You can build a better place to work.
Here are the tools to help.

The Microsoft® Windows® 95 operating system, previously code-named Chicago, makes computers easier to use. It's easier to learn so it makes sharing ideas easier and getting work done easier. For you, your users and your entire organization. Windows 95 simplifies your most common support tasks. It gives you more control over installation options, configuration options and desktop security. It also gives you more support for system management applications. It's significantly more reliable. And since Windows 95 is the successor to MS-DOS®, Windows® 3.1 and Windows® for Workgroups, it works with the hardware and software you already have. Windows 95 makes good sense. It can save your organization money. It's designed for a safe and smooth migration. It puts the future in your hands now.

Windows 95 helps you help your users. Windows 95 helps users help themselves. It's more intuitive. It's easy to use. It's easier to install. It has built-in networking.   It makes you more efficient. With Windows 95 you stay ahead of the curve.

Easier Network Integration
Windows 95 lets you spend less time worrying about network integration issues. Right out of the box, Windows 95 supports all major networking protocols. It includes full 32-bit, protected-mode versions of TCP/IP, IPX/SPX, and NetBEUI, and full Novell® NetWare® and Windows NT™-based clients. Or with vendor-supplied additions, it supports Banyan® VINES®, DEC® PATHWORKS™ and SUN® NFS. Your network clients are faster, more reliable, and use no conventional memory. Windows 95 also lets you run management and configuration tools remotely. Much of the troubleshooting you've done in person can now be done over the network.

Greater System Reliability
Windows 95 can reduce downtime and support calls through better use of the system's resources. Windows 95 isn't a layer on top of MS-DOS. It is a complete operating system with 32-bit, protected-mode subsystems to keep your PCs running. If an errant application or component goes down everything else continues to run. Existing applications run much more reliably. The new 32-bit applications offer an even greater level of reliability.

Simplified User Interface
Windows 95 makes navigating the system easier for every user. There is a more consistent, more intuitive layout. The taskbar is always visible and the Start button offers a single, streamlined point of access. There is improved, unified online help and fewer concepts to learn. With long file name support, users can find files more easily. Users find answers to their questions without having to call you. (See Figure 1)

Users want freedom. You want control. Bring Windows 95 to the desktop and you bring balance to your organization. You can automate installation   for all users.   You can customize installation. You can manage and control users from your   desktop. You can support multiple users on a single PC with customized settings   for each individual. Nobody's the wiser. Everybody wins.

Centralized Control
Windows 95 gives you one simplified, unified, mini-database for all your configuration files. The Registry eliminates the confusion of config.sys, autoexec.bat, .INI files, etc. It includes user-specific settings, like

personal desktop network access preferences. It includes PC hardware-specific settings. It includes system policies, which allow IS professionals to control configuration and override user settings. (See Figure 2)

Remote Control
You can install the Windows 95 operating system on your users PCs without leaving your desk. Control which parts of the system you install and automate the procedure. You can decide who has network privileges, access to control panels, and even which applications users have access to. The Registry lets you efficiently manage and support each user's desktop. You can change individual user preferences and privileges. You can make global changes that effect all users. You can remotely monitor systems and performance for more efficient troubleshooting. You can access the Registry locally and remotely, using your existing network management applications. Windows 95 will include agents for the Desktop Management Interface (DMI), Remote Procedure Call (RPC), and Simple Network Management Protocol (SNMP).

Crowd Control
You can control network access and security from a single location, where validated user log-on is authenticated by the security structures of Windows NT Server and Novell NetWare. User Profiles allow users to log on to any connected PC and see their own familiar desktop. Each name and password retrieves a user profile from the Registry, dictating desktop layout, fonts, network connections, shared resources, and access privileges to applications and data. This enables all of the users in your organization to work safely and productively whether they're in the office or on the road.

Users who can work faster also work smarter.   Now everybody on your network can work faster. Work smarter. Work together. Work whenever they want to   work.   Get information no matter where it's located.

Faster Computing
Windows 95 gives your users new ways to get things done. Virtually every procedure your users encounter has been simplified. The interface is more logical. It takes fewer steps to accomplish many tasks and even less time to figure things out. With Windows 95 your users will accomplish more. Preemptive multitasking and multi-threaded applications let them work on several things at once. The Win32® -based application programming interface and OLE give a new generation of applications unprecedented speed and power. (See Figure 3)

Windows 95 goes a long way toward eliminating disruptions for you and your users. Thanks to the Plug and Play feature, Windows 95 instantly recognizes any changes made to hardware and automatically reconfigures itself without rebooting. Even systems that need reconfiguration regularly, such as mobile computers, can be managed automatically.

Remote Possibilities
Dial-up Networking (remote access services) lets users on the road connect quickly and easily to frequently used networks. For those mobile computer users, nothing appears to change. The desktop they see will look exactly like the PCs in the office. Microsoft Exchange client offers remote as well as on-site users a one-stop location for viewing and working with all types of information, from electronic mail and faxes to documents and public folders.

Building with Windows 95 makes business sense now.
## And for the future.

Windows 95 is designed to make the migration go smoothly for you and your users. It operates on a 386DX or faster with 4 megs of RAM; 8 megs are recommended to better run multiple applications. Thousands of existing programs and drivers for MS-DOS and Windows are completely compatible. A

powerful new Help system and a computer-based tutorial walk you and your users through the transition. Windows 95 gives you more than just a performance upgrade. It offers a total solution that will benefit everyone in your organization. It will help your users become more independent, more efficient and more productive. It will do even more for you. Windows 95 will increase your control over the desktop and reduce your support burden to free you up to do more important work. All of which help your organization work easier, smarter and more effectively.

Independent Studies

◊   Usability Sciences, Inc. found that after a simple 10-minute tutorial and 10-minute play period, Windows 3.1 users were able to perform common tasks nearly as quickly on Windows 95 as on Windows 3.1 during their very first attempt. By their third attempt, these same users were nearly twice as fast.*

◊   Workgroup Technologies, Inc. analyzed help desk calls at numerous organizations supporting a total of over 30,000 PCs and found that by upgrading to Windows 95 the organizations existing help calls would be reduced by 7-15%. They also found that up to 50% of technician calls ordinarily handled at a user's desk could be handled remotely with Windows 95.**

◊   Gartner Group found that upgrading to Windows 95 can save the typical company over $1,100 in support costs a year for each desktop, noting that the cost of implementing Windows 95 will be paid back in a short 3-6 months. They also concluded that organizations should migrate to Windows 95 if only to run 16-bit applications for Windows on a more stable, easier-to-use platform.***

Figure 1
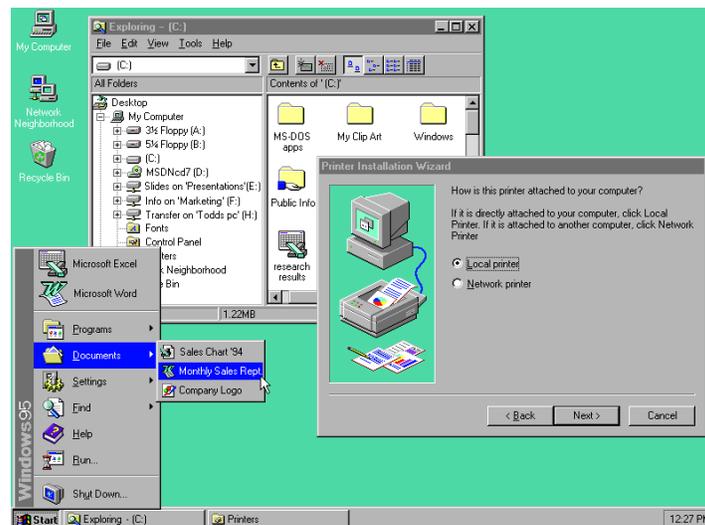
Reduce support burden. The improved user interface of Windows 95 makes everyday operation easier for every level of user.
Figure 2
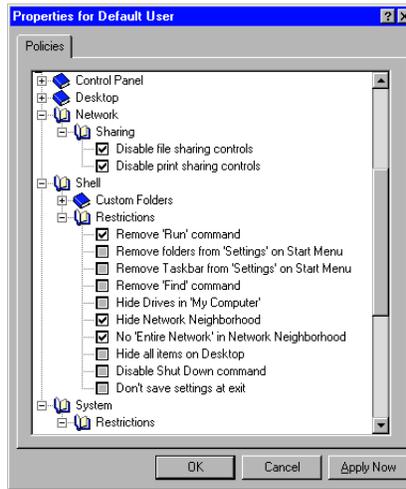
Increase control of the desktop. Now you can control each user's computing environment from anywhere on the network.

<u>Figure 3</u>
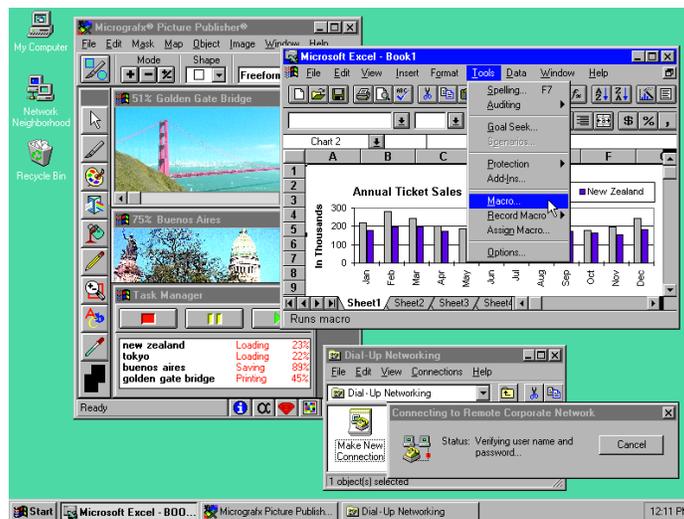
Improve end-user productivity. Every application will benefit from the enhanced performance of Windows 95.
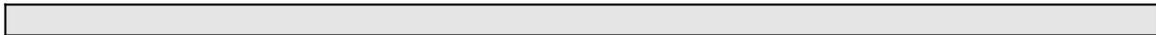
For an even closer look at Windows 95, look no further than WinNews.
To learn more about building a better place to work, as well as more about the above studies, subscribe to WinNews at enews8@microsoft.nwnet.com and write only **Subscribe WinNews**
in your message. And receive the information you need to understand all the benefits of Windows 95.