



 Windows Phone

Windows Phone: Empowering Business

WINDOWS PHONE DELIVERS BUSINESS BENEFITS WITH FAMILIAR MICROSOFT TOOLS BUILT IN

The role that technology plays in our lives is evolving rapidly. One thing is certain: we now expect to use the same technology at work that we use in our personal lives. So it makes good business sense to use a smartphone for employees to stay connected both at work and at home, quickly find what they're looking for, and stay up-to-date with the same programs used in the office.

Microsoft Windows Phone delivers one of the best smartphone experiences, with familiar Microsoft tools—Outlook, Internet Explorer, Office, and more—built right in. With Windows Phone, your business benefits from more efficient and cost-effective communications and productivity without compromise.

EFFICIENTLY COMMUNICATE WITH TEAMS, CUSTOMERS AND PARTNERS

With the Windows Phone, employees communicate and contribute right out of the box, with the tools they use every day. SharePoint, OneNote, Office and Outlook email and calendar work seamlessly with Windows Phone.

Outlook Mobile intuitively lets users sort, scan, and manage multiple email accounts with ease, access multiple calendars in a single view, integrate tasks and to-do list with their calendar, set quick appointments, and view Linked In and Facebook events. Lync Mobile lets users interact in real-time with business and personal contacts and join conference calls with a single tap*.

Built-in Office Mobile boosts collaboration with teams, customers and partners more efficiently—from almost anywhere. Employees can access, change and share Office documents and notes quickly and easily.

MOBILIZE BUSINESS APPS OR CREATE NEW APPS WITH TOOLS YOU TRUST

Using the same powerful and familiar Microsoft development tools, developers can create captivating applications for Windows Phone, the web, and the PC—quickly and efficiently. You can also extend existing web apps to the phone, develop compelling mobile line of business apps that run on Silverlight and XNA for a rich user experience, or build apps that integrate with Windows Azure and SQL Azure.

“Consumerization is a real force in many enterprises. Enterprises that ignore this trend may be setting themselves up to be marginalized, or, worse, users may actively circumvent IT controls if IT is perceived to be out-of-touch or draconian.”

— The (Not So) Future Web, Gene Phiher & David Mitchell Smith, Gartner, June 21, 2011

* Requires Lync Server 2010



"Office being on the phone is one of those things that can separate a regular Smartphone from a **smart business phone**."

—William M. Spencer, Project Manager, Energizer



EASILY DEPLOY AND MANAGE IN A WINDOWS INFRASTRUCTURE

Windows Phone is easy to deploy in a Microsoft IT infrastructure—either on premise or in the cloud with Office 365. It works well, optimizing technology that IT departments are already familiar with, and helps support corporate security and management requirements.

IT administrative costs and complexity are reduced by easily integrating Windows Phone with existing investments in Microsoft Exchange Server and Microsoft SharePoint Server. Unlike other smartphone technology, there is no need to deploy and manage costly redundant servers or directories. You also don't have to employ dedicated server administrators to manage other mobility platform's middleware products that have additional license costs per user. And because connecting to email and calendars is vital for business users, Windows Phone supports the latest Exchange ActiveSync (EAS) protocol for improved email experience.

MOVE YOUR BUSINESS FORWARD WITH WINDOWS PHONE

Find out more about Microsoft Windows Phone enterprise programs and resources available to help you evaluate your mobile device strategy, develop a proof of concept and learn how to deploy Windows Phone in your organization.

For more information and to set up an Envisioning Session, contact or email your Microsoft Account Manager today.

To learn more about Windows Phone, please visit
http://blogs.technet.com/b/windows_phone_for_it_pros/.