



Windows® Phone for business



7

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Our new direction



Design
End user
comes first



Platform
Re-architected
developer platform



Hardware
Optimized and
standardized

Integrated experiences

Hubs simplify your everyday tasks on the phone


Delivers immersive, engaging pictures

Bring services to the theme

Makes everyday tasks easier

The collage features several overlapping screenshots of the Windows Phone interface. On the left, a blue vertical bar contains the text 'Delivers immersive, engaging pictures', 'Bring services to the theme', and 'Makes everyday tasks easier'. The main area shows a 'people' hub with a 'what's new' section featuring posts from Holly Dickson and Shai Bassli. Below this is a 'music+videos' hub with a 'zune' section. To the right is a 'marketplace' hub with an 'EBAY' section. At the bottom is a 'Microsoft Office' hub with sections for 'OneNote', 'Documents', and 'SharePoint', each containing various app tiles like 'Budget details', 'Marketing plan', and 'Job waiver'.

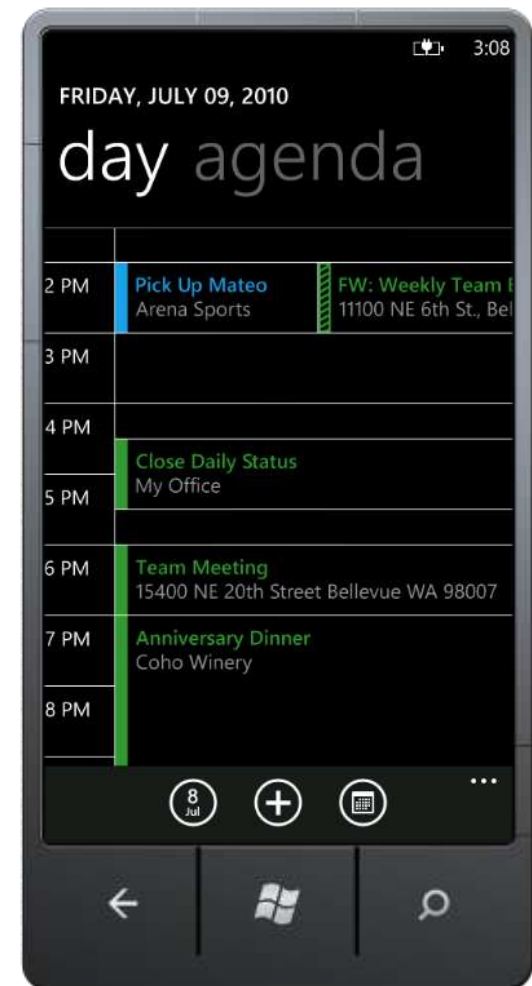
Why Windows® Phone for business



Windows® Phone 7 brings together a captivating phone experience with best in class productivity through Microsoft® Office Outlook® Mobile and Microsoft Office Mobile providing a platform for compelling applications that can work across phone, web and PC.

Outlook Mobile

- Filter work & personal email
- View meeting requests in email
- Manage work & personal calendars
- Support multiple Exchange accounts



Microsoft Office on Windows® Phone

Best productivity experience

Anywhere access and collaboration

Note-taking on-the-go

Office hub



All of your Office Activities in one place

Microsoft
OneNote Mobile
Take notes and sync with your PC
Edit and sync documents easily

Microsoft
Excel Mobile

Microsoft
Word Mobile

Microsoft
SharePoint Workspace Mobile

Microsoft
PowerPoint Mobile

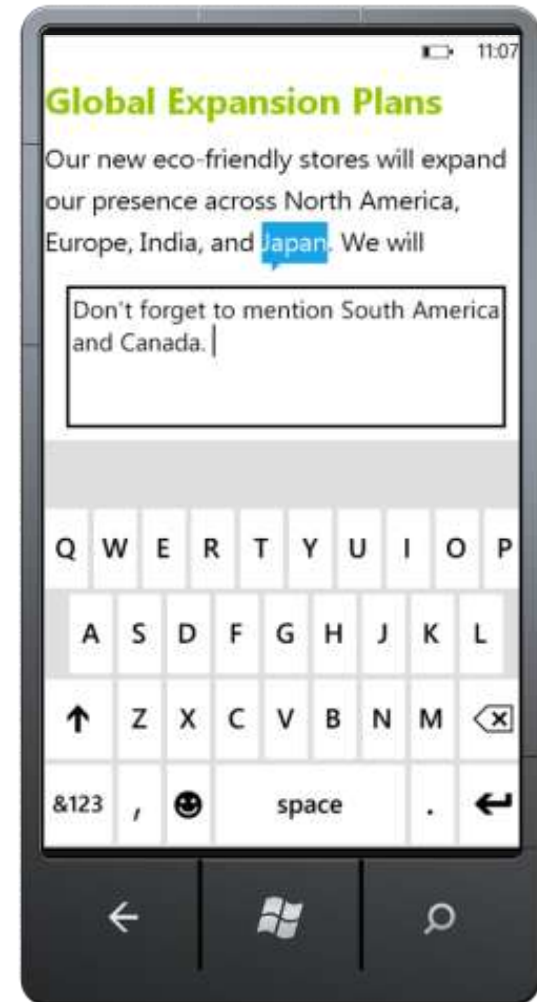
OneNote Mobile 2010

- Take your notebooks with you
- View full page and share using email
- Insert a picture or voice recording



Word Mobile 2010

- View and edit richly formatted documents
- Preview and quickly navigate to the content you want
- View and add comments



Excel Mobile 2010

- View rich data and charts from anywhere
- Preview and quickly navigate to the content you want
- Insert formulas



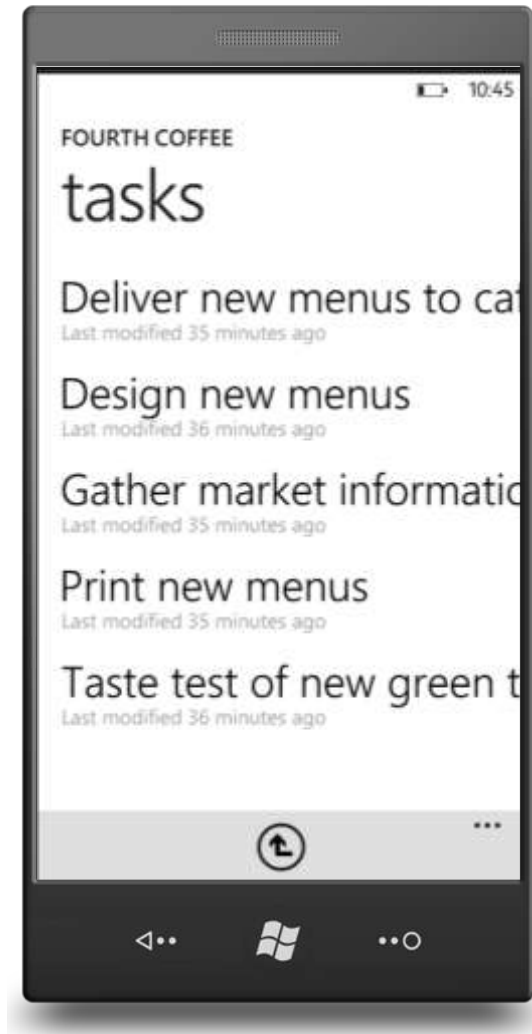
PowerPoint Mobile 2010

- Desktop fidelity viewing
- Edit presentation text and speaker notes
- Browse slides quickly with Outline view
- View broadcasted presentations



SharePoint Workspace Mobile 2010

- Browse sites
- View lists and libraries
- Sync documents offline



Windows® Phone 7 security & management

Helps protect corporate information	Exchange ActiveSync (EAS) Password policies Remote Wipe No PC tethered access or removable storage
Helps ensure data reliability	Application sandboxing prevents apps from sharing resources Marketplace certification enhance integrity Internet Explorer helps protect against malicious code from web sites
Enables secure data transmission	SSL Encryption (128/256 bit)
Supports secure access to SharePoint	Unified Access Gateway (UAG)-enabled access to SharePoint

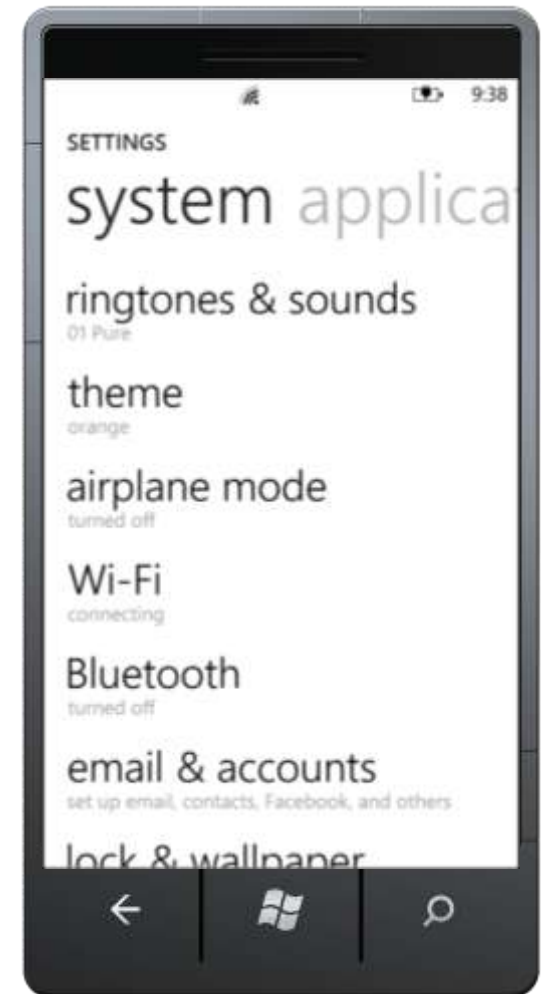
Microsoft ActiveSync support

Password required	Locks phone when detects password requirement, except for emergency calls. Password must be set up in order to unlock the phone.
Minimum password length	Delivers error message if password is less than minimum length
Idle timeout frequency/value	Enables timeout lengths of up to 5 minutes
Device wipe threshold	Warns user before maximum number of password attempts; wipes device on last attempt
Allow simple password	Prevents user from setting up a password with the same delta between consecutive characters
Password expiration	Reminds users to change password before expiration. After date, locks device until password is changed
Password history	Tracks all passwords, preventing user from using same password twice

Configuration baseline

Fewer complexities

- Synchronization of email
 - Only over the air or over Wi-Fi
 - Not available over local workstation
- Limit accepted devices with certificate
- Data transmission
 - Only over the air or over Wi-Fi
 - No Bluetooth or IrDA for data transmission
 - No removable storage cards
 - UAG uses roles based publishing and filtering
- Private APN configurable



Application Model

Built-in Protection

- Managed code only
- Principle of minimal privilege
- Application signing
- Certification and verification
- Marketplace distribution
- Application are “sandboxed”
- No Background processing for 3rd party apps
- Internet Explorer® Mobile isolation
- Application Data encryption



Summary of EAS features

Windows Phone 7:

<http://social.technet.microsoft.com/wiki/contents/articles/exchange-activesync-considerations-when-using-windows-phone-7-clients.aspx>

Other platforms:

<http://social.technet.microsoft.com/wiki/contents/articles/exchange-activesync-client-comparison-table.aspx>

Two flavors of applications



- Modern XAML/event-driven application framework
- Rapid creation of visually stunning apps
- Metro-themed UI controls
- HTML/JavaScript
- 500,000 developers spanning Windows and web

- High performance game framework
- Rapid creation of multi-screen 2D and 3D games
- Rich content pipeline
- Mature, robust, widely adopted technology spanning Xbox 360, Windows, and Zune

Cloud is integrated



- Rich support for incorporating custom web services into app-specific experiences



Windows Azure™



Microsoft SQL Azure™

- Built-in APIs integrated with key Microsoft services

Notification

Location



- Familiar API frameworks for interacting with existing Web 2.0 services



Best-of-Breed Development Tools

■ Tools

- Visual Studio® 2010 (with free Windows Phone 7 Add-in)
- Free: Visual Studio® 2010 Express for Windows Phone
- Expression Blend 4 or
- Free: Expression Blend 4 for Windows Phone
- Free: Windows Phone 7 Emulator
- Free: XNA Game Studio 4.0

■ Single download and install

■ Installation integrates with what you have and know

<http://developer.windowsphone.com>

Consistent set of hardware

Predictability

- Predictability and compatibility
 - One resolution (800x480)
 - Capacitive touch
 - Consistent processor & GPU
 - Same min available RAM
 - Same sensors



Windows® Phone 7 within the Microsoft ecosystem



Captivating
&
productive
experiences



Integrated
infrastructure



Powerful
&
consistent
platform





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