



## Windows 7 Customer Solution Case Study



### Political Pollster & Communications Firm Sees More Security, Speed in New OS

#### Overview

**Country or Region:** United States

**Industry:** Professional Services

#### Customer Profile

Global Strategy Group, Chevy Chase, Maryland, is a political consultant and communications firm with four offices, 50 employees and approximately 60 PCs.

#### Business Situation

Data security and speed are the two top priorities for Global as it handles highly confidential and time-sensitive information.

#### Solution

Global is discovering Windows 7 features like Action Center, the Aero® desktop experience, Taskbar Customization, and Federated Search that are having a positive impact on efficiency and security.

#### Benefits

- More Layers of Security
- Faster File Navigation
- Faster, Quality Searching
- Faster IT Problem Resolution
- 60 Percent Better Battery Life

“The Windows 7 sweet spots for us are increased security and speed.”

Harrison Hickman, President, Global Strategy Group

Whether it's the votes needed to win an election or the stakeholder relationships required to navigate a public crisis, the Washington, DC, office of Global Strategy Group helps its clients identify and manage opinions. Efficient information management for its clients is a constant challenge. The firm demands the highest levels of confidentiality for its client's data and must deliver time-sensitive, decision-critical polling results in the heat of battle. Tapping the IT expertise of District Computers, a Microsoft® Gold Certified Partner, the firm is discovering features in the new Windows® 7 operating system that are speeding up its business and increasing its computing security.



## Situation

Global Strategy Group is a political consultant and communications firm with four offices, 50 employees and approximately 60 PCs. The company's roots are in public opinion research; however, over the years it has added PR, communications and a government affairs practice as well. Global's business challenges center around three areas. The first two are confidentiality and speed. Its mainstream business deals with current public opinions, which are particularly critical to political organizations in which secrecy and immediacy are important components. The third area of focus is its evergreen need to build a uniform brand image across its entire organization. Better collaboration is a need as well.

## Solution

Global Strategy Group is finding features in Windows 7 that are increasing security and speeding up workflow.

### **Aero desktop experience**

Aero® Interface features like Snap, Shake, Peek and Hover speed up the document navigation process for Global users.

### **Taskbar Customization**

Powerful taskbar features allow Global users to pin applications and individual files to the taskbar for quick access. Jump Lists provide quick access to frequently used files.

### **Problem Steps Recorder**

This feature allows Global users to capture computer problems using integrated screen shots and keystrokes. IT problems are resolved faster and training tutorials are easier to create.

### **Battery Power Management**

With Battery Power Management, Global Windows 7 users are extending laptop battery

life along with the amount of work that gets done.

### **Federated Search**

Deeper, more relevant searches are now possible with this enhanced search feature. For example, Global users can even search at the command and control panel level.

### **Action Center**

This feature enables Global users to monitor the status of over ten different security and maintenance areas. An unobtrusive alert flag shows up in the taskbar when action is needed.

### **Internet Explorer 8**

Global users are automatically warned of cross-scripting attacks—when malicious code has been inserted into legitimate Web sites. Web Slices track changes in selected Web sites to keep users informed, and Suggested Sites is an IE8 feature that makes recommendations for alternative search criteria.

### **Location Aware Printing**

Global users of Windows 7 can now more easily find and connect to any network's default printer.

### **Network Connection Wizard**

As Global users move from one network to another, Windows 7 identifies the available options and facilitates a faster connection.

## Benefits

### **More Layers of Security**

Out-of-the-box Windows 7 security features like cross-scripting, smart screens, firewall and malware settings and customer User Account Control provide additional layers of security at the desktop level," noted Steve Hall, chief executive officer, District Computers.

"The Windows 7 sweet spots for us are increased security and speed," commented Harrison Hickman, president, Global Strategy Group.

#### **Faster File Navigation**

According to Hickman, decisions are made very quickly in Global's business, so being able to navigate documents faster is a bonus. "Taskbar Customization features like Jump Lists and Pinning mean my critical files are immediately available when I start my computer.

"Getting to the exact documents I need takes one-tenth the time in Windows 7 when compared to the two older OS's. Information is right there waiting for you rather than you waiting for the information.

"I'm often comparing spreadsheet polling data while writing a report. Windows 7 features like Snap, Peek, Shake and Hover make it easier and faster to get the job done."

#### **Faster, Quality Searching**

Hickman is discovering that files are easier to find regardless of where they are located on local or network drives. "I no longer have to worry about losing files because they have been saved in the wrong place. I typed a phrase into Federated Search that I knew was in a proposal I'd lost. I found it fast. Wow!

"Federated Search is also providing instant IT support. Because it can search deeper--command and control panel level--I can find features and functionality on my own."

Said Hickman, "IE 8 Suggested Sites is another feature I found helpful. It gave me search ideas that lead to Web sites I didn't know existed. It's like my browser was an idea factory delivering new directions."

IE 8 Web Slices helps me to automatically track news I care about on the New York Times Web site. Information now comes to me rather than waste time chasing it."

#### **Faster IT Problem Resolution**

"I was trying to resolve a compatibility problem between two files. I simply turned on Problem Steps Recorder, captured the precise issue and fired the file off to District Computers," said Hickman. "The issue was solved in less than an hour."

#### **Faster Client Communications**

Hickman has noticed that many times it's distracting and time-consuming to send a whole web page to a client. "That's where Snipping Tool works its magic. A couple of clicks, an annotation to clarify, and it's off to a client. Pretty incredible."

#### **Faster Connections**

New features in Windows 7 make printer and network connections happen faster according to Hickman. "Network and printer connections are now simple and fast with Windows 7. Not so with Windows XP® and Windows Vista®. I'm able to get back to work faster than ever before."

#### **60 Percent Better Battery Life**

"Initial results show a 60 percent increase in laptop battery life because of Windows 7 features like Trigger Start Services," noted Hickman. "Its miserly use of power means I can be more generous with my time to my clients."

## For More Information

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For more information about District Computers, LLC products and services, call 202-558-5483 or visit the Web site at: [www.districtcomputers.com](http://www.districtcomputers.com)

## 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. 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](http://www.microsoft.com/windows/business)

### Software and Services

- Products
  - Windows 7 Professional
  - Windows XP Professional
  - Windows Vista® Professional
  - Office® 2007 Professional
  - Windows Server® 2003

### Hardware

- Lenovo
- HP