

Windows 7 und/oder doch besser Windows 8...?

Lohnt sich der Umstieg überhaupt...?

Die wichtigsten Unterschiede, Features, Tips & Tricks für "No Compromise" Enterprise Scenarios

Martin Weber

Technology Solution Professional

Microsoft Switzerland GmbH



connected
personal
work
tiles
card
just
PC
wow
screen
mobility
weight
today's
integration
devices
efficientmakers
customization
business
rational
durability
playful
value
compatibility
emotional
fun
balance
speed
revolutionary
technology
demonstrate
life
growing
focus
productivity
outputs
essential
hardware
laptops
customizable
spirit
new
small
video
power
beautiful
touch
audiences
decision
interface
needs
connections
markets
works
always
easy
faster
USB
configure
mobile
ultrabooks
allows
start
readers
control
features
data
easier
sleek
future



- Who of you still uses Windows XP...??? 😊
- Your business deserves better than Windows XP
 - **Support Ends April 8th, 2014**
 - Third-generation “old Technology”
 - Higher Service and Support Costs
 - Higher Security Risks and Vulnerabilities

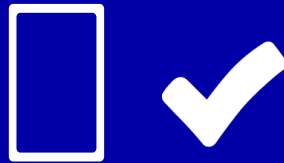
When to choose Windows 7 SP1 OS?



If you **already have started or planned a Windows 7 Project**



If the **deployment should start today or very soon...**



If you **don't need Support for Touch Enabled Devices**



If you **don't need the newest Windows RT (WoA) Devices**



If you **don't need BYOD Scenarios (Windows To Go)**



Minimal Risk because of «late following»



Experienced Partner Knowhow is available today...



All **Tools, Apps, and a lot of Hardware** is available right now



The Browser IE10 will be made available for Windows 7 SP1.

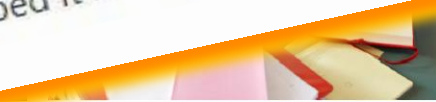
Windows 8 RTM: Release to Manufacturing



Releasing Windows 8 - August 1, 2012

Published 18 days ago by Steven Sinofsky

Today marks an important milestone in the Windows 8 project. The Windows 8 team is proud to share with you that a short while ago we started releasing Windows 8 to PC OEM and manufacturing partners. This means our next milestone will be the availability of exciting new models of PCs loaded with Windows 8 and online availability of Windows 8 on October 26, 2012. Back when we first demonstrated Windows 8 in May 2011, we described it as "reimagining Windows, from the chipset to the experience," and...



work-life
blur



more
mobile



digital
generation



multiple
devices



tech
savvy

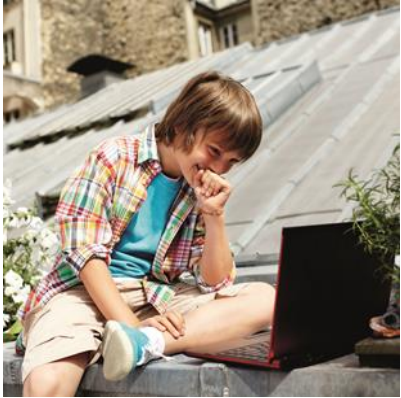


fast
paced

Why switch
from Windows 7?



The reality, for many, many people...



Home

Work



Windows 8 is better than Windows 7

Faster boot times // Longer battery life
Better performance // More secure
Faster WI-FI reconnection
Multi-monitor improvements
More powerful file explorer with ribbon UI
Improved Task Manager
New Mobility Scenarios
New Application Models
Desktop and Modern Apps
Touch, Mouse and Keyboard

Start

Justin Harrison 

TagesAnzeiger ZÜRICH SCHWEIZ AUSLAND WIRTSCHAFT BÖRSE SPORT KULTUR PANORAMA LEBEN AUTO DIGITAL BLOGS MEHR

Computer & Software Mobil Internet Wild Wide Web Multimedia Social Media Preisvergleich Bildstrecken

DIGITAL

Zuritipp · Das Magazin · Wetter. 

Digital

- 13:36 Iran hebt Gmail-Sperre auf
- 12:10 Das kolumbianische Pulverfass
- 11:55 Das Riesen-Smartphone im Test
- 10:58 Ein Flop zu viel?
- 08:42 Die ganze Wahrheit über Twitter
- 08:36 Der motorisierte Lastenseel

«Man gewöhnt sich an die Kachel-Oberfläche»

Aktualisiert am 28.09.2012

Windows 8, die grösste Veränderung im Softwaremarkt seit 1995, erscheint in einem Monat. Betriebssystem-Experte Christoph Sackmann über die Microsoft-Zukunft zwischen Totalabsturz und totaler Dominanz.

 @RetoRek folgen

 **Reto Knobel**
Ressortleiter Digital

 Hot air balloon festival takes off in the valley this weekend

 Games

 Camera

 Music

 Video

demo

The Modern User Interface and The Charms Bar
Modern Applications
The Windows Store
The Modern Browser (IE10)

Windows 8 for the Enterprise

Devices & Experiences
Users Love



Enterprise-Grade
Solutions



No Compromise
Business Tablet

Touch First

Keyboard & Mouse

Apps from the Windows Store
Enterprise Desktop Apps



New Possibilities
in Mobile
Productivity

Apps follow the User

Software Assignment to Users

New User Settings Roaming
Data in private/public Clouds
Windows To Go

DirectAccess Connectivity
Mobile Broadband



Enhanced End-to-
End Security

Secure & Trusted Boot

BitLocker, AppLocker

Phishing Filters in Browser
Virtual SmartCards
Dynamic Access Control



Management
and Virtualization

Hyper-V Virtualization

High Fidelity User Experience

RemoteFX through WAN
Automated OS Management
Cost-effective Storage
Resilient File System

What does «No Compromise» mean...?

User Experience across Devices

- Applications «follow» the User // Application Self Servicing (Kiosk)
- Primary and Secondary Device Approach
- Seamless User Environment across devices (Settings, Data etc.)

Mobility & Enhanced Productivity

- Seamless Connection Capabilities
- Public & Private Cloud Integration (Storage, Apps, Management)
- Desktop Apps and Modern Apps side-by-side

End-To-End Security

- Data & Data Access Protection // Threat Protection against Attacks
- Secure Connectivity

A man and a woman are sitting at a white round table in a modern office environment. The man, wearing a plaid shirt and a dark vest, is leaning forward and looking at a laptop on the table. The woman, wearing a light pink shirt, is sitting on a red sofa and looking at the laptop with a smile. The background shows a bright, open-plan office with white walls and a brown carpet.

Modern Application Delivery & Installation

demo

Modern Application Delivery & Installation

Public Store // Enterprise Store

Windows Intune

PowerShell

Modern Style App Delivery in Enterprise

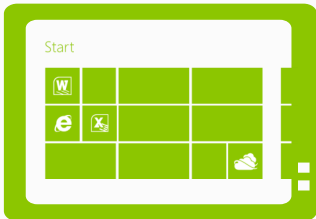


Download from Windows Store

"Side-Load" from Your Infrastructure



Public Apps



Windows RT



Windows 8 (x86)

Self-Service Portal (SSP)



Management Infrastructure Cloud



Custom LOB Apps Application Delivery





Mobility Solutions

Top Business Priority

New Mobility Scenarios

Enhanced Productivity Anywhere

Windows 8 Enterprise Scenarios

Productivity with Tablet 

Your portable workspace 

Windows 8 business apps 

Work anywhere 



Your data and apps on any Windows-based device 

Secure your devices & data 



Secure your environment 

Embrace BYOD scenarios 

Support mobile workforce 

Virtual desktops simplified 



demo

Windows To Go – «The Portable Workspace»

Windows To Go

The cost effective and lightweight Solution



Travel Light



Bring Your Own Device



Contractors



Free Seating

How Windows To Go works

IT

User

Create & Deploy



System Center / Creator Tool

Manage



Management Tools
System Center

Activate



Microsoft
License Activation

Key Management Server (KMS) or
AD based activation



Certified
USB Drive



Work
Across

Boot from managed and
unmanaged PCs

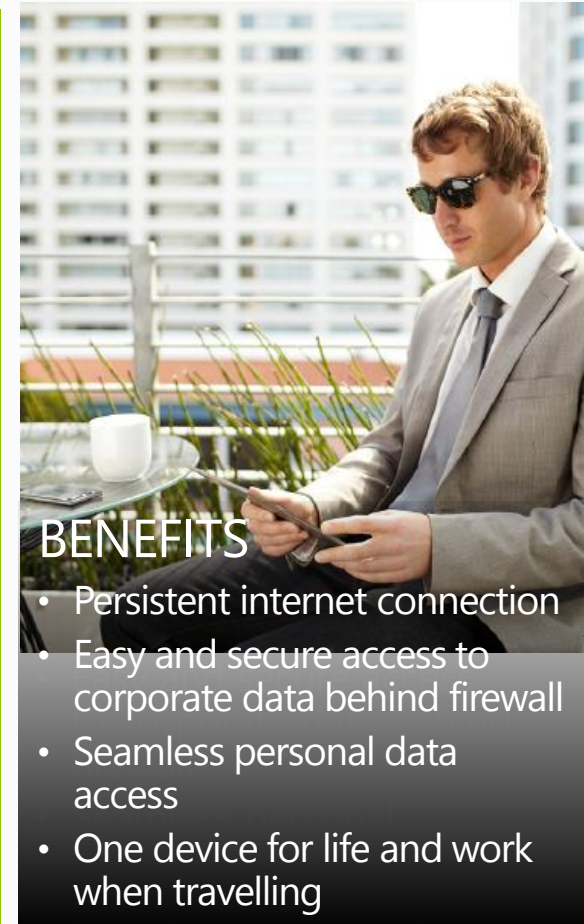
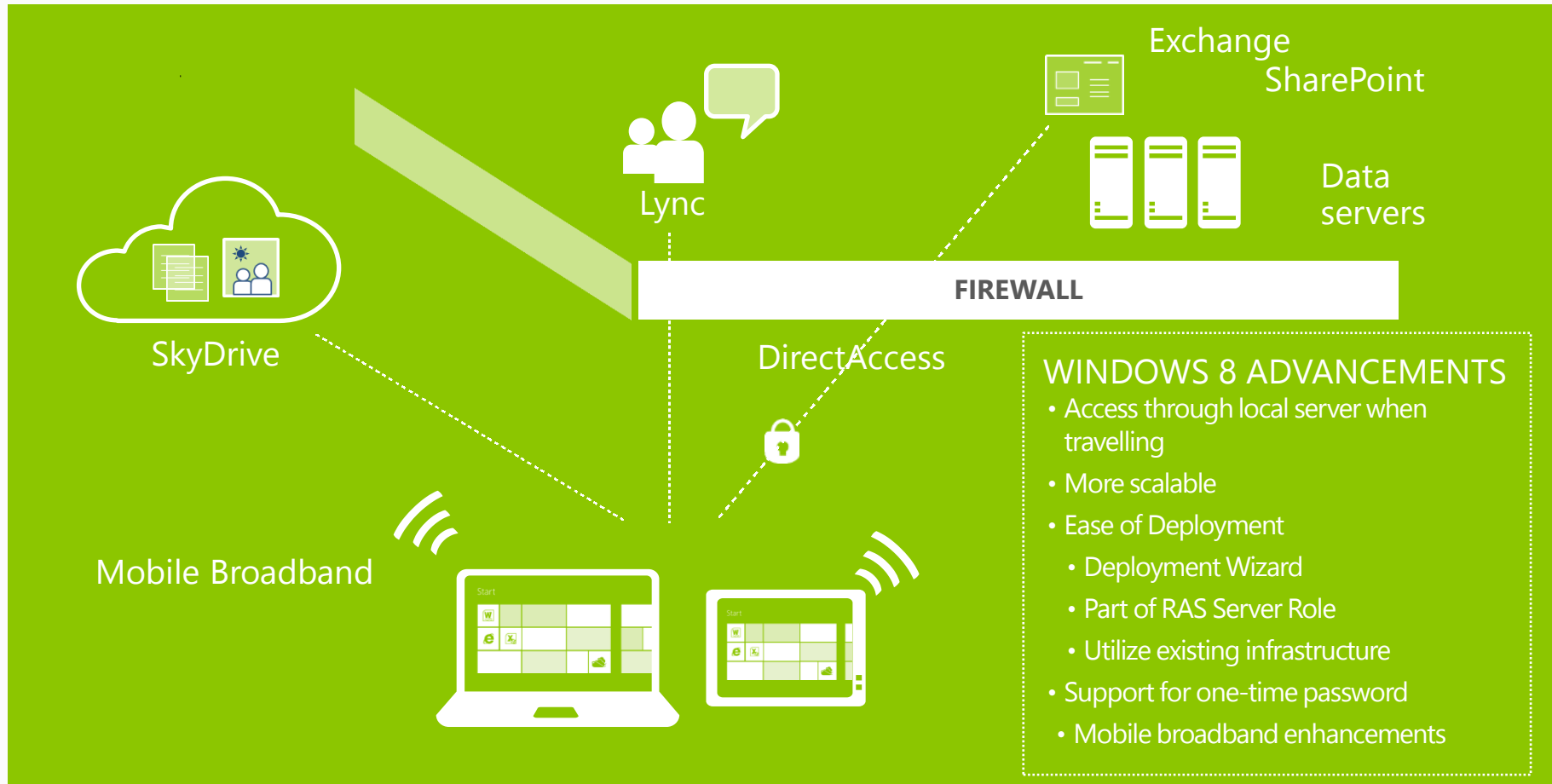


demo

Windows To Go – «The Portable Workspace» Creator

Work Anywhere

Productivity on the road



BENEFITS

- Persistent internet connection
- Easy and secure access to corporate data behind firewall
- Seamless personal data access
- One device for life and work when travelling

work when travelling

demo

Direct Access (DA) – seamless connectivity across networks
Network Access Protection (NAP)

Windows 8 Security Investments



Windows 8 Security – UEFI BIOS

What is UEFI?

- An interface built on top of and replaces some aspects of traditional BIOS
- Like BIOS it hands control of the pre-boot environment to an OS

Key Benefits

- architecture-independent
- enables device initialization and operation (mouse, pre-os apps, menus)

Key Security Benefits:

- Secure Boot
- Encrypted Drive Support
- **Network unlock Support** for BitLocker

A Windows Certification Requirement for Windows 8 PC's



Trusted Platform Module Update

TPM Value Proposition

- Enables commercial-grade security via physical and virtual key isolation from OS
- mature standard, years of deployment and hardening

TCG Standard evolution: TPM 2.0

- Algorithm extensibility enables use worldwide
- Improvements in TPM provisioning lowers deployment barriers
- Security scenarios are compatible with TPM 1.2 or 2.0

Windows 8: TPM 2.0 support enables implementation choice

- Discrete TPM
- Firmware-based (ARM TrustZone® ; Intel's Platform Trust Technology (PTT))
- Windows Certification Requirement for Connect Standby PC's



Trusted and Measured Boot

Trusted Boot

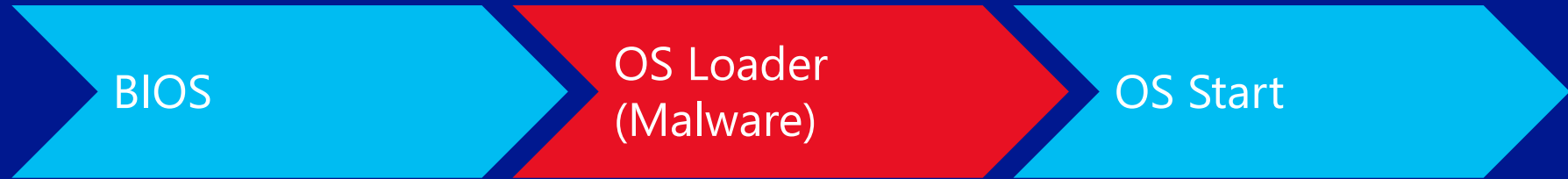
- End to end boot process protection:
 - Windows operating system loader
 - Windows system files and drivers
 - Anti-malware software
- Ensures and prevents:
 - a compromised operating system from starting
 - software from starting before Windows
 - 3rd party software from starting before Anti-malware
- Automatic remediation/self healing if compromised

Measured Boot

- Creates comprehensive set of measurements based on Trusted Boot execution
- Can offer measurements to a Remote Attestation Service for analysis

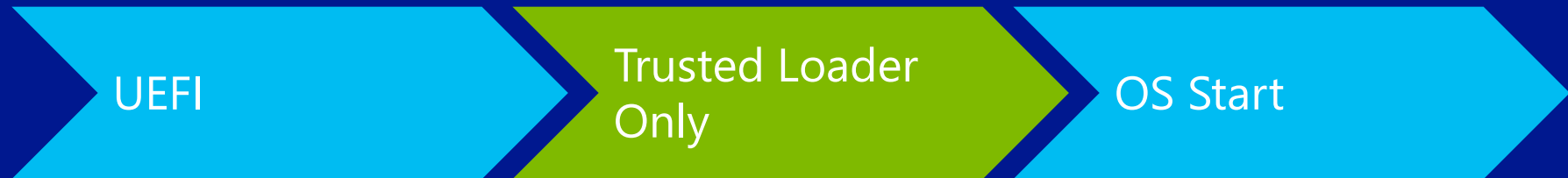
Legacy vs. Modern Boot

Legacy
Boot



- BIOS Starts any OS Loader, even malware
- Malware may start before Windows

Modern
Boot



- The firmware enforces policy, only starts signed OS loaders
- OS loader enforces signature verification of Windows components. If fails Trusted Boot triggers remediation.
- Result - Malware unable to change boot and OS components

Trusted Boot: Early Load Anti-Malware

Windows 7



Malware is able to boot before Windows and Anti-malware

- Malware able to hide and remain undetected
- Systems can be compromised before Anti-Malware starts

Windows 8



Trusted Boot loads Anti-Malware early in the boot process

- Early Load Anti-Malware (ELAM) driver is specially signed by Microsoft
- Windows starts Anti-Malware software before any 3rd party boot drivers
- Malware can no longer bypass Anti-Malware inspection

BitLocker and BitLocker to Go

BitLocker

- Prevents unauthorized access to data on lost or stolen PCs
- Supports full volume encryption of OS and Data volumes
- Offers variety of pre-boot authentication options:
 - TPM-only, PIN/Password, Network Unlock, USB storage
- Supports PCs, Servers, and "Slate" form factors



BitLocker to Go

- Used to protect data on removable drives
- Able to deny or grant write access to volumes by organization
- Enables read-only access on Windows Vista & Windows XP



Network Unlock for OS Volumes

Scenario

- Enables PC's connected to corporate network to boot without PIN
- Simplifies patch process for servers and desktops, wake on LAN, ease of use for end users

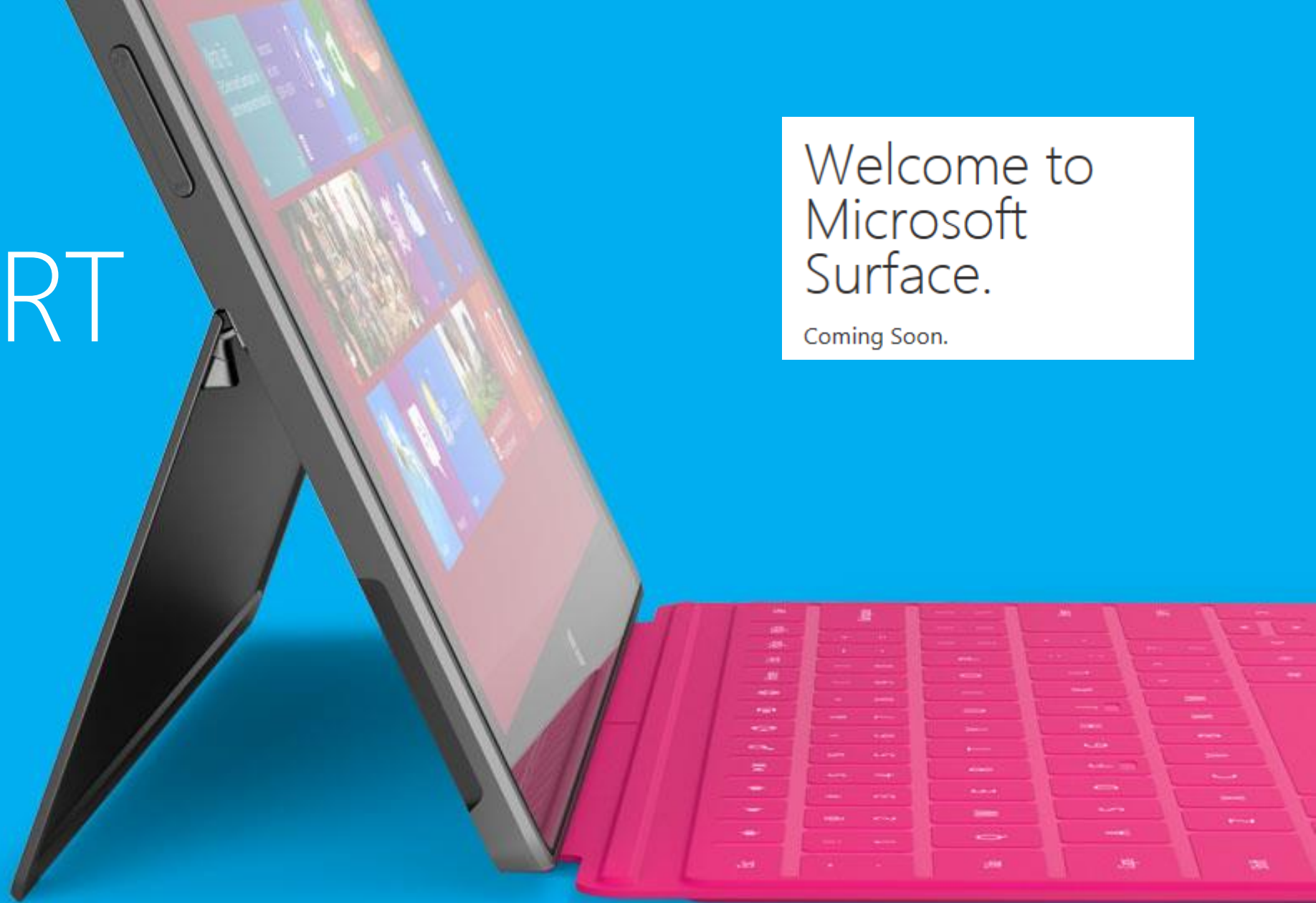
Requirements

- UEFI 2.3.1 support for
- DHCPv4 and DHCPv6



Windows RT Devices

For the Enterprise



Welcome to
Microsoft
Surface.

Coming Soon.



Surface for Windows RT

OS: Windows RT

Light(1): 676 g

Thin(2): 9.3 mm

Clear: 10.6" ClearType HD Display

Energized: 31.5 W-h

Connected: microSD, USB 2.0, Micro HD Video, 2x2 MIMO antennae

Productive: Office '15' Apps, Touch Cover, Type Cover

Practical: VaporMg Case & Stand

Configurable: 32 GB, 64 GB

Surface for Windows 8 Pro

OS: Windows 8 Pro

Light(1): 903 g

Thin(2): 13.5 mm

Clear: 10.6" ClearType Full HD Display

Energized: 42 W-h

Connected: microSDXC, USB 3.0, Mini DisplayPort Video, 2x2 MIMO antennae

Productive: Touch Cover, Type Cover, Pen

Practical: VaporMg Case & Stand

Configurable: 64 GB, 128 GB



Windows 8

Desktop Apps (x86/x64) and Modern Apps
Compatible with broad range of peripherals
Full enterprise management and security

Windows RT

Running on low power ARM Processors
Office Home & Student 2013 RT pre-installed
Compatible with printers, mice, keyboards etc.
Device Encryption for advanced data protection
Inbox VPN client: MS, Cisco, CheckPoint, Juniper
Non Domain-Joined // No Group Policies
No Windows Media Player // No Media Center
Security Policies by Exchange ActiveSync (EAS)
Cloud Management capable by Windows Intune

Rich Featured Windows 8 Tablet Devices



Convenience & Mobility



Productivity & Compatibility



Connected



Security & Safety



Fun and Entertaining



Integration



Windows 8 & Windows RT Advantages



Convenience & Mobility

Super desirable, innovative devices-
thin, light, long battery life
No compromise touch and
keyboard/mouse input
Always on, always connected



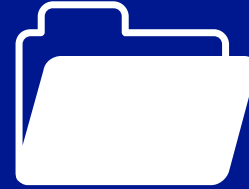
Connected

Immersive Web: fast and fluid
Connected to the people and things
which matter most
Apps which work together



Fun & Entertaining

The best casual and immersive games
Broad selection of books, music and video
Play thru your Xbox 360



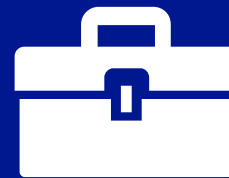
Productivity & Compatibility

Run full Microsoft Office
Widest HW & SW compatibility
Your Windows everywhere in sync
thru SkyDrive and / or SkyDrive PRO



Security & Safety

Full multiuser support – share your
device more safely
Industry best integrated protection
from malware
Family safety settings

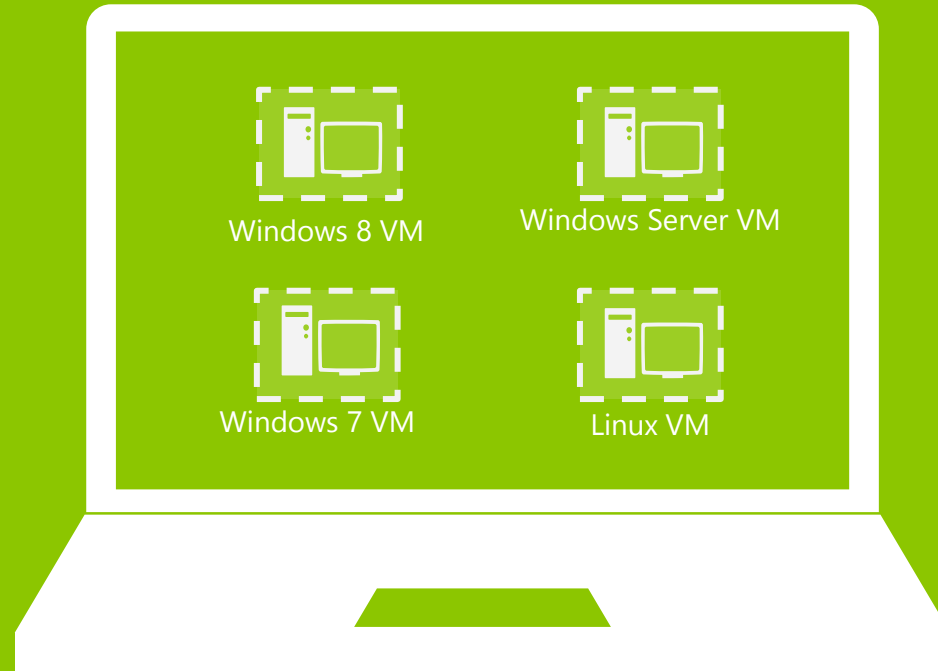
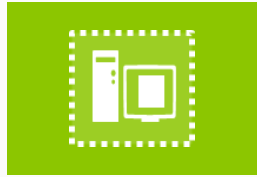


Integration

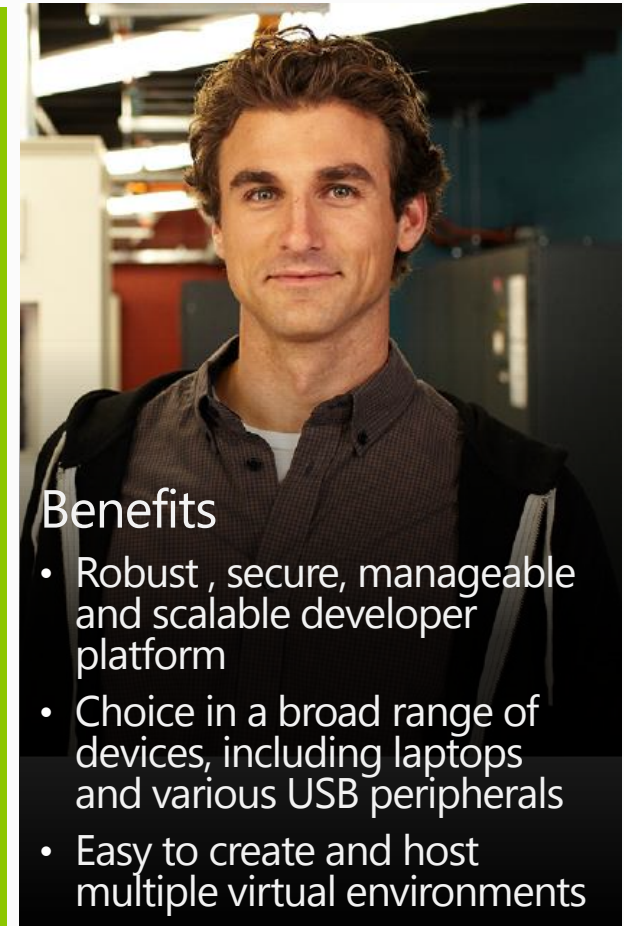
Consistent user experience across
phone, tablet, PC and TV
Unified app. development &
deployment across PC & tablet

Virtual Desktops Simplified

Diverse OS environments with Client Hyper-V



Run multiple operating systems on a single Windows 8 PC



Benefits

- Robust , secure, manageable and scalable developer platform
- Choice in a broad range of devices, including laptops and various USB peripherals
- Easy to create and host multiple virtual environments

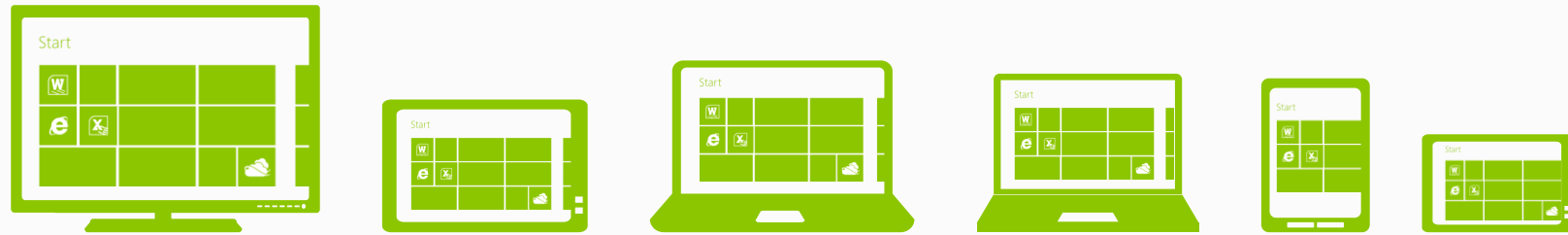
Great Experience | Multiple Choices



GENERAL "ALL PURPOSE" USE

SPECIALIZED

Great Experience | Multiple Choices



GENERAL USE CASE

SPECIALIZED USE CASES

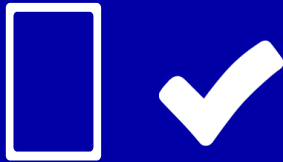
When to choose the Windows 8 OS?



If you like the newest,
most modern
Windows Client OS



If you like/need the
Modern Style User
Interface (UI)



If you need Support
for **Touch Enabled**
(Mobile) Devices



If you like/need
modern **Modern**
Style Applications



If you like/need the
Windows Store and
7x24h distribution...



If you like/need a
Cloud Connected OS
(Social Media etc.)



If you like/need the
newest Browser **IE10**



If you like/need
BYOD Scenarios by
Windows To Go



If you like/need the
newest **Windows RT**
(WoA) Devices



Moderate Risk
because of «**early**
adopter» Program

Why choosing the Windows 8 Slate?



If you like to **re-use your existing Infra** (AD, GPO's etc.)



If you like/need **«no compromise»** mobile devices...



If you like **Industry Standards** (USB, Flash etc.)



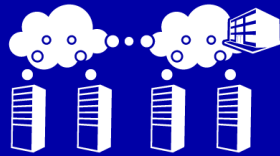
If you like/need **Touch Enabled Windows Devices**



If you like/need modern Metro Style Applications



If you like/need **multiple HW & SW Vendors (OEM's)**



If you like to **reduce costs** by using and consolidating your existing IT Infra.



If you need **End-to-End Security** without 3rd Party Solutions...

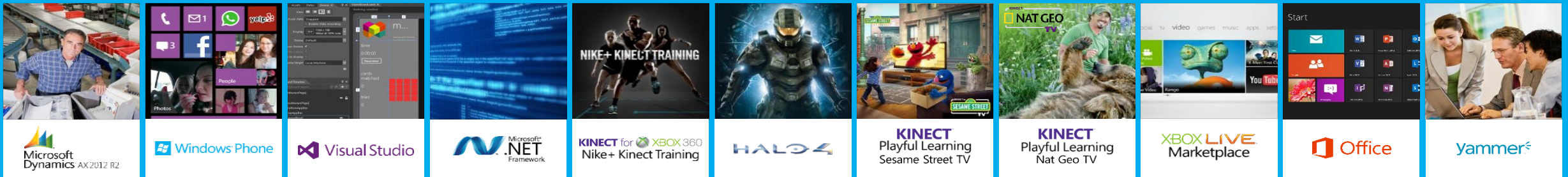
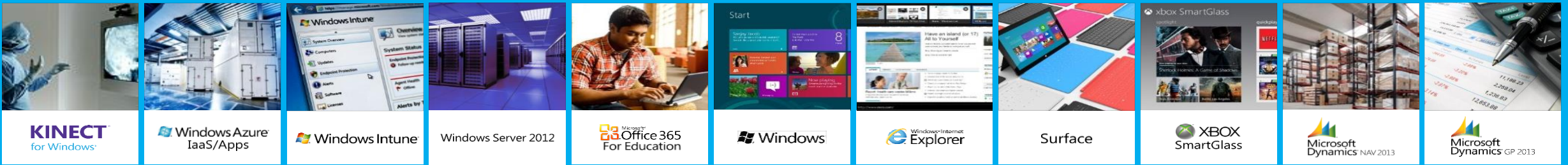


If you like/need the **Modern Style User Interface (UI)**



If you like/need the newest **Windows RT (WoA) Devices**

Biggest Launch Year in Microsoft's History!







Windows

Enabling Flexible Work Styles by Windows SA

Unique access to Windows 8 Enterprise



Windows To Go New

- Run a corporate Windows 8 environment securely on a USB stick from anywhere



DirectAccess Improved

- Always connected to corporate networks, seamlessly and more securely



BranchCache Improved

- Users in the branch office can download documents and apps faster



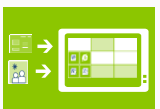
Virtual Desktop Infrastructure (VDI) Improved

- Improved end-user experience



AppLocker Improved

- Specify what software is allowed to run on a user's PCs



New Windows 8 apps New

- Sideloaded enabled for internal new Windows 8 apps



Solid business foundation in Windows 8 Pro

Virtualize, Manage, Restore with MDOP



Microsoft User Experience Virtualization (UE-V) New

- Change your device, keep your experience



Microsoft Application Virtualization (App-V) Improved

- Virtually any application, anywhere



Microsoft BitLocker Administration and Monitoring (MBAM)



Microsoft Advanced Group Policy Management (AGPM)

- Checkpoint your policy rollout, minimize downtime



Microsoft Diagnostics and Recovery Toolset (DaRT)

- Restore user productivity quickly



Microsoft Enterprise Desktop Virtualization (MED-V)

- Enable your XP apps on Windows 7

Work from any device with flexible licensing



Windows To Go Use Rights New

- Access from any SA/VDA licensed device
- Use WTG on personal PC at work* or at home



Companion Device Licensing* New

- VDA/WTG right can be extended to up to 4 companion devices under add-on for SA
- Free VDA rights for Windows RT companion devices



Mobile Device Management New

- Cloud-based mobile device management using Windows Intune (optional add-on for EA customers)



SA foundation
Use rights, Technology, Support