

**Windows 10 Partner Guidance (September 2014)**  
**CONFIDENTIAL: FOR USE BY MICROSOFT PARTNERS ONLY**

**Overview**

First and foremost, thank you for being a valued partner of Microsoft. This is an exciting time here, and we are glad you are on this journey with us.

On September 30 at 10 a.m. PT in San Francisco, Microsoft hosted a select group of US press, foreign correspondents and analysts for a discussion by Terry Myerson, Executive Vice President, Operating Systems and Joe Belfiore, Corporate Vice President, Operating Systems, on what's next for Windows with a focus on the enterprise.

During the event, Terry and Joe gave an early look at the next version of the device operating system" highlighting advancements designed for enterprise customers, including an updated user experience, enhanced security and management capabilities. This disclosure revealed that the next version of Windows will be delivered in a way that is continuous and immediate for consumers, while allowing more flexibility for businesses to segment different updates for different experiences. We also underscored that this is the beginning of the journey and that Microsoft and our partners will have much more detail to share in the coming months.

They also announced the branding for the new version of Windows: Windows 10. Microsoft also shared that a Technical Preview will be available on October 1 around 9 a.m. for pre-release testing, evaluation and feedback. Please note that the Technical Preview is intended for PC experts who are comfortable downloading unfinished software. Microsoft recommends that if you do download the Tech Preview, to do so on a secondary PC.

At this milestone, Microsoft is focusing on unveiling Windows for the enterprise, highlighting the following features for business customers. Enterprise-grade security, identity and malware protection along with simplified management and deployment are just a few of the new updates to Windows 10. This version of Windows will be more familiar to customers with its expanded Start menu and will offer businesses more choice in how quickly they adopt the latest innovations delivering continued improvements based on customer feedback.

Following the event, at **11 a.m. PT on September 30** the news were shared on [Blogging Windows](#), [Windows for Your Business](#) and [Microsoft News Center](#), and amplified by other Microsoft channels, including Twitter.

We appreciate your support and enthusiasm for the next version of Windows. Partner opportunity has never been greater than it is today. We are excited about the Windows 8.1 line up of devices this holiday season, and look forward to partnering more closely with you in the early 2015 timeframe to showcase more on the next version of Windows.

**Key Messages (For Microsoft Use Only)**

- Windows 10 is the next generation of Microsoft's device OS that adapts to the devices you're on and what you're trying to get done with a consistent, familiar and compatible experience that enables you to be more productive.
- Windows 10 is the best OS for businesses, helping people be more productive with a familiar yet powerful experience, maximizing investments through advances in security, simplified deployment and management, and a new flexible approach to targeting a different pace of updates for different needs.
- Windows is launching the Windows Insider Program, kicking off our largest ever open collaborative development effort that will change the way we build and deliver Windows to best meet the needs of all our customers. Insiders will receive an early technical preview of Windows 10 and a steady stream of builds through the development cycle to use and give feedback on.

**Key Features (For Reference)**

Here are the first set of features highlighted during the September 30 announcement and included in the Technical Preview. This list is more of a sneak peak, not an exhaustive list of final product features:

- **Expanded Start Menu:** The familiar Start menu is back providing quick one-click access to the functions and files that people use most, and includes a new space to personalize with favorite apps, programs, people, and websites.
- **Apps run in a window:** Apps from the Windows Store now open in the same format that desktop programs do. They can be resized and moved around, and have title bars at the top allowing for maximize, minimize, and close with a click.
- **Snap Enhancements:** Working in multiple apps at once is easier and more intuitive with snap improvements. Have up to four apps snapped on the same screen with a new quadrant layout. Windows will also show other apps and programs running for additional snapping and even make smart suggestions on filling available screen space with other open apps.
- **New Task View Button:** The new task view button on the task bar enables one view for all open apps and files allowing for quick-switching, and one-touch access to any desktops created.
- **Virtual Desktop:** Instead of too many apps and files overlapping on a single desktop, it's easy to create and switch between distinct Enterprise Specific Features: "Windows 10" will include features designed for businesses, including ones specifically to address their need for improved security and management

Enterprise Specific Features: "Windows 10" will include features designed for businesses, including ones specifically to address their need for improved security and management:

- In Windows 10 we are working to create user identities for accessing devices, apps and sites **that improve resistance to breach, theft or phishing.**
- With Windows 10 we are able to provide an additional layer of protection using containers and data separation at the application and file level – enabling **protection that follows the data wherever it goes.**
- Windows 10 also provides organizations with tools to deliver more secure and more **controlled VPN access.**
- We are aiming to **reduce the need for the time-consuming and costly wipe and reload** approach to OS deployment.
- With Windows 10, we will **extend built-in mobile device management (MDM)** capabilities to embrace new mobile-first, cloud-first scenarios and bring MDM capabilities to traditional laptops and desktops.
- We're also planning for the **new, unified app store** to allow for volume app purchases based on existing organizational identity, flexible distribution and the ability for organizations to reclaim or re-use licenses.

## Partner Q&A

### **Q: I saw today's announcement—what does this news mean for me as a Microsoft partner?**

Focus on three things:

1. Download the Windows 10 Technical Preview ([www.preview.windows.com](http://www.preview.windows.com)) and start testing once it's available on October 1, 2014.
2. Encourage customers to continue their existing Windows deployment plans as this is the best way to get ready for Windows 10.
3. Use the content available at the Partner Marketing Center to help answer customer questions about Windows 10.
4. Keep running the Enterprise Mobility Campaign using the materials available at <http://aka.ms/EnterpriseMobilityCampaign>.

The new servicing approach for Windows 10 makes it easier for customers to stay current and get the latest features, while at the same time allowing them to pick the speed of innovation that is right for each segment of their users – rather than apply a one size fits all solution. Customers will need your help in determining what the right balance is and how to be agile enough to achieve what they want to achieve for their user groups. Customers will also need help managing their deployment of Windows 10 and the automation of the provisioning process.

**Q: Given that you aren't sharing any details around timing, what are my immediate next steps?**

Read materials to familiarize yourself with what was announced, begin testing on a non-production machine, etc. See three things above.

**Q: Should I stop selling Windows 8.1?**

There is still significant value for customers to using Windows 8.1 so you should still be confidentially selling Windows 8.1. Windows 8.1 was designed with business in mind. It delivers improvements in features, security and management – to help run a truly modern, mobile business. Windows 8.1 also enabled an even wider variety of hardware options, letting businesses choose the devices that make the most sense for their organization, while ensuring a consistent OS experience, whether working on a phone, a tablet or a PC.

If your customer is running Windows 7 help them evaluate Windows 8.1 for touch scenarios today and plan for Windows 10 for non-touch devices. If the customer is evaluating, deploying or running Windows 8/8.1 then they should continue their work and upgrade to Windows 10 when available.

**Q: What is your call to action for businesses?**

We hope that you are as excited about Windows 10 as we are. Starting October 1st, we'll launch the Windows Insider Program making available a technical preview of Windows 10 for its participants. We welcome your participation in the program where you can be among the first to experience new builds as soon as they're available and have an opportunity to influence product development decisions through the new Windows Feedback app directly within the product. We're confident you'll enjoy Windows 10 and look forward to hearing what developments and new features you are looking forward to for your business.

**Q&A**

**Q: When will the next version of Windows be made generally available?**

We look forward to the next version of Windows being generally available over the summer of 2015.

**Q: Why did you choose the name Windows 10?**

Windows 10 carries Windows forward into a new way of doing things. It is not an incremental change, but a new Windows that will empower the next billion users.

**Q: Will Windows 10 be available for free to existing customers?**

Microsoft has not shared any information about pricing at this time.

**Q. When will OEMs start shipping devices pre-installed with the next version of Windows?**

This date has not been announced. We will continue to work with Microsoft closely throughout the disclosure process to ready our devices to bring to market.

**Q: If I buy a Windows device this holiday season, will it be upgradable?**

It's our intention that the vast majority of PCs and tablets bought this holiday will work great on Windows 10.

**Q: Should I wait to buy a PC until the new version of Windows is out?**

No, there are many great Windows devices in market for the holiday season. I'm especially excited about X and Y (insert current products) which have Windows 8.1 Update.

**Q: Should I download the Tech Preview?**

Tech Preview is designed for PC experts who are comfortable downloading unfinished software, preferably on a secondary PC. This is not a developer preview designed for app compatibility testing. While we do expect many developers to download the Preview, we fully expect them to run into compatibility bugs at this early stage.

**Q: How can I download the Windows 10 Technical Preview?**

Customers interested in downloading the Windows 10 Technical Preview, and participating in the Windows Insider Program can visit <http://technet.microsoft.com/en-US/>.

**Q: What are the system requirements for the Windows 10 Technical Preview?**

If you want to test the Windows 10 Technical Preview on your PC, here's what it takes:

- Processor: 1 gigahertz (GHz) or faster
- RAM: 1 gigabyte (GB)
- Free hard disk space: 16 GB
- Graphics card: Microsoft DirectX 9 graphics device with WDDM driver
- A Microsoft account and Internet access

The Windows 10 Technical Preview can be installed on PCs meeting system requirements running Windows 7 or newer.

**Q: Can I install the Windows 10 Tech Preview on a small form factor Windows tablet or a Windows Phone?**

The Technical Preview is designed specifically for x86 based systems and is optimized for non-touch, mouse and keyboard driven systems. Windows on ARM-based processors continues to be an important element of our strategy for phones and tablets, and we'll have more to share on the Windows experience for mobile devices at a later date.

**Q: Is the Tech Preview compatible with earlier versions of Windows?**

The Tech Preview will run applications designed for Windows 8 and Windows 7.

**Q: When will the Tech Preview be available on a phone?**

The date has not been announced.

**Q: I've downloaded the Tech Preview and I'm having some trouble. Where do I go to get help?**

If you're having trouble with Tech Preview please visit <http://answers.microsoft.com/en-us/windows/forum/windowstp> for assistance.

**Q: Are partners expected to deliver updated device drivers and software for the Technical Preview?**

No, not at this time. Microsoft will continue to keep partners updated on upcoming "Windows 10" milestones and next steps. Our intent is for the Technical Preview to work with existing drivers and partners are welcome to post updates if issues are found.

**Q: Should partners promote the Technical Preview on their website or owned assets?**

Microsoft has asked that all partners point interested customers back to Microsoft content on "Windows 10."

**Q: What is the Windows Insider Program?**

Participants in the program will receive the latest pre-release builds once they're available, and Microsoft will provide tools and information to help users provide feedback and shape the next version of Windows.

**Q: Will you be building Windows 10 specific devices?**

We look forward to continuing to partner with Microsoft to develop great Windows devices but have nothing further to share at this point.

**Q: Do you think the next version of Windows will have a better adoption rate than Windows 8?**

We're pleased with the adoption of Windows 8 and Windows 8.1. According to Microsoft, Windows 8 has surpassed 200 million licenses sold, and there are more than 6,600 Windows 8/8.1 certified products available to customers.

**Q: What should I do if I get asked questions from customers about Windows 10 and my support for the next version of Windows?**

Please refer your customers to the Microsoft Account Team, including support as Microsoft would be happy to address any of their questions.

CONFIDENTIAL