



*My customers depend on me to work with them to transform the way they do business with the solutions we provide, and to ensure the supporting technology is in place.*

## Drive Value for You and Your Customers with Windows® 7

### What New Solutions Can I Offer My Customers?

Small and medium sized businesses need increasingly sophisticated solutions and support. With growing numbers of mobile/remote staff and an increasing reliance on secure data, SMBs want IT partners to make their businesses more effective.

We have worked closely with our IT partners, your peers, to identify five ways that Windows® 7 will help drive value for their customers and themselves:

- **Helpdesk efficiency** – reduce calls and accelerate problem resolution with features like *Problem Steps Recorder*
- **Application compatibility** – ensure continued use of line-of-business applications enabling uninterrupted user productivity
- **Mobile connectivity** – enable remote and mobile workers to stay connected and productive with features like *VPN Reconnect* and *DirectAccess*
- **Data protection and backup** – ensure that data is fully backed up off-site, effortlessly and consistently with features like *Advanced Backup*
- **Stable and reliable foundation** – provide an optimal environment for solution offerings

### How Can I Learn More?

Access information, sales materials, and other partners' input on the benefits of Windows 7 at the Microsoft Partner Portal: <https://partner.microsoft.com/windows7>.

Windows 7  
Enables  
a Better  
Solution