Windows Vista® Means Business.

Your customer wants to make smart decisions for their small business. Choosing Windows® over a Mac is one of them.

Why is Windows the best choice for your small business customer?

Use these key points to help your customers understand why Windows makes sense for their business.

Versatility — Businesses can do more

Mac has fewer business applications:
Only 6 of the top 25 small business applications on Amazon.com run on the Mac[1].

More Programs:
There are thousands more programs and games available for Windows-based PCs than are available for Macs. Virtually all current MP3 & video players work with Windows (including iPhones and iPods), as well as Windows Mobile® phones.

Less Compatibility Issues:
If your customer's clients, vendors or partners are running a PC, there is no guarantee they will be able to open, edit, or use files created on a Mac. In many cases, Mac-specific applications are needed to use the files.

Value — Businesses get more for their money

PC's are less expensive:
The manufacturers of Windows-based PCs must compete with each other (unlike Apple), and the price points for Windows-based PCs often provide your customers with much more value for less money. For just about every Mac available, there is a comparable PC with similar processor and RAM for a less expensive price. You can save up to $550 by purchasing a PC instead of a Mac[2].

Windows Vista is less expensive to expand:
With ReadyBoost™ just plug in a USB drive and get instant RAM.

Backing up is less expensive:
Backup and Restore is a feature of Windows Vista Business SKU's. With Apple, your customer will need to buy either a third party application like super duper or carbon copy cloner, or an Apple product.

Selection — Businesses have a lot more to choose from

PC Selection:
There are more choices with Windows. Your customer will be able to buy a PC that perfectly matches the needs, desires, and budget of their business.

Familiarity — Businesses have less to learn

Steep learning curve with a Mac:
There's a learning curve required with any new computer system. Small businesses using Windows have a huge head start on learning Windows Vista, as opposed to learning the Mac operating system.

1 Source: Amazon.com 9/18/2008
2 Savings of $550 when comparing a New MacBook Pro ($1999) vs Dell XPS M 1540 ($1449)

Windows Vista®

Busting the Mac Myths

Your customers may not have all the facts about Windows based PCs.
Check out the myths surrounding Windows Vista and learn the real facts to be better prepared to handle common objections your customers may have.

Mac Myth — Windows Vista crashes and freezes

Microsoft Myth Buster

Mac Rated Low in Reliability:
A leading consumer product review site recently rated Mac laptops lowest in reliability.

Windows Vista Crash Rate is Down:
The Windows Vista operating system crash rate is down by about 60% over the past 18 months. Also, the Windows Vista application crash rate is down by approximately 40% since launch. This is attributable to SP1 reliability improvements as well as Microsoft partner improvements in Software and Hardware[1].

Mac Myth — Windows Vista is slow

Microsoft Myth Buster

Copying Files is Faster:
Windows Vista SP1 copies files up to 50 percent more quickly[2].

File Decompression Improved:
Windows Vista SP1 improves the time it takes to decompress contents of a large folder by as much as 71 percent[2].

Built in Features to help increase performance:
ReadyBoost: Increases performance of PCs with lower amounts of RAM.
SuperFetch: Monitors which applications you use the most and preloads these into your system memory so they'll be ready when you need them more quickly.

Mac Myth — Windows Vista is expensive to upgrade

Microsoft Myth Buster

PC's are less expensive:
For just about every Mac available, you can find a comparable PC with similar processor and RAM for a less expensive price. You can save up to $550 by purchasing a PC instead of a Mac[3].

Windows Vista is less expensive to expand:
With ReadyBoost just plug in a USB drive and get instant RAM.

Backing up is less expensive:
Backup and Restore is a feature of Windows Vista Business SKU's. With Apple you need to buy either a third party application like super duper or carbon copy cloner, or an Apple product.

Mac Myth — Devices are not compatible with Windows Vista

Microsoft Myth Buster

2,700 + software programs are certified to work on Windows Vista.

98 of the top 100 consumer applications are compatible with Windows Vista.

77K devices are supported by Windows Vista. Visit windows.com/compatibility to ensure device compatibility.

Mac Myth — Windows Vista is less secure and produces more error messages

Microsoft Myth Buster

MacOS has more security vulnerabilities:
MacOS X has more than 8 times the security vulnerabilities of Windows Vista[4].

Windows Vista is the Most Secure Operating System:
• **60%** less likely to be infected by spyware or malware than Windows XP SP2.
• **3x** less likely to be infected with potentially unwanted software than Windows XP based PCs.
• **Over 90% less likely** to be infected than systems running Windows XP without a service Pack.

Windows Vista Protection Features:
Windows Defender, User Account Control, and improvements in Windows Internet Explorer® 7.

Built In Technology to help prevent Identity Theft:
Internet Explorer advanced anti-phishing technology is now blocking over 1 million fake websites each week[5].

Mac Myth — It is complicated to switch to a new PC/Vista

Microsoft Myth Buster

Windows Easy Transfer Wizard:
Every new PC with Windows Vista comes with the Windows Easy Transfer Wizard, which walks you through transferring even your personal settings which you can save to DVD, external hard drive, or even PC to PC. No need to lug your PC into an Apple store to have them transfer for you, even if it is free.

File Transfer to Mac:
Even if your files are transferred to the Mac, there is no guarantee that you will be able to open, edit, or use them with the same level of confidence as you could on a PC. In many cases, you will need to find and purchase Mac-specific applications to use the files.

Windows Vista®

1 Microsoft Internal Data - CEIP - Telemetry Data
2 Microsoft Internal Data - SP2 Test data
3 Savings of $550 when comparing a New MacBook Pro ($1999) vs Dell XPS M 1540 ($1449)
4 Microsoft Internal Data - Q1 2008 Client OS Vulnerability Scorecard
5 Microsoft internal data