

Avoiding the Seven Pitfalls of Windows 7 Adoption

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Contents

Executive Summary	4
Windows 7—More than an Operating System Migration	4
The Time for Action is Now	4
Drivers for Windows 7 Adoption	5
Coming to Terms with the Scope and Complexity of Windows 7 Adoption	5
The Seven Pitfalls of Windows 7 Adoption	6
Pitfall #1: Ill-Defined Adoption Process	7
Pitfall #2: Generic User Profiling	7
Pitfall #3: Migration-Centric Planning	8
Pitfall #4: Over Procurement	9
Pitfall #5: High-Touch Provisioning	10
Pitfall #6: Fragmented Protection	11
Pitfall #7: Lack of Performance Visibility	12
Conclusion: Overcoming the Seven Pitfalls of Windows 7 Adoption	13

Executive Summary

Windows 7 adoption is one of IT's top priorities for 2010. While the most prevalent impetus for adoption is the impending extinction of Windows XP support, other catalysts are driving the timing and strategy for Windows 7 implementation. These range from needed upgrades that were deferred during the recent economic downturn, to setting the foundation for PC cloud computing, enabling the mobile workforce, and implementing green IT.

Time is running short, as a solid adoption strategy requires 12 to 18 months for thorough planning and testing before actual Windows 7 deployment can begin. But nearly two-thirds of companies don't yet have a Windows 7 adoption plan in place. As long as these companies remain underprepared for this particularly complex IT upgrade, they're at risk for over-spending, under-performance, and unacceptable business disruptions.

We have identified seven pitfalls that IT organizations must avoid as they embark on Windows 7 adoption:

1. Ill-Defined Process
2. Insufficient User Profiling
3. Migration-Centric Planning
4. Over-Procurement
5. High-Touch Provisioning
6. Fragmented Protection
7. Lack of Performance Visibility

To overcome these pitfalls and successfully plan and implement a better Windows 7 environment, IT professionals require knowledge, tools, and technology that extend beyond the OS migration itself and improve performance from the initial planning stages through ongoing operations in the new environment. In this paper, we'll examine each of the seven pitfalls, provide a set of best practices for avoiding them, and refer to specific LANDesk® solutions that can help reduce cost, complexity, and disruption on your path to a more productive IT environment running on Windows 7.

Windows 7—More than an Operating System Migration

The Time for Action is Now

Like it or not, IT departments need to deal with the move to Windows 7 as one of their top priorities over the next several months. The end of life for XP is approaching, and no company can afford the risk or remaining on that platform once XP support ends. Even if the security risk were acceptable, ISVs are already ceasing development for XP, and companies that remain on XP will find themselves high-and-dry as their competitors upgrade to more advanced and productive applications.

As the successor to XP, Windows Vista has had a relatively cool reception—earning less than 30 percent penetration in the enterprise market by most accounts. That means most companies will be skipping an entire OS generation when they move to Windows 7, and will need to plan for the most sizeable and sweeping software upgrade they have faced since the introduction of Windows XP a decade ago.

Mainstream support for XP ended in April, 2009. This marked the end of features such as complimentary phone and online support, change requests, and unpaid hotfix requests. Paid support and the all-important security updates continue in the extended support phase, and companies that have installed SP3 can expect to receive this extended support until April 8, 2014, when XP reaches its end of life. Although we don't recommend putting off your Windows 7 migration planning, this does provide some breathing room for companies that are 100 percent on SP3.

For SP2, however, the extended support cut-off date is July 13, 2010. After that, each day potentially brings new risks—but no new security updates. And for many, many companies of all kinds, the unfortunate truth is that SP2 is still part of the mix. Machines have gone without the SP3 upgrade for a variety of reasons: limited IT resources, hard-to-manage point of sale devices, remote branch offices, and more. In fact, *USA Today* reports that 50 percent of Windows XP machines used in business are still on SP2.¹

Companies that still have SP2 in their environment need to be dealing with the upcoming security hole now. Since SP3's days are numbered, the most sensible course may skip the disruption of an SP3 upgrade and instead begin the

¹ Byron Acohido, USA Today, "Microsoft to stop security updates for Windows XP Service Pack 2," <http://content.usatoday.com/communities/technologylive/post/2010/05/microsoft-to-stop-security-updates-for-windows-xp-sp2-pcs/1>, May 12, 2010.

inevitable Windows 7 migration. And even companies that have completely upgraded to SP3 have a good reason to begin planning their Windows 7 migration strategy right away. Windows 7 presents a uniquely complex migration challenge. It simply makes more sense to plan an orderly transition strategy while there's still plenty of time, rather than enter 2014 in crisis mode.

Drivers for Windows 7 Adoption

Crisis is an unpleasant and unforgiving motivator. You don't want things to reach that point. Let's take a look at some of the more positive drivers for Windows 7 migration. The timing and approach you take can substantially affect your ability to address specific migration issues and take advantage of the potential benefits of Windows 7. Leaving inevitability and crisis aside, we can roughly group the motivations for Windows 7 migration into four categories:

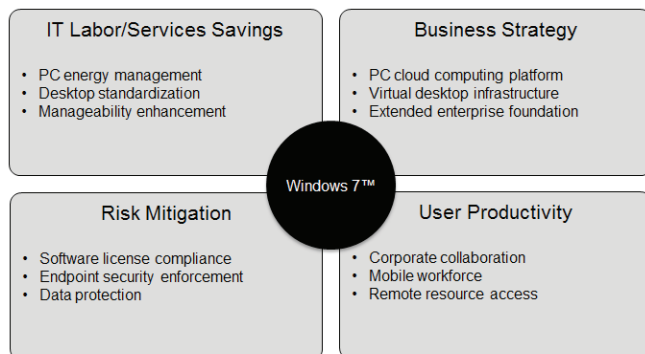


Figure 1: Four Drivers of Windows 7 Adoption

IT Labor/Service Savings

Due to the recent economic downturn, assets have aged, upgrades and lease extensions have been deferred, and refresh cycles have been postponed. Ultimately, these deferrals will become unsustainable. Although IT budgets have been constrained over the past several months, long-term viability depends on driving greater efficiency throughout the technology environment. For many companies, the most compelling benefits of Windows 7 include:

- Desktop standardization and manageability enhancements that lower the cost of support across the PC environment
- Better support for PC virtualization and cloud computing, enabling more efficient use of resources and a smaller IT footprint
- Energy savings through lower power consumption and reduced cooling needs
- The intangible savings that accumulate day to day thanks to a more stable and better integrated environment overall

Risk Mitigation

As we have already noted, a significant motivation for migrating to Windows 7 is to ensure ongoing security for users, PCs, corporate data, and the entire network. Beyond the need to keep up-to-date with security patches, Windows 7 offers several enhancements to improve security, including features not available in XP such as enhanced auditing, streamlined user account control, AppLocker, BitLocker, and more. Plus standardizing on Windows 7 can help companies meet the challenge of institutional risks, such as tighter compliance regulations and increasingly convoluted licensing requirements.

User Productivity

Companies continue to move computing resources closer to marketplace's front lines in an effort to be more responsive to the needs of remote and mobile workforce as well as the customers they serve. These transient ecosystems need to be more agile and responsive, even as they serve an ever-expanding variety of roles. As extended corporations build strategies for Windows 7, they need to focus on improving user and customer collaboration, offering better support for the mobile workforce, and simplifying secure access to company resources.

Business Strategy

For many companies, Windows 7 may be a truly strategic asset that reinforces their business model, improves their competitiveness, or positions them as an early adopter for the technologies that will shape the future. These companies are implementing Windows 7 as the platform of choice for cloud computing, desktop virtualization, green IT, and multi-enterprise collaboration. The result is more streamlined operations, improved customer service, and a higher profile in the markets they serve.

Coming to Terms with the Scope and Complexity of Windows 7 Adoption

According to Gartner, Inc., the typical organization needs 12 to 18 months for thorough planning and testing before deployment of Windows 7—and that any delays in getting started will only result in added costs later.² Despite this guidance, 59.3 percent of organizations do not yet have a comprehensive Windows 7 adoption plan in place, leaving these companies underprepared as they face a shrinking window of opportunity to migrate in the most reliable and cost effective manner.³

² Gartner, Inc. "Gartner Highlights Five Issues Enterprises Should Examine with Upcoming Launch of Windows 7," <http://www.gartner.com/it/page.jsp?id=1207813>; October 15, 2009.

³ Richard Adhikari, E-Commerce Times; "40 Percent of Businesses Ready to Roll with Windows 7," <http://www.ecommercetimes.com/story/67576.html?wlc=1272466579>; July 13, 2009.

Adequate preparation is crucial because the upgrade to Windows 7 can be quite complex, involving the risk of significant disruption both to the IT environment and to the business processes it supports. Adoption challenges are even greater for organizations that run heterogeneous operating systems and hardware, depend on customized or legacy applications, maintain widely distributed operations, or support a highly mobile workforce. Organizations that are highly sensitive to business disruption due to their particular business model, regulatory environment, or market conditions also face a more challenging adoption process.

In addition to the risks of disruption, IT organizations are also concerned about the cost of Windows 7 adoption. Gartner, Inc. estimates the average migration from XP to Windows 7 will cost between \$1,035 and \$1,930 per user, which over a 15,000-seat enterprise can add up to as much as \$28,950,000.⁴ Even more concerning, these initial migration costs do not reflect the ongoing costs to manage PC assets. If assets are poorly managed, these ongoing costs can account for 80 percent or more of total costs over the lifetime of each PC.

Far more than a typical software upgrade, the significant cost and complexity of Windows 7 adoption extends beyond the IT department to affect the entire organization. It would be short-sighted, therefore, to view Windows 7 adoption as a typical migration challenge. In fact, only 8.4 percent of IT managers cite migration as their primary concern within the Windows 7 adoption process.⁵ Enterprises that focus solely on the migration aspect of the Windows 7 initiative risk costly downtime, productivity loss, and unnecessary capital and management expenses. To ensure IT and business success, you need to take a holistic approach to Windows 7 adoption and management.

Success means more than simply avoiding failure. But avoiding failure is a prerequisite for success. We've identified the most common pitfalls that organizations face as they plan to adopt Windows 7 across the enterprise, and we offer the following observations, best practices, and technical support to help you avoid these pitfalls. While we can't drive your particular strategy, we hope to help smooth the pathway.

The Seven Pitfalls of Windows 7 Adoption

We recommend a best-practices approach to Windows 7 adoption that divides the entire process into seven phases:

Windows 7 Adoption Stage	Description
Process Definition	Establish the process for change, including workflows, service level agreements (SLAs), and governance structure for adoption
User Profiling	Understand user roles and needs to define migration priorities and drive appropriate asset acquisition and allocation
Adoption Planning	Develop a comprehensive strategy for unified asset management, application compatibility, and Windows 7 migration
Asset Procurement	Establish an intelligent management process for asset acquisition and allocation
Desktop Provisioning	Perform automated remote provisioning and migration of operating systems, applications, and profiles
Threat Protection	Establish and enforce security and availability policies for Windows 7 PCs
Asset Performance	Optimize hardware and software performance to serve business needs and meet SLAs

As companies move through these stages of Windows 7 adoption—from process definition and planning to provisioning, protection, and performance—they face a number of common challenges as they strive to maintain service level agreements (SLAs), adhere to budgets, and avoid risks. The seven major pitfalls associated with each stage of adoption are illustrated and described below.

At the most fundamental level, each pitfall results from a migration-centric view of Windows 7 adoption. IT professionals take a much wider view in order to steer clear of the seven pitfalls. We'll outline the major considerations that contribute to a successful strategy at each stage. And because it's our business to make IT better, we'll point you to the specific resources that LANDesk can offer to help you avoid the pitfalls and stay on track throughout each stage in the Windows 7 adoption process.



Figure 2: At a Glance: Seven Adoption Stages and Seven Pitfalls

⁴ Gartner, Inc. "Gartner Highlights Five Issues Enterprises Should Examine with Upcoming Launch of Windows 7," <http://www.gartner.com/it/page.jsp?id=1207813>, October 15, 2009.

⁵ Mike Magee, TG Daily, Windows 7 Faces an Upgrade Uphill Struggle, <http://www.tgdaily.com/software-features/43201-windows-7-faces-an-upgrade-uphill-struggle>, July 13, 2009.

Pitfall #1: Ill-Defined Adoption Process

Description:

Many IT organizations will embark upon the Windows 7 upgrade without a clearly defined process for change. But no organization can expect to effectively plan, implement, and support such a far-reaching IT change without a solid game plan that specifies adoption SLAs, roles and responsibilities, governance structure, reporting requirements, and project workflows. The move to Windows 7 requires innovation across virtually every sphere of IT control, including devices, applications, operating systems, procurement, finance, and contracts. Without a well defined process that takes all these aspects into account, IT managers run the risk of higher costs, greater downtime, and a lack of organizational alignment.

Best Practice:

The following diagram illustrates a best practice process for structuring the adoption cycle to provide transparency into the project, improve your ability to set and meet SLAs, and ensure you can achieve the cost and risk goals the organization has set for Windows 7.

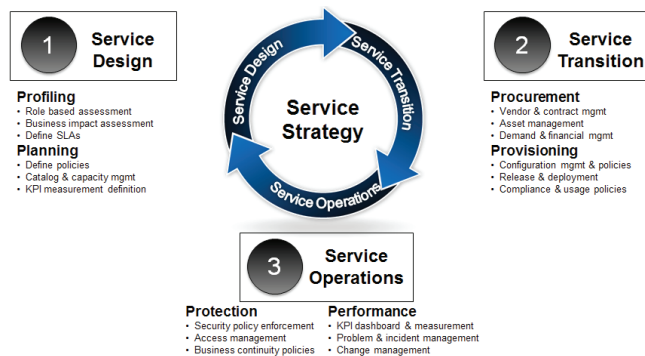


Figure 3: Full Circle Adoption Process

Using an ITIL-based adoption framework, this migration and portfolio management process spans three service migration phases:

- **Service design** includes profiling to assess the user roles and business processes that must be served and to define appropriate SLAs to meet these needs. It also requires definition of required policies, service catalog and capacity management requirements, and key performance indicators.

- **Service transition** involves planning for all phases of asset procurement, including vendor, contract, asset, demand, and financial management. Equally important, a provisioning plan is needed to define configuration and management policies, release and deployment procedures, and end-user compliance and usage policies.
- **Service operations** includes planning to ensure asset protection, including security policy enforcement, access management, and plans to ensure business continuity through both planned and unplanned downtime. Ensuring asset performance requires methodologies for measuring key performance indicators, managing change, and dealing with day-to-day issues as well as security incidents.

These phases should not be planned and executed in isolation, but instead should be incorporated within a unified governance structure designed to streamline workflows across the adoption process. Effective governance depends on the ITIL fundamentals of the service desk, event and knowledge management capabilities, and a configuration management database (CMDB).

LANDesk Approach:

LANDesk® Process Manager, LANDesk® Asset Lifecycle Manager, and LANDesk® Service Desk combine to deliver the data repository and process automation capabilities that IT organizations need to design, model, document, automate, and optimize processes to suit their specific Windows 7 adoption requirements. These tools facilitate pragmatic service management and control of interrelated processes across the enterprise while aligning IT and business services through scalable technology that's easy for all stakeholders to use.

Customer Benefit:

Consistent, predictable workflows aligned with ITIL principles helps lower costs and improve the speed and quality of service delivery.

See how LANDesk can help you ease your Windows 7 migration through business process management solutions: <http://www.landesk.com/process-management-software.aspx>

Pitfall #2: Generic User Profiling

Description:

Windows 7 adoption requires comprehensive profiling of users, devices, software, and security threats to set the foundation for asset allocation, project execution, and budgeting. But all too often, companies attempt to simplify this essential task by creating generic or normalized profile definitions that are far too broad in their application. This can

result in inaccurate needs assessment and SLA assignment. An effective transition requires organizations to take the time and care necessary to create a clear picture in their profiling—not only for the hardware and software assets deployed across all sites and divisions, but more importantly for the specific user roles that determine what assets employees need to perform their jobs. “Dumbing down” user profiles and scenarios in order to save time and money during the planning stage can result in dramatic overspending and misallocation of resources when the rollout is underway. Companies that make this mistake also typically fail to structure the Windows 7 rollout in phases designed to minimize disruption for specific, crucial users within the total user base being migrated.

Best Practice:

The following framework will help you create a more granular profile of users in the organization to form the basis for SLA definition, procurement, and provisioning. At the most fundamental level, the user profile is governed by an assessment of criteria that define user roles (on the left) and the minimization of business risks (on the right). Both of these criteria sets contribute vital information that can help you define the policies that will govern both the phase-in of Windows 7 and ongoing operations after the adoption is complete.

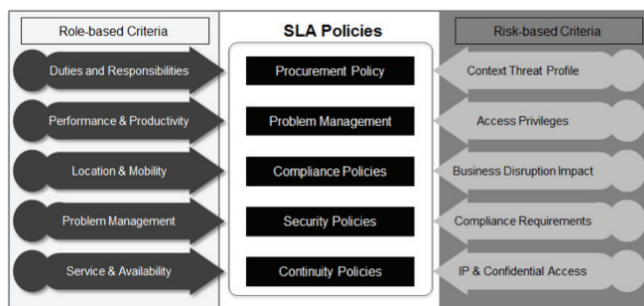


Figure 4: Assess User Profiles and SLAs

A complete definition of user roles must account for duties and responsibilities, performance and productivity requirements, user location and mobility characteristics, problem management needs, and the specific services needed along with availability requirements. All of these attributes, taken together, are critical to defining the level of service any given user role requires throughout the Windows 7 adoption process. They help determine when a user is migrated, what device is procured, what services are provisioned, what level of security is required, how problems are prioritized for resolution, and so on.

Just as important as user roles, an assessment of business impacts and risks is required to provide a complete picture of the SLAs required for a given user profile. Threat profiles,

access privileges, the impact of downtime or disruption, compliance requirements, and access to confidential information and intellectual property are all important risk profile attributes that drive SLAs and ultimately influence Windows 7 adoption policies.

LANDesk Approach:

We offer solutions for establishing, maintaining, and optimizing user, device, and threat profiles, as well as for authoring and distributing profile-driven policies. LANDesk Management Suite and LANDesk Asset Lifecycle Manager provide profile- and location-sensitive management across the Windows 7 adoption process, including software distribution, patch, and security policy definition. These solutions help you avoid the common pitfall of generic profiling, ensure that your Windows 7 plan is rooted in accurate user scenarios, and execute the rollout according to the plan.

Customer Benefit:

Through detailed profiling, you avoid over-procurement costs, reduce risk through alignment of threat profiles with protection resources, and maintain compliance by allocating licenses and privileges according to accurate user profiles.

Read more about LANDesk Management Suite online: <http://www.landesk.com/products/ldms/index.aspx>

Pitfall #3: Migration-Centric Planning

Description:

As noted earlier, due to the unusual complexity of the Windows 7 migration process, Gartner, Inc. recommends that companies take 12 to 18 months to plan and test Windows 7 prior to deployment. Although we agree with that recommendation, we would add the observation that your plan needs to extend well beyond the migration itself.

The risks of focusing solely on the actual Windows 7 migration include inflated asset acquisition and management costs as well as unacceptable migration and security risks. To avoid the mistake of migration-centric planning, you need to consider the complete upgrade of assets over an adoption process that is likely to extend for 24 to 36 months. The total plan must consider infrastructure and service level requirements, governance and budget, procurement and provisioning, security, support, and ongoing performance management.

Best Practice:

Consider each stage in the following framework in order to create a comprehensive Windows 7 project planning structure that goes beyond migration to encompass discovery, resourcing, execution, security, support, and optimization.

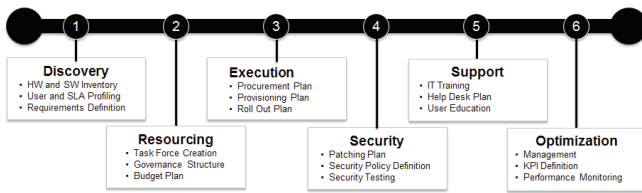


Figure 5: Build a Complete Adoption Plan

A best practice Windows 7 plan must provide a clear inventory of the current environment, including hardware and software as well as user profiles and SLAs. It must provide a resourcing plan covering governance and budget and an execution plan that includes procurement, provisioning, and rollout. It must clearly put a security plan in place that covers policy definition, patching, and testing. Finally, it must address IT training and service desk support as well as performance monitoring and management throughout the asset lifecycle. These requirements reach well beyond the migration plan itself to help ensure that all the necessary hardware and software assets are properly identified, deployed, secured, and supported so that users can be productive from day one.

LANDesk Approach:

LANDesk provides the knowledge, partner network, and technology organizations required to build a best-practice plan for Windows 7 that accounts for all aspects of asset procurement, transition, migration, and management. LANDesk Asset Lifecycle Manager and LANDesk Management Suite provide the data intelligence, environmental awareness, and reporting capabilities required to develop a comprehensive Windows 7 adoption plan that spans the discovery, resourcing, execution, security, support, and optimization.

Customer Benefit:

Comprehensive planning reduces the total cost of Windows 7 adoption by helping you right-size your resource investments and avoid downtime due to missing pieces or mismatched schedules. Continuous visibility into asset status and adoption performance helps reduce risk by keeping processes on track and allowing you to identify and remediate any problems that may emerge.

Learn about LANDesk Asset Lifecycle Manager on the LANDesk website: <http://www.landesk.com/asset-lifecycle-manager.aspx>

Pitfall #4: Over Procurement

Description:

As many as 70 percent of organizations that undertake the Windows 7 adoption process in 2010 will do so via a hardware refresh process.⁶ Additionally, a significant number of aging assets will be upgraded in 2010 as enterprises use the move to Windows 7 as an opportunity to refresh the core assets that define their PC environments. Far more than a typical software upgrade, therefore, the procurement process plays a major role in the success or failure of Windows 7 adoption. Hardware and software assets must be transitioned, acquired, negotiated, and renewed across the enterprise, and these processes must be executed quickly and cost effectively over the course of a multi-phased rollout. Amid these pressures, it's easy to fall into the trap of over-procurement. In this pitfall, procurement is driven more by guesswork than by a granular view of user requirements, roles, and SLAs. Gaps emerge between procurements and actual needs. If the result is under-procurement, people may be left for a time without the equipment and software they need to do their jobs. If the result is over-procurement—which tends to be far more common—you're left with unnecessary capital expenditures that add no value to the company.

Best Practice:

Use the following process to continuously right-size procurement across three phases: environmental assessment, return on investment analysis, and operational implementation.

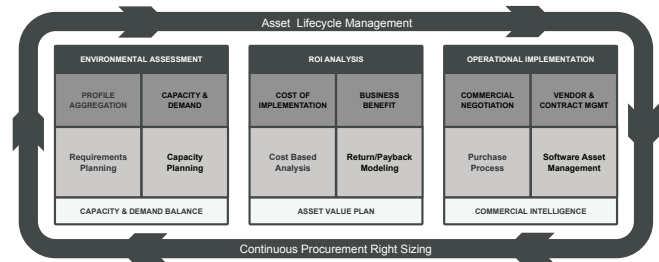


Figure 6: Continuous Procurement

Each phase requires information-gathering and analysis in an ongoing effort to balance complementary dynamics:

- **Environmental assessment.** In this phase the goal is to determine requirements based on the information you have gained through profiling across the organization, and to balance those requirements through capacity planning to set the foundation for procurement right-sizing.

⁶ Nicholas Kolakowski, eWeek Europe, "Analysts Point To Tech Refresh From Windows 7," <http://www.eweekeurope.co.uk/news/analysts-point-to-tech-refresh-from-windows-7-2074>, October 14, 2009.

- **ROI analysis.** Here, the goal is to plan and optimize the lifetime value of assets using a classic cost/benefit analysis. Although the cost side of the equation is strictly monetary, it's important to consider intangible values, such as increased productivity and security, as part of the return when estimating total value of procured assets.
- **Operational implementation.** The goal in this phase is to establish commercial intelligence required to optimize vendor negotiation, contracts, and license agreements to find efficiencies in cost structure and maximize value of assets per dollar of investment.

These should not be regarded as discrete phases, but as an integrated and ongoing process that your organization can follow to continuously balance asset requirements with acquisitions while maximizing ROI.

LANDesk Approach:

LANDesk Asset Lifecycle Manager provides workflow automation, asset state visibility, and a flexible asset data repository to deliver intelligence across the asset lifecycle. It's a complete platform designed to streamline the procurement right-sizing process—from profiling and capacity assessment, to cost/benefit analysis, to vendor and contract management—so you can continuously maximize the business value of our asset investments.

Customer Benefit:

Maintain an accurate capacity and demand picture, track ownership, enforce accountability, and maintain compliance with vendor contracts and licensing agreements to avoid audit fines and penalties.

Additional information about LANDesk Asset Lifecycle Manager is available online: <http://www.landesk.com/asset-lifecycle-manager.aspx>

Pitfall #5: High-Touch Provisioning

Description:

The provisioning process for Windows 7 can be cumbersome and complex. In fact, the average migration takes 20 hours per PC to execute, and 60 percent of enterprises anticipate allocating evenings and weekends to complete the provisioning cycle.⁷ The root of the challenge lies in the high-touch nature of Windows 7 migration as pointed out by Jeffries & Company analyst Katherine Egbert in an *eWeek Europe* article: “Every upgrade from XP to Win7 requires a custom install; it’s

easier to buy new hardware in most instances than to upgrade in place.” According to the article, the difficulty in upgrading XP to Windows 7 will be the largest driver of new hardware purchases related to Microsoft’s new operating system.⁸

Many companies will understandably try to avoid the time and expense of rip-and-replace upgrades when their current hardware still has a useful life. The pitfall for these companies is taking a high-touch approach to Windows 7 provisioning—attempting to upgrade machines without tools and knowledge that could streamline the provisioning process. This high-touch approach to provisioning results in higher migration costs along with a greater likelihood of downtime due to error-prone manual processes.

Best Practice:

Zero-touch provisioning is possible for Windows 7, but it requires a technology solution along with the expertise to implement it. This best practice approach alleviates the burden of complexity and cost typically associated with this OS migration. The following is an eight-point, three-phase best-practice process to streamline Windows 7 provisioning and minimize the need for desk-side configuration:

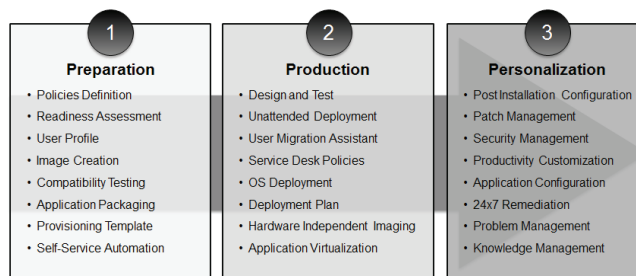


Figure 7: Zero Touch Provisioning

For each point in the provisioning process, the zero-touch model pushes most of the IT workload back to the initial preparation stage, and away from the need for hands-on production and personalization. This approach can save considerable IT time and labor—but only if you have first done the careful and detailed planning necessary to avoid dealing extensively with ad-hoc exceptions and special cases once the zero-touch process is underway.

LANDesk Approach:

LANDesk Management Suite provides a technology platform for zero-touch provisioning of Windows 7 across all sites and locations. Application compatibility assessment, remote software distribution, hardware independent imaging and

⁷ Denise Dubie, Network World, Windows Upgrade Decision Tied to Economy for Many. http://www.pcworld.com/businesscenter/article/174564/windows_7_upgrade_decision_tied_to_bad_economy_for_many.html, October 28, 2009

⁸ Nicholas Kolakowski, eWeek Europe, “Analysts Point To Tech Refresh From Windows 7.” <http://www.eweekeuropa.co.uk/news/analysts-point-to-tech-refresh-from-windows-7-2074>, October 14, 2009.

assisted profile upgrades enable you to streamline provisioning without manual intervention. Based upon the best practices we have identified, we also offer the expertise to help you master the zero-touch approach.

Customer Benefit:

Accelerate time to 100 percent migration saturation, reduce the costs of manual migration and desk-side visits, and reduce the risk and cost of downtime with automated migration.

You can find more information about LANDesk Management Suite at: <http://www.landesk.com/products/ldms/index.aspx>

Pitfall #6: Fragmented Protection

Description:

The average cost of a lost or stolen laptop has been calculated by the Ponemon Institute at more than \$49,000. This staggering figure is due to the cumulative costs of laptop replacement, incident detection and escalation, forensics and investigation, data breach reporting and mitigation, intellectual property loss, lost productivity, and other legal or regulatory costs.⁹ And the real costs can be orders of magnitude higher—as in a recent case of a British firm that acts as a trustee for the pension funds of more than 4,300 not-for-profit organizations. The firm was found to be in violation of the UK’s Data Protection Act after a laptop was stolen that contained names, addresses, birthdates, salaries, and national insurance numbers of 110,000 people, as well as banking information for 18,000 people.¹⁰

Even in the face of enormous risks, mobility equals competitiveness for many companies. And even desktop PCs secured within the company walls can represent a significant threat of data loss and misuse, depending on who can gain access and for what motives. Yet, despite the alarming risks, few IT organizations provide adequate protection for the mobile and desktop PCs—focusing primarily on device-level protection while often failing to sufficiently address data and access-level protection. Fragmented protection increases your vulnerability to security threats, and increases the average cost of remediation when threats become losses. As part of your Windows 7 adoption project, you have an opportunity to enhance your PC security policies across all levels of protection.

Best Practice:

The best practice approach to Windows 7 protection is a layered security policy strategy across four tiers of protection: access, data, devices, and software:

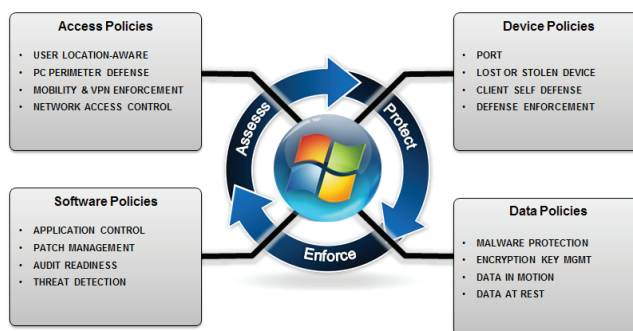


Figure 8: 360 Security Strategy

- **Access security policies** provide complete endpoint perimeter protection, with security settings and protection levels driven by location. They proactively hide PCs from malicious scans and attacks, and deliver protection and access control over LAN, WLAN, modem, and Wi-Fi connections.
- **Data security policies** deliver holistic protection for critical data from loss, theft, and unauthorized use or removal. These policies must leverage existing antivirus, anti-spyware, and patch solutions to augment protection levels from all types of attacks that target sensitive data.
- **Device security policies** offer protection and control for device loss, theft, and damage, including acceptable use scenarios, thumb drive protection and controls, as well as location sensitivity to enable tracking and return of lost or stolen devices.
- **Software security policies** enable automated threat detection and patch management to keep applications healthy and up-to-date, as well as change management, authentication control and other measures to ensure that applications are used appropriately, regulatory requirements are met, and the organization is always audit-ready.

LANDesk Approach:

LANDesk Security Suite aggregates and orchestrates all four levels of Windows 7 PC security and helps organizations minimize business disruption and cost that can come from security breach and vulnerability. It provides a comprehensive, policy-based solution for all your endpoint security needs—including patch management and deployment, encryption and control of USB and other devices to prevent data leakage, mobile security, local and remote network access, malware detection, and more.

⁹ Linda Musthaler, Network World, “Lost: a \$49,000 Network Computer,” <http://www.networkworld.com/news/2009/110209-data-loss-cost.html>, October 30.

¹⁰ Dan Raywood, SC Magazine, <http://www.scmagazineuk.com/ico-finds-company-to-be-in-breach-of-the-data-protection-act-after-laptop-containing-personal-information-and-banking-details-is-stolen/article/158575/>, November 27, 2009.

Customer Benefit:

Protect your investment in the total Windows 7 environment by minimizing network downtime, reducing help desk costs, safeguarding critical data, and ensuring compliance with regulatory requirements and company security policies.

Find more about how LANDesk ensures endpoint security online: <http://www.landesk.com/endpoint-security.aspx>

Pitfall #7: Lack of Performance Visibility

Description:

Organizations tend to measure the success or failure of Windows 7 adoption in terms of migration metrics, costs, and saturation percentages. The pitfall here is evaluating performance through a migration-centric lens that does not offer visibility into SLAs and other key measures of operational performance. Organizations that embark on Windows 7 adoption without a clear performance measurement system frequently over-spend, under-protect, suffer from a lack of organizational alignment around the adoption initiative, and fail to assess and manage its wider impacts.

Best Practice:

IT professionals need to implement a performance dashboard for Windows 7 that provides visibility into two broad areas:

- **Financial indicators**, including metrics that track the capital and operational costs and returns across the adoption cycle
- **Service level indicators**, including metrics that track performance against defined SLAs both in terms of security readiness and the productivity of individual users and organizational units

For example, the following snapshot of a dashboard shows relatively good performance in terms of migration-centric metrics such as average migration time and global adoption saturation. However, by tracking other factors such as performance against budget, time to remediation, helpdesk calls, customer satisfaction, and more, it presents a more accurate picture of overall performance.

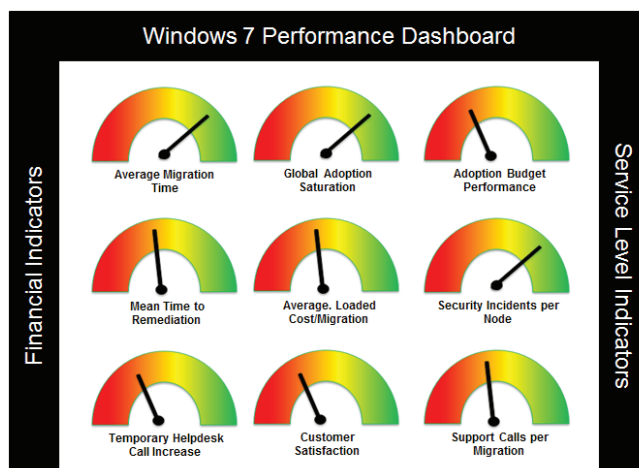


Figure 9: Build a KPI Dashboard

The fact that several of these key performance indicators are in the red may indicate that the company has encountered one or more of the pitfalls we have been discussing. It's never too late to take action, however, and with a management solution that allows you to easily drill down to the data that reveals the underlying problems, it's much easier to get wayward processes back on track.

LANDesk Approach:

LANDesk Service Desk allows you to track the success of your Windows 7 rollout. LANDesk Service Desk combines ITIL-verified and process-driven incident, problem, and change management; customer support; assignment; service levels; escalation; and e-mail notification, and is suitable for any organization that seeks to provide an outstanding level of support service.

Customer Benefit:

Tracking the SLA elements and customizing your LANDesk Service Desk KPI dashboard to include the most important indicators for your business allows you to see at a glance how the implementation is going. And when you have the latest, relevant information on the project success measures you can make meaningful adjustments to your plan. You can also use your rollout success measures to keep the organization informed. Fewer surprises for users will ease the transition and ensure a quicker, smoother rollout. And with interface options including console, Web portal, or PDA, staying up-to-date on how the move proceeds is simpler and easier than ever thanks to LANDesk Service Desk.

Conclusion: Overcoming the Seven Pitfalls of Windows 7 Adoption

Windows 7 stands out as a top priority for 2010, seen by many organizations as an opportunity to reassess and improve the PC environment as a strategic advantage for the company. But due to the unprecedented complexity of the adoption project, as well as the corresponding business risks, IT professionals need to be aware of the seven pitfalls we have described—most of which stem from a migration-centric view of the challenge.

To avoid these pitfalls, organizations need the knowledge, tools, and technology to:

- Establish a best-practice, service-based process
- Generate meaningful user profiles as the foundation for SLA definition
- Develop a complete adoption plan that goes beyond migration
- Maintain continuous procurement right-sizing to maximize Windows 7 asset ROI
- Adopt a zero-touch provisioning platform to reduce the cost and risk of deployment
- Establish a comprehensive security or protection policy that covers data, access, devices, and software
- Provide transparency into KPIs that cover both financial and service level performance indicators

LANDesk provides the knowledge, experience, technology, and services you need to successfully navigate the Windows 7 adoption process and avoid the pitfalls that too many organizations discover only when it's too late.