



통합운영체제로서의 Windows 8과 멀티스크린 서비스 전략

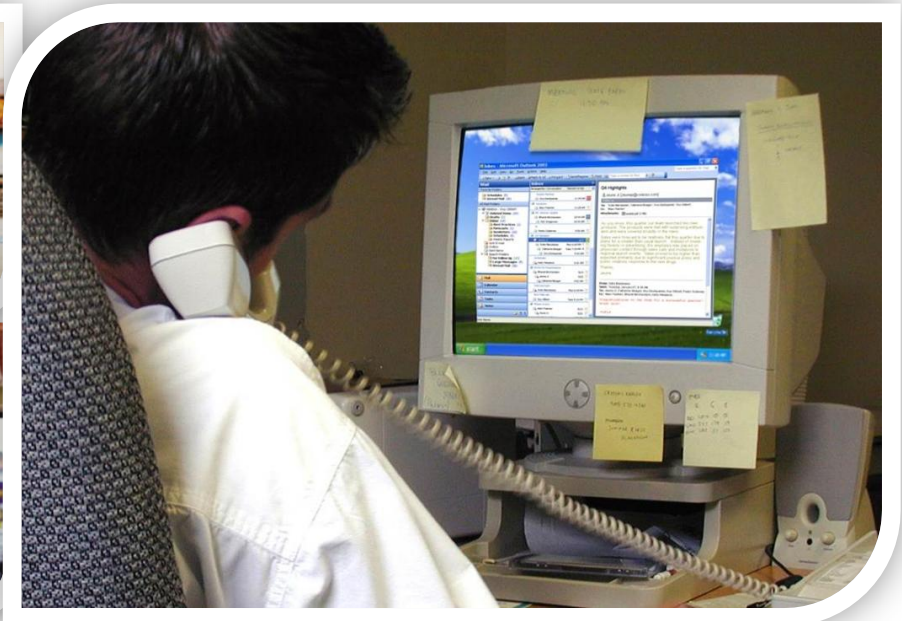
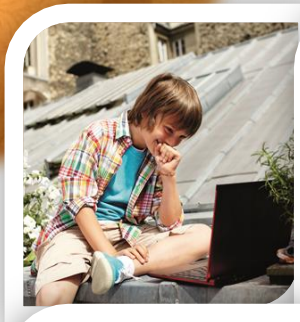
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2012년 10월 24일



VIDEO – FUTURE VISION



많은 분들의 실제 - 여러분은 어떠신가요???



집에서

직장에서

Mobility - #1 CIO 및 비즈니스 우선순위

Devices & Apps Market

2:1

Mobile Devices shipping to PCs

#1

Priority for CIOs in 2012 is Mobility

85B

Mobile Apps will be downloaded in 2012

18%

Building Custom Apps for Tablets

700M

Tablets & Phones shipping per year

91%

Of organizations are investing in Mobility

2X

Increase in Mobile App Dev Spending

21%

Employees globally using Apple Devices



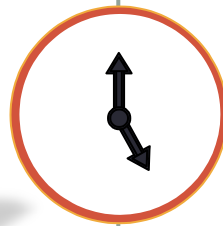
옛날 옛적에??...Once Upon a Time...



People used PCs to get things **done**.

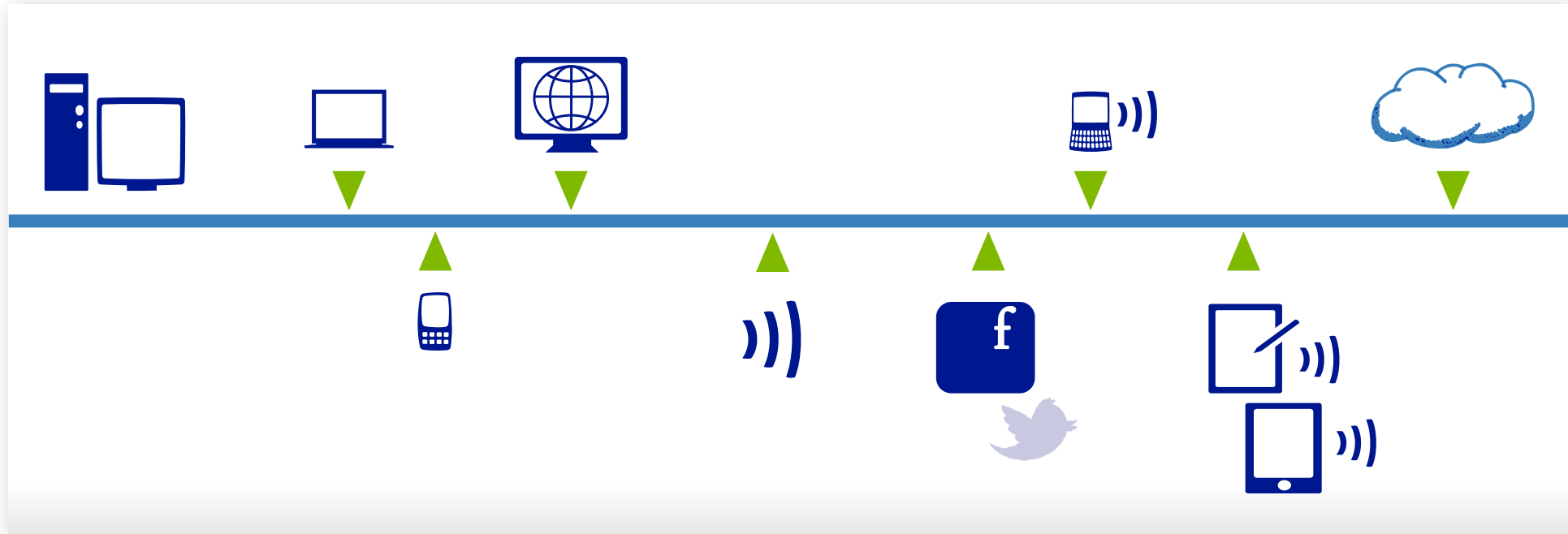


IT's role was to make sure things worked **right**.



The **boundaries** between work and life were **clear**.

무엇이 바뀌었나??!!



More... PCs, devices, apps.

More... Choice.

More... Ways to get things done.

More... Fun.

More... Connected. All the time...

생활과 일의 영역구분이 모호해지다...



At home...



At work...



And anywhere in between

업무스타일에 대한 기대치의 변화 – 딱 내 스타일!!

My PC

- ▶ Work from home PC
- ▶ Bring your own PC



My devices

- ▶ Smartphones
- ▶ Slates & tablets



My apps

- ▶ Social networking
- ▶ Cloud apps



So I can work **the way I want to work**



변화와 도전과제 - What Is IT's Challenge?

Consumer Experience

Enabling people to work the way they want, anywhere and with any device

Enterprise Requirements

Maintaining security, privacy, control, compliance

Manage **access to information** across devices:

- Email/calendar
- Documents
- Business applications



+

Enable the enterprise with **social capabilities**:

- Technology experiences similar to Skype, LinkedIn, etc.
- Integration with Facebook, Twitter, etc.



Windows 8:

Enabling Flexible Work & Life styles

일과 생활의
구분 모호



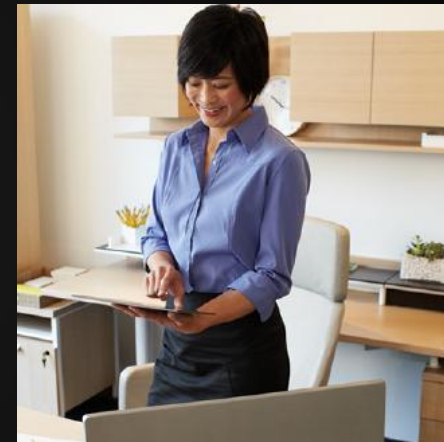
더욱 높아진
이동성



디지털
세대



다양한
장치



기술 지식



빠른 속도



Windows 8



Consumption	AND	Creation
Touch	AND	Mouse and Keyboard
Beautiful	AND	Functional
Apps	AND	Software
Companion	AND	Primary

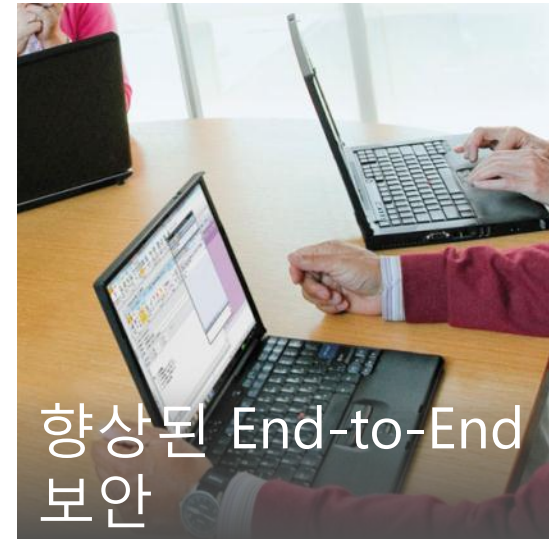
Long battery life
Thin and light
Cloud connected

Windows 8 for Enterprise

최고의 사용자 경험과
장치를 제공



엔터프라이즈 급
솔루션



Windows 8 엔터프라이즈 시나리오

태블릿을
이용한
생산성 향상



휴대 가능한
작업공간



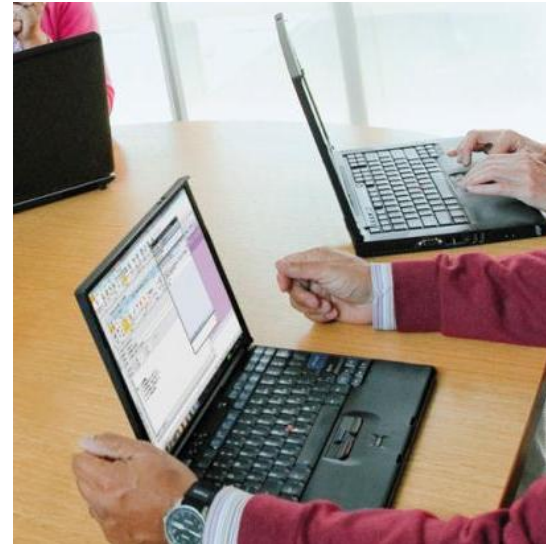
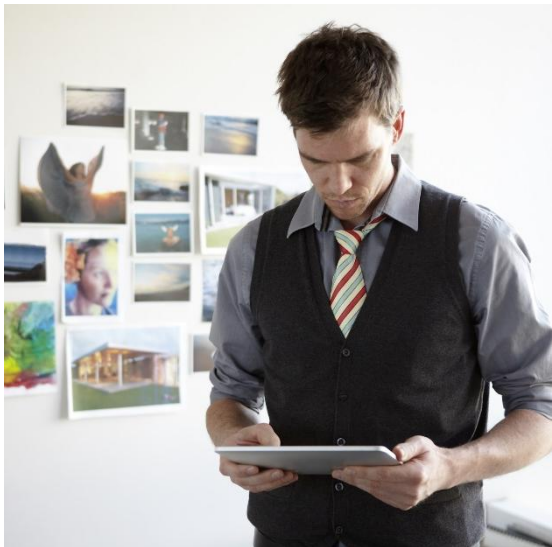
모던 스타일
엔터프라이즈 앱



어디에서나
작업 가능



어떠한 WINDOWS
장치에서도 개인
데이터와 앱 사용



BYOD 시나리오
지원



디바이스 & 데이터
보안 강화



모바일 작업환경
지원



엔터프라이즈 환경의
보안 강화



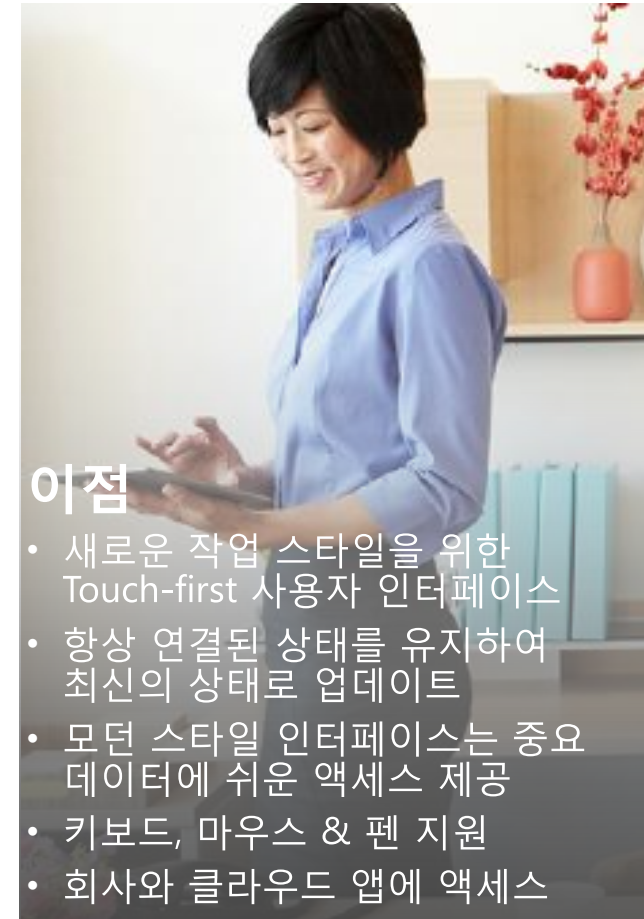
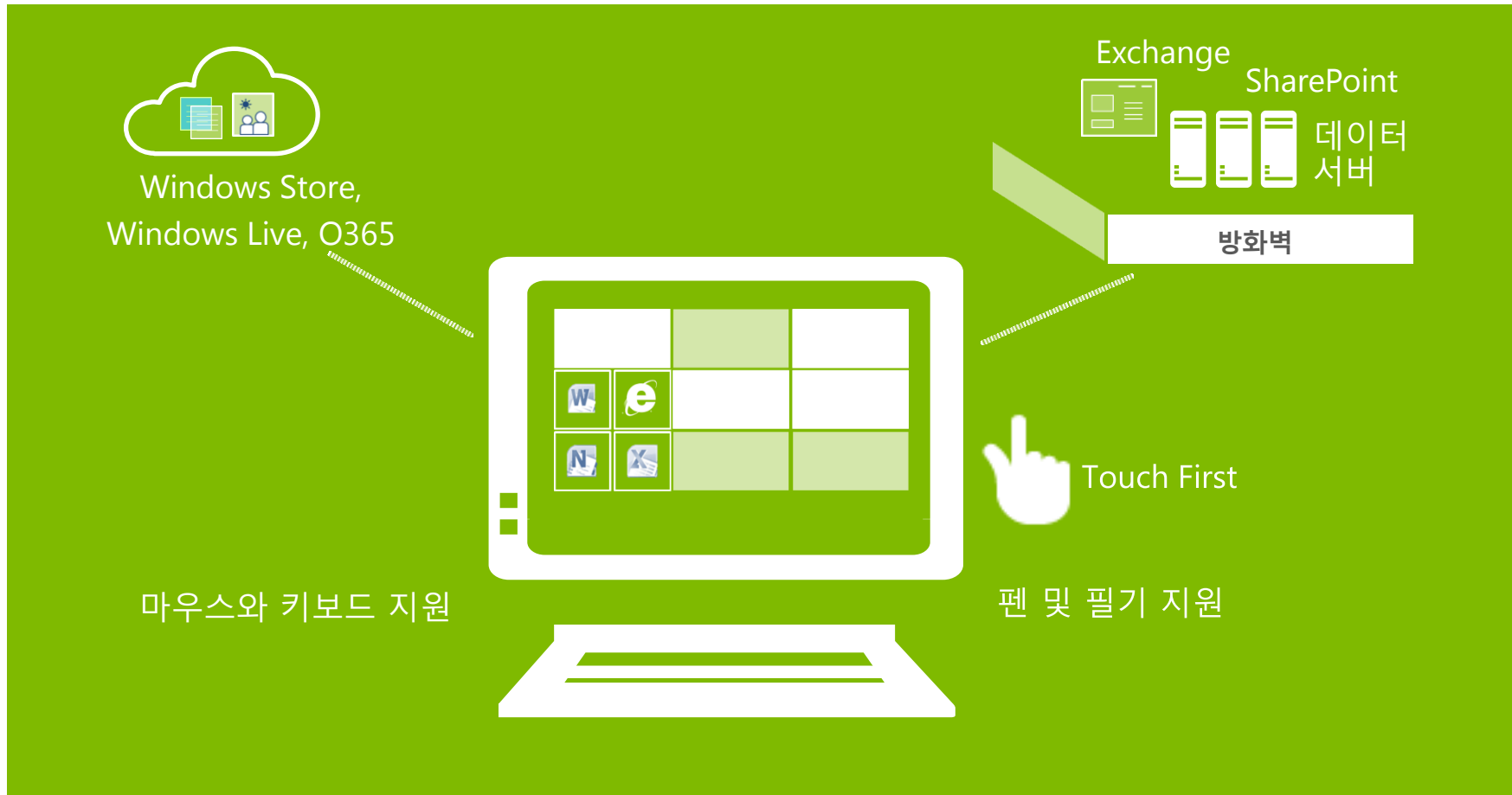
간단한 가상
데스크톱 사용





태블릿을 이용한 생산성 향상

모든 비즈니스 업무를 위한 Windows 8 태블릿



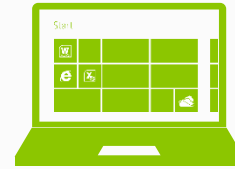
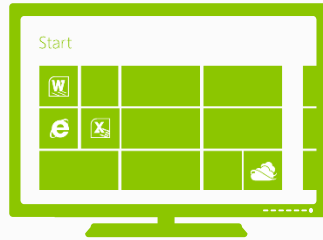
최상의 경험 | 다양한 선택



일반적인 사용의 경우

전문적인 사용의 경우

최상의 경험 | 다양한 선택



일반적인 사용의 경우

전문적인 사용의 경우

Great experiences across devices

Choose the best device for your specific business scenario



What's
next...

Windows 8

- ▶ "No compromise" business tablets with Windows 8
- ▶ New possibilities with Windows to Go, DirectAccess improvements, and mobile broadband enhancements

Windows Phone 8

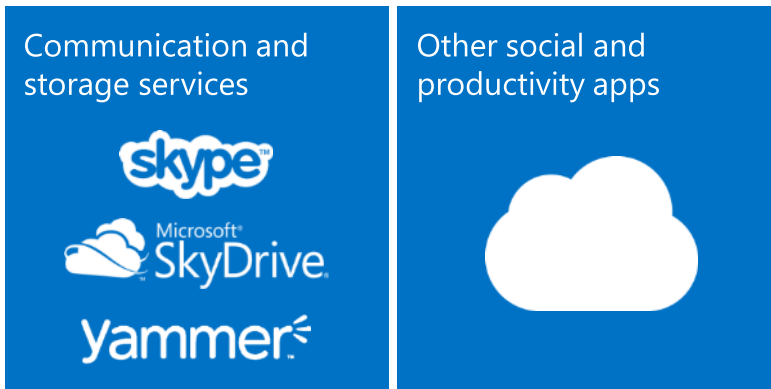
- ▶ Business-ready phone: end-to-end encryption, secure boot, IRM, and secure application container
- ▶ Shared core with Windows 8 provides common user experience and app development efficiencies
- ▶ Office Hub built in

Windows RT

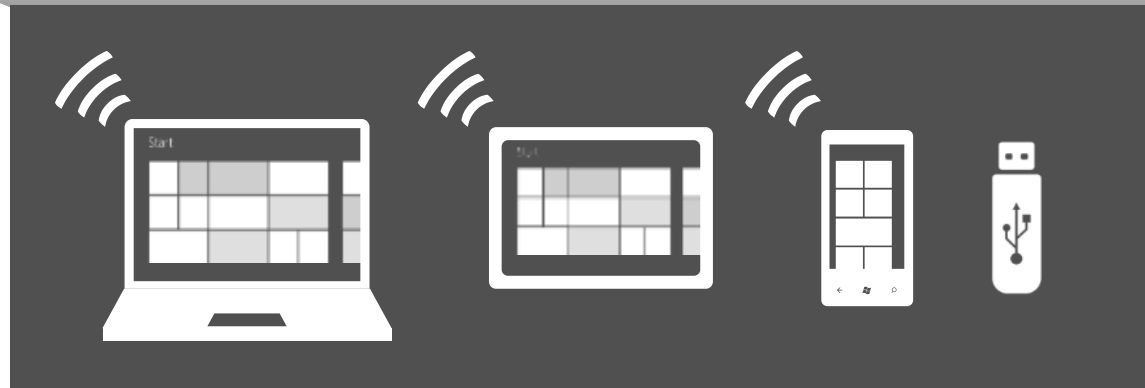
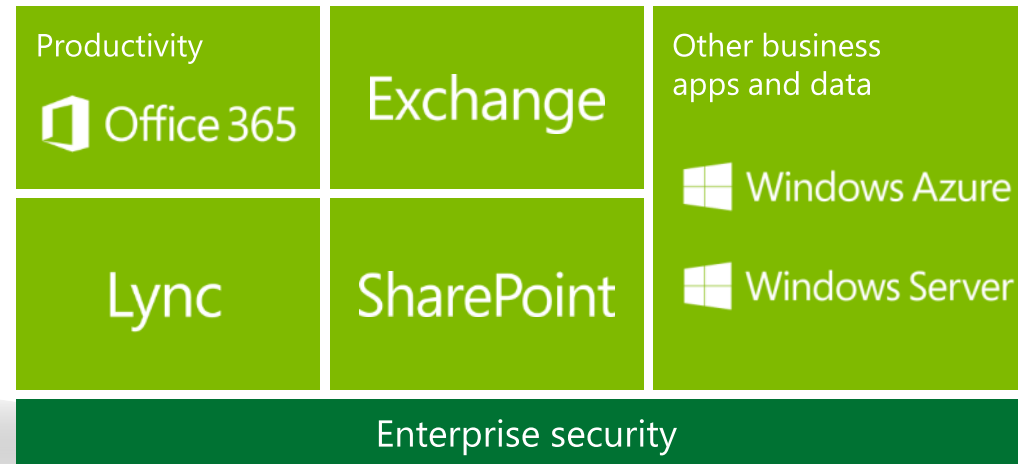
- ▶ High quality and value business companion device with Office apps pre-installed
- ▶ Office Home and Student 2013 RT commercial use rights for anyone whose primary device is licensed for Office with Software Assurance
- ▶ Support for VPN and virtual smartcard solution

Going mobile

Personal cloud services



Enterprise servers and services



Broad range of devices with mobile support

Windows 8 benefits

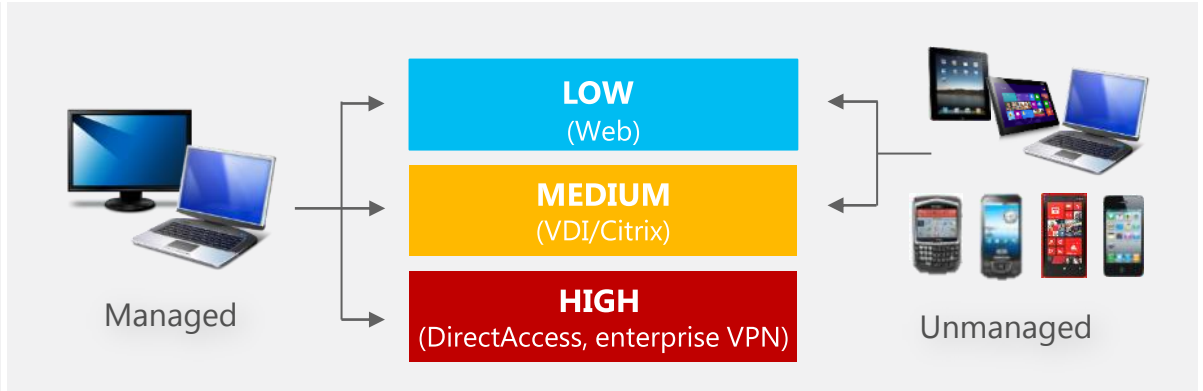
- Persistent Internet connection
- Easy and secure access to corporate data behind the firewall
- Seamless access to personal data
- One device for life and work when travelling

Security and management

Tools that help IT protect the enterprise



End-to-end security and management platform



Access control based on level of business impact and device type

What's
next...

System Center 2012 Configuration Manager

- Unify user management across corporate and cloud-based devices through Windows Intune integration
- Automatically delivers applications in the most appropriate format for each device
- Support for Windows 8 and Mac OS
- Unified console to manage on-premise and cloud-based devices with Windows Intune

Windows Intune

- Help secure and manage devices through the cloud
- Provision applications to devices without requiring a full domain join

Windows Server 2012

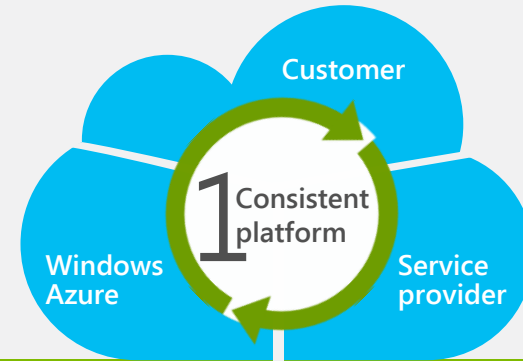
- Improve VDI user experience over WAN links for branch offices and remote users
- Simplify VDI configuration and management to reduce VDI storage costs
- Apply automatic and manual classification of files to tag data across the organization
- Control access to files to apply safety net policies for information governance

Modern application development

User-centric experiences and cloud-based design paradigms



A re-imagined Windows experience



Modern cloud-enabled platform for applications

What's
next...

Windows 8 and Windows Phone 8

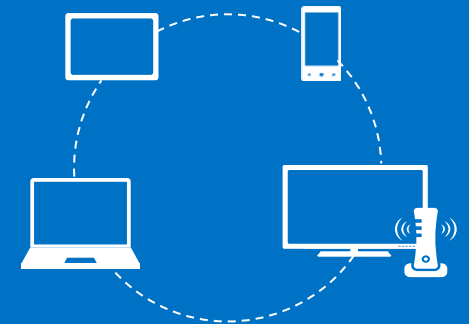
- Apps are at the center of the Windows 8 experience
- Shared code across Windows 8 and Windows Phone 8

Visual Studio 2012

- Build modern-style apps using what you know
- Built-in Windows Store (plus enterprise side-loading)
- Run Windows Store apps on ARM and x86 Windows 8 devices

Windows Server 2012 and Windows Azure

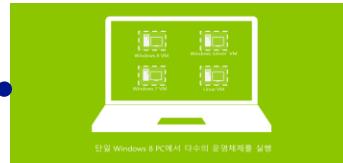
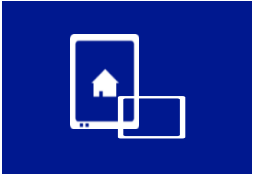
- Modern platform for the world's apps
- Rapid, dynamic application lifecycle



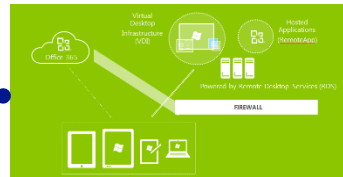
More than a billion users across
PC, tablet, phone and Xbox!

Bring Your Own Device 시나리오 지원

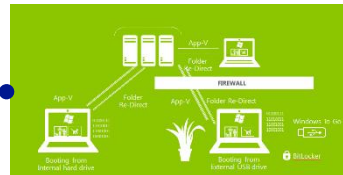
여러분의 조직 환경을 위한 다양한 솔루션을 제공



Client Hyper-V를 이용한 다양한 OS환경운영



VDI: Enterprise 표준 이미지에 액세스



Windows To Go: 어떠한 PC* 에서라도 USB를 통한 일관성 있는 Windows 8 경험을 제공



ConfigMgr: 사용자 / 디바이스 관리 가능



Windows Intune: Windows PC& 태블릿에 대한 클라우드 관리

* 인증된 Windows 7 또는 Windows 8를 사용하는 디바이스

