

**Microsoft**<sup>®</sup>

 **Windows**<sup>®</sup> 7 Enterprise

# The Windows Optimized Desktop

**E-BOOK** Reconciling management's aims and end users' aspirations, the Windows<sup>®</sup> Optimized Desktop provides flexibility, security and manageability needed to support today's workforce.

[www.Windows.com/Enterprise](http://www.Windows.com/Enterprise)



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*Windows works the way you want.*



# OVERVIEW

**In the past, information technology existed in a bubble. IT management worked in an insular environment epitomized by glass walls, chattering printers and spinning storage discs.**



**Information technology** is no longer divorced from the organizational flow of ideas. These days, IT pervades every area of business—from executive offices to corporate desktops, from manufacturing shop floors to retail checkout lines, from supply chains to virtual communities.

What workers want from PC technology is independence, flexibility and ease of use. IT executives, on the other hand, want to ensure the integrity of their technology architectures and maintain manageability, security and cost control. These needs have informed Microsoft's evolution of desktop and server technology to shape the user experience around productivity and flexibility, while offering IT managers ease of management and security.

For end users, it's all about empowerment: access to data, and interaction with both the corporate network and the online world. For IT management, cost is primary, especially in this turbulent economy. Today, CIOs of every stripe, in large companies and small, private sector or public, have the phrase "Do more with less" tattooed on their foreheads.

This inherent tension is not necessarily a bad thing. The empowerment and flexibility demanded by end users should drive the proliferation of desktop technology and its innovative use, while technology managers' imperative should keep end users' technology demands from spinning out of control. Unfortunately, that balancing act has not been most organizations' experience.

But what if those opposing agendas could be reconciled, to the benefit of both parties? What if workers could have desktops optimized for them, with appropriate access, flexibility and ease of use? And IT management could have a technology infrastructure that exerted effective manageability, security and control?

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# ENABLE THE MODERN USER



**Business is evolving and expanding.** It's a global, 24-hour, cyberspace-oriented marketplace of information, product innovation and service.

Today's workers are diversified, dynamic and demanding. An extremely mobile employee population works out of cubicles, coffee shops, hotel rooms, airports, conference rooms, even basement offices. Research shows that more than 90 percent of employees work in branch offices, away from corporate headquarters.

Five scenarios can be used to represent today's workforce. And all hold particular challenges for the technology managers looking to support them.

## Mobile workers

These are the road warriors, the idea pitchers, the deal clinchers. They demand a lot of themselves and the same from their employers. They want easy access to corporate and Web-based resources and support, whenever they need it, wherever they are. They use a variety of tools, most of them mobile in nature, which increases security concerns.

## Office-based workers

These are the data miners, the number-crunchers, the document wranglers. These workers require stability, measurability and consistent performance. They also need the latest spreadsheet and word processing applications and access to diverse information sources.

*“As a large organization with 16,000 desktops and notebook computers to manage all over the world, we are very interested in any efficiencies that we can bring to that area.”*

—LEE NICHOLLS,  
Director of Global Solutions,  
Getronics case study

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# ENABLE THE MODERN USER continued



## Task-based workers

These are the keyboard jockeys, the data input people, the help desk professionals. They need functional desktops that serve the purpose—no frills necessary. They also need to be able to move from location to location and desktop to desktop, consequent to resource demands.

## Contract workers

Most companies depend, to a greater or lesser degree, on contract workers, and they need access to corporate resources. Contract workers can be located geographically anywhere in the world, raising performance and security issues, and they often use their own desktop technology, which needs to be in line with corporate standards.

## Access from home

There is the growing category of people who work part-time from their homes. Workers who access corporate assets from home offices often use personal technology, and increase security concerns accordingly. They also often require a great deal of corporate support.

It is IT management's challenge to enable the global marketplace by empowering this multifaceted workforce with the mobile, flexible and secure desktop environment that will support it.

“We have been very impressed with the productivity and management savings we have realized with Windows 7. Our customers will enjoy the same savings when they begin deploying it.”

—COEN OLDE OLT Hof,  
Vice President of Marketing and Alliances,  
Portfolio and Strategy, Getronics case study

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# VARIETY IN DESKTOP VIRTUALIZATION



**Will one single type** of desktop accommodate the needs of this complex workforce? Simply put, it can't. These workers require a multitude of desktop experiences. That means either a plethora of desktop products, or a single framework that can be configured and extended to support a variety of workplace scenarios.

A powerful technology that affords flexibility and manageability, and can enable these new workforce scenarios to come to life, is virtualization. Most IT managers are aware of the power of virtualization technology, specifically as it applies to servers and consolidation. However, many may not be aware of how virtualization can be applied to the desktop.

**There are four areas of virtualization that enable flexibility at the desktop level:**

**1. User-state virtualization** separates an end user's data and settings from a specific desktop machine. This enables IT to store those user elements centrally and at

the same time make them accessible to other PCs in the organization. It enables a user to employ a variety of PCs (or mobile devices) as if each were that person's unique PC.

**2. Microsoft® Application Virtualization (App-V)** turns an application into a self-functioning entity. It allows IT administrators to store an application centrally and stream it to a desktop based on user access privileges. It isolates applications from each other, allowing them to run in concert even if they require the same resources from the OS.

**3. Microsoft Enterprise Desktop Virtualization (MED-V)** decouples the location of the user interface from where the application is executing. This allows the execution of a desktop environment at one place (a server) and presentation of that environment or user interface at a different location (a desktop or mobile computer).

**4. Microsoft Virtual Desktop Infrastructure (VDI)** centralizes virtual PCs inside the datacenter while allowing users to remotely access their desktops. Being server-based, it requires hardware and storage that can be costly. Before you start evaluating VDI, rationalize your VDI deployment, outline your VDI scenarios and explore the licensing implications.

Microsoft has incorporated powerful virtualization technology as a key element in its strategic blueprint, the Windows Optimized Desktop.

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# THE WINDOWS OPTIMIZED DESKTOP

**With the Windows Optimized Desktop**, Microsoft has created the single client infrastructure framework that will empower the new diverse workforce by supporting the execution and administration of multiple desktop and worker scenarios.

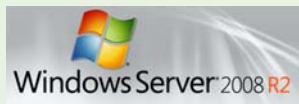
## The building blocks of the Windows Optimized Desktop are:



### Windows 7

The next release of Microsoft's venerable desktop operating

system, Windows 7 is faster, more reliable, and features better performance. It boasts an intuitive, easy-to-navigate user interface, including the enhanced Windows Taskbar, and offers new scripting and automation capabilities based on Windows PowerShell™ 2.0.



### Windows Server® 2008 R2

The latest version of Microsoft's time-tested 64-bit server operating system, Windows

Server 2008 R2 supports network-oriented management frameworks such as Active Directory® and the .Net Framework. Windows Server 2008 R2 incorporates tried-and-true management capabilities such as Microsoft System Center as well as Hyper-V™ virtualization hypervisor, which facilitates desktop virtualization.

### Microsoft Desktop Optimization Pack (MDOP)

A suite of best-of-breed desktop management and virtualization technologies, MDOP is an integral part of the



### Windows Optimized Desktop.

It includes Microsoft's exciting

new Application Virtualization technology, App-V, and Enterprise Desktop Virtualization technology, MED-V. Other MDOP tools are Microsoft Asset Inventory Service for centralizing desktop inventories, Advanced Group Policy Management for managing administrative rights, Microsoft Diagnostics and Recovery Toolset for identifying desktop problems, and System Center Desktop Error Monitoring to enable proactive problem management.



### System Center

A set of server-based technologies, System Center helps IT administrators

aggregate information related to infrastructure, processes and policies. Using System Center, they can better manage systems and automate operations, which helps reduce cost, improve application availability and enhance service delivery.



### Forefront™ Client Security

A client-server application designed to view and manage security settings and

configurations across an enterprise, Microsoft Forefront Client Security provides unified virus and spyware protection, simplified administration and critical visibility and control.

From an administrative point of view, the Windows Optimized Desktop is both a blueprint and a toolset intended to help technology managers address issues related to desktop productivity, security and manageability.



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# MAKE PEOPLE PRODUCTIVE ANYWHERE



**For many categories** of the modern workforce, productivity depends on easy access to ample information. There are several technologies in the Windows Optimized Desktop as part of Windows 7 Enterprise that support these workforce requirements:

## DirectAccess

Often referred to as the “VPN-less VPN,” DirectAccess enables remote connectivity directly into the corporate network, obviating the need for additional technology and avoiding problems with firewalls and network addresses and IDs. This is advantageous for the extended mobile workforce because it affords them access to corporate resources quickly, directly and from anywhere they might be.

“We spend a lot of money on our current VPN solution. With DirectAccess, we’ll be able to eliminate that cost and save \$16,000 annually.”

—ALBERT HOOYER,  
Product Manager,  
Brain Force case study

## BranchCache™

BranchCache is a file-sharing technology that lets workers in remote offices access files that reside on a server in the corporate office faster by making copies of them available locally. This is beneficial to office workers and task-based workers, who need access to corporate data frequently and for long periods, because it cuts down on latency issues related to accessing centralized corporate resources.

## Federated Search

This technology lets users search for information and data sources from their PCs across other PCs on the network, internal document portals including Microsoft SharePoint® sites, and external sites.

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“The use of BranchCache to locally cache content and Web pages will enable SYSTEX to reduce expensive network bandwidth by at least 20 percent—a \$100,000 annual savings.”

—DAVID FENG,  
Technical Director,  
Systemex case study

For other worker categories, productivity depends on being able to use the right application at the right time. The powerful virtualization technology incorporated in the Windows Optimized Desktop allows workers to use the applications they need, when they need them.

## Microsoft Application Virtualization (App-V)

This transforms applications into centrally managed virtual services that are never installed and don't conflict with other applications. It allows users to have on-demand access to the right applications without requiring installations or reboots. Users' settings are preserved when they're offline.

## Microsoft Enterprise Desktop Virtualization (MED-V)

This gives users seamless access to the legacy applications they may need to perform their jobs by integrating virtual environments that run these legacy applications into the user experience.

## Windows Server RemoteApp

This allows a user to access a single, centralized, virtualized application from anywhere on the network.

“Windows 7 is what a modern managed desktop should be. It helps us increase productivity, reduce costs and provide enhanced desktop security.”

—DOUG MILLER,  
Practice Architect,  
CDW case study

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# MANAGE RISKS THROUGH ENHANCED SECURITY AND CONTROL



**One has only** to read the headlines to understand why IT security problems are the source of technology managers' worst nightmares. As hacking incidents have proliferated, and more and more confidential data finds its way into the Internet, security has emerged as the number one concern of consumers, business executives and federal regulators.

Both workers and administrators want to be able to depend on a security-hardened platform and effective and easy-to-use security tools. Microsoft's security technology represents an evolution. Windows 7 builds on the security features of Windows Vista®, the most stable and

secure version of the Windows desktop operating system to date. It also incorporates the enhanced security features in Internet Explorer® 8.

**Other security features and tools in the Windows Optimized Desktop include:**

## **AppLocker™**

This is a tool that allows technology managers to lock out applications that do not conform to the corporate desktop standard or may be deemed inappropriate or harmful to the organization. The audit capability of AppLocker can be used to monitor the application population on a corporate network, to track applications being brought in by users.

## **Microsoft Asset Inventory Service (part of Microsoft Desktop Optimization Pack)**

This provides a comprehensive view of an enterprise's desktop software environment. It helps reduce total cost of ownership and improve licensing compliance through software inventory scanning and by translating inventory data into actionable information.

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## System Center Configuration Manager

This helps ensure that computers comply with a defined desire state, enhancing availability, security and performance features while streamlining compliance efforts.

The increased mobility of the modern workforce creates its own set of security challenges, as does the increased use of handheld technology. Windows 7 Enterprise addresses those concerns through these automated tools:

### BitLocker™ Drive Encryption

Full hard drive encryption is a necessity in an environment where the loss of a laptop can mean the compromise of confidential consumer or corporate data. Using BitLocker, IT administrators can automate the use of encryption.

### BitLocker To Go™

While encrypting hard drives is a given these days, the use of encryption technology in connection with data devices that attach to the modern desktop has been woefully ignored. Windows 7 BitLocker To Go capabil-

“More and more, our mobile workforce is looking to travel with less hardware, but the smaller the device, the more likely it is to be misplaced. Windows 7 gives us the peace of mind that our information is safe.”

—PETER MENADUE,  
Group General Manager,  
Dimension Data case study

ity can automatically encrypt mobile data devices like thumb drives, offering a greater measure of security to increasingly mobile-oriented enterprises.

### Group Policy Device Control

This allows IT managers to control which devices may be connected to corporate PCs, which can help contain the proliferation of unauthorized peripheral devices.

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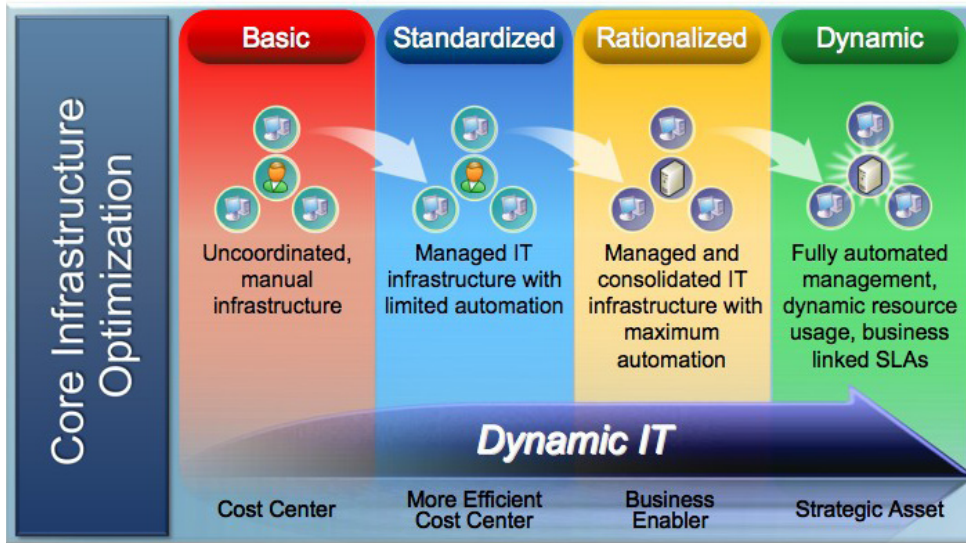
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# REDUCE COSTS BY STREAMLINING PC MANAGEMENT



**The cost and administrative** challenges in managing a modern desktop infrastructure are daunting. Envisioning the desktop infrastructure as a strategic asset rather than a cost center can benefit both users and the organization as a whole.

Microsoft, in collaboration with IDC and the Massachusetts Institute of Technology, has created a strategic roadmap for desktop infrastructure optimization that characterizes an organization's desktop management practices along a curve that moves from simple and reactive to mature and optimized:

## Basic Desktop Infrastructure

Characterized by manual, localized processes with minimal central control, the basic desktop infrastructure is fundamentally reactive—both in terms of process and security—and a highly dependent cost center.

## Standardized Desktop Infrastructure

Standardization of desktop technology—hardware and software—results in an increasing degree of coordination between management and end users, making administration of the standardized desktop infrastructure more efficient.

## Rationalized Desktop Infrastructure

Consolidation and coordination of desktop and server assets, combined with a significant degree of automation, make the rationalized infrastructure highly effective and a business enabler.

## Dynamic Desktop Infrastructure

Dynamic resource usage combined with fully automated functions and processes, which allow for business-linked

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service-level agreements, make the dynamic desktop infrastructure a strategic business asset.

An optimized desktop infrastructure can lead to greater business continuity, enhanced compliance, and better, more secure access to network resources. Organizations can increase agility and achieve notable improvements in the ability to provide faster, more responsive IT service.

Higher levels of optimization can result in savings of up to 80 percent in IT labor costs, according to a 2009 IDC study. Standardization alone pays dividends. According to IDC, companies that maintained a standardized desktop strategy for three years or longer decreased PC labor costs by an additional 34 percent over the initial short-term gains.

The Windows Optimized Desktop is intended to support an organization's effort to optimize its overall desktop infrastructure. It does this first by facilitating standardization and consolidation through the use of a single, stable, familiar and well-integrated client-server architecture. But it also offers technology managers capabilities and tools that facilitate coordination, automation and dynamic resource allocation, including:

## **Microsoft Application Virtualization (App-V)**

This reduces the application deployment effort because technology managers no longer need to test how different groups of applications work together every time one is upgraded. It removes an applica-

tion from the desktop footprint, which allows IT to deploy a smaller master PC image across a variety of business groups.

## **Microsoft Enterprise Desktop Virtualization (MED-V)**

This resolves application-compatibility problems by letting legacy applications run in a virtual environment.

## **Windows 7 Advanced Image Management and Deployment Tools**

These enable IT to ease OS deployments and reduce the cost and complexity of managing PCs and virtual machines.

The DirectAccess network access technology so effective in supporting mobile workers works both ways: It not only allows users to access corporate resources directly, it enables administrators to configure and manage PCs remotely across the Internet, especially when used in conjunction with these tools:

- **Group Policy Management Console**, which allows IT administrators to centrally manage PC and application settings.
- **Windows PowerShell 2.0**, which enables technology managers to automate repetitive tasks.
- **Internet Explorer Administration Kit**, which can be used to configure an initial Internet Explorer setup or manage user settings after Internet Explorer has been deployed.

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Return on investment can be measured two ways: lower costs and more effective use of resources. The Windows Optimized Desktop helps lower the cost of desktop administration and increase dynamic resource usage by providing tools that help both users and administrators resolve problems faster—and therefore return to productive work quicker:

## **Microsoft Diagnostics and Recovery Toolset**

This tool helps technology managers and administrators identify and repair PCs that have become unusable by offering tools that analyze and solve the problem.

## **System Center Desktop Error Monitoring**

Through agentless crash-monitoring technology, this tool identifies the impact, probable cause, and resolution of application and operating system failures, which helps to make desktop PCs more stable and reliable.

## **Windows Troubleshooting Platform**

The Windows Troubleshooting Platform can reduce calls to the help desk by diagnosing and resolving common PC issues, and by providing built-in troubleshooting help, including audio, video, and networking, for several different types of problems.

Virtualization may be intimidating to IT managers unfamiliar with the technology. The Windows Optimized Desktop provides tools to manage both physical and virtual assets.

## **System Center Configuration Manager**

System Center Configuration Manager 2007 assesses, deploys and updates software on servers, clients and mobile devices across physical, virtual and distributed environments. Organizations leveraging Microsoft System Center Configuration Manager will benefit from internal end-to-end hardware and software inventory and metering capabilities. The solution's Asset Intelligence component translates the inventory data into information, providing rich reports that IT administrators can use to optimize hardware and software usage.

## **System Center Virtual Machine Manager**

System Center Virtual Machine Manager enables dynamic and responsive management of a virtual infrastructure, rapid provisioning of new virtual machines, and unified management of physical and virtual machines.

These days, lowering cost is imperative, and most organizations are looking for short-term return on any investments they make, including technology. The Windows Optimized Desktop provides a cost-effective way for IT administrators to begin the upgrade and optimization of desktop infrastructure by serving both short-term goals—for instance, by providing a platform to test the efficacy of desktop virtualization technology—and long-term needs, by being able to implement new desktop technology quickly and recycle used equipment efficiently.

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## Why choose Microsoft?

### For one, experience

For almost all people involved in technology, the Windows environment, the essence of Microsoft technology, is familiar, mature, cost-effective, integrated and comprehensive.

### For another, trust

Microsoft has a track record of serving the needs and meeting the expectations of the most demanding corporate customers. Microsoft developers are experts in the areas of desktop technology, server technology, Internet technology (via Internet Explorer) and workforce productivity (via Microsoft Office).

The elements of the Windows Optimized Desktop—Windows 7, Windows Server 2008 R2, Microsoft Desktop Optimization Pack, Systems Center and Forefront Client Security—represent the culmination of Microsoft's work in enterprise-level technology, online access and search technology, end-user productivity and enhanced security.

The new generation of Windows technology, represented by Windows 7 and encapsulated in the Windows Optimized Desktop strategy, promises to be the pinnacle of Microsoft's corporate development strategy to date. It also serves as Microsoft's best effort to empower a diverse, dynamic workforce, and accommodate the technology managers who enable and support them.

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