



How to use this Discussion Guide

Your midmarket customers are facing growing challenges in the area of PC management. As their companies grow and evolve, many find themselves having to deal with more complex IT challenges, such as:

- Multiple configurations, versions, and licenses
- Workers in many locations
- Lack of insight into PCs
- High infrastructure investments required

This guide has been provided so that you have the basic information you need at your fingertips to initiate conversations with these customers about the solution that's tailor-made for these customers: Windows Intune. Use the key benefit statements on Page 2 and the other campaign materials (Datasheet, Objection Handling Guide, Telesales Guide) to help you when making your case.

Whom are we selling to?

Qualifying questions can be used to identify the customers that want a low-risk way to start using cloud services and to upgrade to Windows® 7 Enterprise.

Windows Intune™ Customer Profile:

- SMB IT manager of 50+ seats
- Manages multiple locations and/or remote users
- Currently using several different tools or is manually managing PCs
- Interested in active desktop management and is willing to consider alternative security software

How to sell Windows Intune		
Customer Concern	Key Selling Hook	Supporting Features
Keeping PCs secure for remote workers and branch offices.	Help secure your PCs with up-to-date malware protection.	Centralized protection built on the award-winning Microsoft Malware Protection Engine.
Interested in upgrading to Windows 7 Enterprise but cannot justify the upfront cost.	Windows 7 upgrade included with Windows Intune subscription.	Standardize the Windows OS for an improved user experience.
Interested in active desktop management but concerned about added complexity.	Empower IT staff to resolve issues, wherever they happen to be.	Web-based console makes remote PC management and troubleshooting easy.
Has explored the cloud but is concerned about reliability.	Reliability of Microsoft 24x7 technical support.	A 99.9% scheduled uptime guarantee from an industry leader in cloud services for business.
Seeking more predictable IT costs and contractual flexibility.	Streamline processes into one monthly per-seat cost.	No costly server setup, no maintenance overhead.

How to purchase Windows Intune	
Customer Type	SMB customer purchasing direct via MOCP with or without a designated channel partner or partner ordering on behalf of customer via MOCP. (Partner must be Microsoft Online Services Partner.)
Prerequisites	The customer must have or create a Windows Live® ID and register a profile on the MOCP.
Order Selection	Customer can learn, try and buy directly from the MOCP, or discuss with their channel partner.
Partner Selection	Customers can add a partner during the purchase process on the MOCP and have up to 90 days after service activation to select or update their channel partner. Partners who administer on behalf of the customer through the MOCP must be Microsoft Online Services Partners.
Order	Customer can order directly through the MOCP, or Microsoft Online Services Partner with administrative authority may purchase on behalf of the customer. Depending on permissions, partner may have to order from the customer's premises.
Payment	On MOCP purchases, the option is offered for credit card or invoice payments. Type of payment preferred is selected as part of the online purchase process.
Agreement (T&Cs)	As part of the online purchase process on the MOCP, Customer (or authorized partner) reads and clicks that they agree to the Microsoft Online Subscription Agreement (MOSA).
Subscription Processing	Purchaser is returned to the Subscription tabbed page of the MOCP where the Windows Intune subscription is listed as being in process. Activation itself is automatic—no further customer action is needed. To remain apprised of the status of the activation, the customer can refresh the page to see status—Activation status will display as: In Progress; Partially Active, or Service Active.
Confirmation	On purchases through the MOCP, the individual placing the order immediately sees a confirmation screen that includes the order number. (They are simultaneously sent a confirmation e-mail for their records that confirms the order and provides a link to the service console and links to more information and support.)

Product Benefits

Windows Intune™ simplifies how businesses manage and secure PCs using Windows® cloud services and Windows 7, so your customers' computers and users can operate at peak performance from virtually anywhere. Give their users the best Windows experience with Windows 7 Enterprise or standardize them on the Windows version of their choice. Windows Intune fits their businesses by providing a comprehensive desktop solution that gives them big-tech results with a small-tech investment.

Windows Intune can help your customers' business in three key areas:

Help manage and secure PCs anywhere.

Manage updates.	Centrally manage the deployment of Microsoft updates and service packs that you choose to all your PCs from the Windows Intune console.
Protect PCs from malware.	Help protect your PCs from the latest threats with centralized malware protection built on the award-winning Microsoft Malware Protection Engine.
Proactively monitor PCs.	Receive alerts on updates and threats so that you can proactively identify and resolve problems with your PCs—before they impact users and your business.
Provide remote assistance.	Resolve PC issues, regardless of where you or your users are located, with remote assistance.
Track hardware and software inventory.	Track hardware and software assets used in your business to efficiently manage your assets, licenses, and compliance.
Set security policies.	Centrally manage update, firewall, and malware protection settings across all of your PCs, even on remote machines outside the corporate network.

The best Windows experience.

Stay current with Windows 7 Enterprise.	Upgrade your PCs to Windows 7 Enterprise, providing users with an improved and intuitive user interface, advanced search capabilities, and BitLocker® drive encryption to help protect confidential data.
Standardize on the Windows you want.	Get the flexibility to standardize your PC environment on a single Windows platform—Windows 7 Enterprise, Windows Vista®, or even Windows XP SP3—and automatically get the rights to future versions of Windows.

Fits your business.

All-in-one solution.	Windows Intune provides a comprehensive, end-to-end solution that includes PC management, malware protection, Windows upgrades, and more in one easy purchase.
Easy to get started.	There's no costly server setup to use the Windows Intune cloud service, so you can start managing and protecting PCs right away.
Low overhead and maintenance.	Because the Windows Intune cloud service is hosted by Microsoft, you don't have the overhead of maintaining on-site PC management servers and software.
Always up-to-date.	Get any new features or updates to Windows Intune or the Windows operating system automatically as long as your subscription is active.
Simple billing.	Windows Intune offers a predictable monthly payment cycle that helps your business more accurately forecast expenditures.

Trusted Microsoft Cloud Services

- Microsoft brings more than 20 years' experience with business software and almost 15 years' experience with cloud computing, hosting some of the world's largest cloud services.
- Microsoft cloud services are designed to provide the reliability, availability and security you expect for your business: a **99.9 percent scheduled uptime service level agreement and best-in-class support 24 hours a day, seven days a week.**
- Windows Intune is built on the Microsoft Update and Windows Update infrastructure, which pushes out a petabyte of updates every month to hundreds of millions of PCs and is familiar to many organizations today.
- Microsoft is a leader in IT infrastructure solutions with Microsoft System Center, and we used that experience in developing Windows Intune.
- More than 7,000 Microsoft partners are helping businesses take advantage of the platform, and more than 100 partners join this community each week.
- Microsoft Online Services: There are 1 million paying users, and the service has expanded to 36 countries and regions.

Microsoft Desktop Optimization Pack add-on.

With your customers' Windows Intune subscription, they also have the option to purchase the MDOP add-on, a set of six on-site advanced desktop management tools. They can use these tools to help resolve critical issues that could not be addressed by the cloud service, such as diagnosing and recovering unbootable PCs and managing Group Policy objects. The MDOP suite includes:

- Microsoft Diagnostics and Recovery Toolset
- Microsoft Advanced Group Policy Management
- Microsoft Application Virtualization
- Microsoft Enterprise Desktop Virtualization
- Microsoft System Center Desktop Error Monitoring

Note: Microsoft Asset Inventory Service functionality is included in the Windows Intune cloud service. (Non-Windows Intune customers require Software Assurance in order to have access to MDOP.)

For more information on MDOP, visit www.microsoft.com/windows/enterprise/products/mdop.