



End of Support

What you need to know

Marco Cattaneo
Commercial Product Marketing Manager Microsoft 365
Microsoft Western Europe

Learn more at microsoft365.com/shift

AGENDA

- Windows 7 & Office 2010 End of Support: what & when
- Why shifting Customers to a Modern Desktop
- How to address customers' concerns
- Resources & Readiness

End of service schedule:

Windows 7

14 Jan 2020

Office 2010

13 Oct 2020



• WIN7 EOS

• O2010 EOS
Policy change

Are customers
ready?

What's Windows 7 EOS?

Windows 7 is now 10 years old...

After January 14, 2020, Windows 7 will continue to start and run, but users will no longer receive updates or support—including new security updates, non-security hotfixes, free or paid assisted support options, and online technical content updates—from Microsoft.

PCs running Windows 7 after January 14, 2020 should not be considered protected. It is important that users migrate to a current supported operating system such as Windows 10 so they can receive regular security updates to help protect their device from malicious attacks.

Possible implications

- More exposed to security breaches
- More exposed to business disruption
- Possibly less compliant to GDPR (Art 32)
- ISVs and OEMs might not be providing support for their new applications and HW
- Extra costs to purchase additional servicing

WINDOWS 7 Extended Security Updates (ESU)

Windows 7 ESU is available on EA/EAS pricelist starting April 1st, 2019:

- It's sold on a per-device basis for an escalating yearly price, and it's available to all Windows 7 Professional and Windows 7 Enterprise customers in EA/EAS Volume Licensing, with a discount to customers with Windows software assurance, Windows 10 Enterprise or Windows 10 Education subscriptions.
- Office 365 ProPlus will be supported on devices with active Windows 7 ESU through January 2023. This means that customers who purchase the Windows 7 ESU will be able to continue to run Office 365 ProPlus and being supported as long as the agreement is in place, and not beyond January 2023.
- All supported perpetual versions of Office client (2016, 2013, 2010) will be supported on Windows 7 with active ESU until they reach their End of Support date and not beyond January 2023

<https://support.microsoft.com/en-us/help/4497181/lifecycle-faq-extended-security-updates>
<https://products.office.com/en-US/office-system-requirements>

What about Office 2010 in October 2020?

Office 2010 End of Support on October 13th 2020. After this date:

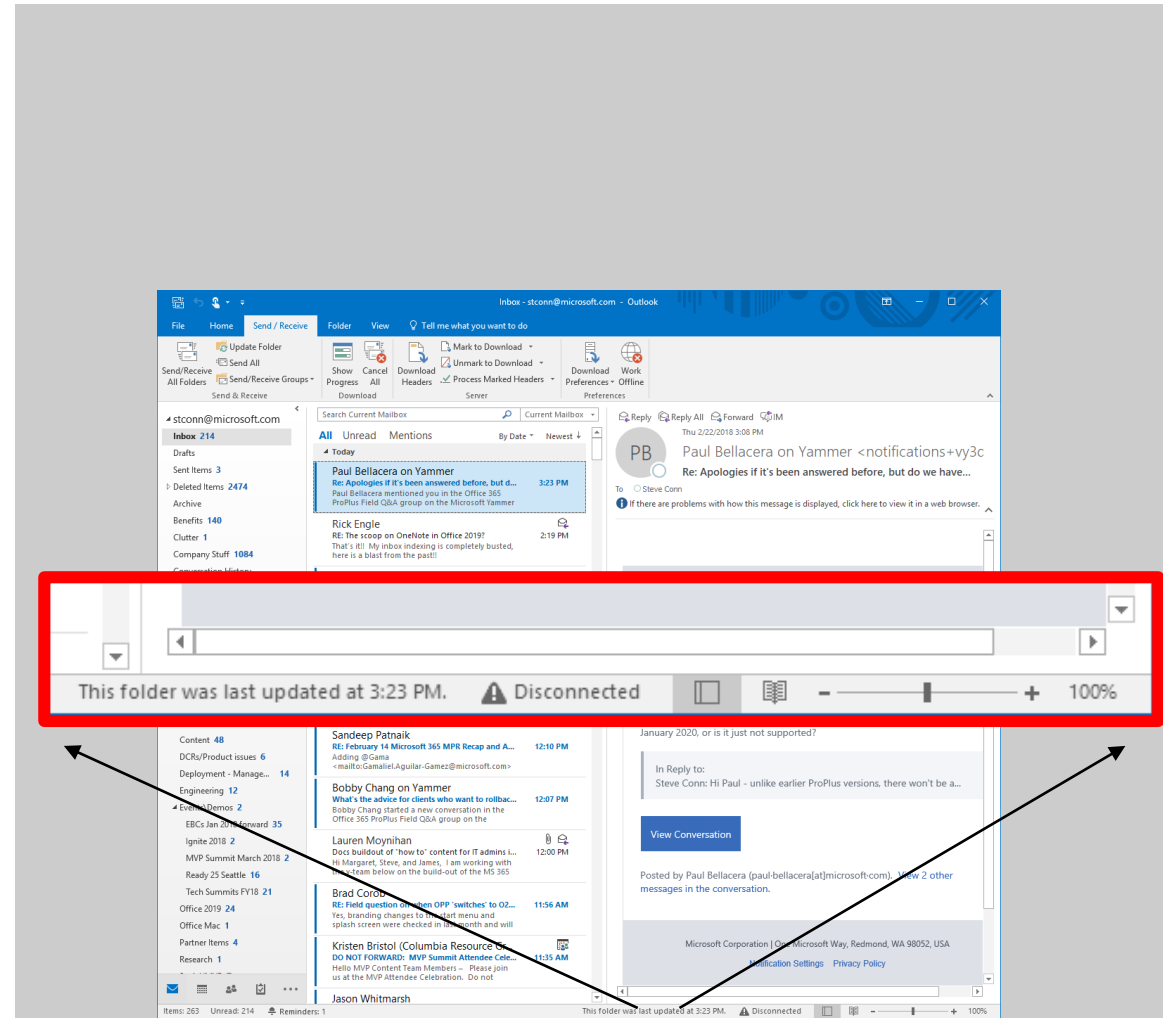
- No Microsoft support will be available
- No security updates or fixes will be available
- No ESU for Office 2010

Requirements Change

After this date, ongoing investments in the Office 365 cloud services will not take into account legacy Office client requirements and legacy Office desktop app users that use O365 services will not be supported. This may result in performance and reliability issue, increased security risk and reduced compliance depending on specific regional or industry requirements.

Commercial customers must use ProPlus or Office 2019/2016 (until 2023) to connect to O365 services

- Enforced by Exchange Online, SharePoint Online, Skype for Business Online
- Office 2013 will be impacted, while in extended support



Time to shift to a Modern Desktop with Microsoft 365 E3/E5 or Business

A modern desktop running Windows 10 and Office 365 gives you the most productive, most secure experience, helping you save money and gain peace of mind.



Most productive

Get the latest Office apps and features in Windows to maximize your productivity.



Most secure

Help protect your company against external threats and leaks with built-in security and compliance tools.



Lowest cost

Easy to set up and manage your users, devices, and data, giving you time back.



The right SKU for every customer

	Customer type	Move to...	Pitch value
1	SMB customers up to 300 users, with old Windows 7 devices and Office perpetual (e.g. Office 2010, 2013, 2016)	New Windows 10 Pro device + a) Microsoft 365 Business, or b) Office 365 Business Premium	<ul style="list-style-type: none">Pitch opportunity to modernize, triggered by end of support for Office 2010 & Windows 7Encourage switch to Office 365 alongside new Windows 10 Pro device sales
2	SMB customers up to 300 users, with existing new Windows 10 Pro devices	Microsoft 365 Business	<ul style="list-style-type: none">Pitch advanced security & device managementFocus on ability to consolidate into integrated solution at \$20 price point
3	Enterprise Customers: a) on old Windows 7 devices and Office perpetual b) already on modern devices c) also looking for state-of-the-art Security & Compliance	a) New Windows 10 Pro device + Microsoft 365 E3 b) Microsoft 365 E3 c) Microsoft 365 E5	<ul style="list-style-type: none">Pitch opportunity to digitally transform leveraging on incremental security, compliance and teams' productivity

An overhead view of two people working at a desk. One person is using a laptop displaying a dashboard with a bar chart and a pie chart. The other person is pointing at a tablet that also shows similar data visualizations. A smartphone with the same dashboard is on the desk. The word "Why?" is overlaid in the center.

Why?

The world has changed



People

Multi-generational teamwork

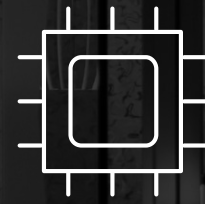
A generational shift is in progress, with Millennials and Gen Z being the majority of the workforce by year 2020



Space

The accessible, everywhere office

Highly engaged workers want to choose where to work in/outside the office based on the task at hand

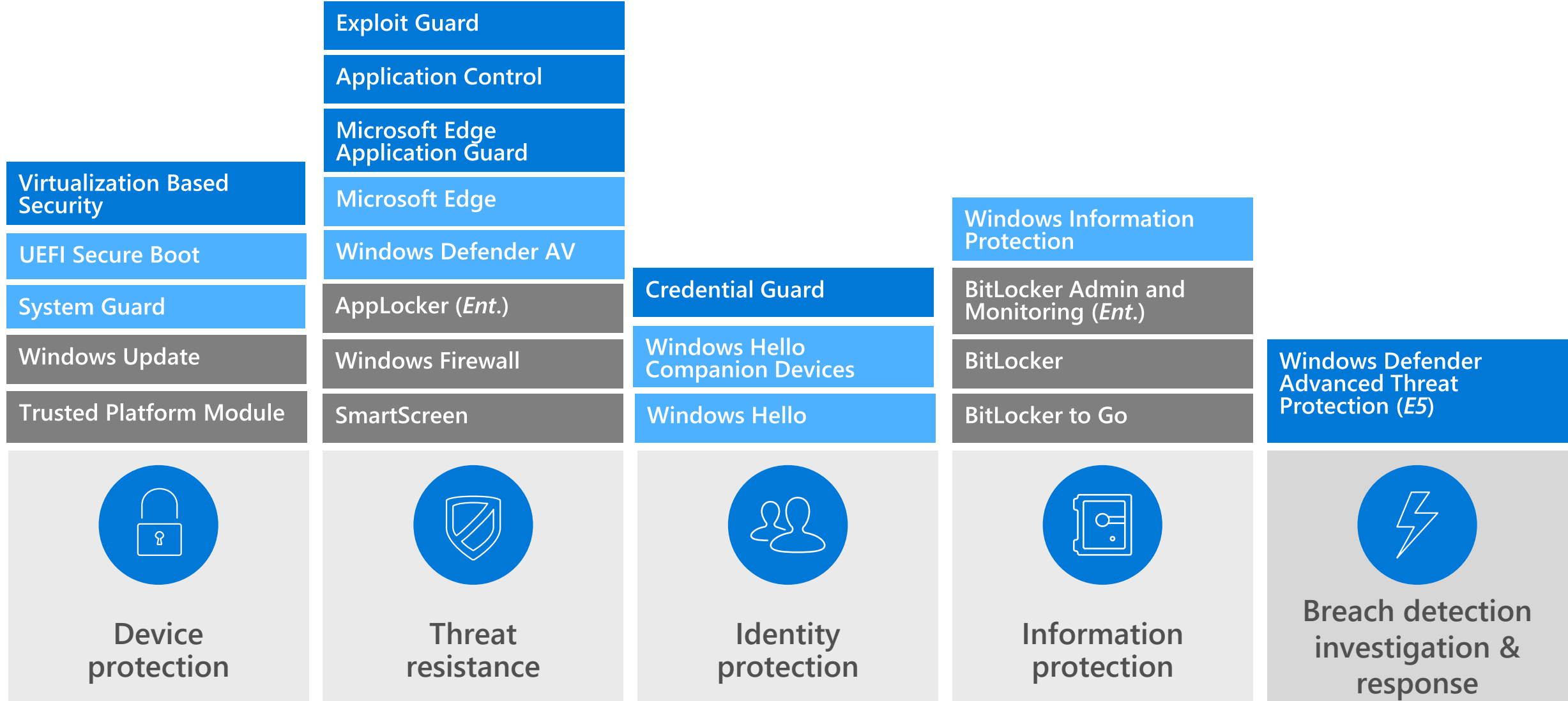


Security

Number and frequency of attacks are increasing

Consequences of attacks are serious: **loss** of customers, revenue, compliance, reputation, time and unplanned resources to recover

Windows 10 Security on Modern Devices



PRE-BREACH

POST-BREACH

Windows 7 Pro/Enterprise

Windows 10 Pro

Windows 10 Enterprise E3/E5

The best experience is on a modern device

Legacy devices



Modern devices



28%

Faster startup time



33%

Less security incidents



2.5x

Better performance



65%

Better multi-tasking



3x

Longer battery life



3x

Less repairs



Windows 10 Pro

Windows 10 Pro lets SMBs focus on running their business, instead of their IT



The most security protection, built-in

Safeguard identities, information, and devices

- Windows Defender Antivirus
- Windows Firewall
- Windows Defender System Guard
- BitLocker + BitLocker to Go
- Windows Hello
- Windows Information Protection



Get more done

The most productive tools for you and your team

- Remote Desktop
- Windows Timeline
- Start Menu + Live Tiles
- Virtual Desktop + Snap Assist
- Tablet Mode
- Voice/pen/touch/gesture
- Digital pen
- Paint 3D
- Microsoft Edge
- Accessibility
- OneNote
- Microsoft Whiteboard
- Cortana at work
- Enterprise Search



Simple and flexible management

Keep your IT running and up to date with minimal help

- Kiosk mode
- Azure AD Join
- Domain Join + Group Policy
- MDM client
- Windows Autopilot
- Deferred Updates
- Windows Update for Business
- Windows Store for Business
- Assigned Access
- Client Hyper-V

[Customer-friendly video on upgrading from Windows 7 to Windows 10 Pro](#) 

Windows 10 gets better with each update

With enhanced security, more tools for IT and end user productivity features

- Windows Defender Exploit Guard, System Guard, Application Guard, Application Control
- Mobile Device Management
- Windows Analytics Update Compliance
- Windows Analytics Device Health
- Co-management
- Enterprise search in Windows
- Continue on PC
- OneDrive Files On-Demand
- Narrator
- Mixed Reality Viewer

- Windows Autopilot
- Windows Defender ATP
- Windows Defender Security Center
- Express update delivery
- Hyper-V
- Windows 10 Subscription Activation
- Windows Insider Program for Business
- Paint 3D
- Cortana at work
- Night light, mini view
- Windows Information Protection
- Windows Hello for Business
- Windows Analytics Upgrade Readiness
- App-V, UE-V
- Hybrid Azure Active Directory Join
- Windows Ink
- Mobile Device Management
- AAD Join
- Windows Store for Business
- Windows Update for Business
- Mail, Calendar, Photos, Maps, Groove, Skype
- Windows Defender Antivirus
- Windows Hello
- Microsoft Edge
- Device Guard
- Credential Guard
- BitLocker
- SmartScreen
- Windows as a service
- In-place upgrades
- Continuum
- Cortana
- Windows 10 core

1709

- Windows Analytics – Spectre & Meltdown, Delivery Optimization, Application Reliability Logon Health
- WDATP Automated Remediation
- Conditional Access based on WDATP device risk
- Threat Analytics
- Emergency Outbreak Updates
- Advanced hunting
- Cloud Credential Guard
- Diagnostic data viewer
- Windows Autopilot enrollment status page
- Windows 10 Enterprise in S mode
- Shared Windows Devices
- Nearby Sharing
- Dictation
- Timeline

- Windows Defender Exploit Guard, System Guard, Application Guard, Application Control
- Mobile Device Management
- Windows Analytics Update Compliance
- Windows Analytics Device Health
- Co-management
- Enterprise search in Windows
- Continue on PC
- OneDrive Files On-Demand
- Narrator
- Mixed Reality Viewer
- Windows Autopilot
- Windows Defender ATP
- Windows Defender Security Center
- Express update delivery
- Hyper-V
- Windows 10 Subscription Activation
- Windows Insider Program for Business
- Paint 3D
- Cortana at work
- Night light, mini view
- Windows Information Protection
- Windows Hello for Business
- App-V, UE-V
- Hybrid Azure Active Directory Join
- Windows Ink
- Mobile Device Management
- AAD Join
- Windows Store for Business
- Windows Update for Business
- Mail, Calendar, Photos, Maps, Groove, Skype
- Windows Defender Antivirus
- Windows Hello
- Microsoft Edge
- Device Guard
- Credential Guard
- BitLocker
- SmartScreen
- Windows as a service
- In-place upgrades
- Continuum
- Cortana
- Windows 10 core

1803

- Microsoft Defender ATP new attack surface area reduction controls
- Investigation and remediation across Office 365 ATP and Microsoft Defender ATP
- Web Authentication in Microsoft Edge
- Windows Hello with FIDO 2.0
- 30 months of support for September releases
- Windows Autopilot Self-deploying mode
- Windows Autopilot Hybrid Azure AD join
- S Mode Block Switch
- Microsoft Edge kiosk mode
- Desktop Analytics (Preview) – Intelligent Pilot Selection and ConfigMgr Integration
- ReadyforMicrosoft365.com
- Microsoft Edge experience improvements
- Accessibility enhancements
- Access the clipboard across devices
- Your Phone

- Windows Analytics – Spectre & Meltdown, Delivery Optimization, Application Reliability Logon Health
- WDATP Automated Remediation
- Conditional Access based on WDATP device risk
- Threat Analytics
- Emergency Outbreak Updates
- Advanced hunting
- Cloud Credential Guard
- Diagnostic data viewer
- Windows Autopilot enrollment status page
- Windows 10 Enterprise in S mode
- Shared Windows Devices
- Nearby Sharing
- Dictation
- Timeline
- Windows Defender Exploit Guard, System Guard, Application Guard, Application Control
- Mobile Device Management
- Windows Analytics Update Compliance
- Windows Analytics Device Health
- Co-management
- Enterprise search in Windows
- Continue on PC
- OneDrive Files On-Demand
- Narrator
- Mixed Reality Viewer
- Windows Autopilot
- Windows Defender ATP
- Windows Defender Security Center
- Express update delivery
- Hyper-V
- Windows 10 Subscription Activation
- Windows Insider Program for Business
- Paint 3D
- Cortana at work
- Night light, mini view
- Windows Information Protection
- Windows Hello for Business
- Windows Analytics Upgrade Readiness
- App-V, UE-V
- Hybrid Azure Active Directory Join
- Windows Ink
- Mobile Device Management
- AAD Join
- Windows Store for Business
- Windows Update for Business
- Mail, Calendar, Photos, Maps, Groove, Skype
- Windows Defender Antivirus
- Windows Hello
- Microsoft Edge
- Device Guard
- Credential Guard
- BitLocker
- SmartScreen
- Windows as a service
- In-place upgrades
- Continuum
- Cortana
- Windows 10 core

1809

- Windows Virtual Desktop (Preview)
- Microsoft Defender Advanced Threat Protection enhancements
- Attack Surface Reduction enhancements
- Next Generation Protection enhancements
- Tamper Proofing Capabilities
- Windows Sandbox
- Application Guard enhancements
- Sign-on with Password-less Microsoft accounts
- New Kimojis and Emojis
- Accessibility Improvements
- Windows Shell enhancements
- Windows Timeline
- Device Management Policies
- Intune Security Baselines
- Enhanced Enrollment Status Page
- Windows AutoPilot White Glove
- Setup Diag
- Automatic Restart Sign On (ARSO)
- Reserved Disk Space
- Improved Delivery Optimization (DO)

- Windows Analytics – Spectre & Meltdown, Delivery Optimization, Application Reliability Logon Health
- WDATP Automated Remediation
- Conditional Access based on WDATP device risk
- Threat Analytics
- Emergency Outbreak Updates
- Advanced hunting
- Cloud Credential Guard
- Diagnostic data viewer
- Windows Autopilot enrollment status page
- Windows 10 Enterprise in S mode
- Shared Windows Devices
- Nearby Sharing
- Dictation
- Timeline
- Windows Defender Exploit Guard, System Guard, Application Guard, Application Control
- Mobile Device Management
- Windows Analytics Update Compliance
- Windows Analytics Device Health
- Co-management
- Enterprise search in Windows
- Continue on PC
- OneDrive Files On-Demand
- Narrator
- Mixed Reality Viewer
- Windows Autopilot
- Microsoft Defender ATP
- Windows Defender Security Center
- Express update delivery
- Hyper-V
- Windows 10 Subscription Activation
- Windows Insider Program for Business
- Paint 3D
- Cortana at work
- Night light, mini view
- Windows Information Protection
- Windows Hello for Business
- Windows Analytics Upgrade Readiness
- App-V, UE-V
- Hybrid Azure Active Directory Join
- Windows Ink
- Mobile Device Management
- AAD Join
- Windows Store for Business
- Windows Update for Business
- Mail, Calendar, Photos, Maps, Groove, Skype
- Windows Defender Antivirus
- Windows Hello
- Microsoft Edge
- Device Guard
- Credential Guard
- BitLocker
- SmartScreen
- Windows as a service
- In-place upgrades
- Continuum
- Cortana
- Windows 10 core
- Windows Defender ATP new attack surface area reduction controls
- Investigation and remediation across Office 365 ATP and Windows Defender ATP
- Web Authentication in Microsoft Edge
- Windows Hello with FIDO 2.0
- 30 months of support for September releases
- Windows Autopilot Self-deploying mode
- Windows Autopilot Hybrid Azure AD join
- S Mode Block Switch
- Microsoft Edge kiosk mode
- Desktop Analytics (Preview) – Intelligent Pilot Selection and ConfigMgr Integration
- ReadyforMicrosoft365.com
- Microsoft Edge experience improvements
- Accessibility enhancements
- Access the clipboard across devices
- Your Phone

1903

Remember it's **Windows as a Service**

Windows 10 End of Service Risk*

Version	End of service – Home, Professional	End of service – Enterprise & Education
1809	May 12, 2020	May 11, 2021
1803	November 12, 2019	November 10, 2020
1709	April 9, 2019	April 14, 2020
1703	October 9, 2018	October 8, 2019
1607	April 10, 2018	April 9, 2019
1511	October 10, 2017	October 10, 2017
1507	May 9, 2017	May 9, 2017

*Computers will still work, but it could become more vulnerable to security risks and viruses because ***you won't receive new security updates*** or other quality updates.

<https://support.microsoft.com/en-us/help/13853/windows-lifecycle-fact-sheet>

Recommendation: Staying Current with Windows 10 is the best security practice for customers to invest in.

Windows 10 Enterprise **for enterprises**

More TECHNOLOGY: Windows 10 Enterprise includes additional **applications** to Pro Edition, to help IT and users work in a more secure, personalized and productive way.

More SECURITY: Windows 10 Enterprise is the **most secure Windows** operating system ever, for users, identity, data, information, and devices.

More CONTROL: Windows 10 Enterprise allows more choices, tools and flexibility in deploying Windows 10 to users, including the **LTSC Edition** for mission-critical and LoB scenarios.

More ADVANTAGES: SA benefits offer even **more value** to the investment, enabling more flexible and modern usage scenarios and including prepaid services by qualified partners.

- New Enterprise Version Rights - Planning Services - Enterprise Source Licensing Program - Windows Thin PC - Microsoft Desktop Optimization Pack (MDOP) - Windows Virtual Desktop Access (VDA) - Training Vouchers - 24x7 Problem Resolution Support - Windows SA per User Add-on Purchase Rights



Windows 10 Professional vs. Enterprise

 = Microsoft Desktop Optimization Pack

Windows Defender Advanced Threat Protection (WDATP)

- Behavior based, cloud powered, advanced attack detection
- Rich timeline for forensic investigation and mitigation
- Built in threat intelligence knowledge base
- Advanced reporting across the security stack
- Automated remediation and response

AppLocker

Application Control

Device Guard

Application Guard (for Edge)*

Microsoft Edge

Device Health Attestation

Windows Defender Antivirus

Windows Hello for Business

System Guard

*Microsoft BitLocker
Administration & Monitoring*

Credential Guard

Exploit Guard: HIPS, Fileless attacks

Exploit Guard: ASLR, DEP, CFG

Windows Info Protection

WHfB Companion Devices

BitLocker with recovery key backup to AD or Azure AD



Security Capabilities & Protections

BranchCache

Virtualization Rights

Granular Telemetry Controls

Granular Managed UX

Desktop Analytics:
Device Health, Login Health, App Reliability

Windows Analytics:
Upgrade Readiness, Update Compliance

Auto VPN

Microsoft Store for Business

Enterprise State Roaming

Client Hyper-V

Diagnostics & Recovery Tools

Application Virtualization

User Experience Virtualization

Advanced GP Management

Long Term Servicing Channel (LTSC)

Mix/match LTSC and Semi-Annual Channel updates

Cortana for Work

Windows Update for Business

Azure Active Directory Join

Mobile Device Management

Assigned Access / Kiosk

Dynamic Provisioning



Management, Deployment,
Productivity & User Experience

Windows 10 Professional / OEM

Windows 10 Enterprise E3

Windows 10 Enterprise E5

Windows 10 Professional vs. Enterprise

A different servicing model for Enterprise & Edu editions

Edition	March* feature updates	September* feature updates
Windows 10 Enterprise Windows 10 Education	Serviced for 18 months from release date	Serviced for 30 months from release date
Windows 10 Pro Windows 10 Pro for Workstation Windows 10 Home	Serviced for 18 months from release date, however based on your setting, the latest feature update may be automatically installed on your device upon availability.	Serviced for 18 months from release date, however based on your setting, the latest feature update may be automatically installed on your device upon availability.

*** Feature updates will be released twice annual with a target of March and September.**

Windows Virtual Desktop

Windows Virtual Desktop is a comprehensive desktop and app virtualization service running on the cloud (Azure)

Access to Windows Virtual Desktop requires:

To run Windows 10 multi-session, Windows 10 single-session, or Windows 7

Microsoft 365 E3, E5, A3, A5, Business, F1
Windows E3, E5, A3, A5

Customers can access Windows Virtual Desktop from their non-Windows Pro endpoints if they have a Microsoft 365 E3/E5, Microsoft 365 A3/A5 or Windows 10 VDA per user license.

Pay only for the virtual machines (VMs), storage, and networking consumed when your users are using the service.

You have the flexibility to pick any VM and storage options to match your use cases.

**Currently in Public Preview,
General Availability later in 2019**



<https://techcommunity.microsoft.com/t5/Windows-IT-Pro-Blog/Getting-started-with-Windows-Virtual-Desktop/ba-p/391054>

Modern Desktop cost savings

“Organizations of 5,000 seats save an average of \$7.2 million in total cost of ownership (TCO) by moving to a modern desktop.”

TCO savings breakdown for Win10+ProPlus	
Infrastructure and Licensing	\$5.3M
Device & App Management	\$1.9M

2.3

hours saved per user, per week

40%

reduction in security risk

70%

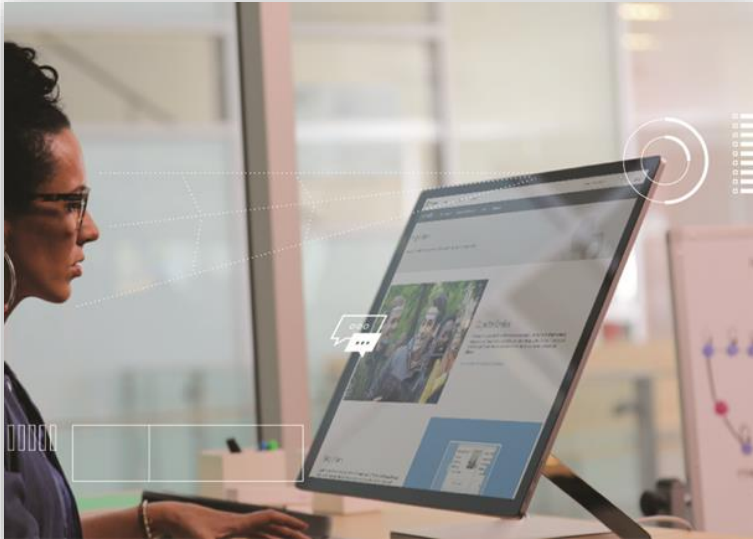
less time spent testing apps

13

month payback

Source: “The Total Economic Impact™ Of The Modern Desktop With Microsoft 365,” a commissioned study conducted by Forrester Consulting on behalf of Microsoft, July 2018. Results are for a risk adjusted composite organization based on customer interviews.

Empower organizations with Everyday AI in Microsoft 365



Amplify skills and foster teamwork

- ✓ Transform presentations and documents in less time
- ✓ Streamline your inbox and meetings



Uncover hidden insights and improve decisions

- ✓ Find content and expertise relevant to your work
- ✓ Quickly turn complex data into action



Proactively secure your data and devices

- ✓ Actively monitor threats
- ✓ Secure your business data

Stimulate the Modern Desktop conversation

Assess

your customers current business and technology environment.

- Know the basics of the customer's business, their industry and the technology challenges it faces.
- Do they have a regularly updated IT policy?
- Do they support remote work? BYOD? Third-party services?
- How do they secure is their data from cyberattacks? Have they faced one?
- How are they addressing Compliance requirements?
- How often do they refresh hardware and software?
- What capabilities would they like to have but do not currently? Teamwork solutions? Online meetings? Cloud file storage?

Address

gaps between the existing and desired states and plan your approach

- How many PCs are more than four years old and need to be replaced?
- What is their experience and/or concerns about relying on the cloud?
- Is the customer aware of the Windows 7 and Office 2010 end of support dates and what they mean?
- Who is responsible for data security and compliance and what active measures are in place?
- How many bolt-on security vendors, applications or services do they have in their organization?
- How many tools do they use to manage PCs, tablets, and phones? Are they able to keep devices up-to-date?



Common misconceptions about Office 365



You may think...

Office 365 is just Office apps in the cloud

Office 365 ProPlus does not provide locally installed apps

Office 365 ProPlus users have to store their data in the cloud



When actually...

Office 365 isn't just Office apps. It's full Office client plus email, file sharing, HD video conferencing and much more

Office 365 ProPlus provides the same experience as Office 2019 Professional Plus, with apps installed locally and available offline

With Office 365 ProPlus you can choose to store data in the cloud, locally, or both

Office Perpetual



One PC

Static features



Per User



Always up to date



Realtime Collaboration



Exclusive Security & Compliance



Mobile + PC + Mac + Web



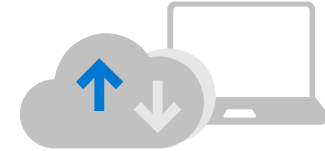
AI powered Creativity



Data to AI based Insights



Shared Computer Activations



Office 365 ProPlus

Office 365 ProPlus gets better with each release

Showing only new, customer facing ProPlus (win32) client features

- Faster PivotTables
- Upgraded accessibility
- Have an idea?
- Improvements to Get & Transform
- Publish to Power BI
- Shape recognition
- Text Highlighter
- Zoom
- Do more with Ink
- Import latest AutoCAD file formats
- Three templates for UML
- Your First Draft Just Got Easier

Fall 2016

- Enhanced data import functionality
- Insert recent links
- Keep control over your attachments
- Know before you share
- Large Number (bigint) support
- Narrate a recording
- Personalize the default PivotTable layout
- Quick access to superscript and subscript
- Quickly access the groups you use most
- Use your pen to select and change objects
- A Quick Start to Your Research
- Make diagrams from Excel data
- Editor: Enhanced writing assistance
- PowerPoint Designer
- View and restore changes in shared Word, Excel, PPT
- Faster PivotTables
- Upgraded accessibility
- Have an idea?
- Improvements to Get & Transform
- Publish to Power BI
- Shape recognition
- Text Highlighter
- Zoom
- Do more with Ink
- Import latest AutoCAD file formats
- Three templates for UML
- Your First Draft Just Got Easier

Spring 2017

- Use SVG images in Excel and PowerPoint
- A new digital writing assistant
- Better recordings
- Cloud attachments just got better
- Collaborate on attachments in real time
- Create Precise Ink Shapes
- Easily select and manipulate objects
- Edit with natural pen gestures
- Improve Reading with Learning Tools
- Ink replay
- Insert 3D Models to See All the Angles
- Insert and Edit Icons
- Maps
- Mini-previews for attached photos
- Shared with Me
- Show #N/A data as a gap in charts
- Stay on top of your travel and deliveries
- Syllable breaking
- Tap finds the content you need, for easy reuse
- While you were away
- Word Saves For You
- Collaborative, Real-Time Editing
- Designer turns bullets into compelling visuals
- Designer transforms more types of slides
- Enhanced data import functionality
- Insert recent links
- Keep control over your attachments
- Know before you share
- Large Number (bigint) support
- Narrate a recording
- Personalize the default PivotTable layout
- Quick access to superscript and subscript
- Quickly access the groups you use most
- Use your pen to select and change objects
- A Quick Start to Your Research
- Make diagrams from Excel data
- Editor: Enhanced writing assistance
- PowerPoint Designer
- View and restore changes in shared Word, Excel, PPT
- Faster PivotTables
- Upgraded accessibility
- Have an idea?
- Improvements to Get & Transform
- Publish to Power BI
- Shape recognition
- Text Highlighter
- Zoom
- Do more with Ink
- Import latest AutoCAD file formats
- Three templates for UML
- Your First Draft Just Got Easier

Fall 2017

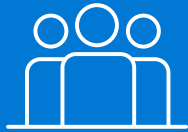
- Use Read Aloud to listen to your email
- Translator
- 3D animations
- Ask your audience with a quiz or survey
- Chat with co-authors while you edit
- Data Visualizer audit template
- Find and fix relevant proofing issues.
- Insights in Excel
- Know who you'll be meeting with
- Sort your email with ease
- Sprint management just got easier
- Type hands-free
- A smarter To: line
- Convert SVG icons to shapes
- Keep your Visio diagram and Excel data in sync
- Remodel your forms and reports with new charts
- Use SVG images in Excel and PowerPoint
- A new digital writing assistant
- Better recordings
- Cloud attachments just got better
- Collaborate on attachments in real time
- Create Precise Ink Shapes
- Easily select and manipulate objects
- Edit with natural pen gestures
- Improve Reading with Learning Tools
- Ink replay
- Insert 3D Models to See All the Angles
- Insert and Edit Icons
- Maps
- Mini-previews for attached photos
- Shared with Me
- Show #N/A data as a gap in charts
- Stay on top of your travel and deliveries
- Syllable breaking
- Tap finds the content you need, for easy reuse
- While you were away
- Word Saves For You
- Collaborative, Real-Time Editing
- Designer turns bullets into compelling visuals
- Designer transforms more types of slides
- Enhanced data import functionality
- Insert recent links
- Keep control over your attachments
- Know before you share
- Large Number (bigint) support
- Narrate a recording
- Personalize the default PivotTable layout
- Quick access to superscript and subscript
- Quickly access the groups you use most
- Use your pen to select and change objects
- A Quick Start to Your Research
- Make diagrams from Excel data
- Editor: Enhanced writing assistance
- PowerPoint Designer
- View and restore changes in shared Word, Excel, PPT
- Faster PivotTables
- Upgraded accessibility
- Have an idea?
- Improvements to Get & Transform
- Publish to Power BI
- Shape recognition
- Text Highlighter
- Zoom
- Do more with Ink
- Import latest AutoCAD file formats
- Three templates for UML
- Your First Draft Just Got Easier

Spring 2018

- Easy editing in the formula bar
- Learn with the new Office Training Center
- Export to 4K video
- Export process diagrams to Word
- Info about people and groups—at a glance
- New Ink Effects
- Quickly access your sites and groups
- Refresh, relink, or remove linked tables
- Run a slide show with your digital pen
- Stay organized with Recent save locations
- Stock quotes at your fingertips
- Task Board view
- Use Read Aloud to listen to your email
- Translator
- 3D animations
- Ask your audience with a quiz or survey
- Chat with co-authors while you edit
- Data Visualizer audit template
- Find and fix relevant proofing issues.
- Insights in Excel
- Know who you'll be meeting with
- Sort your email with ease
- Sprint management just got easier
- Type hands-free
- A smarter To: line
- Convert SVG icons to shapes
- Keep your Visio diagram and Excel data in sync
- Remodel your forms and reports with new charts
- Use SVG images in Excel and PowerPoint
- A new digital writing assistant
- Better recordings
- Cloud attachments just got better
- Collaborate on attachments in real time
- Create Precise Ink Shapes
- Easily select and manipulate objects
- Edit with natural pen gestures
- Improve Reading with Learning Tools
- Ink replay
- Insert 3D Models to See All the Angles
- Insert and Edit Icons
- Maps
- Mini-previews for attached photos
- Shared with Me
- Show #N/A data as a gap in charts
- Stay on top of your travel and deliveries
- Syllable breaking
- Tap finds the content you need, for easy reuse
- While you were away
- Word Saves For You
- Collaborative, Real-Time Editing
- Designer turns bullets into compelling visuals
- Designer transforms more types of slides
- Enhanced data import functionality
- Insert recent links
- Keep control over your attachments
- Know before you share
- Large Number (bigint) support
- Narrate a recording
- Personalize the default PivotTable layout
- Quick access to superscript and subscript
- Quickly access the groups you use most
- Use your pen to select and change objects
- A Quick Start to Your Research
- Make diagrams from Excel data
- Editor: Enhanced writing assistance
- PowerPoint Designer
- View and restore changes in shared Word, Excel, PPT
- Faster PivotTables
- Upgraded accessibility
- Have an idea?
- Improvements to Get & Transform
- Publish to Power BI
- Shape recognition
- Text Highlighter
- Zoom
- Do more with Ink
- Import latest AutoCAD file formats
- Three templates for UML
- Your First Draft Just Got Easier

Fall 2018

More reasons to deploy **ProPlus**



Always supported

End-of-support is coming for Windows 7 and Office 2010 in 2020.

Support policies for Office 2019 will be reduced to 5 (+2) years.



Stay Connected

After Oct 2020, older Office versions (Office 2010, 2013) will not be supported in connecting to Exchange Online and other services. Connections to Office 365 ProPlus is always supported.



Latest Tools

MSI will not be supported on Office perpetual editions in the future, only "click-to-run" (C2R).

Customer's **compatibility** concerns



Will the macros we created earlier continue to work? Do we need to rewrite for Office 365 ProPlus?



Does my 3rd party/ISV application/Add-ins work with Windows 10/Office 365 ProPlus?
How do I verify that?



We are not sure what apps, macros or add-ins are being used at all. We don't have the tools to assess.

Our **compatibility** promise



Backward compatibility

Windows 7 apps just work and object model unchanged from Office 2013



Diagnostic

ISVs and Diagnostic data supporting compatibility statements for 3rd Party apps & add-ins



Assessment tools

- [Windows Analytics Upgrade Readiness](#)
- [Ready for modern desktop](#)
- [Office readiness toolkit](#)
- Desktop analytics*

*In public preview now



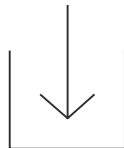
Reality from Diagnostic data



Apps

99%

Windows 7 Apps “just work” on Windows 10, commercial and consumer apps using public API



Add ins

99%

Of 3rd party commercial add-ins compatible with Office ProPlus



Macros

<0.3%

Documents have potential macro issues

0.6%*

64 bit: documents with macros need remediation. (Declare statements need PtrSafe)

Introducing Desktop App Assure

A new service from Microsoft FastTrack

Enabling your shift to a modern desktop

Delivering application compatibility assistance

Including customer, ISV, and Microsoft-developed apps

Helping you stay up-to-date with confidence

- ✓ *Included with your eligible subscription (150 licenses or more)*
- ✓ *Available since October 1 – English only*
- ✓ *Global language support since February 1, 2019: German, Spanish, Portuguese (BR) and Italian.*

Visit aka.ms/DesktopAppAssure to learn more



Resources for Partners

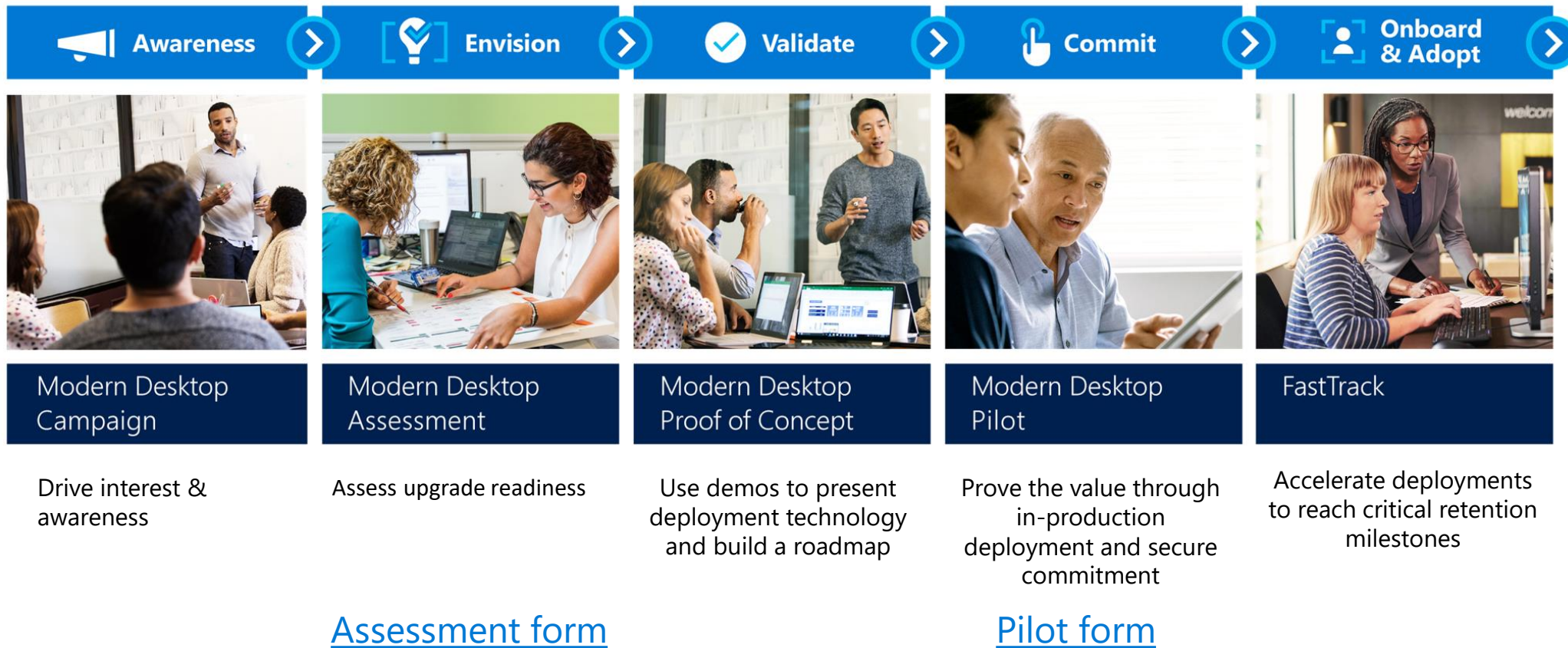
- Modern Desktop Partner Hub & ECIF (criteria apply)
- Modern Desktop resources
- *Shift* marketing campaign
- Discover Workshops



Partner Programs & Offers

Modern Desktop landing page for Partners:

<https://www.microsoft.com/microsoft-365/partners/moderndesktop>





Modern desktop partner resources



Live Webinar Series

https://aka.ms/FY19_Microsoft365PartnerWebinarSeries



Newsletter

<https://aka.ms/m365moderndesktopsignup>



Yammer Channel

<https://aka.ms/ModernDesktopPartnersYammer>

[Desktop Deployment Center](#) on docs.microsoft.com

[Desktop Deployment Essentials video series on Microsoft Mechanics](#)

[Modern Desktop Deployment and Management Lab Kit](#)

Marketing: Shift Campaign

- Focused on driving awareness & urgency to adopt a **modern desktop**
- 2-year global campaign
- Targeting Enterprise & SMB customers
- Leverages Windows 7 & Office 2010 EOS (2020) to drive additional urgency for action
- Assets and guidance available to enable you to run a local version of the campaign

www.Microsoft365.com/shift



Recommended sales cycle:

Drive interest and sales with Make the Shift campaign assets

Learn

Sales Guide SMB Guidance



Close and grow your business

Use customer engagement to start planning process and close sale.

Look for what's next and continue build your practice and customer value.

Market

Connect with customers Use email template to send infographic Activate campaign with display banners, social assets



Pitch

Present using pitch deck Follow-up using email template and attach flyer Use [Demos on Microsoft.com](https://www.microsoft.com/microsoft-365/partners/moderndesktop) to position a Modern Desktop



Assets



Microsoft

Help your customers make the shift to a modern desktop with Microsoft 365

How to use this guide

Use this guide to begin a conversation with your small and medium sized business (SMB) customers about their technology strategy and its direct impact on their business. Help them understand how a modern desktop and Microsoft 365 helps securely run and grow their business. You may want to use the upcoming end of support (EOS) for Windows 7 and Office 2010 as a compelling event to initiate the discussion.

Small and medium sized businesses simply do not have the resources of big business and take a cautious approach to technology upgrades with concerns over cost, business continuity and employee adoption. It is important to keep in mind so that proposals are actionable and realistic.

Think about a shift to a modern desktop as having **two distinct phases** as follows:

Assess

your customers current business and technology environment.

- Know the basics of the customer's business, their industry and the technology challenges it faces.
- Do they have a regularly updated IT policy?
- Do they support remote work? BYOD? Third-party services?
- How do they secure their data from cyberattacks? Have they faced one?
- How often do they refresh hardware and software?
- What capabilities would they like to have but do not currently? Teamwork solutions? Online meetings? Cloud file storage?

Address

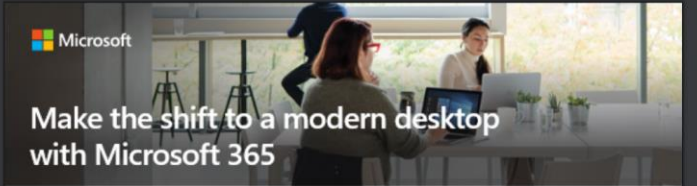
gaps between the existing and desired states and plan your approach

- How many PCs are more than four years old and need to be replaced?
- How many on premises servers do they manage and for which workloads?
- What is their experience and/or concerns about relying on the cloud.
- Is the customer aware of the Windows 7 and Office 2010 end of support dates and what they mean?
- Who is responsible for data security and what active measures are in place?
- How many devices will be upgraded to Windows 10 and how many will Windows 10 PCs be purchased?

Microsoft Confidential | Internal and partner use only

SLIDE 1 OF 5

Sales Guide



Microsoft

Make the shift to a modern desktop with Microsoft 365

A modern desktop with Microsoft 365 gives you our most productive, most secure experience, designed for your business


Get the latest Office apps and features in Windows to maximize your productivity.

- AI built into both Office and Windows gives your employees intelligent assistance to help your employees create their best work.
- Store, sync, and share your files online so they're always up to date and edit documents with others in real time.
- Take advantage of collaboration features across the apps to give your employees the tools to work together effectively.

Protect your company against external threats and leaks with built-in security.

- Protect against cyber-security threats including malware, viruses, ransomware, phishing and other attacks with proactive security measures in both Windows and Office.
- Control who has access to your business information to reduce the risk of internal leaks or mishandling of data.
- Help secure your business against modern security threats with built-in, always up to date safeguards for your data and devices.¹
- Gain peace of mind that you have tools to help you meet your compliance and regulatory obligations.

Simplified device management reduces your IT-related costs over time.




- Get new features and apps as they are added at no additional cost to you.
- Modern desktops runs faster and cost less to maintain than older devices.
- Most of your peripherals and apps already Windows 10 compatible helping to minimize your cost to upgrade.²
- Ensure you have the latest security updates across both Windows 10 and Office 365.

Explore how you can make the shift with a new device running Microsoft 365 today.

¹For the supported features of the device. ²Only of Windows 7 apps are compatible with Windows 10. Hardware/software requirements apply. Feature availability may vary. Desktop version may need roll. Tools for compatibility and other important installation information, visit your device manufacturer's website and www.microsoft.com/windows/10/faq. Additional requirements may apply over time for systems.

SLIDE 1 OF 2

Flyer



Why your business should shift to a modern desktop with Microsoft 365 on a new device

Still running Windows 7 and Office 2010 on that old PC? Think your email and file servers have your back? Does your business support remote working? Do you think it's too expensive to upgrade to a modern desktop? Let's walk through the facts and fictions of switching sooner rather than later.

Fiction

1 It seems like hackers mostly go after giant corporations. I don't think they'd bother with my small company.

Fact

More than 50% of small businesses have suffered a data breach.¹ What's worse? Each one costs an average of \$84,000!² Not to mention losing your most valuable assets: your reputation and client's trust. New modern devices run our most secure Windows ever.

Fiction

2 New devices are expensive. It's cheaper for me to just keep what I have.

Fact

Maintaining and repairing those dinosaurs can add up to a whopping \$515 US a year!³ And, new Windows 10 Pro devices come in a range of prices to fit any budget.

A PC over 4 years old can have higher repair costs⁴ as much as **2x**

Fiction

3 I'm worried that my apps and peripherals won't work on a modern desktop.

Fact

Good news, 99% of Windows 7 apps are compatible with Windows 10⁵ A modern desktop builds on your current network and works with it. Your Windows apps and internal apps should also be compatible (and familiar).

Fiction

4 I need to see my employees in the office everyday to ensure that they're working effectively towards our business goals

Fact

Good employees do good work wherever they are. What's more is that employee productivity increases on average by 22% and reduces employee turnover by 50%⁶

The average amount SMBs saved a year per full-time remote employee.⁷ **\$20K**

Fiction

5 I know that a new device would be faster, but I'm not sure it makes that

Fact

The best part of new devices is that your employees can multi-task like a pro. They'll not more done

Infographic

Available Languages: Italian, Spanish, Dutch (Belgium), Dutch (Netherlands), German (Switzerland), Swedish, French (Belgium)

Shift Marketing and Sales localized assets available on:

Cloud Champion

The screenshot shows the Cloud Champion website interface. At the top, there's a navigation bar with links: Sales, Marketing, Profilo Tecnico, Formazione, and Admin. The main heading is "Shift to a Modern Desktop campaign assets (End of Support)". Below this, there are three sections: 1. Campaign Customer Flyer, 2. Infographic, and 3. Social Media. Each section contains a table with columns: Audience, Technologies, Language, and Provider. A red "View" button is present next to each table.

Audience	Technologies	Language	Provider
Marketing	Microsoft 365 Business, Windows	Italiano	Microsoft

1 Campaign Customer Flyer View

Audience	Technologies	Language	Provider
Marketing	Windows, Microsoft 365 Business	Italiano	Microsoft

2 Infographic View

Audience	Technologies	Language	Provider
Marketing	Windows, Microsoft 365 Business	Italiano	Microsoft

3 Social Media

<https://www.cloudchampion.it/track/shift-to-a-modern-desktop-campaign-assets-end-of-support/>

Partner Network

The screenshot shows the Microsoft Partner Network website. The search bar contains the word "shift". The results show 1-9 items. The first item is "Shift to a Modern Desktop - to customer flyer (Italian)" with a file size of 3.7 MB. The second item is "Shift to a modern desktop Infographic - To customer ready (Italian)" with a file size of 83.1 KB. The third item is "Shift to a Modern Desktop - Partner internal only Sales Guide (Italian)" with a file size of 3.5 MB. The results are ordered by relevance.

shift

Mostra 1-9 di 9 elementi

Ordina per: Rilevanza

1 3.7 MB Shift to a Modern Desktop - to customer flyer (Italian)

2 83.1 KB Shift to a modern desktop Infographic - To customer ready (Italian)

3 3.5 MB Shift to a Modern Desktop - Partner internal only Sales Guide (Italian)

<https://partner.microsoft.com/en-be/asset/#/> - <https://partner.microsoft.com/en-se/asset/#/>
<https://partner.microsoft.com/fr-be/asset/#/> - <https://partner.microsoft.com/de-ch/asset/#/>
<https://partner.microsoft.com/en-ie/asset/#/> - <https://partner.microsoft.com/it-it/asset/#/>
<https://partner.microsoft.com/es-es/asset/#/> - <https://partner.microsoft.com/en-nl/asset/#/>

Discover Workshops on Modern Desktop

Through partner

Microsoft Discover: Workplace Transformation workshop

The workshop lifts your workdays to the heights they belong to!

Explore and experience the features and the benefits of Microsoft 365 to discover the real potential of your team.

In this workshop, we explore trends in workplace transformation, discover new and more secure ways of working, and introduce our modern workplace platform so you can experience these powerful productivity solutions for yourself and your organization.



Start shifting your customers to a **Modern Desktop** today

www.microsoft365.com/shift

 Microsoft 365

Shift to a modern
desktop with
Microsoft 365



Thank you!