



Windows 7 Customer Solution Case Study



Aurelium Speeds Business Processes and Boosts Customer Productivity with Windows® 7

Overview

Country or Region: Belgium

Industry: IT Services

Partner Profile

Aurelium is a leading provider of Information and Communication Technology services for small and medium enterprises.

Business Situation

Aurelium's customers were asking their employees to fit more into their workdays, yet the companies were experiencing significant productivity losses.

Solution

By deploying Windows 7, Aurelium has been able to help its customers speed up the processes associated with everyday tasks, and improve productivity.

Benefits

- Faster execution of daily tasks
- Improved productivity

“It’s not a question of why anyone would want Windows 7. The real question is, why wouldn’t you want it?”

Erik Moreau, Technical Supervisor and Network Engineer, Aurelium

Aurelium is a leading provider of Information and Communication Technology services for small and medium enterprises. Aurelium’s customers are very pragmatic. According to Erik Moreau, Technical Supervisor and Network Engineer at Aurelium, “Our customers only buy when they have found a product that will solve a specific problem or support their business needs.”

Moreau and his colleagues noticed that an increasing number of customers were asking their employees to fit more into their workdays, yet the companies were experiencing significant productivity gaps due to the sluggish performance of their PCs.

By deploying the Windows® 7 Professional operating system, Aurelium was able to help its customers speed up the processes associated with everyday tasks, and improve productivity by streamlining file search and access.



“Rebooting a machine running Windows 7 is a dramatic improvement over previous systems, and launching programs is much, much faster as well.”

Erik Moreau Technical Supervisor and Network Engineer, Aurelium

“We're putting in all the right ingredients: simplicity, reliability and speed, and we're working hard to get it right.”

Steve Ballmer, Chief Executive Officer, Microsoft Corporation

Situation

Aurelium's customers needed to get more done, but their employees were being impeded by the slow speed and responsiveness of their desktop operating systems. Simply launching or rebooting a machine took so long that many employees began leaving their computers on 24/7, instead of powering down when they left the office at night. Although this workaround circumvented delays in employees starting work upon their return to the office, it unfortunately created new concerns around environmental and energy consumption issues.

Even simple tasks had become cumbersome due to ongoing issues with the operating systems. One of Aurelium's customers joked that when some employees launched new tasks or applications, they initiated the action and then went for a coffee break to occupy themselves while the machine struggled to respond to the request.

It became clear to Aurelium that it needed to deliver a solution that would address critical customer pain points such as search, boot, resume, and application launching. In order to take advantage of this business opportunity, Aurelium had to speed up its customers' everyday tasks, and increase their workers' productivity dramatically.

Solution

To accomplish this, Aurelium, a Microsoft® Gold Certified Partner, began migrating its customers' desktop operating systems to Windows 7 Professional. Windows 7 Professional is a fast, stable, and secure technology, designed for ease of navigation and use. It enables end users to work faster, without having to learn a new way of doing things. According to Microsoft Chief Executive Officer, Steve Ballmer, the company took great care when building the software. In

January 2009, he stated, “We're putting in all the right ingredients: simplicity, reliability and speed, and we're working hard to get it right.”

PCs running Windows 7 Professional are found to run significantly faster than with previous operating systems, and costly downtime is eliminated because users wait less for boot, resume, and launch. Says Moreau, “People launch a program when they need it, not when they want to wait for it; Windows 7 eliminates the downtime our customers have experienced in the past.”

To address environmental and energy consumption issues, laptop-optimized power management turns off the unneeded components of a PC when appropriate, saving power without affecting performance, and significantly boosting the battery life of most mobile PCs.

Benefits

Speeding up Everyday Tasks

The Windows 7 ReadyBoost™ feature improves systems responsiveness, so users wait less when starting up, shutting down, and resuming a PC from standby mode. Says Moreau, “Rebooting a machine running Windows 7 is a dramatic improvement over previous systems, and launching programs is much, much faster as well.”

The powerful diagnostics and troubleshooters built into the Windows 7 Action Center enable Aurelium's customers to manage and resolve many IT issues themselves, spending less time and money engaging professionals to resolve minor technical concerns. “Action Center represents a huge improvement in Windows technology; recently a customer was experiencing a chipset driver issue, and with Action Center, the problem was fully resolved without IT intervention,” says Moreau.

“This is the first time I can remember that customers are actually asking to buy a new product, rather than waiting to see how it does in the market first.”

Erik Moreau Technical Supervisor and Network Engineer, Aurelium

“Our customers have been using Windows search in the ‘old’ way, and Windows 7 is giving us a new opportunity to provide training that will help them find information instantly with Windows Desktop Search.”

Erik Moreau, Technical Supervisor and Network Engineer, Aurelium

Increasing Productivity

The simple, intuitive Windows 7 interface with new Aero® Enhancements enables users to utilize their mouse or keyboard to “snap,” “peek,” and “shake” their desktop windows to arrange them side-by-side, or minimize or maximize them as needed.

Windows Desktop Search lets users spend less time looking for information, and more time performing their core job functions. Easy-to-access enhanced features deepen search capabilities, essentially turning Windows 7 into a search engine focusing on a local PC, HomeGroup, network, external drives, and the Internet.

Since the Control Panel, tasks and command-level can now be searched, users can type questions or phrases in the Instant Search box to find not only files and applications, but also resources to help solve problems. For example, typing “power management” or “dim screen” in the Instant Search box will lead users to the power management feature that extends laptop battery life.

Similar types of documents like customer records, emails, or applications can be automatically grouped into easy-to-find “Libraries,” so users spend less time searching and more time doing business. Simply mousing over the task bar or an application icon produces a visual list of recently used items for easy access.

Moreau says that the new search capabilities in Windows 7 have opened the door for Aurelium to add value through new employee training services. “Our customers have been using Windows search in the ‘old way,’” he states, “and Windows 7 is giving us a new opportunity to provide training that will help them find information instantly with Windows Desktop Search.”

The Partner Opportunity

The business opportunities presented by Windows 7 play a significant role in Aurelium’s ongoing growth strategy. According to Moreau, “This is the first time I can remember that customers are actually asking to buy a new product, rather than waiting to see how it does in the market first.” Being able to demonstrate the variety of tangible benefits in speed and productivity has encouraged most of Aurelium’s customers – many of whom are still running Windows XP – to migrate their PCs to the new operating system.

The Windows 7 Problem Steps Recorder, which enables customers to record, capture and save actions that lead to computer problems, saves Aurelium time in re-creating and evaluating issues and speeds resolution. This information capture also facilitates the development of procedural manuals for customer training and reference.

By bringing its customers new levels of speed and responsiveness from their PCs with Windows 7, Aurelium has decreased the amount of incremental maintenance requests from customers, enabling the company to allocate a larger portion of its resources towards large-scale customer deployments and strategic projects that contribute to bottom-line growth.

Moreau feels that migration to Windows 7 presents a win-win situation for both partner and customer. “It’s not a question of why anyone would want Windows 7,” he smiles. “The real question is, ‘Why wouldn’t you want it?’”

For More Information

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For more information about Aurelium products and services, call +32 (0)3 457 57 77 or visit the Web site at: www.aurelium.be

Windows 7

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

For more information about Windows 7, go to: www.microsoft.com/windows/business

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