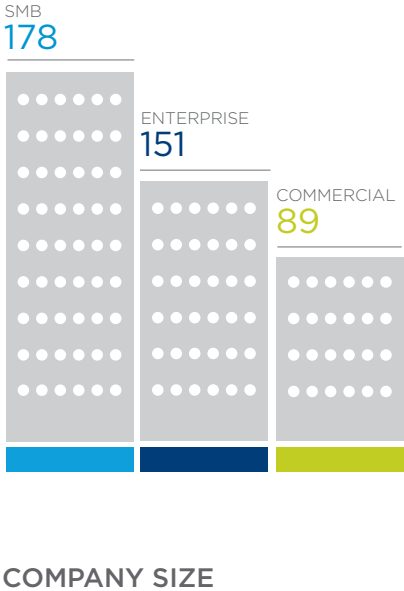
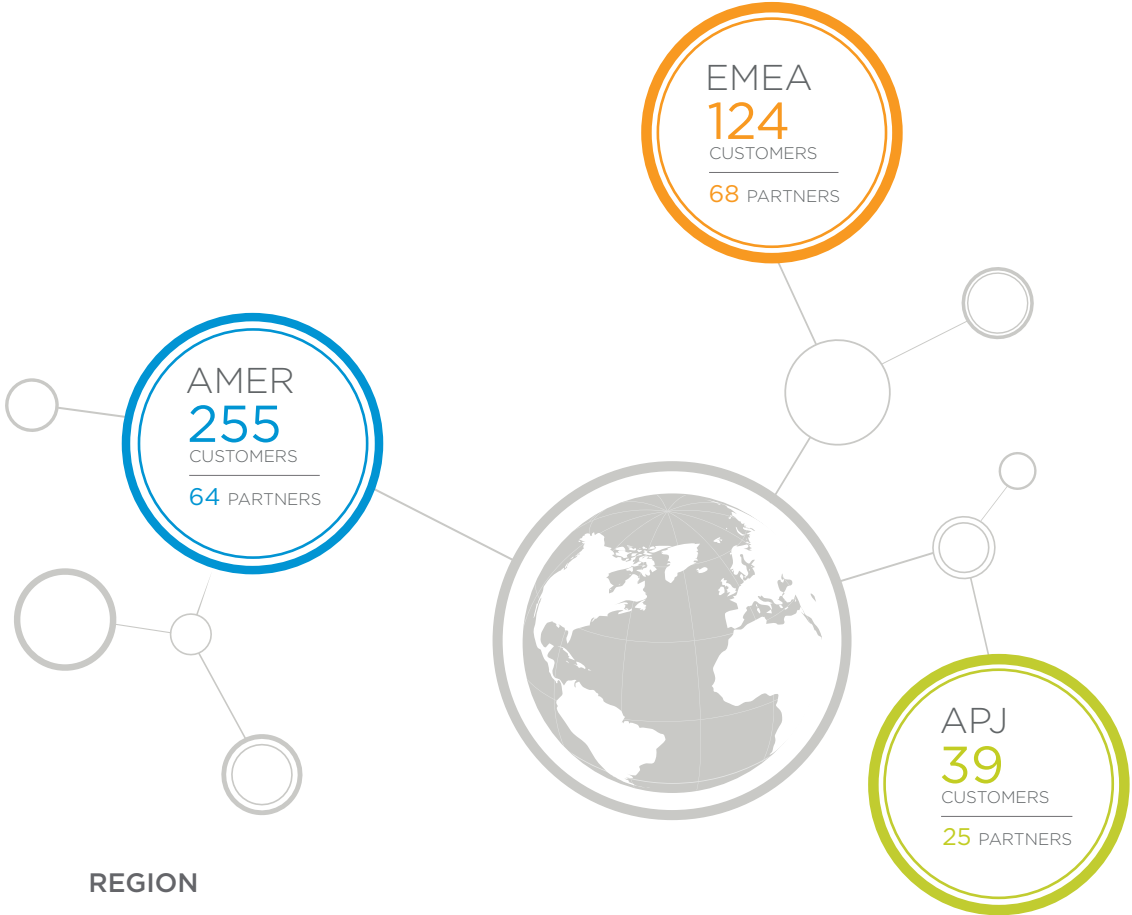




# WINDOWS OF OPPORTUNITY

GLOBAL SURVEY REVEALS **FIVE KEY TRENDS** FOR  
WINDOWS 10 ADOPTION & MIGRATION

IN JUNE 2016, VMWARE INTERVIEWED 575 VMWARE INNER CIRCLE CUSTOMERS AND PARTNERS WITH THE GOAL OF COLLECTING WINDOWS 10 INSIGHTS AND IT PERSPECTIVES FROM GLOBAL ENTERPRISE, COMMERCIAL AND SMBS.



# TOP 5 KEY FINDINGS AND TRENDS

1

WINDOWS 10 MIGRATION IS THE TOP PRIORITY AMONG END-USER COMPUTING (EUC) PROJECTS, BUT CUSTOMERS MAY NEED MORE EDUCATION ABOUT THE FULL BREADTH OF ITS CAPABILITIES.



2

WITHIN TWO YEARS, IT EXPECTS TO MIGRATE AND SUPPORT WINDOWS 10 FOR 75% OF USERS.



3

WINDOWS 10 MIGRATIONS TAKE A SIMILAR AMOUNT OF TIME AS PREVIOUS WINDOWS OPERATING SYSTEM (OS) MIGRATIONS.



4

MORE PARTNERS THAN CUSTOMERS BELIEVE WINDOWS 10 EXCEEDS EXPECTATIONS.



5

IT PROFESSIONALS ARE GENERALLY OPTIMISTIC ABOUT MIGRATING TO WINDOWS 10.



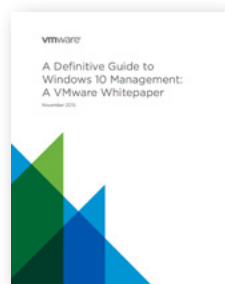


# KEY FINDING 1

WINDOWS 10 MIGRATION IS A TOP PRIORITY, BUT MORE CUSTOMER EDUCATION MAY BE NEEDED

With Windows 10, Microsoft has done a great job bringing to market an operating system that can dramatically improve IT management for devices running Windows 10. Specifically, Enterprise Mobility Management (EMM) functionality is now available in Windows 10, which means that customers can dramatically improve the management of Windows, while lowering the operational costs. Features such as out-of-box enrollment, off-domain joined management and a new update management release cycle provide customers with new options and choices as to how best manage their Windows environments.

Despite these new capabilities, most customers were not motivated by these features or preferred to stay with traditional Windows management techniques (i.e. imaging, relying on patching/updating or PCLM tools). Customers who rely on traditional management are ready for a better way. Focusing on EMM can dramatically improve Windows management, while dropping operational costs.



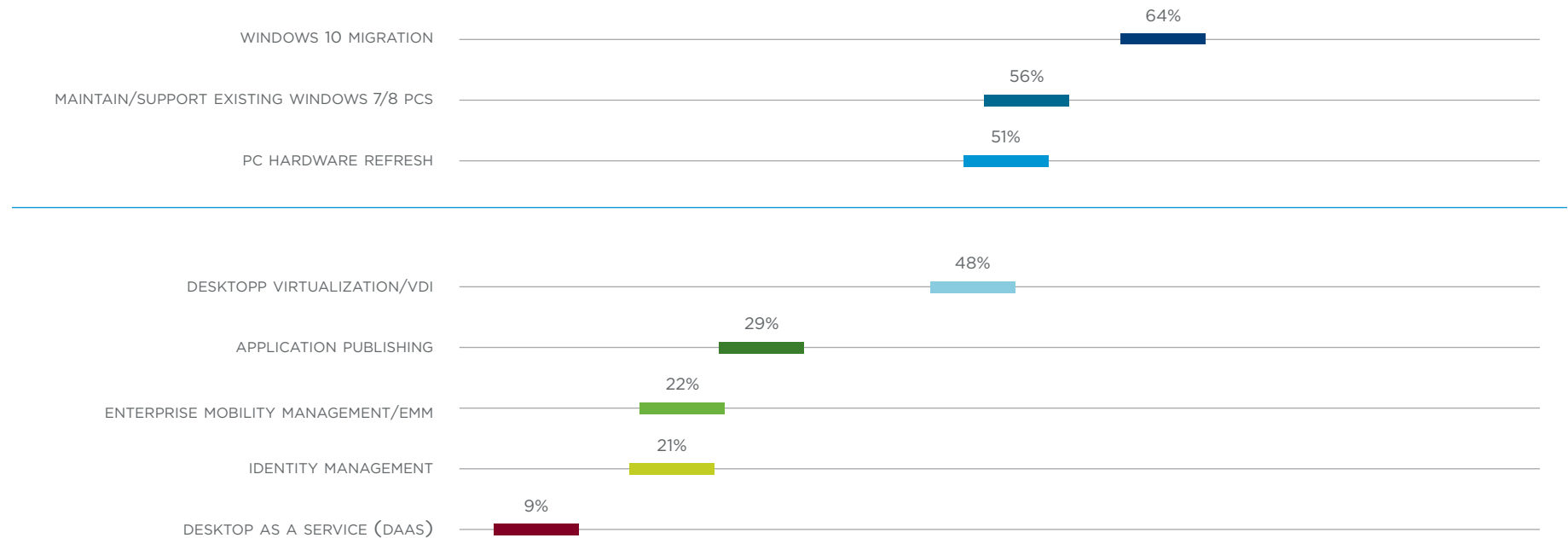
**Learn More:**  
[A Definitive Guide to Windows 10 Management](#)



## KEY FINDING 1

# TOP EUC PRIORITIES

PC'S ARE TOP OF MIND AMONG EUC PROJECTS FOR IT PROFESSIONALS, EVEN AHEAD OF EMM AND SECURITY. THIS IS LIKELY DUE TO THE IMPENDING EXPIRATION OF WINDOWS 7 SUPPORT.

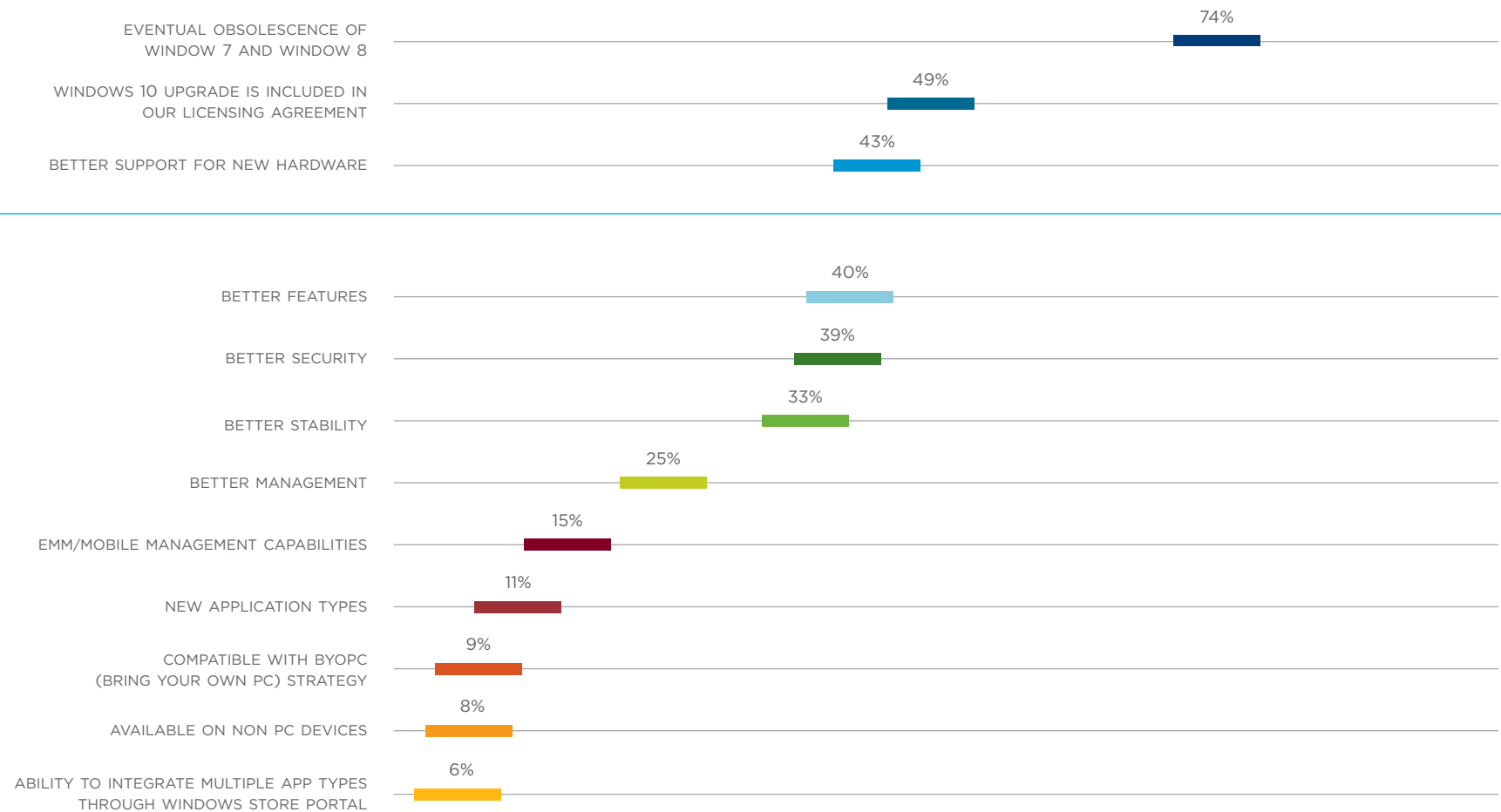




## KEY FINDING 1

# MOTIVATORS FOR WINDOWS 10 MIGRATION

SURVEY RESPONDENTS CITED THAT THE EVENTUAL OBSOLESCENCE OF WINDOWS 7 AND 8 WAS THE KEY MOTIVATOR FOR WINDOWS 10 MIGRATION.

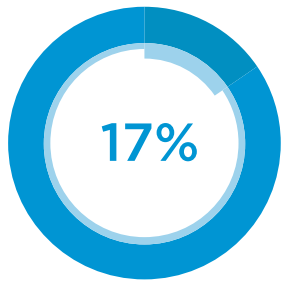




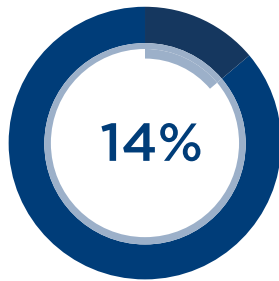
## KEY FINDING 1

# HOW WILL WINDOWS 10 CHANGE WINDOWS MANAGEMENT

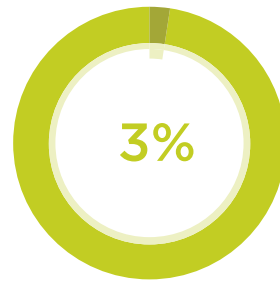
WITH MORE THAN HALF OF RESPONDENTS EXPECTING NO CHANGE IN HOW THEY MANAGE WINDOWS DEPLOYMENTS, IT IS LIKELY THAT MORE CUSTOMER EDUCATION MAY BE NEEDED AROUND THE FULL BREADTH OF WINDOWS 10 CAPABILITIES AND BENEFITS.



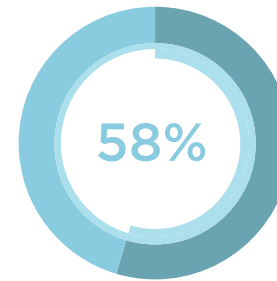
ALLOWS NEW EMM TECHNIQUES AND TECHNOLOGIES



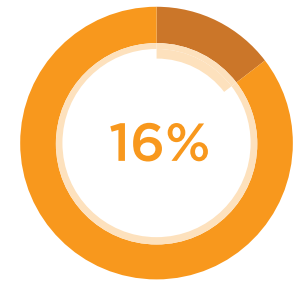
ALLOWS CLOUD-BASED MANAGEMENT AND MANAGEMENT SERVICES



CHANGES THE WAY WE MANAGE WINDOWS IN OTHER WAYS



NO CHANGE



DON'T KNOW



## KEY FINDING 2

WITHIN TWO YEARS, IT EXPECTS TO MIGRATE & SUPPORT WINDOWS 10 FOR 75% OF USERS

According to the survey, enterprise, commercial and SMB respondents said they expect to migrate and support Windows 10 in 75% of its install base. Most customers likely will begin actively working on their Windows 10 migration project in the second half of this year, requiring anywhere between 12-24 months to complete. These projects will require application testing, image creation, device testing and other common migration activities.

Customers embracing EMM in Windows 10 will also discover new capabilities, such as out-of-box enrollment, that can dramatically streamline deployments by eliminating staging areas that are common today. Further, when customers use an EMM product like VMware AirWatch®, they will discover that one solution can now manage all their devices, such as phones, tablets and PCs.



**Learn More:**  
[Windows 10 Demo Videos](#)

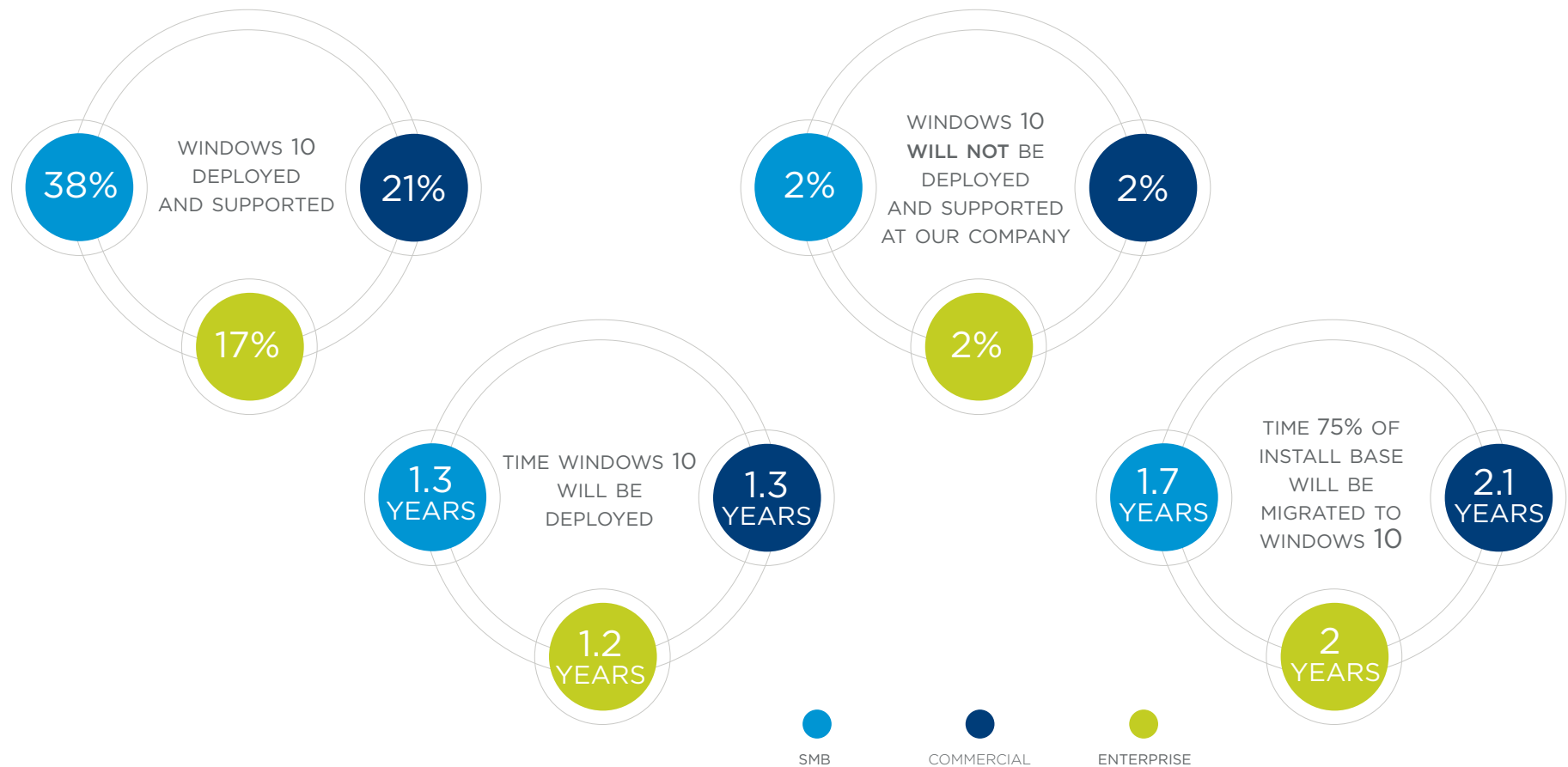




## KEY FINDING 2

# PLANNED TIMELINES FOR WINDOWS 10 DEPLOYMENT & MIGRATION

COMPANIES OF ALL SIZES EXPECT 75% OF THEIR INSTALL BASE WILL BE MIGRATED TO WINDOWS 10 IN APPROXIMATELY TWO YEARS. SMBS ARE FURTHER AHEAD WITH WINDOWS 10 MIGRATIONS THAN COMMERCIAL AND ENTERPRISE COMPANIES.





## KEY FINDING 3

### WINDOWS 10 MIGRATIONS TAKE A SIMILAR AMOUNT OF TIME AS PREVIOUS MIGRATIONS

The majority of respondents found that the process of migrating to Windows 10 took a similar amount of time as past Windows OS migrations—and top potential roadblocks are familiar to IT. The skills for Windows migrations and management are very mature. Many customers have been managing their environments for over 20 years! So, it is not surprising to see that customers have similar experiences with migrating and managing Windows 10. For many customers, using known approaches and best practices is the most logical and least disruptive approach.

For many IT teams that are already stretched beyond capacity, the prospect of beginning another major project can be overwhelming. Fortunately, many providers and partners can help fill the shortfall of staff to complete these projects.

People often resist change, and in the case of Windows, users are really no different. The amount of fear, uncertainty and doubt associated with Windows migrations—no matter how real the issues may be—can be a major inhibitor for IT organizations attempting to move forward.



**Watch the Webinar**  
Take a Look at the Latest  
Windows 10 Features with  
AirWatch

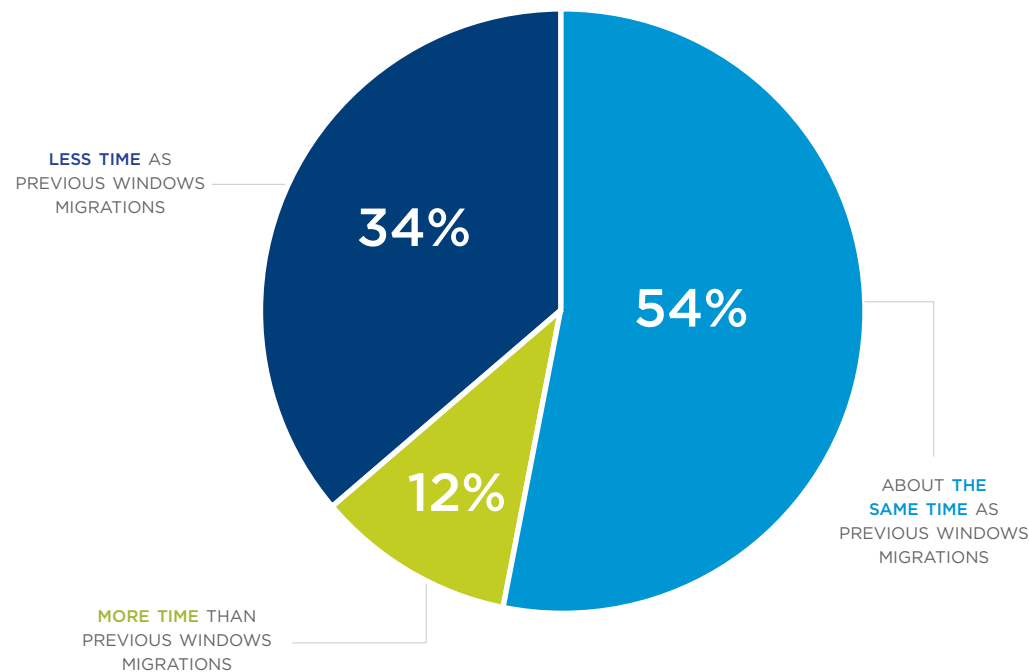


### KEY FINDING 3

# EXPECTED LENGTH OF TIME FOR WINDOWS 10 MIGRATION

RESPONDENTS ANSWERED THAT MIGRATING TO WINDOWS 10 TOOK ABOUT THE SAME AMOUNT OF TIME AS PREVIOUS WINDOWS MIGRATIONS. GIVEN THIS, IT HAS A CHOICE: USE THE SAME TOOLS AS BEFORE AND LIKELY YIELD THE SAME EFFICIENCY RESULTS OR USE OTHER TOOLS TO SIMPLIFY AND ACCELERATE THE MIGRATION PROCESS.

HOW LONG DID YOUR WINDOWS 10 MIGRATION TAKE?



TYPICAL LENGTH OF TIME FOR WINDOWS MIGRATIONS

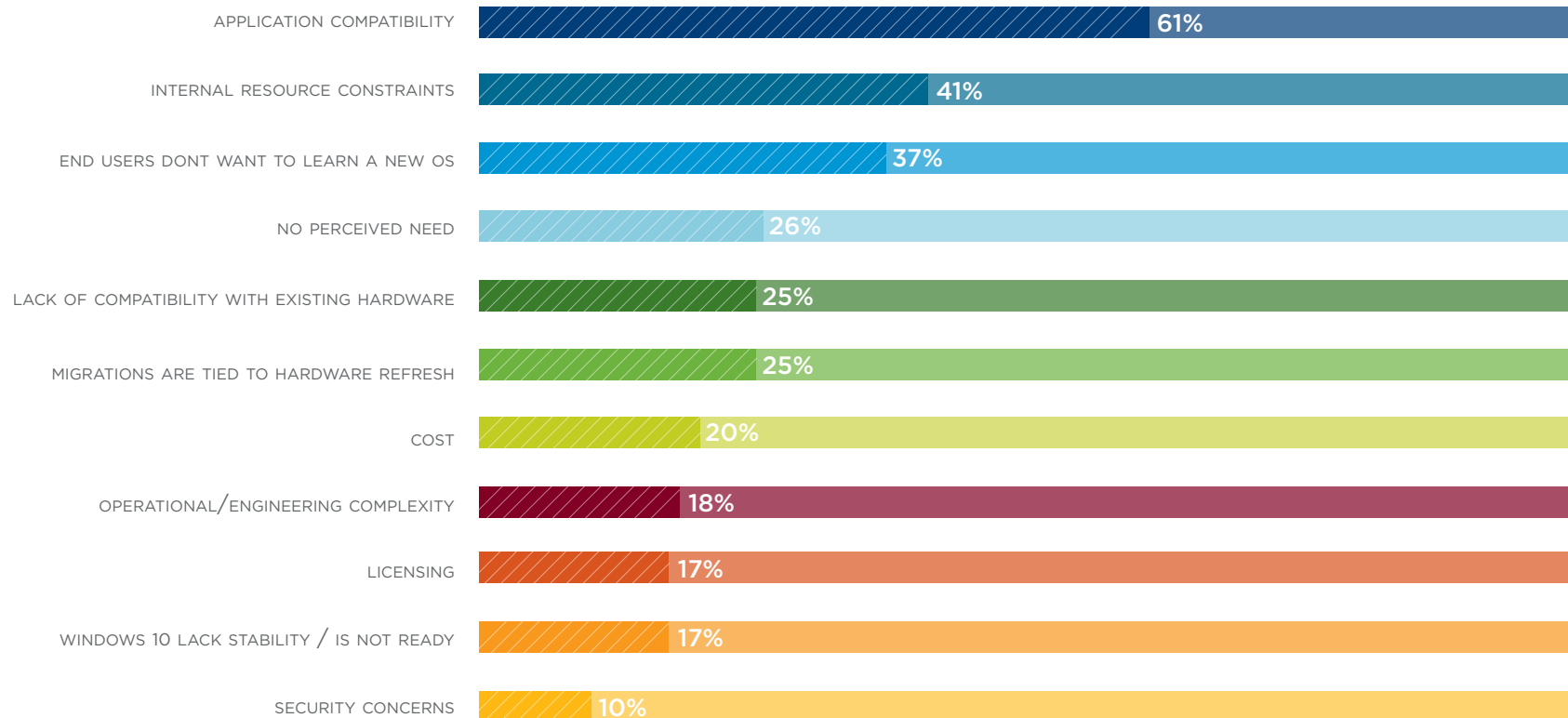




## KEY FINDING 3

# POTENTIAL ROADBLOCKS

IT ADMINISTRATORS ARE VERY FAMILIAR WITH THE TOP POTENTIAL ROADBLOCKS THAT COULD INHIBIT MIGRATING TO WINDOWS 10 SOONER.



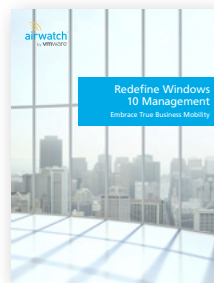


## KEY FINDING 4

### MORE PARTNERS THAN CUSTOMERS BELIEVE WINDOWS 10 WILL EXCEED OR HAS EXCEEDED EXPECTATIONS

Plain and simple, Windows is getting better. Whether it be the new EMM features, integration to app stores, enhanced security, use of cloud services or improved user interface, there seems to be plenty of compelling reasons why customers like Windows 10.

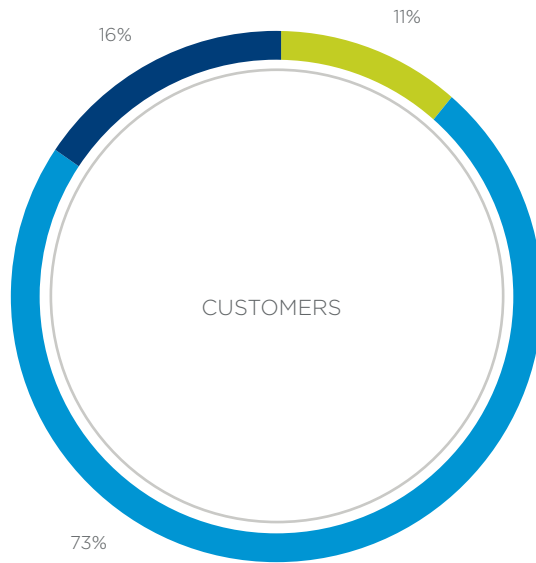
For partners and customers overall, the sentiment towards Windows 10 is very positive. However, by a 2-to-1 margin, more partners responded that Windows 10 will exceed/has exceeded expectations. This could speak to the likelihood that for most customers, the perception is that Windows 10 is really no different from a functional or operational perspective than prior releases. While customers likely see this as continuity, partners are more willing to explore and embrace the newer Windows 10 management features.



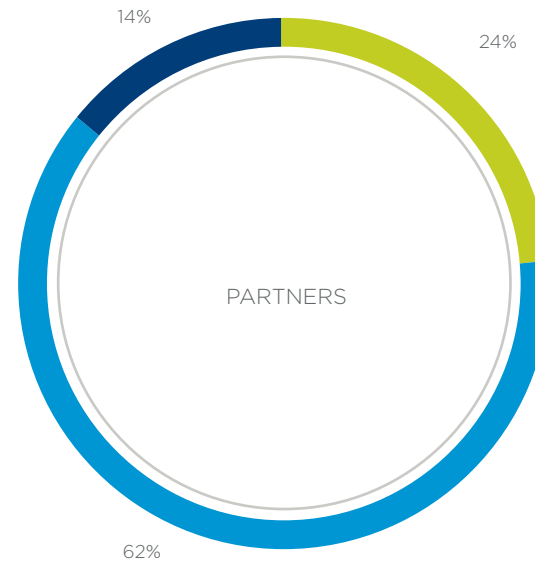
**Learn More:**  
[Redefine Windows Management](#)

# EXPECTATIONS FOR WINDOWS 10

BY A 2-TO-1 MARGIN, MORE PARTNERS THAN CUSTOMERS BELIEVE WINDOWS 10 WILL EXCEED OR HAS EXCEEDED THEIR EXPECTATIONS.



  
WINDOWS 10 WILL EXCEED/  
HAS EXCEEDED MY EXPECTATIONS



  
WINDOWS 10 WILL MEET/  
HAS MET MY EXPECTATIONS

  
WINDOWS 10 WILL FALL/HAS  
FALLEN SHORT OF MY EXPECTATIONS



## KEY FINDING 5

IT PROFESSIONALS ARE GENERALLY OPTIMISTIC ABOUT MIGRATING TO WINDOWS 10

Working on a Windows 10 migration project is a step forward for organizations, IT staff and users. Windows 10 offers benefits across the organization, whether it be for operational efficiencies, increased service levels or better customer experiences.



**Read the Blog:**  
[Six Ways Windows 10  
Changes the Enterprise](#)



## KEY FINDING 5

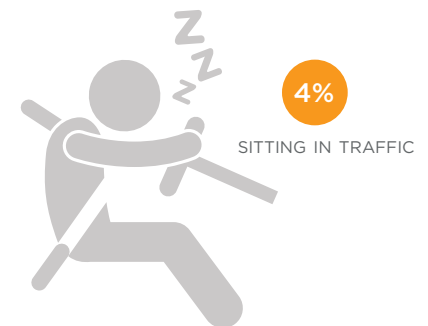
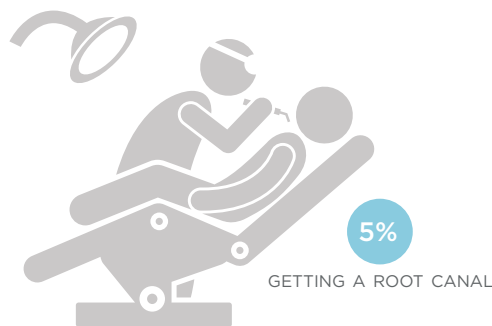
# PREFERRED USE OF TIME

IT PROFESSIONALS ARE GENERALLY OPTIMISTIC ABOUT WINDOWS 10 PROJECTS. BUT NEARLY HALF SAID THEY WOULD RATHER DO THESE FOUR ONEROUS TASKS:



WORKING ON A WINDOWS 10 PROJECT AT WORK

# 50%





# UNIFIED ENDPOINT MANAGEMENT WITH WINDOWS 10 & VMWARE

WINDOWS 10 PRESENTS CUSTOMERS WITH AN OPPORTUNITY TO APPLY BETTER MANAGEMENT TO A BROADER SET OF USE CASES AND DEVICES, INCLUDING TABLETS, SMARTPHONES AND PCS. THIS HOLISTIC EUC APPROACH—UNIFIED ENDPOINT MANAGEMENT—GIVES CUSTOMERS THE ABILITY TO UNIFY DESKTOP AND MOBILE MANAGEMENT UNDER ONE MODEL. THIS MODEL WILL:

- BE EASIER TO SUPPORT
- TAKE LESS EFFORT
- IMPROVE RELIABILITY
- BE MORE SECURE

FOR IT TEAMS SEARCHING FOR SOLUTIONS TO HELP WITH THEIR EFFORTS, VMWARE OFFERS A VARIETY OF SOLUTIONS TO ASSIST IN THE MIGRATION, ALONG WITH THE ONGOING MANAGEMENT, OF WINDOWS 10.

LEARN MORE IN VMWARE'S COMPLIMENTARY WHITEPAPER,  
[A DEFINITIVE GUIDE TO WINDOWS 10 MANAGEMENT.](#)

FOR MORE VALUABLE RESOURCES TO HELP YOUR ORGANIZATION PLAN, MIGRATE AND MANAGE  
WINDOWS 10, VISIT [BLOGS.AIR-WATCH.COM](http://blogs.air-watch.com) OR [BLOGS.VMWARE.COM/EUC](http://blogs.vmware.com/euc)

VMware, Inc. 3401 Hillview Avenue Palo Alto CA 94304 USA Tel 877-486-9273 Fax 650-427-5001 [www.vmware.com](http://www.vmware.com)

Copyright © 2016 VMware, Inc. All rights reserved. This product is protected by U.S. and international copyright and intellectual property laws. VMware products are covered by one or more patents listed at <http://www.vmware.com/go/patents>. VMware is a registered trademark or trademark of VMware, Inc. in the United States and/or other jurisdictions. All other marks and names mentioned herein may be trademarks of their respective companies. Item No: 7131\_Windows 10 Survey Flipbook 8/16