (Note to TPAM – use their feedback to drive communication on how Microsoft has taken customer feedback and made improvements to Windows 7 based on this feedback.)

Talking Points:

- We know **compatibility and performance** were concerns with Windows Vista. We listened to our partners and customers in building Windows 7, and have delivered an operating system that focuses on the fundamentals of compatibility and performance, answering key concerns of your customers. Visit the Windows 7 Compatibility Center at <http://www.microsoft.com/windows/compatibility/windows-7/>.

Value of Windows® 7

Telesales Script



- We heard your feedback regarding **application, device, and hardware compatibility** with Windows Vista and have worked hard to resolve these issues and create the best possible operating experience with Windows 7.
- We also listened to partners and made Windows 7 **easier to preinstall and sell**, helping to reduce manufacturing and training time.
- Microsoft will be actively investing in **generating demand** at launch, and beyond, to help drive sales among both commercial and home consumers. Windows 7 has received high praise from industry experts, top-name bloggers, and everyday users—which means early market demand you can capitalize on.
- All of this together will help create new hardware, software, devices and service opportunities for your business around the release of Windows 7.

Microsoft has designed Windows 7 with partners in mind—by making it easier to build and sell. Here are the ways in which Windows 7 can help reduce your costs and drive your revenue.

Talking points:

- New deployment tools have been designed to help you increase flexibility, speed, and efficiency on the manufacturing floor.
- Windows 7 SKUs are delivered as a single image to simplify the installation process—saving you time and money (see further clarification below).
- In the current economy, many customers have delayed PC purchases. With the value it provides, as well as its outstanding performance on both low-cost and high-end PCs, Windows 7 can be a catalyst for new PC sales.
- Microsoft is investing heavily in Windows 7, with marketing efforts that will help drive sales opportunities for you during the launch—and beyond.
- Windows 7 has received high praise from industry experts, top-name bloggers, and everyday users. The buzz is building, which is already creating customer demand which partners can and should capitalize on.

Microsoft listened to system builders, and has simplified the installation process.

Based on feedback from system builders like you, Windows 7 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.

The Windows 7 OPK will be available for download on the OEM Partner Center at <http://oem.microsoft.com/windows7>.

For training on the preinstallation of Windows 7, please visit <http://oem.microsoft.com/script/contentpage.aspx?pageid=565295>.

Value of Windows® 7

Telesales Script



With Windows 7, Microsoft has simplified the SKU choices, making it easier for your customers to understand—and easier for you to sell. (Note to TPAM – review the chart below to help your partners understand the differences between Windows 7 versions.)

For more SKU information, please visit <http://windows.microsoft.com/en-us/windows7/products/compare-editions>

The right Windows 7 for you	Home Premium	Professional	Enterprise/ Ultimate
Makes the things you do every day easier with improved desktop navigation.	✓	✓	✓
Faster and easier to launch programs and find the documents you use most often.	✓	✓	✓
Make your Web experience faster, easier, and safer than ever with the Internet Explorer® 8 Internet browser.	✓	✓	✓
Easy to create a home network and connect your PCs to a printer with HomeGroup.	✓	✓	✓
Watch, pause, rewind, and record TV to your PC.**	✓	✓	✓
Run many older Windows XP productivity applications in Windows XP Mode.*		✓	✓
Connect to company networks easily and more securely with Domain Join.		✓	✓
Recover your data easily with automatic backup to your home or business network.		✓	✓
Help protect your data on your PC and portable storage devices against loss or theft with Bitlocker™ drive encryption.			✓
Work in the language of your choice or switch between any of the 35 languages.			✓

Which segment does your business focus on, selling to consumers or businesses?

Based on the partner's response, go to either the consumer section or the business section.

Value of Windows® 7

Telesales Script



Consumer Section (use this messaging if your partners sell mainly to consumers)

To help your home consumers decide which SKU is right for them, consider the following Microsoft recommendations. Microsoft recommends Windows 7 Home Premium for the consumer audience.

- **Windows 7 Home Premium**—The best entertainment experience available on a PC. If your customer likes media, Home Premium is for them. It's easy to create a home network and share all of their favorite photos, videos, and music—they can even watch TV whenever and wherever they want.
- **Windows 7 Professional**—Everything they need for work and home. If your customer plans to use their PC to work from home, we recommend Professional. It is the right choice for small businesses and the customer who works at or from home. Professional has all the business features needed for work and all the entertainment features of Home Premium.
- **Windows 7 Ultimate**—Designed for people who want it all. Windows 7 Ultimate gives your customer everything Home Premium and Professional offers—plus added security features and the flexibility to work in multiple languages.
- **Windows 7 Home Basic**—Makes everyday tasks faster and easier. Home Basic is an economical option offered in emerging markets only. It's a good choice for customers who don't have advanced multimedia, entertainment, or networking needs. Home Basic makes it faster and easier to get to the applications and documents customers use most often, so they can spend less time looking and more time doing the things they want.
- **Windows 7 Starter**—Simple and easy to use. Starter is a great way to get started with a small notebook PC. It combines the familiarity and compatibility of Windows with the latest in PC reliability and responsiveness.

For more SKU information, please visit <http://windows.microsoft.com/en-us/windows7/products/compare-editions>.

Are you familiar with the features and functionality of Windows 7 Home Premium?

The following information contains key talking points you can use to address your customers' needs and communicate the value of Windows 7 Home Premium.

"I want my computer to work easier and get me to my stuff quicker, all with fewer interruptions."

- **Simple to use**—Instant Search, Jump Lists, and a larger, customizable taskbar with popup previews make navigation easy.
- **Easy to browse the Web**—With Internet Explorer® 8, you can find, shop, map, and translate all in one click—without leaving a trace.
- **Easy to connect**—In just four clicks, HomeGroup enables you to easily connect all the Windows 7 PCs in your home. One click connects you to wireless networks, whether they're Wi-Fi, mobile broadband, dial-up, or corporate VPN.
- **Easy to communicate and share**—PCs running Windows 7 automatically identify and connect with each other, making it easy to share printers, photos, videos, music, and other files.

Value of Windows® 7

Telesales Script



“I just need it to work the way I want.”

- **Faster, more responsive, and more reliable**—More power allows your PC to sleep and resume faster. Less memory needed to open windows and execute makes your PC more responsive to your commands.
- **More secure**—More intuitive account and parental controls means you and your family are secure, without being interrupted by constant system messages.
- **Compatible with you**—Improved compatibility across applications and devices means you spend less time troubleshooting and more time enjoying your computer.

“I want cool new features that let me access my media and devices anywhere.”

- **Media on your terms**—Enhanced Windows Media Center delivers a richer media experience, plays more types of media than ever before, and provides one-stop access.
- **Works anywhere**—Network access has been greatly simplified, enabling you to access your media library and play your music easily on your networked devices around your home and when you’re away.

In designing Windows 7 Home Premium, Microsoft took into account customer feedback and pain points. If your customers have expressed concerns over file maintenance, navigation, application compatibility, or security – rest assured that these issues have been addressed. Note: Talk with the partner about the specific pain points noted below and the Windows 7 solution.

Customer Pain	Solution
“My photos, music, and video clips are spread out all over the place. I can’t access them easily.”	Windows Media Center centralizes all your digital media in one place, making it easy to access your music, videos, and even your favorite TV shows.
“It’s difficult to find files and navigate open windows.”	Instant Search, Jump Lists, and a larger, customizable taskbar with pop-up previews make navigation easy, so you can find what you need fast.
“My files are scattered across multiple PCs in my home, which makes them hard to find and print.”	HomeGroup makes it easy to create a home network so you can easily share files and connect to one printer from every Windows based PC in your home.
“My applications don’t work well together, which makes it hard to get my work done.”	Improved compatibility across applications and devices means you spend less time troubleshooting and more time enjoying your computer.
“I keep getting interrupted by security prompts and update requests.”	Improved Windows 7 user account controls and security features help keep you safe with fewer interruptions. All updates and alerts are managed under Active Controls, so you can deal with them on your own time.

Value of Windows® 7

Telesales Script



If your customers are wondering how Windows 7 is better than Windows Vista or Windows XP, share this information:

In comparison to Windows Vista:

In developing Windows 7, Microsoft listened closely to customer feedback. Microsoft strengthened fundamentals around performance, reliability, and security. They also made it easy to use, with improved navigation, better wireless networking, and easier access to your media and entertainment. Windows 7 was designed to simplify the things you do every day; make your PC faster, safer, and more reliable; and make new things easier to do. The Windows 7 Beta and release candidate have been tested by industry experts and customers just like yours and have received high praise.

In comparison to Windows XP:

Windows XP is a great operating system and has met many customers' needs. But Windows XP is nearly a decade old, with limited support for new hardware and software. Windows XP simply doesn't have the capacity to meet the growing demands of modern technology users. Windows 7 Home Premium gives you out-of-the-box capability to handle the latest applications and all your digital multimedia needs, including remote media streaming and home networking for easily sharing photos, videos, and music.

Business Section (use this messaging if your partners sell mainly to businesses)

Microsoft recommends Windows 7 Professional for small and midsize businesses. Here's why:

The process of developing Windows 7 Professional included substantial input and involvement from small and midsize businesses, so Windows 7 Professional was built with the right features for that environment. As a result, Windows 7 Professional provides your small- and midsize-business customers with just what they asked for—a solution that they can rely on and that helps them get more done, reduces costs, and safeguards their work.

Are you familiar with the features and functionality of Windows 7 Professional?

We listened to business customers to find out what they were looking for in their PCs and made changes to Windows 7 to help with performance, ease of use, and security.

Performance:

- Engineered to start up and be ready in seconds, Windows 7 Professional is fast and responsive.
- Designed with compatibility in mind, it works with the broadest set of devices and applications available. It also extends the life of your customers' older Windows XP productivity applications by running them in a virtual Windows XP environment.*
- Performance improvements lead to fewer interruptions and prompts, as well as faster recovery from problems when they happen.

Ease of use:

- Finding things is efficient and easy: Type a few letters in the search box, and files, applications, or even menus appear in seconds.
- Mobile computing on the go is easier with access to all mobile settings in one place, longer battery life for laptops, and greater connection and networking options.
- Your customers can now access all their computer programs, files, and network resources like never before. Whether at work, at home, or on the road, they can easily connect to other networks or even other computers within their home.

Value of Windows® 7

Telesales Script



Security:

- Individual files or folders that get accidentally deleted can be quickly restored.
- Confidential information is better protected with powerful encryption technologies that let customers encrypt their files and folders.
- A strong security foundation together with comprehensive security features offer greater protection from Internet threats, spyware, and other forms of malicious software.

Let's talk about some of the specific key features of Windows 7 Professional that were built with your small and midsize business customers in mind:

Key Benefits	Key Features
Windows® 7 Professional works the way you want	<ul style="list-style-type: none"> • Fundamentals: Your PC can be faster, more reliable, and more responsive. • Application / Device Compatibility: Windows® 7 is built with compatibility in mind. As a result, the majority of software or devices working on Windows Vista® also work on Windows® 7. • Windows XP Mode*: Realize cost savings and reduce possible operational downtime by extending the life of existing software. With Windows XP Mode, you can run many Windows XP productivity applications right from the Windows® 7 desktop. • Networking (HomeGroup and Domain Join*): If you have a server, you can easily and more securely add PCs to network. Even if you do not have a server, you can easily share files and use a printer for multiple PCs running Windows® 7 with HomeGroup. • Action Center and Diagnostics: Windows® 7 with powerful diagnostics and troubleshooting tools makes it easier and less expensive to resolve many IT issues. • IT Management Tools: Windows® 7 includes advanced tools to help IT professionals efficiently upgrade to Windows® 7 and keep their company's PCs running smoothly.
Windows® 7 Professional helps you get more done	<ul style="list-style-type: none"> • Windows Desktop Search: Just type a few letters in the search box to find files, applications, or even a menu in Control Panel in seconds. • Windows Aero®: With just a simple mouse gesture, you can arrange windows side-by-side or maximize windows. • IE 8 Accelerators: Speed through everyday browsing tasks. • Improved Power Management: More productivity on mobile PCs and reduced energy bills. • Location-Aware Printing*: Windows® 7 Professional detects whether you are at work or at home and automatically sends your documents to the right printer. • Remote Desktop Host*: You can access documents and programs on a computer remotely from another computer.
Windows® 7 Professional helps you safeguard your work	<ul style="list-style-type: none"> • Internet Explorer® 8: Helps you protect your data and defeat malicious internet threats. • Windows Defender: Helps protect you from spyware and other forms of malicious software. • Encrypting File System*: Provides user-level file and folder encryption, ensuring strong data protection and control. • Previous Versions: Windows® 7 helps you restore previous versions of files that you have accidentally deleted or changed. • Advanced Backup and Restore*: You can backup your data to a network location and encrypt files on your PC.

* New in Windows 7

Value of Windows® 7

Telesales Script



If your customer still wants or needs Windows XP, no problem. Windows 7 Professional comes with Windows XP Mode*.

Windows 7 Professional, Windows 7 Ultimate and Windows 7 Enterprise versions come with Windows XP Mode which makes it easy to install and run applications for Windows XP directly from a Windows 7-based PC. It utilizes virtualization technology such as Windows Virtual PC to provide a Virtual Windows XP environment for Windows 7 and allows customers the flexibility to run many older productivity applications in a virtual Windows XP environment.

Your customers benefit by being able to use the productivity applications they've already invested in (for example their Line-Of-Business applications), while not having to worry about potential operational downtime as they switch systems to Windows 7. Find out more at www.microsoft.com/windows/virtual-pc.

In addition, Windows XP Mode is only available through OEM preinstallation or post-purchase installation, providing you with potential new service opportunities when customers move from their old PCs to new ones.

If your customers are wondering how Windows 7 is better than Windows Vista or Windows XP, share this information:

In comparison to Windows Vista:

Several features have been improved in Windows 7 Professional, including enhanced performance, reliability, and productivity. Windows 7 starts up and shuts down more quickly than the Windows Vista® operating system, for example, and the taskbar and Desktop Search have been improved so users can get things done more quickly. Windows 7 Professional also includes many new features specifically designed to benefit small and midsize businesses.

In comparison to Windows XP:

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, business users now have a better option that reflects today's business environment with Windows 7.

Closing the Call

We hope this information has been valuable to you and has helped to prepare you to promote and preinstall Windows 7. With the buzz around Windows 7 and the positive feedback from industry experts, top-name bloggers, and everyday users—early market demand is being created for you to capitalize on.

Resources

- OEM Partner Center - <http://oem.microsoft.com/windows7>
- MSPP Windows 7 - <https://partner.microsoft.com/windows7>
- Windows 7- <http://windows.com/windows7>
- The Windows team blog - <http://windowsteamblog.com/blogs/>
- System Compatibility Information - <http://www.microsoft.com/windows/compatibility/windows-7/>

*Windows XP Mode requires either original equipment manufacturer (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 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>.