

# Windows 10

The last Windows with a version

@directorcia

<http://about.me/ciaops>



# Agenda

- Availability.
- Features.
- Windows as a Service.
- Security.
- Demo
- Best practices.
- Take aways.

# By the numbers

- Average of 1.6 million installs per day
- Active on 110 million devices
- 8 million business PCs are already running it
- Over 50% of Microsoft's managed business customers have already started testing Windows 10 in their companies
- 4 time increase in developer revenue since release

# Availability

- Windows 10 desktop versions
  - Home
  - Pro
  - Enterprise
  - Education
- Other versions like phone and for IOT.

<http://www.microsoft.com/en-US/windows/windows-10-faq>

# Availability

- All qualifying Windows 7, 8 and 8.1 machines are eligible for free upgrade for 12 months.
- Will be delivered via Windows update.
- ISO available
  - <https://www.microsoft.com/en-gb/software-download/windows10>
  - Enterprise eval - [https://technet.microsoft.com/en-gb/evalcenter/dn781239?OCID=WIP\\_r\\_Win10\\_Body\\_Ent\\_Eval](https://technet.microsoft.com/en-gb/evalcenter/dn781239?OCID=WIP_r_Win10_Body_Ent_Eval)
- Upgrades will be staged.
- Windows Insiders to be first in queue.

<http://www.microsoft.com/en-au/windows/windows-10-upgrade>



- Need 3GB of free space, but some systems may require more.
- Creates hidden directory `c:\windows.\~bt`
- Staged roll out.
- Different PC makers have different Windows 10 delivery options.

# Availability

## Windows 7<sup>2</sup>

From Edition	To Edition
Windows 7 Starter	Windows 10 Home
Windows 7 Home Basic	
Windows 7 Home Premium	Windows 10 Pro
Windows 7 Professional	
Windows 7 Ultimate	

## Windows 8<sup>3</sup>

From Edition	To Edition
Windows Phone 8.1 <sup>5</sup>	Windows 10 Mobile
Windows 8.1 <sup>4</sup>	Windows 10 Home
Windows 8.1 Pro	Windows 10 Pro
Windows 8.1 Pro for Students	

<http://www.microsoft.com/en-us/windows/windows-10-specifications>

# Upgrade Matrix

Initial OS	Final OS	Media (ISO)	Windows Update
Windows 7 RTM	Windows 10	⊙	⊘
Windows 7 SP1	Windows 10	⊙	⊙
Windows 8	Windows 10	⊙	⊘
Windows 8.1 RTM	Windows 10	⊙	⊘
Windows 8.1 S14	Windows 10	⊙	⊙
Windows RT	-	⊘	⊘
Windows Phone 8.0	-	NA	⊘
Windows Phone 8.1	Windows Mobile 10	NA	⊙

⊙ Direct upgrade path  
⊘ Direct upgrade path is not supported  
⊘ Not supported

[http://answers.microsoft.com/en-us/insider/wiki/insider\\_wintp-insider\\_install/how-to-upgrade-from-previous-versions-of-windows/31722b30-1da9-42bb-b331-0edc4649bf43?tm=1427126733956](http://answers.microsoft.com/en-us/insider/wiki/insider_wintp-insider_install/how-to-upgrade-from-previous-versions-of-windows/31722b30-1da9-42bb-b331-0edc4649bf43?tm=1427126733956)



# Upgrade first BEFORE clean install

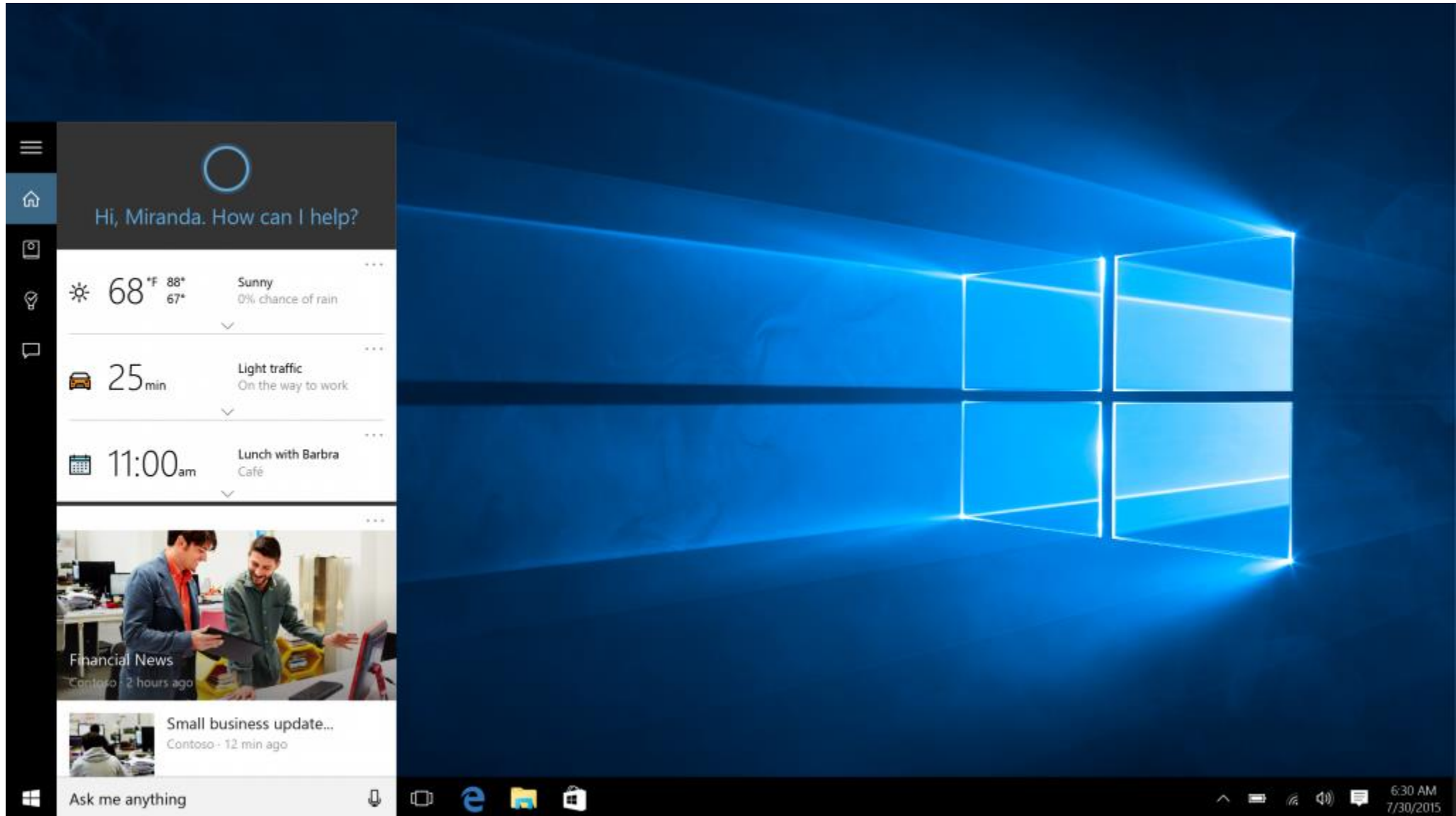
- Be aware that you cannot use the free upgrade offer to perform a clean install on first attempt.
- Must first upgrade from the qualifying version of Windows 7 or Windows 8/8.1 (whether you do it through Windows Update or using the .ISO file).
- Ensure the upgrade is completed successfully and then ensure that it is activated.
- You can then proceed to do a clean install by using recovery media or using the Reset function in Start > Settings > Update & Security > Recovery > Reset this PC (Get Started).

# Features

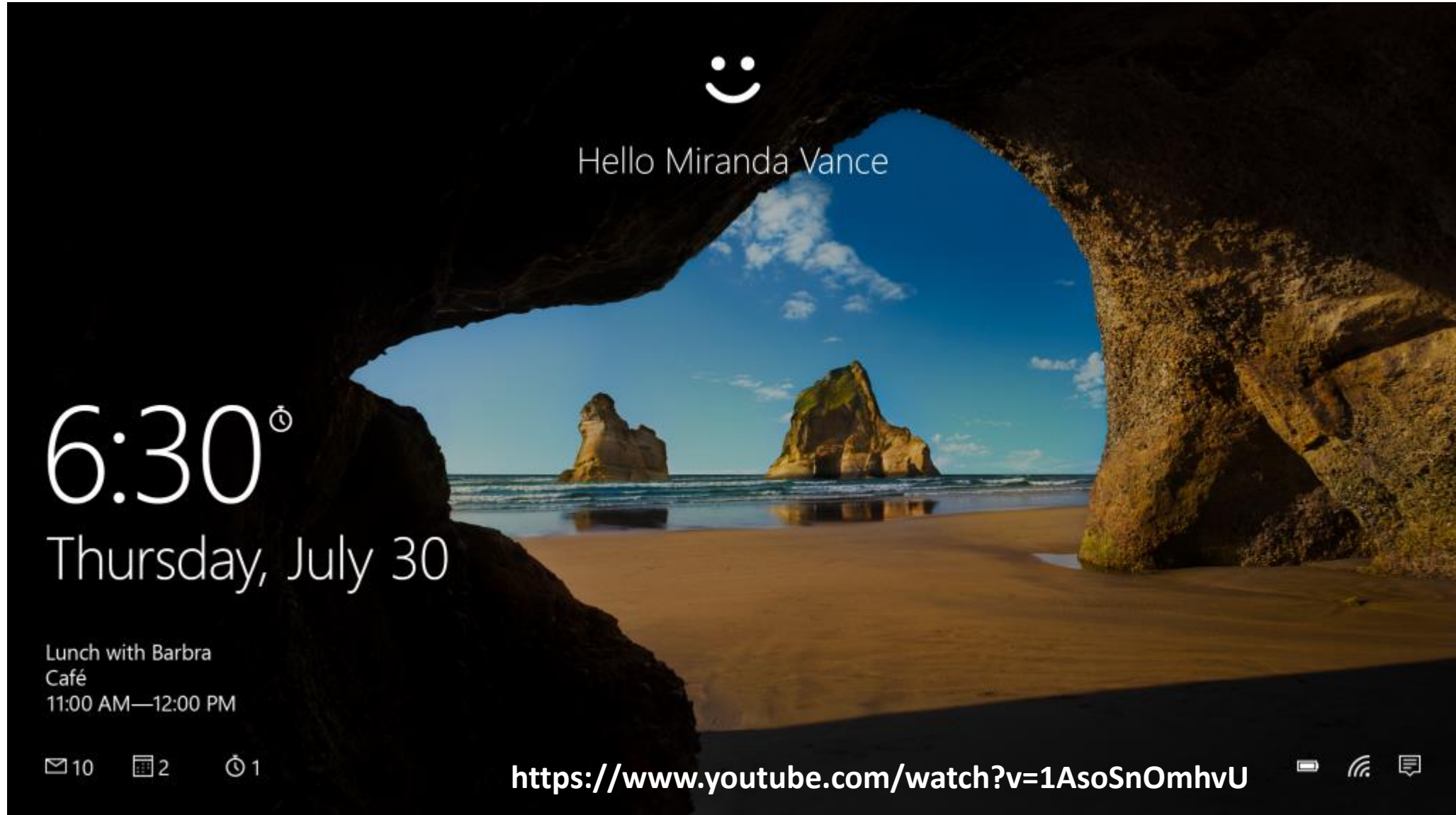
- Start Menu
- Cortana
  - Available to Insiders inside Australia initially.
- Virtual desktops
- Edge
- Windows Hello
- Phone companion
- Continuum
- Join to Azure AD

Game changers

# Cortana



# Windows Hello



Hello Miranda Vance

6:30°

Thursday, July 30

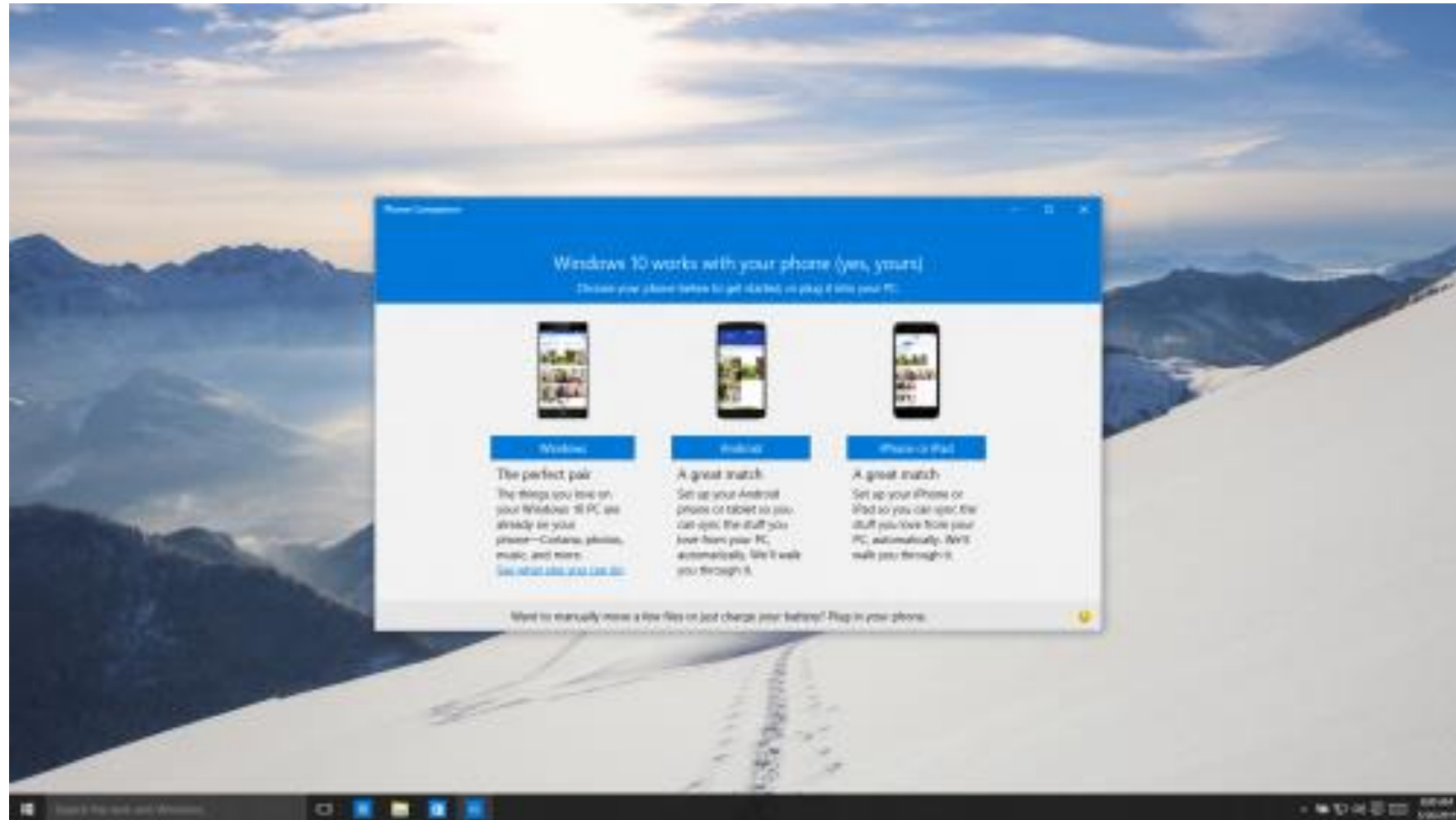
Lunch with Barbra  
Café  
11:00 AM—12:00 PM

10 2 1

<https://www.youtube.com/watch?v=1AsoSnOmhvU>

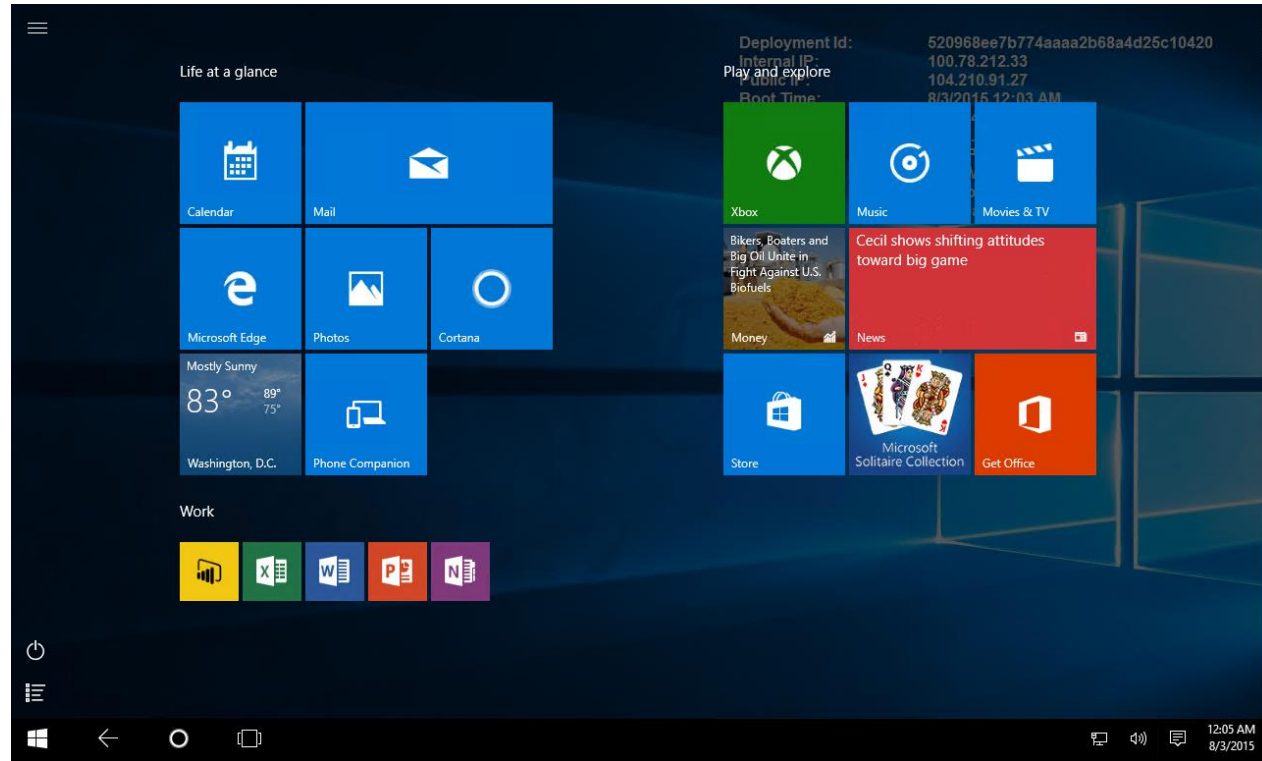
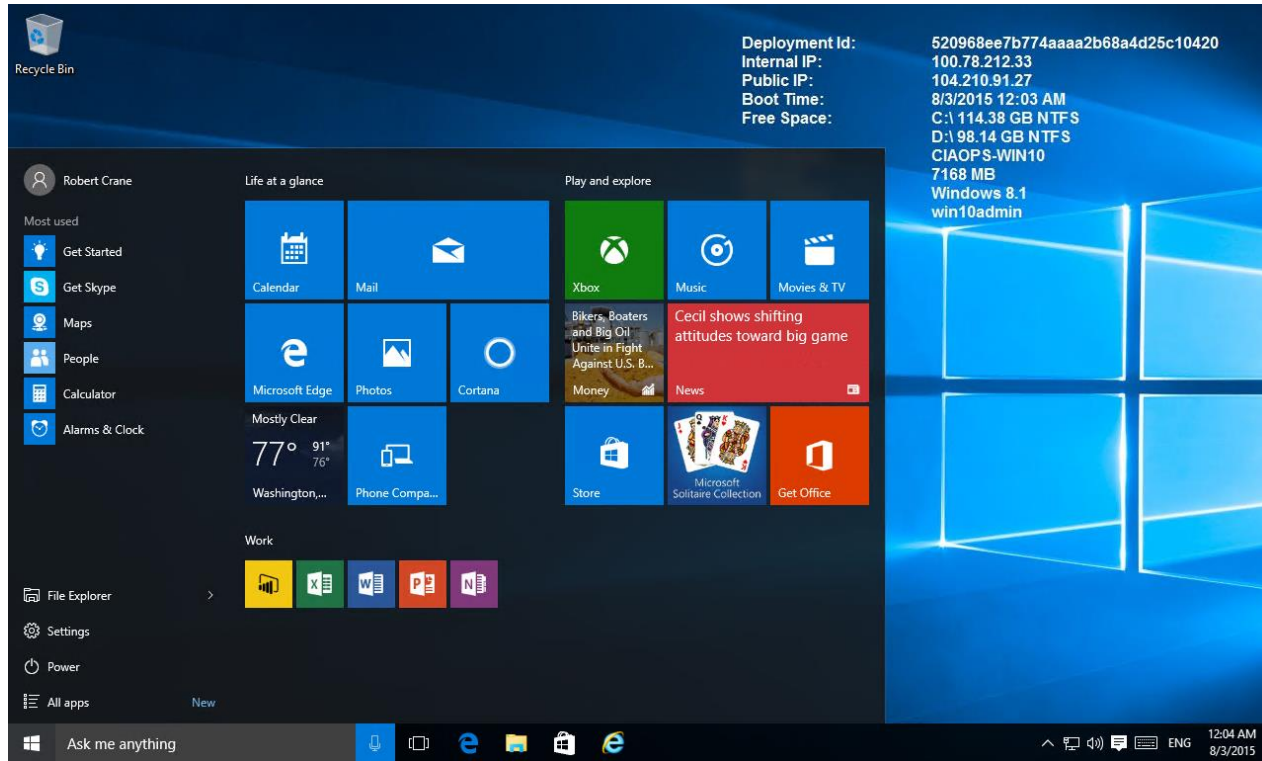


# Phone companion



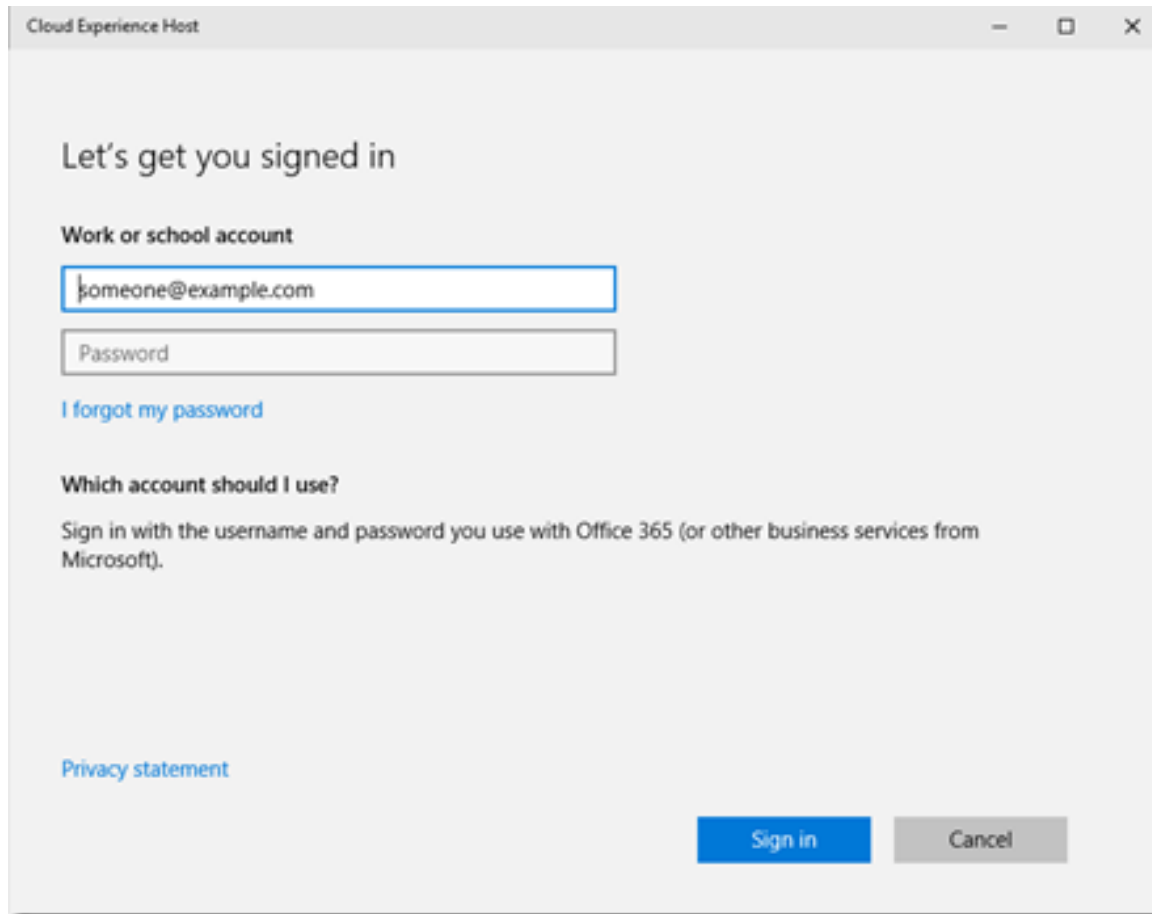
<https://www.youtube.com/watch?v=IXREpLEwgOY>

# Continuum





# Connect to Azure AD



Cloud Experience Host

Let's get you signed in

Work or school account

someone@example.com

Password

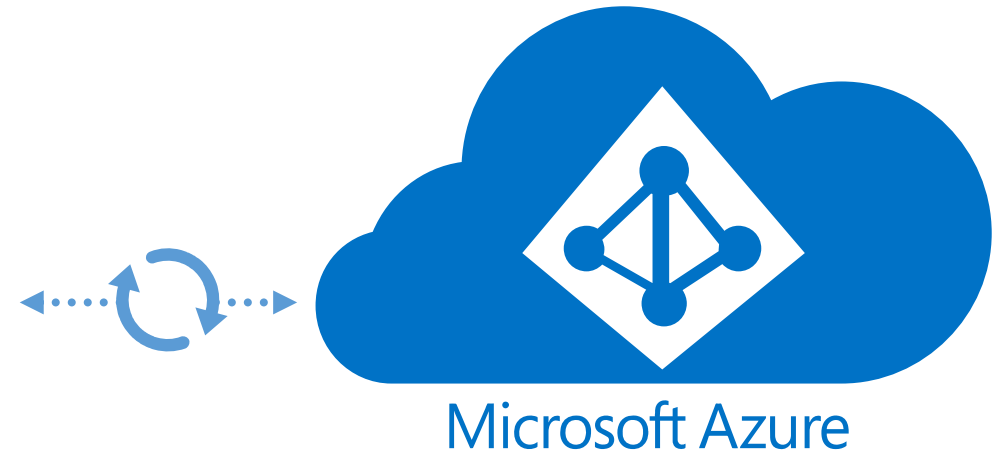
[I forgot my password](#)

Which account should I use?

Sign in with the username and password you use with Office 365 (or other business services from Microsoft).

[Privacy statement](#)

Sign in Cancel



<https://www.youtube.com/watch?v=qpPYmGV5GjM>



# Features

<https://www.microsoft.com/en-us/WindowsForBusiness/Compare>

The world in which we live

SHARE OF WEB  
PAGE VIEWS:  
LAPTOPS & DESKTOPS



we  
are  
social

**62%**

YEAR-ON-YEAR:  
**-13%**

SHARE OF WEB  
PAGE VIEWS:  
MOBILE PHONES



we  
are  
social

**31%**

YEAR-ON-YEAR:  
**+39%**

SHARE OF WEB  
PAGE VIEWS:  
TABLETS



we  
are  
social

**7%**

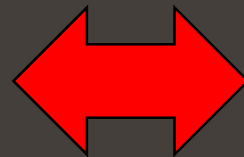
YEAR-ON-YEAR:  
**+17%**

SHARE OF WEB  
PAGE VIEWS:  
OTHER DEVICES



**0.1%**

YEAR-ON-YEAR:  
**+18%**



# The old licensing model is fading fast

- Windows licensing for business fell 19% for business and 26% for consumers
- Microsoft Office consumer revenue was down 41%, and Microsoft Office commercial revenue was down 16%.
- All of which adds up to a strange conclusion: The businesses and technologies that made Microsoft so successful in the first place are slowly fading in favour of the cloud.

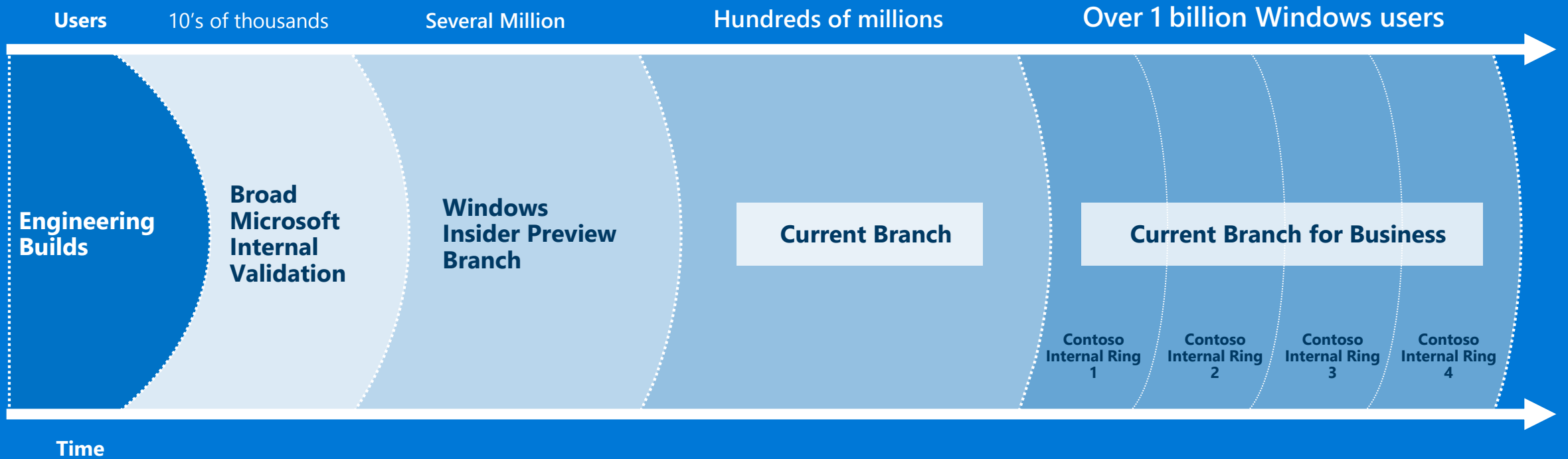
New update model

# Windows as a service

- Branches
  - Current – Security and Feature updates as soon as they are released. All Windows 10 PCs on this branch by default. Windows 10 Home can only be on this branch.
  - Current Branch for Business – Security updates as soon as they are released. Feature upgrades are delayed for several months. Option only available for Windows 10 Professional, Enterprise and Education versions.
  - Long term Servicing Branch – Security and Feature upgrades can be delayed 'indefinitely'. Only available for Windows 10 Enterprise and Education.

*This is more than a one-time upgrade: once a Windows device is upgraded to Windows 10, we will continue to keep it current for the supported lifetime of the device –at no additional charge*

# Rings



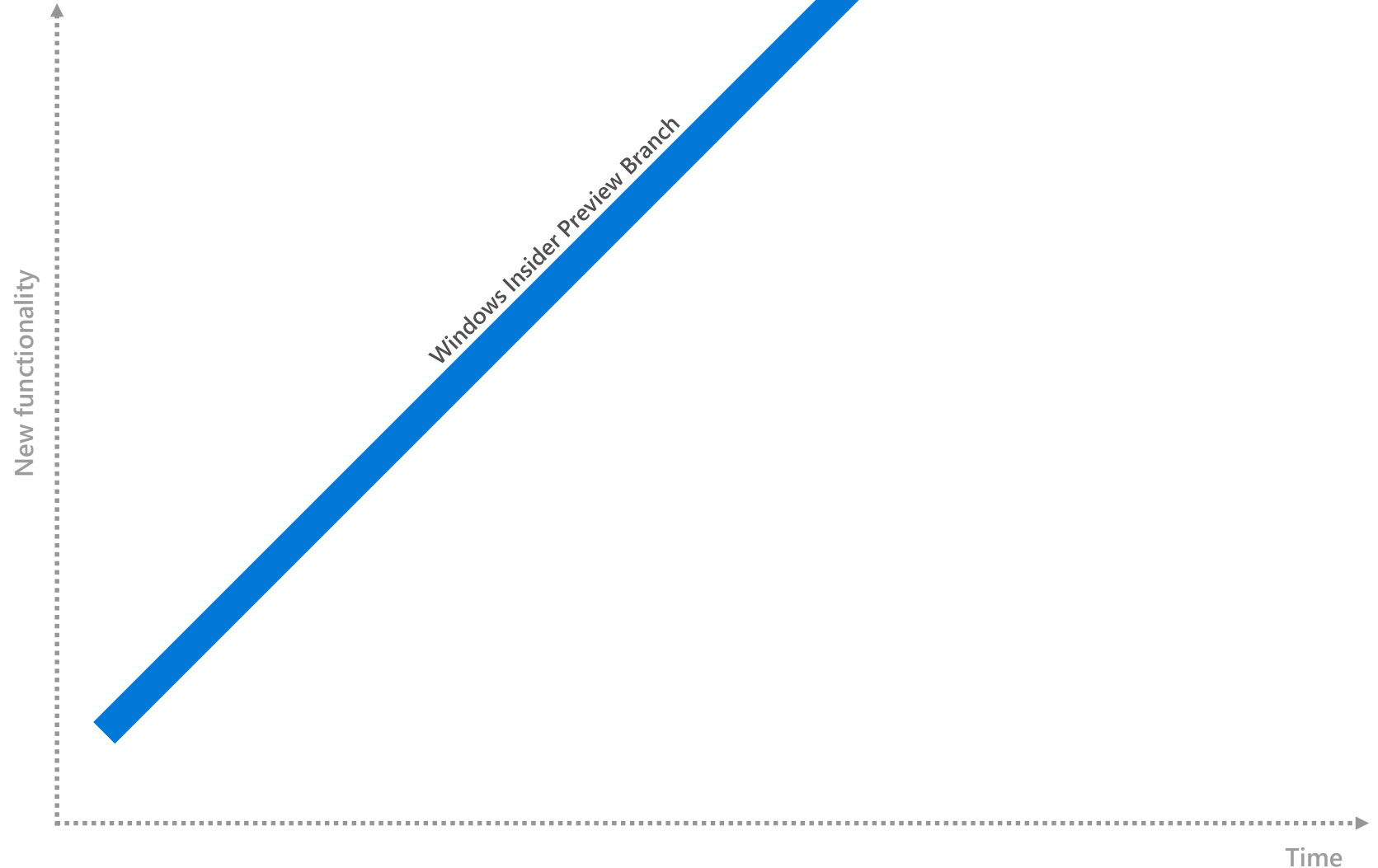
# Windows Insider Preview Branch

## Customer experience

Windows Insiders stay up to date with preview features as they are released

Opportunity for enterprise customers to preview upcoming features and influence product development

Security updates and fixes are delivered regularly



\*Conceptual illustration only



# Current Branch

## Customer experience with Windows Update for Business\*

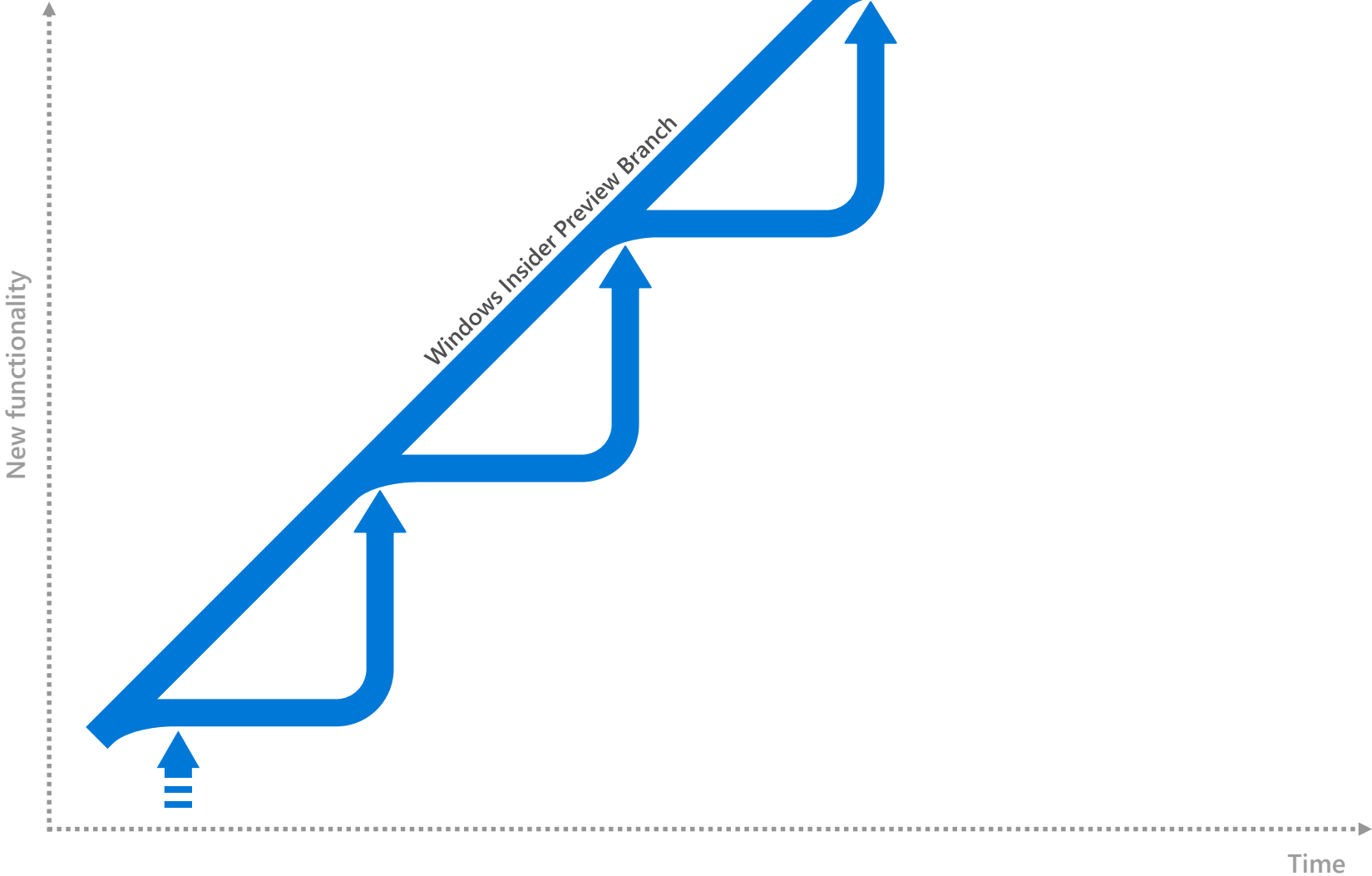
Features are released to broad market

Customers are up to date with features as they are released after broad preview validation

Opportunity for enterprises to test and validate new features

Within the 4 month period, ability to flight these features and updates in your organization and provide feedback

Security updates and fixes are delivered regularly



\*Customers can also use WSUS for managing delivery updates

# Current Branch for Business

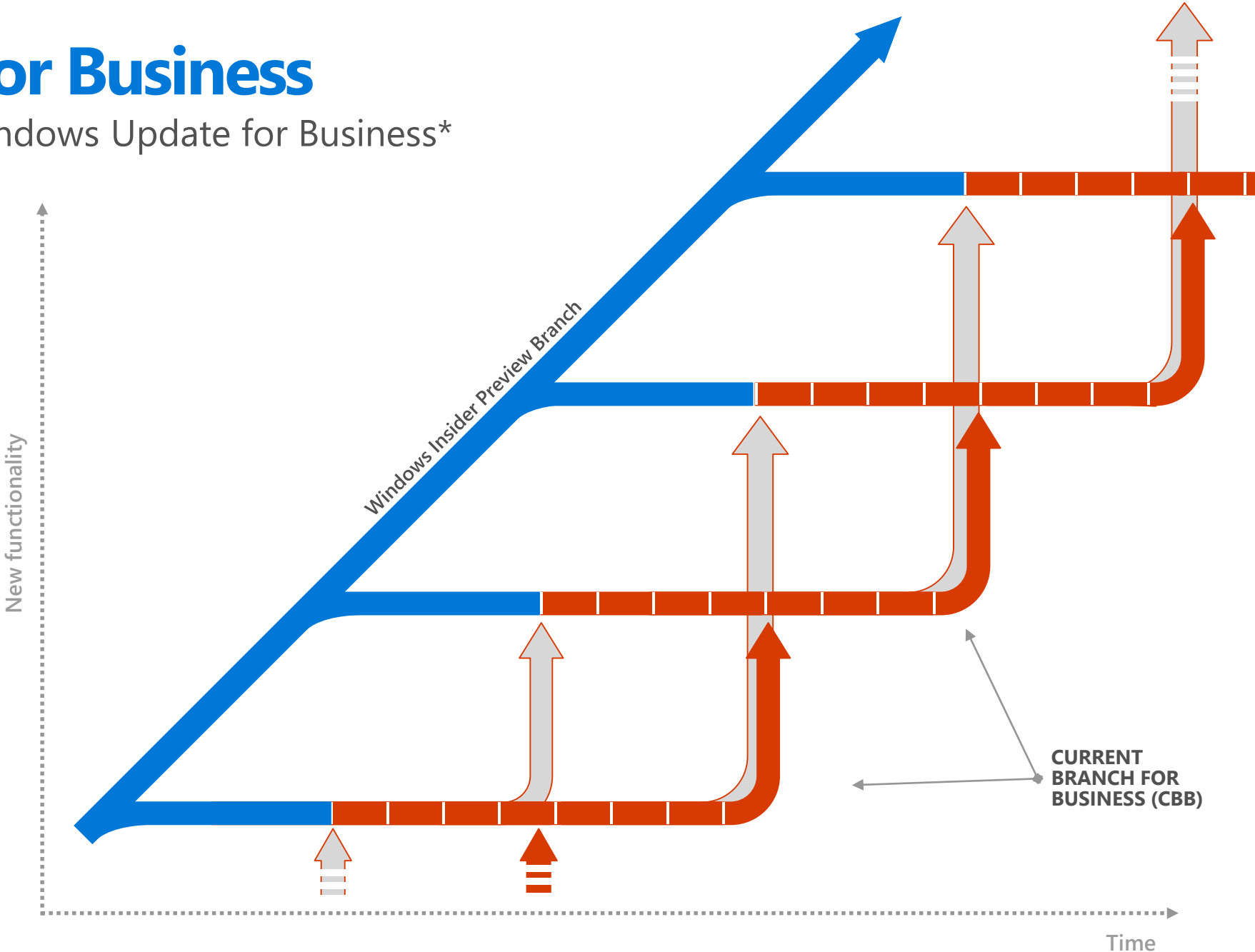
Customer experience with Windows Update for Business\*

Business customers can start testing as soon as preview features are released via Windows Insider Program

Business customers can wait to receive feature updates for an additional period of time, testing and validating in their environment before broad deployment

Within the 4 month period, you can flight these features and updates in your organization and provide feedback

Security updates and fixes are delivered regularly



\*Customers can also use WSUS for managing delivery updates

# Long Term Servicing Branch

Customer experience for special systems

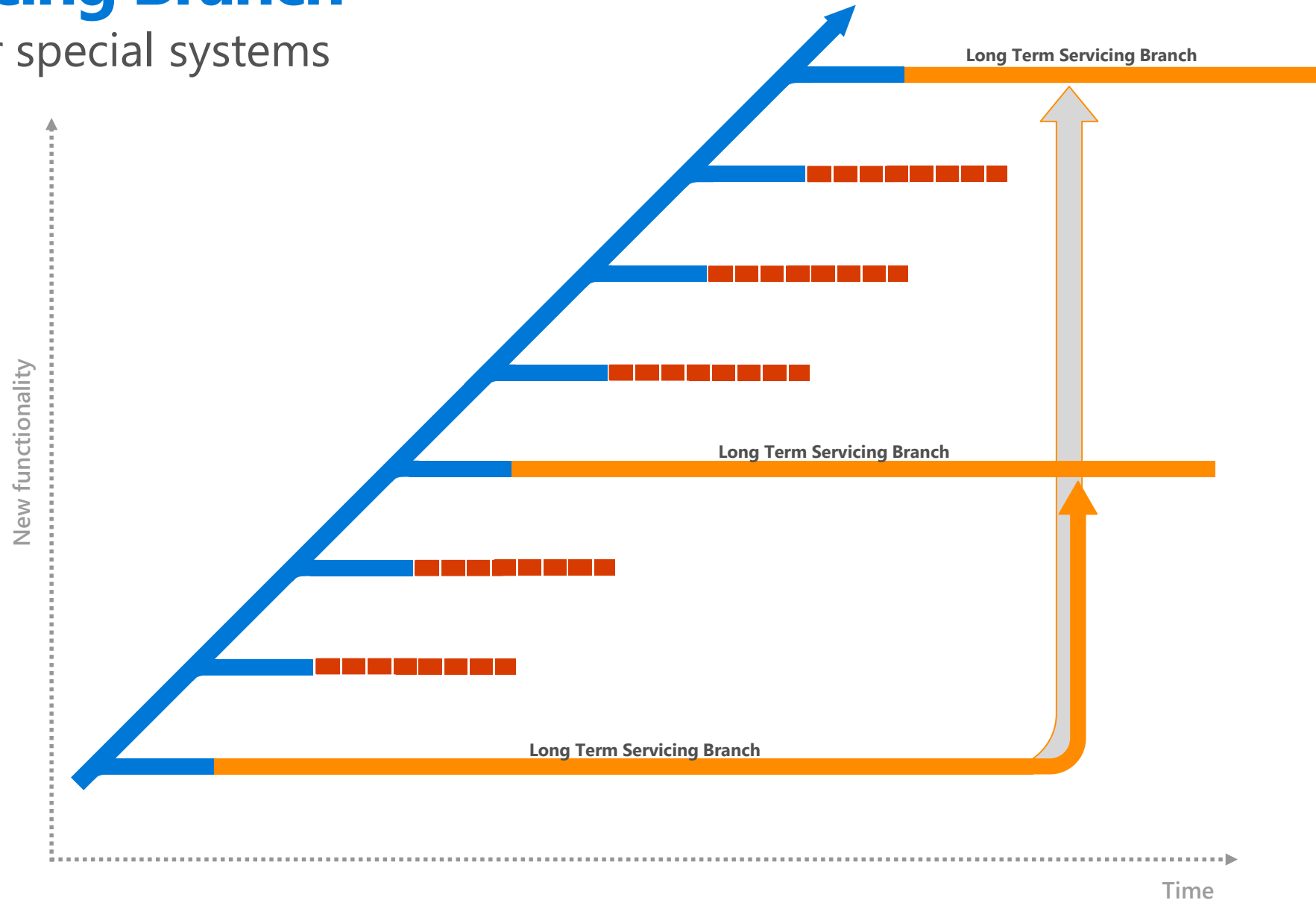
Security updates and fixes are delivered regularly

Customers on Long Term Servicing Branch receive security and critical fixes only for ten years

Customers can move from one LTSB to the next one via in-place upgrade and can skip one LTSB as well

Customers manage updates via WSUS

Available for Enterprise and Education Editions only



\*Conceptual illustration only

# Windows 10 Software Update Options



## Windows Update (WU)

Consumer devices  
BYOD Scenarios  
Test Machines



## Windows Update for Business (WUB)

Knowledge Workers  
Salesforce  
Non mission critical systems



## Windows System Update Services (WSUS)

Special Systems  
Factory floor machines  
Emergency Room systems

# Security

- Device guard.
  - It provides better security against malware and zero days for Windows 10 by blocking anything other than trusted apps.
- Windows Hello
  - Uses biometrics to unlock device.
- Passport
  - lets users authenticate to applications, websites, and networks without passwords.

# Tips

- Install Insider Hub
  - Select **System** > **Apps & features**.
  - Select **Manage optional features** > **Add a feature**.
  - Go to **Start**, enter the word **Settings**, then select **Settings**.
  - Scroll down the alphabetical list and select **Insider Hub**, and then select **Install**.
- Office Mobile apps for Windows 10
  - <https://blogs.office.com/2015/07/29/office-mobile-apps-for-windows-10-are-here/>

# Windows 10 – The Opportunity

- Customers are keen to upgrade, so service that need.
- Focus on helping implement what Windows 10 can do rather than merely maintain the status quo.
- Become a thought leader for your customers.
- Windows 10 represents a major change in the way operating systems are delivered. Don't fall behind.

# Best practices

- Starting using Windows 10 today! It's free.
- 5M+ people have been testing Windows insider program. Ensure you are one, join today.
- Show Windows 10 to your customers.
- Understand Windows as a Service.
- Understand cloud connectivity. Learn Azure AD!



# Take aways

- Windows as a Service is a change.
- Windows 10 aiming to bring one Windows.
- Customers are keen, so should you! Report of > 50 million installs to date.
- Offer to test customer applications on Windows 10.
- Search and Cortana are becoming more important.
- Take advantage of being at head of change.

# Resources

- Device Guard - [https://msdn.microsoft.com/en-us/library/dn986865\(v=vs.85\).aspx](https://msdn.microsoft.com/en-us/library/dn986865(v=vs.85).aspx)
- Windows Hello - <http://blogs.windows.com/bloggingwindows/2015/03/17/making-windows-10-more-personal-and-more-secure-with-windows-hello/>
- Windows Insider – <http://insider.windows.com>
- Windows user voice – <https://windows.uservoice.com/forums/265757-windows-feature-suggestions>
- Windows 10 and Azure AD - <http://blogs.windows.com/business/2015/05/15/windows-10-and-azure-active-directory-embracing-the-cloud/>
- What's new in Windows 10 deployment - [https://channel9.msdn.com/Events/Ignite/2015/BRK3321?OCID=WIP\\_r\\_Win10\\_Body\\_WatchWhatsNewDeploy](https://channel9.msdn.com/Events/Ignite/2015/BRK3321?OCID=WIP_r_Win10_Body_WatchWhatsNewDeploy)

# Resources

- Windows 10 Tech center - [https://technet.microsoft.com/en-gb/windows/dn798751.aspx?ocid=wc-tn-eval?OCID=WIP\\_r\\_Win10\\_Body\\_Technet](https://technet.microsoft.com/en-gb/windows/dn798751.aspx?ocid=wc-tn-eval?OCID=WIP_r_Win10_Body_Technet)
- Top Features of Windows 10 - <https://channel9.msdn.com/Events/Ignite/2015/BRK2339>
- A new era of threat resistance for the Windows 10 platform - <https://channel9.msdn.com/Events/Ignite/2015/BRK2325>
- Dropping the hammer down on Malware threats with Windows 10 Device Guard - <https://channel9.msdn.com/Events/Ignite/2015/BRK2336>
- Black Belt security with Windows 10 - <https://channel9.msdn.com/Events/Ignite/2015/BRK3336>
- Azure AD and Windows 10: Better together for work or school - <https://channel9.msdn.com/Events/Ignite/2015/BRK3332>

# Resources

- Windows 10 on Mobile Devices: Provisioning is not Imaging - <https://channel9.msdn.com/Events/Ignite/2015/BRK3301>
- Provisioning Windows 10 devices with new Tools - <https://channel9.msdn.com/Events/Ignite/2015/BRK3339>
- Windows 10 MDM in depth - <https://channel9.msdn.com/Events/Ignite/2015/BRK3313>
- What's new in Windows 10 deployment - <https://channel9.msdn.com/Events/Ignite/2015/BRK3321>
- Windows 10 for Mobile devices: Secure by design - <https://channel9.msdn.com/Events/Ignite/2015/BRK3309>
- Windows 10: Understand and Configure Privacy Settings - <https://www.thurrott.com/windows/windows-10/5337/windows-10-tip-understand-and-configure-privacy-settings>

# Thank You

Questions / Feedback?

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<http://about.me/ciaops>