Microsoft Call Guide

The transition to Windows Vista

Guidance for communicating with your customers about
Windows XP end-of-sales and downgrade rights for Windows Vista

About this call guide

This call guide was developed in response to original equipment manufacturer (OEM) feedback that consumer and small-business customers lack understanding about the end-of-sales of the Windows® XP operating system and downgrade rights for the Windows Vista® operating system. Microsoft has developed the following guidance to make it easier to communicate key talking points to your customers.

Customer perspectives and corresponding key messages

Customer perspective	Key message
Ready for Windows Vista	Windows Vista benefits
Wants Windows XP but is unaware of end-of-sales	Windows XP end-of-sales awareness
Not ready to leave Windows XP	Windows Vista downgrade rights

Handling inquires

Determine your caller's perspective on Windows. If the customer is reluctant to transition to Windows Vista, make sure they are aware Microsoft is discontinuing Windows XP on June 30, 2008. If they are still reluctant to transition, explain the benefits of Windows Vista. If they are reluctant still, explain downgrade rights.

Customer perspectives and key messages

The following information provides key messages related to three customer perspectives on Windows XP and Windows Vista. Mix and match key messages as necessary to customize your calls.

Customer perspective: Ready for Windows Vista

Topic: Windows Vista benefits

Key messages:

Windows Vista empowers everyday users.

Windows Vista helps people preserve memories, stay in touch, keep their PCs safer, get more done, and have more fun with features that support TV & Movies, Music, and Gaming scenarios.

Windows Vista helps unlock more of the potential in small businesses.

PCs preinstalled with Windows Vista are designed to help small businesses keep their PCs up and running smoothly with lower IT costs. Windows Vista provides enhanced security and backup tools, and

management tools. It also provides better networking, battery life, and other support for mobile users:

- **It's safer with better security and data backup:** Improved standard user control means only key IT staff need administrator permission to install or run specific software. Windows Defender and stronger firewall capabilities provide a better level of protection.

- **It's easier and more efficient to use:** Windows Vista is easier to use with an improved user interface, saved searches, tagging, and improved Documents Explorer with built-in preview capability.

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Customer perspective: Wants Windows XP but is unaware of end-of-sales

Topic: Windows XP end-of-sales awareness

Key messages:

Windows isn't "good enough," it's great.

Windows XP is still a great operating system: reliable, familiar, and widely available. However Windows Vista keeps your PCs safer and more secure, is easier to use, and premium versions offer rich experiences around preserving and sharing memories, enjoying TV and movies, and more.

Sales of Windows XP Home and Windows XP Professional will end June 30, 2008.

On March 11, 2007, Microsoft announced that Windows XP would be available to consumers until June 30, 2008. There are no plans to extend sales of other editions of Windows XP beyond June 30, 2008.

Microsoft will support Windows XP until 2014.

Mainstream support for Windows XP will continue until April 2009. An extended support policy will also be available until April 2014. For more information about the Microsoft Support Lifecycle policy, please visit http://support.microsoft.com/gp/lifepolicy.

Windows XP Home will remain for sale on ULCPCs in emerging market segments until 2010.

Windows XP Home Edition will be available for an emerging class of mobile personal computers, commonly known as ultra-low-cost PCs (ULCPCs), until June 30, 2010 or for one year after general availability of the next version of Windows, whichever ends later. While OEMs may choose to preinstall Windows Vista on ULCPCs, Microsoft believes that Windows XP Home Edition provides the most effective solution for ULCPCs from a cost and performance perspective.

Windows XP SP3 was released to manufacturing on April 21, 2008.

The Windows XP Service Pack 3 (SP3) was released to manufacturing (RTM) on Monday, April 21, 2008. The service pack will be available for release on the Windows Update and the Microsoft® Download Center and to MSDN® subscribers before the end of June 2008. The release of Windows XP SP3 will not affect the end-of-sales dates for Windows XP.

Customer perspective: Not ready to leave Windows XP

Topic: Windows Vista downgrade rights

Key messages:

Keep using Windows XP if you like.

Windows XP will be available on new computers and at retail locations until June 30, 2008. Downgrade rights provide business customers (i.e., those customers purchasing Windows Vista Business or Windows Vista Ultimate) the flexibility to downgrade to Windows XP Professional Edition—either through the use of a Windows XP downgrade disc or some other option that might be available through their OEM—through January 31, 2009.

Microsoft offers downgrade rights with Windows Vista Business and Windows Vista Ultimate.

Downgrade rights allow customers to remove the version of Windows preinstalled on a new OEM PC and replace it with a legally licensed copy (obtained from a retailer or through a valid Enterprise Agreement or Volume License agreement) of:

- Windows XP Professional Edition
- Windows Professional x64 Edition
- Windows XP Tablet PC Edition

The customer retains the right to use the version of Windows Vista that came with their new computer when they are ready to upgrade.

Downgrade rights let you use Windows XP now and switch to Windows Vista later.

When a customer purchases a new computer from an OEM partner, the Windows operating system that comes preinstalled with that computer is "locked" to that machine and cannot be installed on another computer. If a customer owns a legally licensed copy of Windows XP, they may install that operating system on their new OEM PC with Windows Vista without restriction. If the only version of Windows XP they have came preinstalled with another OEM PC, they may obtain new downgrade media for Windows XP from the OEM where they purchased their new PC preinstalled with Windows Vista Business or Windows Vista Ultimate.

Customers may obtain downgrade media from OEMs until January 31, 2009.

OEMs have the right to provide Windows XP Professional Edition recovery media to customers who purchase a new PC with Windows Vista Business or Windows Vista Ultimate until January 31, 2009. This program is optional for Microsoft OEM partners. Please provide additional details relevant to your OEM's implementation of this program.

Downgrade rights for Windows Vista last for the life of this product.

Downgrade rights are an end-user right granted by the product license agreement for Windows Vista Business and Windows Vista Ultimate. As a result, these rights are available as long as these products are available for sale.

OEMs may assist customers with their Windows Vista downgrade rights.

OEMs may preinstall a custom image of Windows XP for customers who purchase at least 25 PCs per year with Windows Vista Business or Windows Vista Ultimate. For customers that do not meet this criteria, an OEM has the right to provide Windows XP Professional Edition recovery media to customers who purchase a new PC with Windows Vista Business or Windows Vista Ultimate until January 31, 2009. This program is optional for Microsoft OEM partners. Please provide additional details relevant to your OEM's implementation of this program.

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