

TREND ADVISORY

WINDOWS 7

Making sure business processes run without a hitch.

Tough economic conditions forced many companies to cut back on expenses – or at least stick to essential, mission-critical investments. Software upgrades, for example, were put on hold. If the old applications can still get the job done, then why spend the money?

This makes financial sense, but only in the short term. As software reaches the end of its lifecycle, it can become buggy, incompatible with newer products and, eventually, unsupported by the manufacturer. The risks involved with running out-of-date software, particularly operating systems, can greatly outweigh the cost savings.

Now that budgets aren't quite so lean, many organizations are taking the opportunity to refresh their hardware and, in the process, migrate from XP or Vista to Windows 7. Now is the time to ask yourself: Should I be upgrading too? What are the steps involved? What will the impact be to my infrastructure and my workforce? What will happen if I don't upgrade? And, above all: Why should I bother?

THE WINDOWS 7 DIFFERENCE

Microsoft learned from the lessons of Windows Vista and created a robust, powerful operating system that is superior in almost every way. Performance, security, reliability, networking, ease of use – everything is improved and wrapped up in a redesigned, intuitive interface. Windows 7 went through extensive testing, so it runs smoothly right out of the box, unlike many newly released operating systems. Users can make the transition without a steep learning curve, and, if there ever is a problem, the quality of support for Windows 7 is much better than that for Windows XP.

In fact, there are a number of compelling reasons to make the jump from XP. By standardizing your workforce on one operating system, you reduce the support costs of keeping outdated XP systems running. You'll also enjoy the latest features and capabilities to help ensure that your organization stays competitive, including critical security and data-protection enhancements.

Although moving everyone to the same platform at the same time can greatly simplify deployment, configuration and maintenance, Windows 7 is fully compatible with Windows XP, making phased deployments a viable option as well.



“We were pleased to find we had zero support requests related to Windows 7, and users reported they adjusted to the new system without any problems.”

*Moving from Windows XP to Windows 7?
One CIO shares why he started now.
Scott Lowe, SearchCIO-Midmarket.com,
February 2010*

THE CDW DIFFERENCE



CDW has completed thousands of Microsoft services engagements and can work with you to determine the best possible Windows 7 upgrade path. Our services include a Windows 7 strategy briefing to help you learn all about its new features and capabilities. We can also provide an assessment of your environment's readiness to migrate to Windows 7, as well as workshop-based planning sessions to help design an end-to-end deployment that eliminates many manual steps and handoffs.

For a complete solution, there is our Full Service Client Migration Service, which covers everything you might need for a full refresh of your endpoint infrastructure. This service is tailored to your specific needs, resulting in an efficient, stable migration that is delivered on budget and on time.

JUNE 2010
CDW is awarded Microsoft's Large Account Reseller Partner of the Year, selected from an international field of top Microsoft partners for delivering market-leading customer solutions built on Microsoft technology.

A TEAM OF EXPERTS

CDW has a comprehensive team of experts waiting to help you with the migration process. The linchpin is a dedicated account manager who is your single point of contact. This account manager is supported by experienced and certified Microsoft consultants, Microsoft sales specialists, licensing specialists and more.

CDW KNOWS MICROSOFT

With CDW's expertise in Microsoft products, services and licensing, you can lower your total cost of ownership and get the most out of your Windows investment.

- More than 150 Microsoft consultants
- More than 70 licensing specialists
- 25 field-based licensing executives
- 10 Microsoft pre-sales specialists
- Four software asset management specialists
- Three Microsoft sales specialists
- More than 4000 active Microsoft Select Agreements
- More than 1300 active Microsoft Enterprise Agreements

ASSESSMENT SERVICES

- Windows 7 Readiness Assessment
- Office 2007/2010 Readiness Assessment
- Application Compatibility Reporting
- Software Asset Management Assessment
- Office Document Migration Assessment

DESIGN SERVICES

- Application Migration
- Application Deployment
- Application Virtualization
- Office Deployment
- Software Asset Management

CDW SELECTS



Microsoft Desktop Deployment Planning Services (DDPS)

Microsoft DDPS is a Software Assurance Packaged Services Benefit that offers predeployment planning designed to help guide customers through deployment and business value planning stages of desktop implementation.

CDW offers DDPS in one-, three-, five- and 10-day engagements. Each engagement is designed to deliver maximum impact to your organization through the use of trained experts in desktop deployment. These experts utilize automated processes to demonstrate how your organization can maintain a consistent and reliable desktop infrastructure.



Lenovo ThinkPad notebooks featuring Windows® 7 Professional

Lenovo offers a wide range of ThinkPad notebooks designed to keep you productive. The Lenovo X201 features the latest in mobility technology, including the speed of the Intel Core i5 processor and Windows 7 Professional. Lenovo's lean, lightweight ultraportables let you work whenever, however and from wherever you're most productive.



CDW Desktop Lifecycle Management (DLM) Services

CDW can support your DLM strategy with a wide range of service offerings designed to offload some of the most tedious desktop maintenance and management projects from you or your staff. This saves your business both time and money by ensuring that your CDW solutions are optimized for fast, simple and cost-effective deployment.

Take advantage of all the DLM services that CDW provides to help ensure that your desktop solution is configured to your exact specifications, can be easily tracked and managed, is seamlessly deployed without delay and is protected over the long term to support uninterrupted operation.

From hardware to licensing to deployment, CDW can help you address all aspects of your operating system upgrades. For more information, contact your CDW account manager, call 800.985.4239 or visit CDW.com/windows7

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