

# Why Windows 7 Professional?



The **Windows 7 Professional** operating system provides a powerful combination of innovation and improved performance, delivering a PC experience your customers want.

We listened to our business customers to find out what they were looking for in their PCs. We heard loud and clear: performance, ease of use and security. Designed to meet the needs of small and medium-sized businesses, Windows 7 Professional is fast, reliable and compatible.

## Here's a quick overview of key benefits customers will see:

*"Speed, reliability and compatibility – these are my absolute must-haves."*

- 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 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.

*"I just need things to be easy, so I can get more done each day."*

- 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.
- Access all your computer programs, files and network resources like never before. Whether at work, at home, or on the road, you can easily connect to other networks or even other computers within your home.

*"Safeguarding my business is critical. I need to make sure all my information is backed up, protected and highly secure."*

- Individual files or folders that get accidentally deleted can be quickly restored.
- Confidential information is better protected with powerful encryption technologies that let you encrypt your 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.

*"With Windows 7, everything goes faster – from booting-up to applications, to ticket resolution. Customers love it and we love it."*

Steve Wright, Director and Co-owner,  
BMS Digital Solutions Ltd

## Windows 7 Professional: the right choice for today's business environment

By pre-installing genuine Windows 7 Professional on new PCs, you can help keep your business running in today's changing marketplace with:

- The latest innovations in search, ease of use, mobility, networking and security.
- Compatibility with the applications and devices you use today. Windows XP Mode\* offers the flexibility to run many older Windows XP applications in a virtual Windows XP environment.
- The simplified SKU lineup of Windows 7 is easy to understand. With no more complex choices between editions, all Windows 7 editions simply offer a more complete set of features than the edition before.

## Upgrading to Windows 7 Professional

Windows 7 Professional is available pre-installed on new PCs or via full-package product (FPP). Upgrading customers from Windows XP requires a custom (clean) installation of Windows 7 Professional and then reinstallation of programs, drivers and data. An upgrade from the Windows Vista® operating system to Windows 7 Professional preserves current files, settings and programs.

## Hardware specifications

Windows 7 system requirements:

- 1 gigahertz (GHz) or faster 32-bit (x86) or 64-bit (x64) processor
- 1 gigabyte (GB) RAM (32-bit) or 2 GB RAM (64-bit)
- 16 gigabyte (GB) available disk space (32-bit) or 20 GB (64-bit)
- Microsoft DirectX® 9 graphics processor with Windows Display Driver Model 1.0 or higher driver

Product functionality and graphics may vary based on your customers' system configuration. For more information, visit <http://www.microsoft.com/windows>

# Why Windows 7 Professional?



Customer purchase options	Windows 7 Professional	Windows 7 Enterprise
<b>Target audience</b>	Small to medium businesses	Medium to large businesses
<b>Available licence type</b>	VL, FPP, OEM	VL + SA
<b>HomeGroup:</b> Easily share media, files, printers and devices across multiple PCs.	●	●
<b>Action Center:</b> Fix problems yourself, on your own schedule, with powerful diagnostics and troubleshooting tools.	●	●
<b>Bluetooth® Support:</b> Wirelessly synchronise files and folders between your Bluetooth-enabled phone and your computer.	●	●
<b>Fast User Switching:</b> Switch between users without having to log in, log out, or close any programs.	●	●
<b>Computer-to-Computer Networking:</b> Connect to nearby PCs without a network access device via ad hoc wireless networking.	●	●
<b>Location and Other Sensors:</b> Enables PCs and applications to adapt to their current environment.	●	●
<b>Windows XP Mode:</b> * Run many older productivity and business programs for Windows XP on Windows 7.	●	●
<b>Domain Join and Group Policy:</b> Connect to company networks easily and more securely. Group Policy controls allow businesses to better manage the security and costs of multiple PCs.	●	●
<b>Backup and Restore:</b> Schedule a periodic backup to save your data or entire system image to a network location or a local drive.	●	●
<b>Location-Aware Printing:</b> Send your documents to the right printer, whether you are at work or at home.	●	●
<b>Remote Desktop Host:</b> Access documents and programs on a computer remotely from another computer.	●	●
<b>Advanced Backup and Restore (Network and Group Policy):</b> Backup your data to a network location, and have the ability to recover and restore your documents.	●	●
<b>Encrypting File System:</b> Provides user-level file and folder encryption, ensuring strong data protection and control.	●	●
<b>Offline Folders:</b> Work offline with the ability to automatically synchronise between your PC and the network content.	●	●
<b>BitLocker™ and BitLocker To Go™ drive encryption:</b> Work offline with the ability to automatically synchronise between your PC and the network content.		●
<b>AppLocker™:</b> Specify which applications are available to which end users, reducing the need to modify settings.		●
<b>DirectAccess:</b> Seamlessly connect mobile workers more securely to their network without a virtual private network.		●
<b>BranchCache™:</b> Replicate and synchronise files between a central store and branch locations, enabling more productivity for workers in remote offices.		●
<b>Multilingual User Interface Packs:</b> Switch the user interface from one language to another via a language pack add-on to the English version.		●

\*Windows XP Mode requires either original equipment manufacturer (OEM) pre-installation or post-purchase installation of Windows XP Mode (which runs on Windows 7 Professional or Windows 7 Ultimate) or a virtualisation technology such as Windows Virtual PC. Windows XP Mode requires a PC with 2 gigabytes (GB) RAM (32-bit) or 3 GB RAM (64-bit), 15 GB available disk space, and a processor capable of hardware virtualisation, 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>.