# Windows® 7 and the Optimized Desktop

Volume Licensing Quick Reference Guide

Microsoft® Volume Licensing solutions provide the most flexible, cost effective way to give your organization access to the latest Windows desktop technologies. Windows 7 licensing has been refined and builds on existing Windows licensing. Whether your business wants to upgrade to Windows 7, have access to advanced technologies such as Windows 7 Enterprise and the Microsoft Desktop Optimization Pack, or deploy emerging virtualization scenarios, there is a Volume Licensing agreement that is right for your organization.

Contact your Microsoft Volume Licensing reseller partner to learn more about how to buy Windows 7 licenses for your business.

## Available Volume Licensing Products for Windows

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| V:\Design IN-OUT\Windows 7 guidance doc\windows 7 professional\Logos and Logotypes\Horizontal\Windows7-Pro_h_rgb_r.png | Designed for small and mid-sized organizations, Windows 7 Professional runs on PCs that meet the recommended hardware requirements of Windows Vista Business, and provides a reliable experience, helps you get more done, and helps safeguard your work. It is available as an upgrade license through Volume Licensing. |
| V:\Designer Resources\MS Resources\Colors and Logos\Logos\All Things WINDOWS\Win7 Logo\Windows 7 Enterprise\Windows7-Enterprise_h_rgb_r.png | Designed for enterprises and businesses that want to optimize their desktop IT infrastructure, Windows 7 Enterprise will help make users productive anywhere, enhance security and control, and streamline PC management. It is available with Software Assurance for Windows. |
| DTP-OptPack-SA_bL_r.png | Microsoft Desktop Optimization Pack (MDOP) is a suite of six client virtualization, management, and deployment technologies that help reduce the total cost of ownership, increase desktop manageability, and improve overall infrastructure satisfaction. Available as a subscription to Software Assurance customers. |
| V:\Designer Resources\MS Resources\Colors and Logos\Logos\All Things WINDOWS\Windows Virtual Enterprise Centralized Desktop\Logos and logotypes\Horizontal\online-rgb\reverse\Win-VECD_h_rgb_r.png | The Windows Virtual Enterprise Centralized Desktop (VECD) licensing option enables the use of business versions of Windows in both centralized and virtualization scenarios. Available as a subscription license through Volume Licensing. |

## Software Assurance

Software Assurance is a suite of technologies, services, and licensing rights to help organizations maximize their return on investment (ROI) from Microsoft software. The main components include:

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| Benefit | Description |
| **Windows 7 Enterprise** | The most advanced Microsoft Windows edition, Windows 7 Enterprise is designed for the needs of enterprise customers with features like BitLocker Drive Encryption and Multilingual User Interface Language Packs. |
| **Microsoft Desktop Optimization Pack** | MDOP provides innovative technologies to help better control the desktop PC, accelerate and simplify desktop PC deployments and management, and create a dynamic infrastructure by turning software into centrally-managed services. Available through Software Assurance as an add-on subscription license. |
| **Windows Virtual Enterprise Centralized Desktop** | Windows VECD is an annual device-based subscription that enables organizations to license virtual copies of Windows 7 (or prior OS versions) in a variety of user scenarios. |
| **Windows Fundamentals for Legacy PCs** | Available exclusively to Microsoft Software Assurance customers, this small-footprint, Windows-based operating system solution is for customers with legacy computers running early operating systems who are not in a position to purchase new hardware. |
| **Virtual OS Rights** | Use up to four instances of Windows in virtual OS environments for each license that has active Software Assurance coverage. |
| **New Version Rights** | Receive new versions of licensed software released during the term of your coverage. If you have Software Assurance coverage for your PCs when Windows 7 is released, you will automatically receive rights to use Windows 7 Enterprise on those PCs. |
| **Training Services** | Utilize online and classroom courses that address technical and end user training needs. |
| **Support Services** | Use 24 x 7 problem resolution and TechNet service to improve IT efficiency. |

## Windows 7 Enterprise

Available only through Software Assurance, Windows 7 Enterprise has unique technology designed to address the needs of enterprise customers. Built on the Windows Vista foundation, Windows 7 Enterprise helps make people productive anywhere, enhances security and control, and streamlines PC management. Learn more at <http://www.microsoft.com/windows/enterprise/products/windows-7.aspx>

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| Feature | Description |
| **DirectAccess** | Give mobile users seamless access to corporate networks, when they are on Internet, without a need for them to start a virtual private network (VPN) connection. |
| **BranchCache** | Decrease time branch office users spend waiting to download files from remote servers by caching the previously accessed content locally in a branch’s network. |
| **Enterprise Search Scopes** | Make content on intranet portals, such as SharePoint sites, more discoverable and accessible to users, by populating links to users Start Menu, pointing them to the most appropriate data sources on the network. |
| **BitLocker and BitLocker To Go** | Help protect data on PCs and removable drives with the manageability to enforce encryption and backup of recovery keys. |
| **AppLocker** | Specify software that is allowed to run on users’ PCs with centrally managed, flexible group policies. |
| **Virtual Desktop Infrastructure (VDI) Optimizations** | Improved user experience for VDI with multi-monitor and microphone support. Reuse virtual machine (VHD) images to boot a physical PC. |
| **Multi Lingual User Interface** | Create a single OS image for deployment to users worldwide. |
| **Subsystem for UNIX-based applications (SUA)** | Run UNIX applications unchanged on a Windows-based PC. |

## Resources

* Windows 7 “How to Buy”: <http://www.microsoft.com/windows/enterprise/how-to-buy.aspx>
* Microsoft Volume Licensing: <http://www.microsoft.com/licensing/>
* Software Assurance: <http://www.microsoft.com/licensing/sa/>
* Find a Microsoft Volume Licensing reseller in the United States: <https://solutionfinder.microsoft.com>. Outside the United States and Canada: <http://www.microsoft.com/licensing/index/worldwide.mspx>

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