

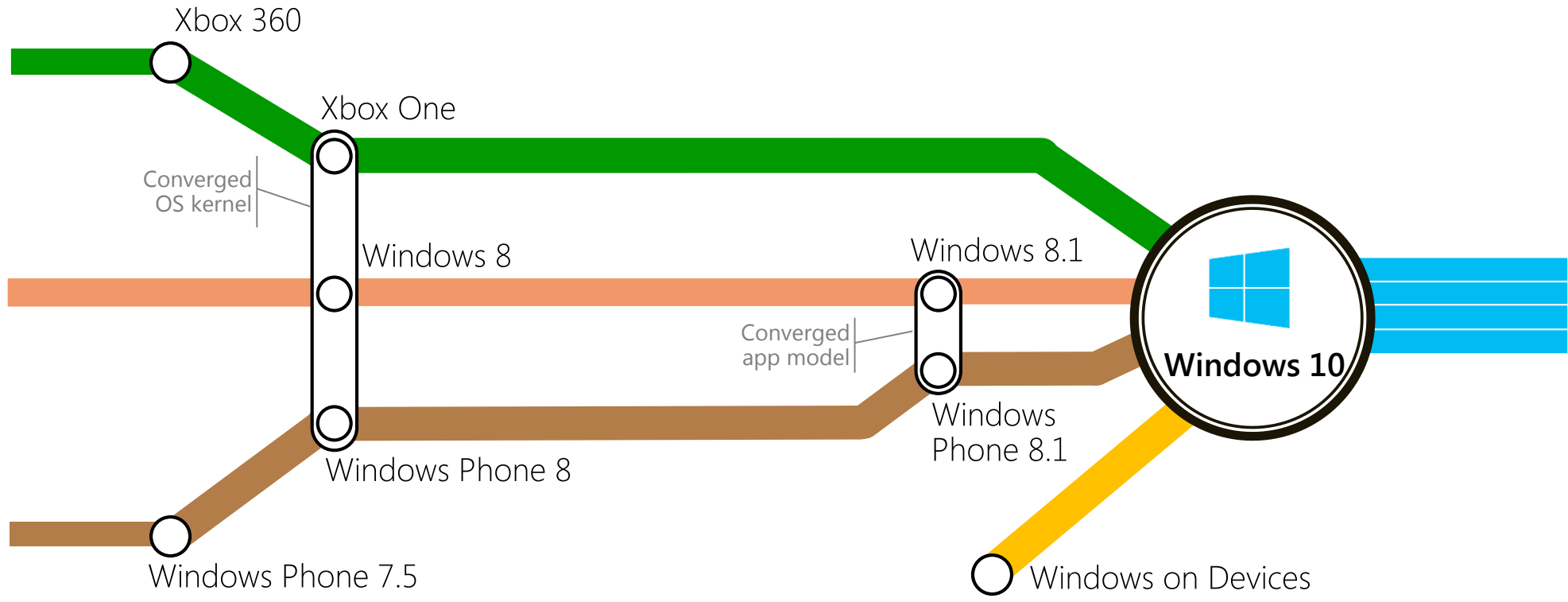
Windows 10 Client

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Agenda

- User Interface
- Management
- Security
- Mobile Devices

PLATFORM CONVERGENCE JOURNEY



User Interface

UI News

- Add / remove keyboard on tablet will change some views
- Search including WebSearches
- Start Menu splitted in «classic» and «modern» stile
- Store Apps also in Start Menu – User has not to know the difference
- Sizing for Store Apps
- Taskbar with new Notification View
- Multiple Desktops
- Multi Monitor support: Snap to every side
- Some new Touchpad Gestures (3 finger gestures)

DEMO UI

Management

Management News

- Policies through MDM or GPO.
- Sign in to Windows Store with Azure AD Account (without LiveID)
- Windows Store is customizable to deploy store apps and company apps
- In-Place Upgrade

DEPLOYMENT CHOICES

Wipe-and-Load

Traditional process

- Capture data and settings
- Deploy (custom) OS image
- Inject drivers
- Install apps
- Restore data and settings

Still an option for all scenarios

In-Place

Let Windows do the work

- Preserve all data, settings, apps, drivers
- Install (standard) OS image
- Restore everything

Recommended for existing devices (Windows 7/8/8.1)

Provisioning

Configure new devices

- Transform into an Enterprise device
- Remove extra items, add organizational apps and config

New capability for new devices

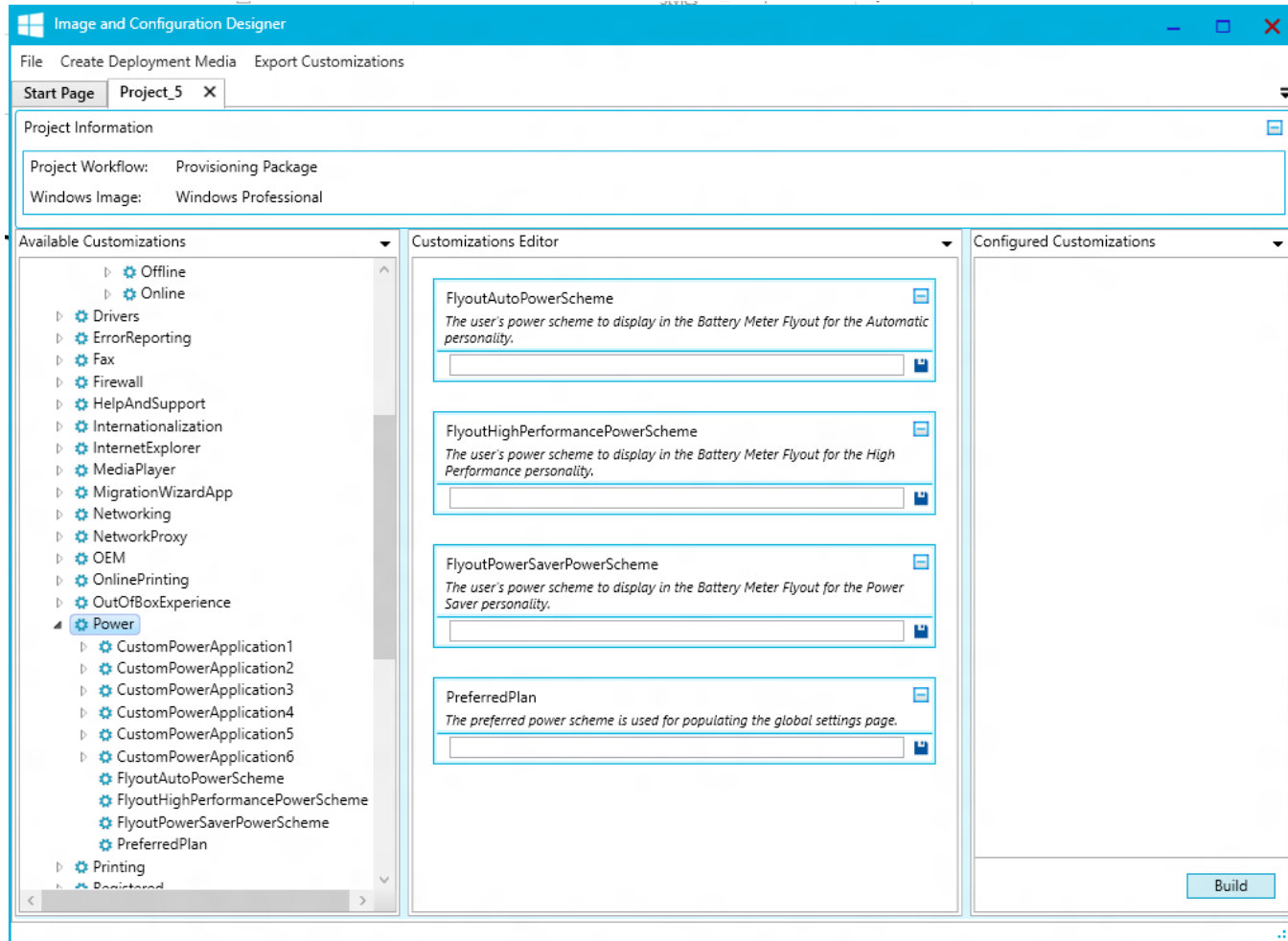
Windows Image and Configuration Designer is used to



Build a customized Mobile or Desktop image



Create a provisioning package that allows to customize Windows devices without re-imaging.



Provisioning Package can be

- Consumed from removable media (SD/USB)
- Applied through USB tether or NFC tag
- Attached to email or downloaded from network
- Embedded in the OS image

WHAT can be customized by provisioning package:

- First run experience customization
- Bulk enrollment into MDM
- Application - Store (with VPP), Line of Business, Win32
- Enterprise policies - Security restrictions, encryption, update settings
- Enterprise profiles - Wi-Fi, VPN, Email
- Root, CA and Client Certificates
- Offline content – documents, audio/video, pictures

A low-angle photograph of several modern skyscrapers with glass facades, reaching towards a clear blue sky. The buildings are slightly tilted, creating a sense of height and scale.

APP & DEVICE COMPAT

Hardware requirements are unchanged

Strong desktop app compatibility

Windows Store apps are compatible

Internet Explorer enterprise investments

MOVING IN-PLACE

➔ Coming from Windows 7 or Windows 8?

- Automated in-place upgrade
- System Center and MDT support for managing the workflow, or just use WSUS

➔ Coming from Windows 8.1?

- Automated servicing operation (an update)
- Driven from WSUS or other patching tools

Simplified process, builds on prior experience

- Uses the standard Windows 10 image
- Automatically preserves existing apps, settings, and drivers
- Fast and reliable, with automatic roll-back if issues are encountered
- Strong customer demand
- Popular for Windows 8 to Windows 8.1
- Piloting now with Windows 7 to Windows 8.1, to learn
- Working with ISVs for disk encryption

Security

Next Generation Credentials

An easy to deploy two factor
Password alternative

Breach, theft, and phish
resistant credentials

Single sign-on experience on-
prem, on the web, across sites

Convenience with security

Sign-in to devices using Azure
Active Directory

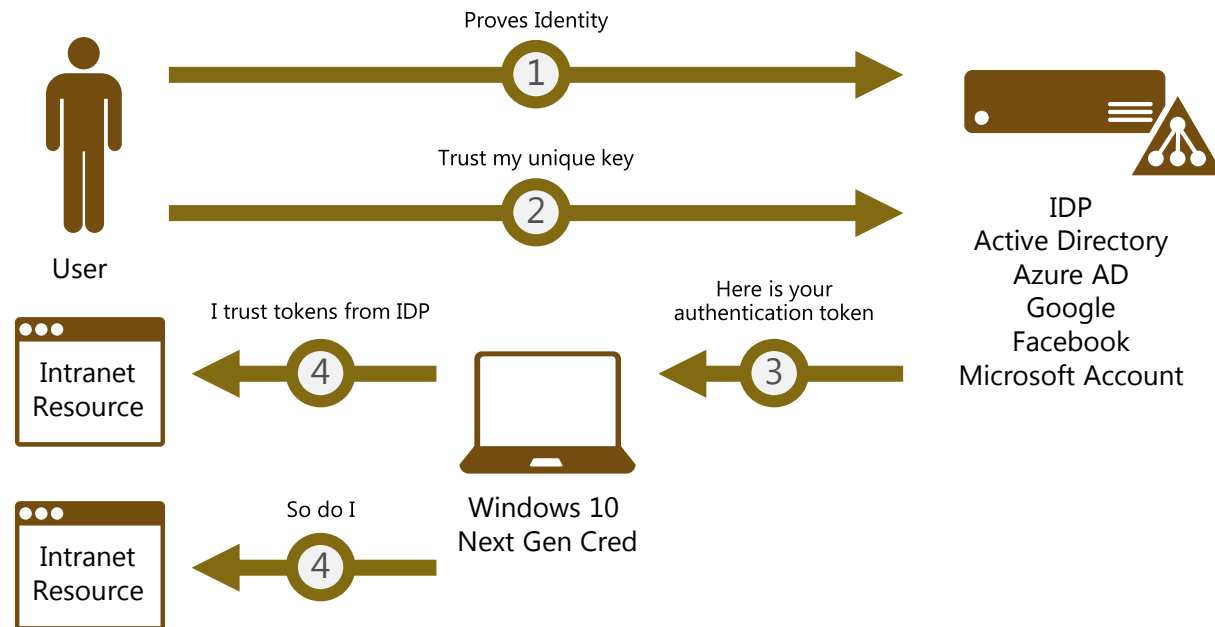
Enterprise Credential Protection

Taking advantage of a Hyper-V
powered secure execution
environment to protect user
credentials against attack.

Strongly mitigates today's NTLM
Pass the Hash attacks.

Next Gen Credential

A NEW APPROACH



PROMOTING ADOPTION

Hardware
Requirement:
Windows ≥ 7
device

Support from AD,
Azure AD, and MS
Accounts at
launch

Evangelizing
solution
consumer and
commercial sites



Enterprise data protection

User friendly corporate / personal data separation and containment

Enabling data protection wherever the your data is

Ensures only trusted apps can access your data

Protection for mobile and the desktop

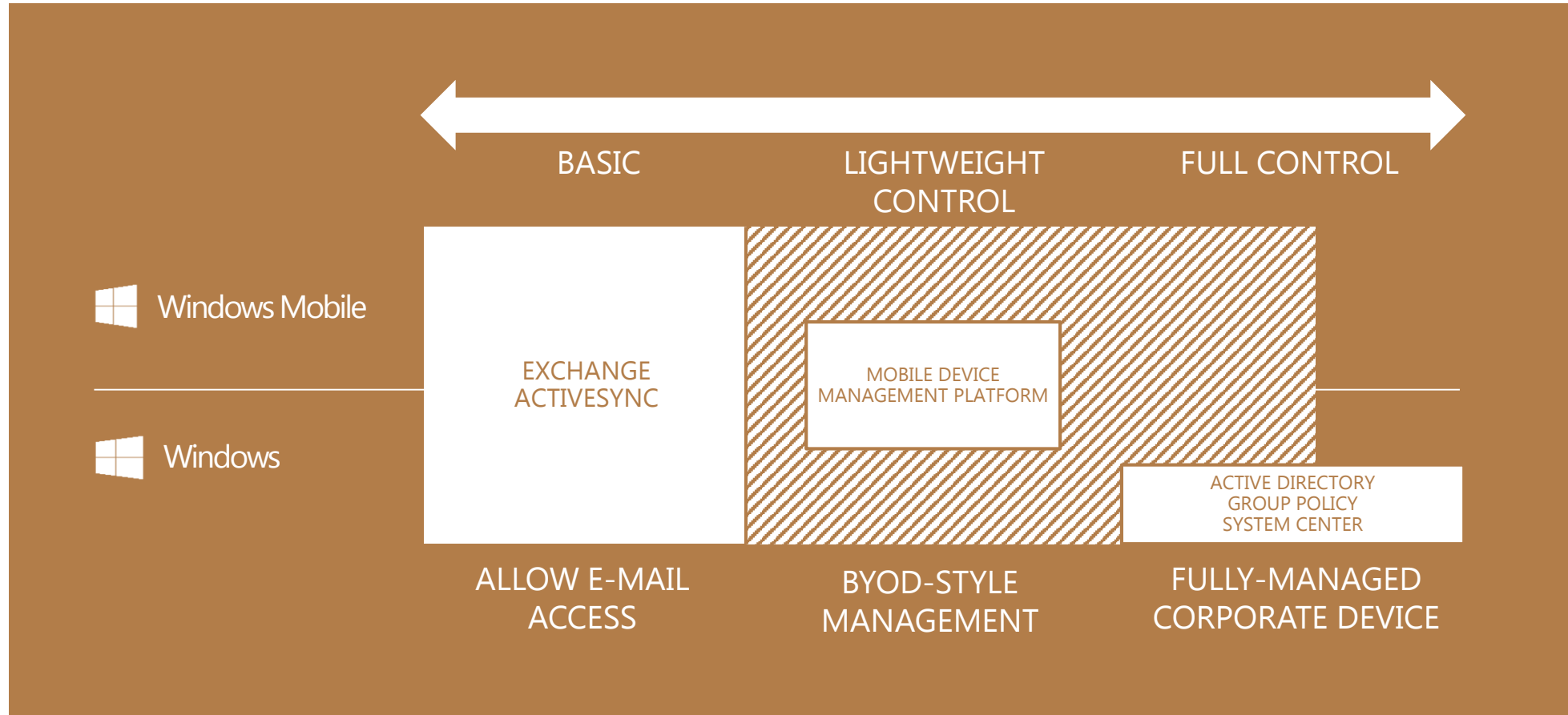
Advanced Malware Resistance

Virtually eliminate malware on devices with Enterprise Lockdown

Isolation architecture ensures system defenses are resilient against attack

Mobile Devices

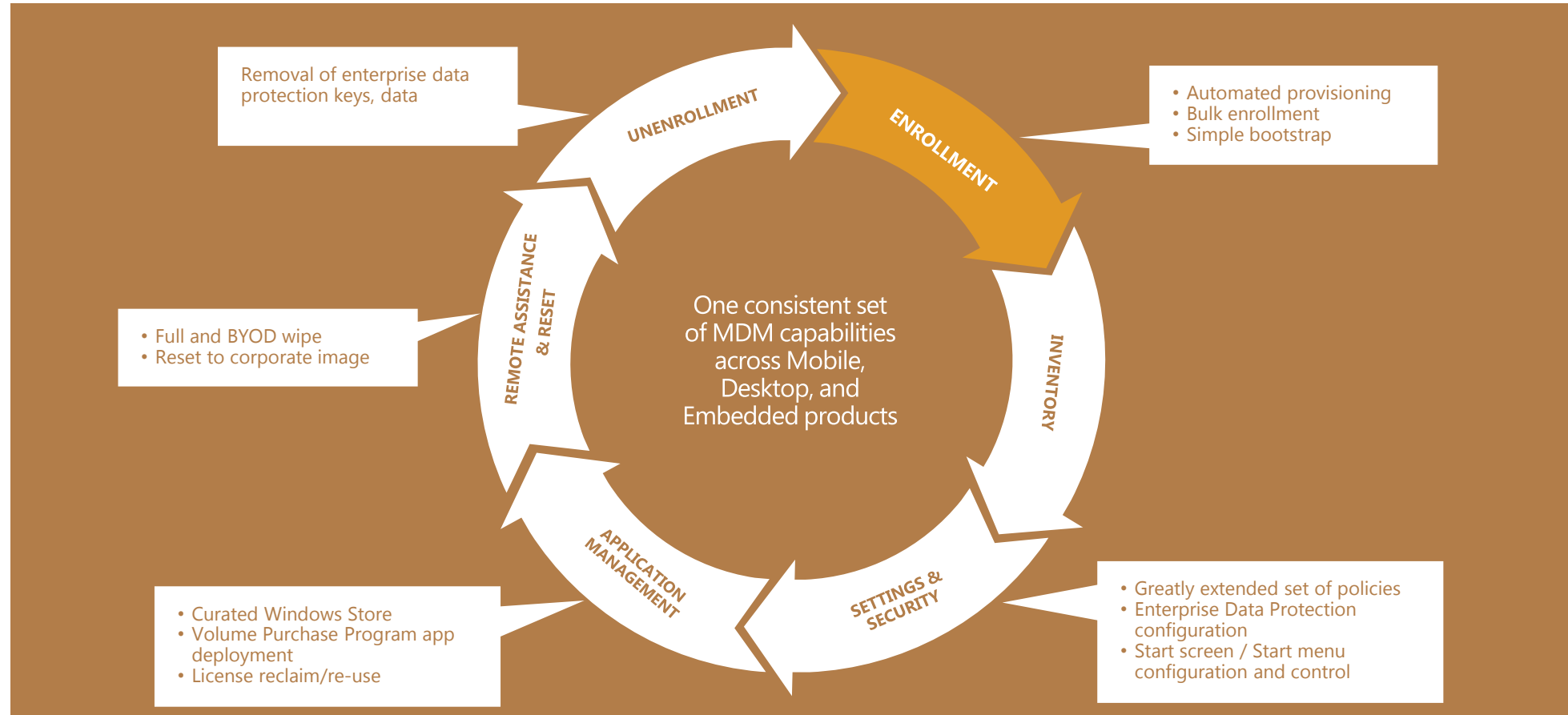
Managing mobile devices with WINDOWS 10



Evolving Enterprise Requirements

RECENT PAST	→	MOBILE-FIRST, DEVICE-FIRST
9-to-5 Monday-Friday employees at work		24x7x365 blur of work & personal activity
PCs on a LAN, connected to domain		Laptops, tablets, phones anywhere (on any network)
Corporate supplied and managed devices		Corporate and BYOD, business & personal apps/data
One device ecosystem		Heterogeneous ecosystems (Windows, iOS, Android, Chrome)
Extended operating system/servicing lifecycle		A faster upgrade cadence; shorter device lifecycle
On-premises applications and file sharing		SaaS applications and file sharing services
Access controls contained within organizational		Access controls span organizations, apps, individuals
Deep corporate management controls and policies		Lighter cloud-based management with fewer controls
Malware as vandalism and criminal activity		Malware as espionage and weaponry
Network perimeter as a viable defense boundary		Must operate under assumed breach of network
Vertically-integrated devices for task workers		Dynamically adapting devices for task workers

MDM in WINDOWS 10



Key investments – Windows Store

- Volume Purchase Portal
 - Allows orgs to acquire apps, manage licenses, download app files
 - Pay using additional methods, including purchase orders, invoices, and Enterprise Agreement (EA) and other volume license (VL) programs
- Organization Store
 - Fully curated list of apps from within the Windows Store
 - Can include public apps as well as ISV and Line-of-Business apps
- Full management support
 - Mobile device management (MDM) control (using services such as Intune)
 - Control for agent-based management solutions (such as System Center Configuration Manager)

PREVIEW available

- preview.windows.com (privat)
- technet.microsoft.com/windows/windows10
(business)

- → BUILD 9860 (from Build 9841 ~7'000
improvements)

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