Intel and Microsoft Alliance

Simplify Your Business

Intel® Core™2 Processors with vPro™ Technology Running Windows® 7

(intel®) *Microsoft*®

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Do Business Easier, Better, Faster, More Securely

These days, running a small or midsize business means doing more with fewer resources. That's why business PCs built with Intel® Core™2 processors with vPro™ technology and the Windows® 7 operating system deliver excellent value for smaller businesses by providing new ways to be more productive, efficient, and protected.

Get an Outstanding Windows® 7 Experience with Intel® Core™2 Processors with vPro™ Technology

Intel Core 2 processors with vPro technology deliver enhanced performance and usability features to Windows 7-based PCs, so your people can be more productive.

Key Benefits

- **Run legacy Windows® XP applications** seamlessly with Intel® Virtualization Technology (Intel® VT)[†] and Windows XP mode[!]

- **Protect critical business data** with layers of security features from Microsoft and Intel.

- **Boost performance and user productivity** with Intel Core 2 processors.

Ensure Application Compatibility and Speed Windows 7 Deployment

Intel VT technology and the Windows XP mode in Windows 7 enable you to seamlessly and transparently run your current Window XP applications on Windows 7-based PCs. Intel VT enables a virtual Windows XP environment on Windows 7-based PCs, ensuring compatibility for your existing productivity applications.

Business PCs with Intel vPro technology can be upgraded remotely overnight, minimizing downtime-related productivity losses. In fact, PCs with Intel vPro technology activated can save up to 40 minutes or more of productivity per end user during a Windows 7 upgrade[2].

Save Money by Refreshing Your Business PCs Now

With limited resources, a small or midsize business (SMB) may prefer to repair older PCs rather than invest in new ones. But, according to a study by Techaisle, delaying the purchase of new business PCs can be costly.

The study found the average cost for an SMB to repair a PC more than three years old can be up to 1.65 times the cost to repair a newer PC, between US $326 and US $401 per PC[3].

In addition, the survey also found that businesses with PCs older than three years experienced a much higher rate of network card failures: nearly 8 times higher for small businesses, and 6 times higher for midsize businesses. These failures were followed by power-supply and motherboard failures as the failures that increased the most with aging PCs. Small businesses also experienced software crashes and virus attacks.

"What SMBs need to really think about is the planned retirement of PCs to keep their IT systems secure and running optimally."

– Abhijeet Rane, Managing Partner and Senior Vice President, Techaisle

Boost Productivity with Higher Performance

High-performance Intel Core 2 processors and the increased performance of Windows 7 let you do more, faster. Intel Core 2 processors deliver dramatically better performance than a 3-year-old PC for multi-threaded applications,[4] and shorter boot times also increase efficiency.

Wait Less. Do More.

Solid-state drive (SSD) storage technology is a high-performance alternative to hard disk drives, or HDDs. Solid-state drives contain no moving parts, nearly eliminating the risk of mechanical failure.

Intel Solid-State Drive technology contributes to longer battery life, faster system responsiveness, and greater durability. Intel SSDs require less power, saving your business money while providing for a cooler, quieter platform.

Windows 7 includes easy-to-use productivity tools that streamline your PC experience:

- Easier connections to wireless networks, Bluetooth devices, projectors, and other devices

- Customized searches and libraries to organize and find what you need faster

- Secure homegroups to share documents, pictures, and music

- New taskbar tools to save valuable time

Enhance Security and Reduce PC Management Costs

Together, Intel Core 2 processors with vPro technology and Windows 7 deliver an array of security and manageability features to safeguard your business, reduce management costs, and simplify your PC experience.

Intel vPro technology lets service providers or internal IT staff deploy security patches faster, audit PCs more efficiently, and update security software remotely – maximizing protection while minimizing work disruption. Intel vPro technology saves user productivity and helps reduce security vulnerability windows by remotely updating PCs in hours versus days.[5] Windows 7 also provides tools to safeguard your work, including the ability to schedule backup and restore, and new file encryption to protect key data.

For greater control and easier problem-solving, new Windows 7 desktop and policy management capabilities complement Microsoft® System Center Essentials as well as Intel vPro technology manageability features, including Intel® Active Management Technology.◊ These features enable your in-house IT staff or third-party service provider to remotely monitor, diagnose, and repair PCs; receive alerts; migrate data; and upgrade or reinstall Windows after hours when PCs are powered off or the OS is down – reducing energy costs.

Intel vPro technology and improved Windows 7 deployment tools simplify migration to Windows 7. The ability to manage PCs more efficiently reduces the need for desk-side visits up to 50 percent,[6] saves valuable work time, and lowers the total cost of ownership of your business PCs.

Summary

New business PCs with Intel Core 2 processors with vPro technology running Windows 7 give small and midsize businesses a wealth of new features to get more done while reducing operating costs and streamlining IT. It's a smart investment in performance, manageability, and security that will drive efficiency for businesses of all sizes.

For More Information

For more information about the Intel Core 2 Processor with vPro technology, visit **www.intel.com/go/vpro**.

For more information about Windows 7 for your business, visit **www.microsoft.com/windows/business/windows-7.aspx**.

To learn more about affordable solutions from Intel and Microsoft that can empower your business, visit **intelalliance.com/ microsoft/smb.aspx**.

Intel and Microsoft Alliance
A Trusted Partnership

Intel and Microsoft have been collaborating for more than 20 years across engineering, sales, and services to create and deliver IT solutions for a more dynamic and efficient data center.

Our collaboration has yielded:

Commitment to Moore's Law, bringing a seemingly unending spiral of falling prices and rising performance, and passing on savings to our customers.

A history of innovation, creating and driving platform capabilities for greater capabilities and lower cost of ownership.

A shared vision of flexible computing for the agile business, with integrated solutions from the data center to the desktop.