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| Overview  Country or Region: India  Industry: Training and Education  Customer Profile  Based in India, Alchemy Solutions provides businesses with comprehensive, end-to-end corporate training, with a focus on innovation and cutting-edge technologies.  Business Situation  Alchemy needed an improved platform with a simpler interface, better troubleshooting tools, and reliable backup capabilities.  Solution  With Windows 7, Alchemy has enjoyed a significant boost in productivity and efficiency, realizing easier backups, issue resolution, and PC usability.  Benefits   * ~30% better user productivity * Improved data security * ~70 min saved per helpdesk call |  |  | “After having experienced the benefits of Windows 7, it would be virtually impossible for me to go back to previous versions.”  Manish Rathod, Co-Owner, Alchemy Solutions |
|  |  | Based in India, Alchemy Solutions provides full-service corporate technical training to regional businesses. A Microsoft Certified Partner, the company employs a staff of 25 training professionals who travel frequently to customer locations to conduct remote training sessions.  By deploying the Windows® 7 operating system, Alchemy was able to achieve an unprecedented level of efficiency and simplicity for its training team. What makes Windows 7 such a fitting choice for smaller companies like Alchemy? “Windows 7 Professional is the recommended choice for small businesses... where security and productivity are critical,” says Mike Ybarra, Windows General Manager at Microsoft. “For those running Windows Vista® Business, it will be a very logical move to Windows 7 Professional.” |
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Situation

Small businesses face some big challenges, and Alchemy Solutions is no exception. With a small team, and everyone performing many different functions, simplicity is essential to the company’s success. Alchemy’s management team simply did not have the time, resources, or technical expertise to devote to extensive troubleshooting. Manish Rathod, Co-Owner of Alchemy Solutions, sought a simple, hassle-free solution to streamline the day-to-day tasks of his team. In the event of technical issues arising, the company hoped to have the right tools at its disposal to diagnose and resolve it quickly.

Data protection was another area in which Alchemy’s former system was lacking. Rathod was running manual backups of the network every 15 days, a time-consuming endeavor that didn’t provide the peace of mind he needed. To protect his company’s data, and the work of its employees, he needed to be able to backup and restore files more easily.

Solution

With the release of Windows 7, Microsoft has revolutionized the way small businesses accomplish key functions. Through its speed, stability, and efficient features, the new operating system greatly reduces user frustration and the time spent on daily tasks. “After having experienced the benefits of Windows 7, it would be virtually impossible for me to go back to previous versions,” says Rathod.

Benefits

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| “We deal with a large number of documents and emails on a daily basis. Keeping everything in order was challenging. With Windows 7, we can pin documents to the Taskbar to keep things organized and save time.”  Manish Rathod, Co-Owner, Alchemy Solutions |

Better Usability

Just a short period after using Windows 7, Rathod is highly impressed with the more intuitive, streamlined interface. The new features have made a big difference in terms of Alchemy’s productivity.

* **Taskbar Personalization**: Rathod sees the new Windows 7 Taskbar as one of the platform’s biggest advantages. “We deal with a large number of documents and emails on a daily basis,” he says. “Keeping everything in order was challenging. With Windows 7, we can pin documents to the Taskbar to keep things in order and save time.”
* **Aero® Snap**: This advanced desktop feature allows users to drag documents to the side of the screen and “snap” them into place, making multiple-document comparison easy.
* **Aero Shake**: When Rathod needs to eliminate distractions and focus on the task at hand, the Shake function allows him to minimize all background windows with a single shake of the mouse. Another shake restores them.

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| “With the new advanced backup, we can capture [a backup of] the entire network with one click. This is a significant improvement.”  Manish Rathod, Co-Owner, Alchemy Solutions |

Easier Backups

Before Windows 7, Alchemy’s bi-monthly manual backups weren’t providing optimal protection. “With the new advanced backup, we can capture [a backup of] the entire network with one click,” Rathod notes. “This is a significant improvement.”

Rathod is also impressed with the Windows 7

Shadow Copy feature, which allows even non-technical users to instantly restore data that has been inadvertently deleted. This is very important for companies like Alchemy that deal with a large number of lost or corrupted documents every week.

Streamlined Support

Since Rathod performs such a wide range of functions at Alchemy, he has limited time to focus on troubleshooting and issue resolution. The improved support capabilities of Windows 7 have saved him extensive time diagnosing and resolving system issues that arise during training.

The new Problem Steps Recorder feature allows users to record the steps they take to replicate technical issues, providing an efficient roadmap of the problem and significantly reducing frustration for both users and the administrators charged with resolving the problems. Rathod also uses the tool to build “how-to” manuals, complete with screenshots, for use during Alchemy training sessions.

Windows 7

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| Software and Services   * Products * Windows 7 Professional |  |

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Faster and more reliable:  Windows 7 will help your organization use information technology to gain a competitive advantage in today’s new world of work. Your people will be able to be more productive anyway. You will be able to support your mobile work force with better access to shared data and collaboration tools. And your IT staff will have better tools and technologies to enhance corporate IT security, data protection, and more efficient deployment and management.

For more information about Windows 7, go to: [www.microsoft.com/windows/business/](http://www.microsoft.com/windows/business/)