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Richard
Campbell

RunAs Radio is a weekly Internet Audio Talk Show for IT Professionals working with Microsoft products. The full range of IT topics is covered from a Microsoft-centric viewpoint.



Greg
Hughes

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Stephen Rose Deploys Windows 7 to Businesses!
January 20, 2010



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Brandon Wenn: From runasradio.com, you're listening to RunAs Radio, the Internet audio talk show for IT professionals with Richard Campbell and Greg Hughes. This is Brandon Wenn, announcing show #144, with guest Stephen Rose, recorded Friday, January 8, 2010. RunAs Radio is produced each week by PWOP Productions, providing professional media and podcasting services online at pwop.com. You can follow the boys on Twitter at twitter.com/runasradio.

Richard Campbell: Thank you, Brandon. This is Richard Campbell. You're listening to RunAs Radio. With me as always, my co-host, Greg Hughes.

Greg Hughes: Hey everyone. Richard, how are you today?

Richard Campbell: I am well, sir. Just planking along here, looking forward to the spring show because boy, oh, boy, it's winter right now.

Greg Hughes: Yeah, it's been really windy and cold, hasn't it?

Richard Campbell: Yeah. Well, but not snow. Last year we were buried in snow. This year it's just rain, but the main thing for us up in Vancouver is the insanity that is the Olympics.

Greg Hughes: Oh yeah, that's right. You guys are -- I hear they're building TV sets in the middle of the street.

Richard Campbell: Yeah, they're closing down chunks of downtown, like you just don't want to go there and the highway up to Whistler if you can't prove you have parking you can't drive on it.

Greg Hughes: Really.

Richard Campbell: Yeah. It's going to be all buses.

Greg Hughes: Vancouver is an amazing city, it's a beautiful city but it's already built. There's not a whole lot of room to build new stuff in Vancouver so I guess you just have to find space where it's available and start absconding with it.

Richard Campbell: Well, we've got mountains to the north and mountains to the east, and ocean to the west, and Americans to the south so we're boxed in here.

Greg Hughes: Those damn Americans, there you go blaming them again.

Richard Campbell: I was going to say that.

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Greg Hughes: Us, I mean.

Richard Campbell: There you go. Hey, let's jump in to our show here. We've got Stephen Rose with us again. He is the senior Community Manager for Windows Client for IT Pros. Before joining Microsoft he spent 10 years as IT Consultant working with Fortune 500 companies, as well as a speaker at IT and Developer conferences worldwide. He is an MCSE, MCT and used to be an MVP but you can't be an MVP and work for Microsoft. Welcome, Stephen.

Greg Hughes: Hi Stephen.

Stephen Rose: Howdy. How are you guys doing?

Richard Campbell: I'm well, sir.

Greg Hughes: Doing well.

Stephen Rose: It's funny. I was just up in Vancouver a few months ago. I had a chance to see you and some of the other folks as we were doing the training. The trainers and I also agree, I forgot how beautiful a city Vancouver is and seeing it up there we're like "I've got to spend more time up here."

Richard Campbell: Yeah.

Stephen Rose: We all get busy this year with the launch and I've been doing a lot of traveling. It's been a little crazy. You actually didn't do a whole lot of traveling towards the end of the year which was unusual for you.

Richard Campbell: Who, me?

Stephen Rose: You.

Richard Campbell: I was on the road almost all of - - for two months.

Stephen Rose: Were you really?

Richard Campbell: All of October and all of November.

Stephen Rose: I didn't see all of your twits for many exotic locations. That's what I'm used to following.

Richard Campbell: Yeah.

Stephen Rose: Going in, going to see the space, walking into the Luxor, landing in, you know, again some country who has a population of 12 or something.

Richard Campbell: You know, there's a price to be paid. I had to go down to Redmond to Microsoft just yesterday and when I got to the drive-through border,



the guy goes through my passport and this is my work permit for Pakistan and my visitor's visa for Dubai and my multiple entries into Egypt, and he sort of looks at me sideways like "What is it that you do exactly?" So my card got checked over thoroughly yesterday.

Greg Hughes: Yeah.

Stephen Rose: I can imagine that.

Greg Hughes: Yeah, I imagine. So Stephen, the last time we talked we talked about Windows 7.0 being something new. Now it's starting to look like maybe the biggest difference, non-technology difference between Windows Vista and Windows 7.0 is that Windows 7.0 is being deployed. Is that fair as that?

Stephen Rose: We had close to 30% deployments for Windows Vista so one out of every three, so we weren't too bad with that one.

Greg Hughes: Okay.

Stephen Rose: But a lot of folks are looking at it right now very, very seriously. We've had a lot of companies and I think one of the big differences between Vista was we had a lot of companies who actually did pilots while this product was still in beta and then also while in release candidate. So we have companies like BMW which has already rolled out 400 RTM seats and is looking to get close to 5,000 by this October that they've been actually running it now for four to six months.

Greg Hughes: Right.

Stephen Rose: I think that's one of the big differences. All the stuff didn't happen after launch. We had many, many companies that were using it before. One of the great resources, if folks want to kind of see companies like GlaxoSmithKline and BMW and Deutsche Bank and things along that line, they can go out to our case study's website and we have got just a plethora of case studies of companies who have already rolled out Windows 7.0 and they're experience in doing so. So yes, people are rolling it out and I think they were willing to roll it out in an earlier point it and that's one of the really big differences so far. So it's really exciting.

Richard Campbell: Are these folks mostly coming from Vista to 7.0...?

Stephen Rose: No.

Richard Campbell: Or are they doing the XP to 7.0 jump?

Stephen Rose: We have a lot of XP to 7.0. There are a few Vista but most of these folks are going through the App Compat testing utilizing all the

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App Compat resources, they're deciding whether they're going to build or they're Shim it or virtualize it or upgrade or go that route so, you know, there are a lot of folks who didn't go to Vista and then when they didn't they didn't do the work to get their apps compatible so now they're coming back to have to do it now. But we've done a lot, I think, to really get things to make it easier for folks and I think that's really helping our implementation.

Richard Campbell: Certainly my experience has been that the App Compat story for 7.0 is stronger than it was in Vista. There are tricks that 7.0 does and I'm thinking about the sort of redirecting of writing files that actually make it a better platform than anything else I've seen so far.

Stephen Rose: Oh yeah, absolutely. I mean, I bought a netbook, I bought an Asus netbook and one of the features that was in the netbook with XP was the fact that you could take your finger on the touchpad and if you went diagonally and put your fingers apart it would embiggen on the webpage and then it would be small in it.

Richard Campbell: Embiggen.

Stephen Rose: Yes, embiggen. If you are in Germany and you use that word with a translator, they don't know what it means and they throw their hands up in the air, found that out first hand. But when I installed 7.0, that feature was not available so I downloaded the driver for XP, try to install it but said, "Hey, this isn't an XP machine," and by simply running it in compatibility mode, install the driver beautifully, and I have my embiggen feature and my license, that much better for it.

Greg Hughes: Okay. So in the first couple of minutes of our show here so far we've -- I mean in some ways you touched on everything that matters for someone who has to make a decision as to how to do what they're going to do, should it be rolling out Windows 7.0, staying on Windows ME and Windows '95 or what should they be doing. So now here's what it comes down to. Let's talk the business side because I think we have a tendency to try to go off into the technical wiz and the technical parts of Windows 7.0 are fascinating and amazing but ultimately the CFO, the CTO, and the CIO when they're talking to the IT management staff about putting a project together to actually make this change, they don't care about all the technical things. They care about how much it cost, what the opportunity causes, what impact it's going to have on the business, and they care about what the end result is going to be, what do I get for all that cool technology bells and whistles, but then I don't to get mired down the details like we have a tendency to try to talk about all the other technical stuff. Since you're seeing BMW and others that are rolling this out and you have good experience in seeing how to make this



work well, what do the IT guys need to be thinking about and what's important?

Stephen Rose: I think the first thing is to know what other companies have done. One of the tools that we put up on the springboard site at technet.microsoft.com/springboard is we have an ROI calculator and that's one of the best place to start. How many machines do you have? What is it going to take to get them over? And figure out first of all is there a really solid cost savings because that's one of the best things when you walk into any sea level, you're saying, hey, I can cover licensing cost by 50%. I can save about half a million dollars in IT infrastructure cost. Duval Nord was able to lower the cost of ownership by 37% continental, did an energy savings of about two million dollars by deploying Windows 7.0. So these are the types of things where we need to take a look at things like case studies which you'll find at our enterprise website which is the microsoft.com/enterprise, you click on case studies. There are a lot of case studies. By looking at what other companies have done, running an ROI calculator like we have on springboard, reading the different ways to optimize, you can put together a really good proposal and it's hard when somebody walks in and says, hey, you know, we could save ourselves half a million dollars a year, we could reduce our IT cost, and we've talked about this on the show before, the IT troubleshooters, all of these tools that we've done to empower the end-to troubleshoot and solve a lot of their own problems, features like DirectAccess and Brain Cache that also make it easier, you turn around and you see not only a cost savings in management and in power, but when you start to see them reduce IT cost what enables your company to go from being reactive to being proactive because you have the time to start setting more processors in place...

Greg Hughes: Yeah.

Stephen Rose: That's when the savings really start to come in and it overshadows the learning curve of moving from XP to 7.0, learning a new operating system, and as we're learning many companies are actually looking to roll out Windows 7.0 and Office 2010 at the same time figuring, well, we've got to train them on a new version of Windows, let's train them on a new version of Office...

Richard Campbell: Right.

Stephen Rose: A lot didn't go to 2007...

Greg Hughes: Sure.

Stephen Rose: And let's just do it all at once, and I think that that's a great way to really do that and utilizing some of the tools like ACT V, be able to run two different versions of the applications simultaneously as you win your people over. I think

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there are a lot of smart things that companies are doing to help move their end-users over and helping to save money and time and energy within their companies.

Greg Hughes: So Richard alluded to the fact that the application compatibility capabilities in Windows 7.0 are more robust and so forth. For a typical medium or large enterprise, it may have some legacy software that I have to run, play in several even if they don't want to but they just simply have to, what do they need to be thinking about? For somebody who's uninitiated and doesn't understand how application compatibility and the tools work and Windows deals with it in Vista and in Windows 7.0, what do I need to know?

Stephen Rose: I think that that's a great question and usually the answer that most people say is XP mode. I'm going to run XP mode and that will solve all my problems. I'll say XP mode is a great feature and if you are a small business, if you're managing under a hundred desktops, that can be a really, really great opportunity for you. The problem is when something like XP mode, which basically runs your application in a full version of Windows XP on your desktop, the problem you run into is now you're managing two sets of desktops. You've got to join everyone to the domain, you have to add antivirus to each one, you have to set up group policies and manage that. So there's a lot of extra work that you're giving yourself. So over a hundred users, that really tends to be cumbersome. But that, right out of the box, can be one of the easiest simplest solution for if I've got a group of five users in my accounting department who are running some older proprietary piece of software that will not work. But, you know, you really want to sit down and say do we want to buy a new version? If your software is eight or nine years old, you'll paid for that now ten times over. If you're still on XP, you didn't pay to get new machines to go to Vista. You didn't do all that. So you've saved yourself a lot of money, now it's time to spend a little bit of that maybe to move to the newest version that is Vista and Windows 7.0 compatible, maybe its shimmying again using the tool like ACT 5.5, and shimmying, for those people who aren't familiar with it is exactly as simple as it sound. If you've got a wobbly table, you stick a matchbook underneath one of the legs of the table and it doesn't wobble, and that's what shimmying does. Shimmying basically says that when the app goes to look at the name of the operating system, it covers its mouth and lies. When it says "Hi, are you XP?" It says, "Yes, I'm XP," when it's really Windows 7.0 and if that software won't run, it will allow it to run. So by simply having a Shim built, that can sometimes solve the issue. Maybe it's bringing in a developer and building a new front-end. Your application works fine but it's building a web-based front-end or reengineering the app to work properly with just your Windows 7.0, or it's moving into a virtualization space, maybe it's doing a medley,



it's running it in a managed experience where we're basically pushing out apps. Somebody launches their desktop, they see a new app, they click it, they run it, it's still running within XP but it's a completely managed experience on their desktop. Or maybe we go completely wired, on-wire. We go to like in RDE, the Remote Desktop Experience, are all up in client. So there are a lot of different options that IT Pros have, really depending on how many applications they've tested and are not going to work right now part of application compatibility. One of the key things that I keep reminding folks is just because something is not supported, it doesn't mean that it's not going to work. We have companies who right now are saying, you know, our application will work in Windows 7.0 but we're not going to be able to support this until May of this year and it's because they're updating their training and their updating their staff.

Greg Hughes: Right.

Stephen Rose: So if it's a really key piece of software sitting down with that company who manufactures it and talking to them about their plans, it can also help to make that easier too.

Richard Campbell: It seems to me that the sort of XP Compat feature is the final fallback because I found that there are a remarkable number of apps that just work. In fact XP apps that didn't work in Vista, didn't work in Win 7.0 just because the better aliasing alone solved the problem.

Stephen Rose: Yeah, absolutely. Right clicking the EXE and doing a hi, and pretend this is Windows XP Service Pack 3 and run that...

Richard Campbell: Right.

Stephen Rose: That will work for some of those apps as well and it has helped me install some drivers, like I said on my netbook that were absolutely key to me being able to work. So there's a lot of different options and it's released sort of sitting down and going through our pilot area and our deploy area on springboard and looking at the resources and kind of having this conversation, but it's great because it's going to force you as a company to sit down and inventory your apps, run a product like MAP. MAP is free, it use the inventory services. Or if you've got MDOP, use AIS but go through and take a look, what do we have. Most companies, if you ask them they have no clue how many applications they're running, how many different versions. I was saying this to someone that for a lot of folks moving from XP to 7.0, it's kind of like moving. It's time to clean house. It's time for the stuff that you haven't used in a long time to really say do we still need this, do we still use this, is there a better solution? Rather than repacking up everything and moving it to your new space, really take a look at what you have. Make those decisions and really take a look at things. I know there are

companies I've worked for and I'm sure you guys have too, where you walk into their server room and in the corner is some base 486 and you're like "What's that?" And they're like, "Oh yeah, that's one of our most important applications. The guy that wrote it died eight years ago and we're afraid to touch it because if the machine dies we can't do this one thing that basically sends electronic money back and forth," and you're like "Seriously?" And they're like "Yeah." I'm like "Why isn't that virtualized so it doesn't become an issue, backed up and get rid of that box?" So it's the time to have those types of conversations."

Richard Campbell: Yeah, and if you haven't taken a look at Map, that's an awesome tool. The ability to just turn it on, give it an administrator password and it goes in and inventory all of the machines, and it's at, yeah, microsoft.com/map.

Stephen Rose: Absolutely and we've got some really good videos that we've done on using MAP, using USMTs, the User State Migration Toolkit that if you're moving someone from XP to Windows 7.0, once you've installed the new OS then the new apps will actually move all their data back to right where it's at. It's part of our own internal IT. When you hit F12, I want Windows 7.0 so it takes you from your machine, migrates all your data, updates your apps if you want Office 2010 or you want to say with Office 2007. So the automation that we did, a lot of that worked during Vista and people just didn't take advantage of, we built upon that and either have those same great tools or have newer versions like the new version of MAP, the new version of ACT, the new version of MDT 2010, some great things that we've been working on that people because they look at deployment as just ghosting a machine have really missed out on. We can now packaged apps and we can sequence them and really do some really great things to make your life easier, and the days of having to start blowing on machines by imaging them one at a time doesn't need to happen. Jeremy Chapman is one of our product team guys who was first featuring on our – talking about a windows.com website, wrote a great demo in which he sends an end-user an email that says you've not upgraded to Windows 7.0, click here. They click it and it automatically starts the automated migration process.

Richard Campbell: You know, one of the big pieces on this whole thing that I think people are concern about is that there isn't any simple migration from XP to Win 7.0. It's not like you just stick the disk in and it will install over the top of it.

Stephen Rose: Right.

Richard Campbell: There are more steps to that. Can we go and sort of drill into what are the issues? What have you got to do to get people's desktops across the Win 7.0?



Stephen Rose: That's the big thing, it's Win 7.0 is a lot more secure. It's a very, very different framework. You know, what's great now is we see the single update. When we had Vista SP2 and Windows Server 2008 SP2, we're able to push all of those out of 1.0 because it's a single framework. So it does make some changes. One of the things that you'll find is if you're on an XP machine and you go into Windows 7.0, when you get to -- if you put in the CD you have a choice for clean install or an upgrade. But what the upgrade does is it moves all of your current data into a Windows.OLD folder which you'll find inside of your system directory and it basically held all of your data. So it basically rebuilds the whole framework, it deletes all your apps, rebuilds Windows 7.0, builds the appropriate drivers and then we'll take all of the data from your, like I said, that was in your My Docs, your pictures, your videos, all that stuff that you have and puts it to Windows.OLD and then you could move that data back. So that's about the extent of the Office shelf migration that you're going to get from XP to 7.0. But using a tool like the User State Migration Toolkit we can automate that process, and by using PowerShell we can actually bring the installation process give it user choices where they can say, hey, I would like to be able to install Office 2007. It's automatically choosing to install the updated antivirus software and they can pick and choose from their applications to make it easier. Knowing a little bit of PowerShell, utilizing tools like USMT or MDT you can do some very, very smart things to make it easier for users to go over. The great thing is you're not going to lose your data when you go from XP to 7.0, but you are going to have to do your homework to see which apps are going to be compatible and which ones aren't. The App Compat Center at microsoft.com/appcompat has created some great tools that will go through and inventory all your applications and tell you which ones will work and which ones won't. They provide a list of what is being worked on and what is not and also utilizing some new compatible with Windows 7.0. We got away with that, you know, what was it? It's compatible with and works with, it's now just one sticker for new devices for Windows 7.0 as well as to play to features. So I think we simplified it a lot. There's some heavy lifting that's going to have to be done and IT Pros know this. Now is a great time to download the enterprise demo if you're looking for a full version and want to do that final testing and test that stuff out.

Richard Campbell: The latest version of USMT now is 4.0?

Stephen Rose: I believe that to be correct.

Richard Campbell: That's the one specifically for 7.0.

Stephen Rose: Yes, right.

Richard Campbell: And of course my reflex when I look at these tools is this is find one desktop at a time. I think it's much more interesting to think about how you would do 100 desktops with this working with PowerShell.

Stephen Rose: Oh, absolutely. I think PowerShell, utilizing PowerShell and mixing it with other tools like the AIK or whether you're going to do a virtual hard disk deployment and doing dynamic driver provisioning now which you can start to do that, we've added a lot of really great new features that does make this a lot easier to do. The fact is that you can now build your image on a VHD and use that as a deployment method. We've created so many different ways now and it's not to make it more confusing. If anything, it just allows people that are looking for a light touch, a medium touch, no matter what level they're looking to do that to find an easy, simple way to be able to sort of bring that together and build that out. So I think that a lot of the tools that we have put together over the past year or two have really helped to make a large difference in making that a lot easier to work with. Using USMT 4.0, using the App Compat Toolkit 5.5 together really creates a great strong set of tools and even using things like WDS, Windows Deployment Services depending on what level you guys have. Again just sit down, take a look at the research, the size of your company, how many apps, how many desktops you want to deploy and start to make these decisions and then chat with other folks, go to your user group meetings, find out what the other local users are doing and talking about, join us on the forums. There are a lot of ways to get that feedback and feel comfortable in the choices that you're making for those of you who have not gone down those paths before.

Richard Campbell: It does feel like there are certain tiers here. You know, when you've got 15 desktops you can go out and do it by hand overnight.

Stephen Rose: Sure.

Richard Campbell: When you've got 5,000, well, it better be totally automated. There's no other way to do it. It's the guy with 50 that I think really struggles.

Stephen Rose: Yeah.

Richard Campbell: The challenge of I don't have that many resources, it's just me or it's me and this other guy and we're trying to keep these things running well.

Stephen Rose: Uh-hmm.

Richard Campbell: Maybe we should talk through the tool stack for that mid-tier guy. Is it MDS, is it MDT? There are too many tools, man.



Stephen Rose: You know, one of the things that we put up was we did this whole, you know, if you're less than 100 you're going to do high touch with retail media.

Richard Campbell: Right.

Stephen Rose: If you're 100 to 200, really this high touch was standard image and what you really want to look at areas, you've got your retailer volume license media, you want to use the Windows AIK and you want to use MDT and use ACT, at that point you don't need to look at things like WDS, Windows Deployment Services, you don't need to get into the configuration managers and things along that line. Really learning MDT 2010, if you're 100 to 200 and using ACT to try to shim those few apps should put you in a really, really good place to allow you to manage those easier and to really sort of step back and learn how to package so that when you get new desktops, when you get new users that you're able to be able to push that out quickly, simply and easily. You know, the great thing is you can, with the new version of MDT you can access deployment shares from anywhere in your network, you can replicate those files and those settings across all of your sites, you can manage your drivers, you can replace drivers so when a new version of a driver comes in it's very, very easy for you to say, hey, there's a new Bluetooth driver, choose that package. You can manage your operating systems through that. They have a really great UI to do that and it's all PowerShell command line functionality when you want it. So I think we've made -- that's probably one of the best tools for that 100 to 200 segments. If you're going to go and learn anything, watch our videos on MDT, there is some sandboxes where you can play with MDT on Microsoft Learning, learn that and it will put you to really, really good place.

Greg Hughes: Yes. There's a tendency to think about deployment as a tactical one time thing. I think what you're saying is that it's really tied to the lifecycle of the operating system and the machines that you're managing overtime. The deployment of it, or the upgrade, or fresh deploy or whatever is really just a first set of steps in a lifecycle management.

Stephen Rose: Yeah. It's an ongoing process so the easier it is for you to say I just got 10 new boxes, I want to be able to get not just one image but the correct image for the correct person based on that. I mean, now we're dealing with laptops. It's not like in the old days when I'd go out and go buy 100 compat boxes and throw them out on the floor. I've got 10 Lenovo's and five Dell's and three large multimedia HPs for the people who are doing that, I have all these different machines, the machine to connect to the network and go, oh, you're a Lenovo, here's all the Lenovo drivers and here's the latest ones and here's the correct image, and, oh, you're in sales, you don't need Publisher but you need Access.

To be able to roll out those packages appropriately, that really becomes a great time saving based upon where they're at within my corporate structure, within my OU, and based upon the role and the type of machine that they're using. So more of that that I can automate, again the more time I have from going reactive to being proactive which really makes a large difference and again empowering the end-users where they can literally plug-in and say yes, I'm a Lenovo, they click it, they're done, they walk away, 15 minutes later there's a brand new machine ready to go totally configured on their laptop. Here at Microsoft the end-users are given laptops. It's up to us to run the F12 and to do that installation ourselves.

Greg Hughes: The difference between being a help desk or a reactive help desk and being a proactive service desk I guess, isn't it?

Richard Campbell: I still think, you know, I like the end-game here. I like where you get to, but I think the average listeners are thinking how do I even get started to move down this path? What's the first tool I run?

Stephen Rose: I think the first tool you need to do is you need to find out what you have on your network. I think if you ask most IT Pros how many people are running the software, how many Lenovo's do you have, what service pack do they have, most people don't even know that. So using either an AIS tool or using MAP and finding out what's on your network is absolutely your first step.

Richard Campbell: Right.

Stephen Rose: Figure out what you have both on the desktop and in your server room. Sit down and take a look. Like I said I'm amazed. When I would walk in as a consultant, the first three things I would take a look at is first of all is license compliancy.

Richard Campbell: Right.

Stephen Rose: And I think that that's something that people overlook. I had one company where they had bought licenses for standard office but everybody was using pro.

Richard Campbell: Oops.

Stephen Rose: Yeah, exactly. They don't need Publisher, maybe you're way, way out of compliancy.

Richard Campbell: Yeah.

Stephen Rose: So that's probably one of the first things to do, it's who's running what and how are we going to lock this down. If you're upgrading your server, and a lot of companies are going to 64-bit



because they want to run Exchange, they want to go to Server 2008 R2...

Richard Campbell: Yeah.

Stephen Rose: The days of 32-bit servers are over. Everything is going to be 64, that it's a great time to clean house and do that asset, take a look at what you have and what are your security, is it properly set up, are people in the correct OU's and the correct groups, do they have the correct write. Again, I go back to that it's like you're moving to a new house, take this time to go back and really look at everything and clean everything up. Don't just move the math from 32 to 64, and from Windows XP to Windows 7.0. You have so many new security features. You have 140 new security features alone for IE8 that you can take advantage of. This is a great time to buy BitLocker ready and laptops that you can now go ahead and lock that down. With Windows move, some uses the Windows Mobile devices. There's a great new feature in Exchange 2010 that you can send a command to write in the phone remotely. That's just a great simple security feature and some of these things that as you start doing your research you can go, wow, this saves a lot of time, saves a lot of trouble, saves a lot of effort. So it really goes back to doing your research and planning this out and taking the time to do it right.

Richard Campbell: So we start with MAP, that gives us sort of an overall picture of what OS's we're running, what apps we're running, then I guess the next step has got to be working on App Compat building the first machines with Win 7.0 and making sure every application runs...

Stephen Rose: Absolutely.

Richard Campbell: Deciding whether we're shimming or virtualizing all these different choices. I can see that you'd end up staging this out. You're going to end up with your classic information worker who's using primarily Office and those sorts of things. They're probably the first guys to go across, and you're going to end up with some odd department that's got very unique software needs as the last guys to go across.

Stephen Rose: Yeah. Engineering, accounting, things like that will tend to be last, but yes, sales people and help desk are two of the best areas that you can move over first because most of the sales applications, your ACT, your GoldMine, your salesforce.com unless you're using some sort of custom system are going to be all probably 80% to 90% already there.

Richard Campbell: Right.

Stephen Rose: And help desk workers, you know, it's your help desk software which should

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probably work with them that if you've updated, if it's something that's old and XP-based, again virtualizing that and also locking that down. Again as in manning help desk, that when you call, when somebody calls and says I'm looking for this, it's great if you're going to standardized those images to walk them down maybe through remote desktop services or by using some sort of virtualization to say the fourth icon down is X, click that and it will always be the fourth icon down for every user...

Richard Campbell: Right.

Greg Hughes: Yeah.

Stephen Rose: Removing the customization and the chance for people to remove icons. It makes it easier to manage those help desk calls and may reduce that cost.

Greg Hughes: Well, and getting your help desk workers using the operating systems and software that they need to answer their questions about before anybody else is important as well.

Stephen Rose: Oh absolutely, absolutely. So again we go back to that, it's that great opportunity to standardize your configurations and applications to make again the help desk calls, to make managing this a lot easier to do and it is a lot of work. We know it's a lot of work, but it's work that IT Pros have put off and have just kept working with XP and they've gone the Service Pack 3, maybe they've even installed iE8 but they really haven't gotten to that point so it's going to be -- it's a great time for those IT professionals who do not have 20 years of experience to be able to work on the same playing field by going out and educating themselves, watching the videos, going to the seminars, doing the labs and being on that same level of deployment playing field, sometimes some of those people who have not deployed in 10, 15 years and have just been ghosting and just pushing out images. So it's a great opportunity for a lot of folks without that level of experience to really become professionals in deployment and get those aspects out and be able to compete on that same playing field, and I think that that's an exciting thing for those people with only two or three years worth of experience that didn't get those years with NT and that started with Windows 2000 and have not had a lot of deployment experience.

Richard Campbell: Guys who are not damaged goods, which is...

Stephen Rose: Exactly. Or some of us older guys who are stuck in our ways and like to do things one way, there are so many different ways to that. You know, I'm chatting with some of the younger IT Pros and they're like, oh yeah, use this and I mix it with this, and they find this great combinations of mixing tools to make their lives easier where I'm like



I've just used these three tools and I've upgraded my toolset for Vista but I can just stick with these three but I tend to work with one type of company, a lot much larger enterprise.

Richard Campbell: Right.

Stephen Rose: These guys go from 10 users to 300 back to 50. So they're far more flexible in their strategies in doing this and it's great that we have so many different levels that are right for those people doing it.

Greg Hughes: Okay. So we've spent half an hour talking about the great tools and the business stuff and what to do, what is the one thing that you think people who don't follow the steps properly will do that they just should not do when it comes to executing a Windows 7.0 migration?

Stephen Rose: Wow.

Greg Hughes: What is the biggest mistake that people can make?

Stephen Rose: I think the biggest mistake that people can make is just trying to do the one size fits all image. I think the days of using a ghost-like tool don't make sense anymore. I think the fact that we can multicast, that we can blow out different speed machines and different images at the same time, you know, putting in every driver in the world that somebody needs no matter what type of machine they have, it just doesn't make sense and it's slow. I think we need to be able to set it up so that users can say, and users know what kind of laptop they're using, the desktop they're using, to be able to customize that for the user to keep it small which keeps it running quickly and makes it much easier to manage. I know with that old, I just have one image for desktops and one for this, I don't think that that really make sense anymore so I think that's one of the first areas that the thought process change needs to happen and by looking at these different options that just virtualize it is not always the answer. I think that there are different levels. It's much more granular and we have a lot more control than we had back in the XP, back in the NT, back in the 2000 days where it was really a one size fits all.

Richard Campbell: Stephen, I think we're just about out of time. Any final words?

Stephen Rose: I going to be at the TechMentor Conference in Orlando in March with Mr. Minasi and Ms. Layfield so they're going to be there as well doing the keynote. That will be a great conference, a lot of good IT Pros, they're going to be talking about deployment and virtualization and piloting and lots of great technologies. I've attended the TechMentor Conference before but getting to sit on the big stage in the front will be great and I'm assuming I'm going to

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see you guys in New Orleans for TechEd this year as well.

Richard Campbell: Absolutely.

Stephen Rose: So it's got to be the big stuff coming up. So, as always visit our springboard site at microsoft.com/springboard and the enterprise site if you're looking for case studies and information to start having that conversation and let me know how your pilot goes. They can follow me on Twitter or visit Windows Team blog and click on springboard and we love to hear the types of issues that the people are having, what's working well, what isn't and how we can do it better.

Richard Campbell: Stephen Rose, thanks so much for coming on.

Greg Hughes: Thanks, dude.

Stephen Rose: Always a pleasure, gentlemen. We'll see you soon.

Richard Campbell: And we'll talk to you next week on RunAs Radio.