

May 2017: 400M monthly active devices running Windows 10!

NEW Check out the updated Windows Commercial Storybook, including key changes from the Creators Update!



Windows Storybook is the single source of truth for those who want to know the Windows story. This marketing guide is for Microsoft partners to use, providing inspiration for how to market and tell a compelling commercial story about Windows 10.

You should use this guide to arm your partner marketing teams with all the information and assets they need to market Windows across channels – including core messaging for commercial audiences and product features – ensuring a consistent story for Microsoft consumers.

Access the Windows Commercial Storybook from the [Secure and Productive Enterprise Campaign page](#).

NEW Register for Microsoft Inspire 2017!

Microsoft Inspire is where the world meets to transform business. Hear the latest revelations from industry experts, top Microsoft leaders, and fellow Microsoft partners and take part in the face-to-face conversations that can lead to your company's next big opportunity. There's just so much to do at Inspire – from keynotes, booths, partner receptions, general sessions, break-out sessions, theater sessions, and so much more.

[Register today for Microsoft Inspire](#)

Once registered, go and look over the Inspire sessions catalog for Windows sessions here: <https://myinspire.microsoft.com/sessions>. Additional sessions will continue to be added as we approach the event. **Check back on June 1**, when you can register for the sessions you are interested in.

We also recommend you check out valuable resources below to prepare for your visit to Inspire and Washington DC:

- Check back [here](#) for updates from Inspire to prepare for the conference
- [Read our FAQ](#) for answers to questions about Inspire and Washington DC



NEW Innovation with Windows 10 S in Education and Surface Laptop

We **shared our vision** for inclusive, immersive learning at a Microsoft Education event in New York City on May 2, where we announced new, affordable devices and a Windows 10 experience inspired by students and teachers – we call it Windows 10 S. We also shared new ways to work and learn together on screens, through games, and in 3D. Our ambition extends beyond simply moving the classroom from physical to digital. We believe we have an incredible opportunity to leverage technology in modern ways to provide more outcome-driven, personal learning paths for students.

[Read more here](#), download the latest and greatest readiness content from the [Microsoft Education Partner Network](#), and check out these related new videos: [Education and Technology](#); [Windows Mixed Reality](#); [Microsoft Surface Laptop](#)

Like what you are reading? If you want to keep receiving this newsletter, sign up now! You will be the first to know when new Windows 10 resources, events, and announcements come up.

Subscribe Now

REMINDER Incentive Opportunities ending soon!

Ending June 30, 2017: Take advantage of these opportunities and earn more for all the licenses you sell! Here are the key benefits to you as a partner:

Make money with Windows as a managed service



- Get \$5 for every seat of Windows 10 Enterprise E3 sold
- Get \$10 for every seat of Windows 10 Enterprise E5 sold
- No need to sign up: if you close deals on Windows 10, your progress will automatically be tracked with your MPN ID
- EA and CSP: both license types are eligible!
- Doesn't matter if it's net new, renew, add on, or true-up: all these sales activities count
- No maximum cap on partner earnings, just a 20,000-seat cap per deal/customer
- No minimum number of seats required to start collecting rebates
- Just sell, and we'll get the rebates to you – Monthly for EA licenses and quarterly for CSP licenses

For full details on the Windows LSP and CSP Incentives, see the resources on the [Partner Site](#).

NEW Windows Defender Advanced Threat Protection Overview

A quick, but in-depth overview of Windows Defender Advanced Threat Protection (Windows Defender ATP) for Windows 10, including the new capabilities available in Windows 10, version 1703 that will help customers detect, investigate, and contain breaches, such as in-memory attacks and Kernel exploits.

Presenter(s): Senior Windows Product Manager, Heike Ritter

Check out [this short video](#) on Windows Defender Advanced Threat Protection.



NEW Windows Tech Series training now available on-demand



Windows Tech Series are now available anytime!

Make sure your Windows 10 deployment, management and security skills are up to date by taking the Windows Tech Series training. The self-paced, on-demand training is available any time and can be accessed via Windows link under the Products and Solutions section on the MPN Learning Path page.

[Get Windows technical training now](#)

UPDATE Windows 10 Creators Update now available!

Starting last month, the Windows 10 Creators Update began to roll out to customers as a **free update**. Here's a quick overview of this important update:

We designed Windows 10 to empower the creator in all of us. The Creators Update is designed to spark and unleash creativity, bringing 3D and mixed reality to everyone and enabling every gamer to be a broadcaster. Beyond creativity, it brings new features to Microsoft Edge, additional security capabilities, and privacy tools, and so much more.

Here are just a few of the new features coming in the Windows 10 Creators Update:

- 3D for Everyone and enabling mixed reality
- Watch, participate, and interact in real-time with Beam
- Microsoft Edge is faster and safer
- Easily managing your children's screen time
- Additional security and privacy protection



Want more information on the Windows 10 Creators Update? Check out the resources below:

- [Windows 10 Creators Update coming April 11, Surface expands to more markets](#)
- [Windows 10 partner devices bring Windows 10 Creators Update experiences to life](#)
- [Providing customers with more choice and control in the Creators Update](#)

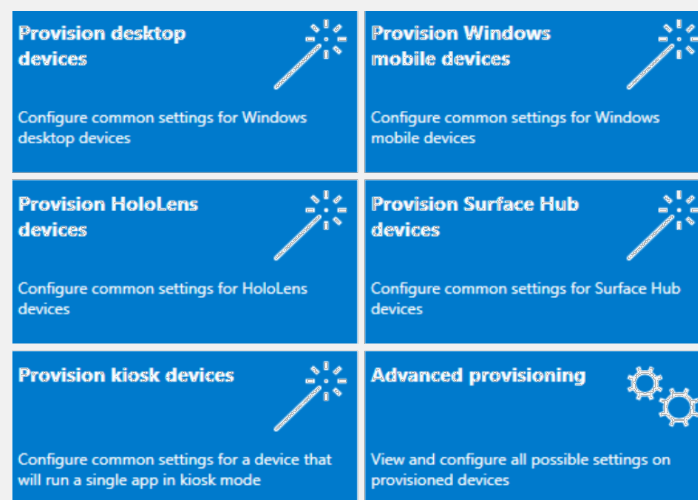
NEW Windows and Office align feature release schedules to benefit customers

We have heard that our customers want more predictability and simplicity from the update servicing model to help make deployments and updates of Microsoft products easier. Based on this feedback, we are excited to share today that we are aligning the servicing models for Windows 10, Office 365 ProPlus and System Center Configuration Manager. Windows is committed to a predictable twice-per-year feature release schedule, targeting September and March of each year, aligning with Office 365 ProPlus. The next Windows 10 feature update will be targeted for September 2017.

Check out the [Windows Business blog](#) for more details

NEW IT Pro Content for Windows 10

There's a wealth of valuable resources and information that discusses Information Technology (IT) pro features in Windows 10, including features from the Windows 10 Creators Update. Below is an overview of [What's New in Windows 10 for the IT Pro](#):



Windows IT Center

- Home page refresh includes Spotlight panel updates
- [Explore Windows 10](#) section includes updates to What's new and Top Tasks.
- Top task updates: [Application compatibility](#); [End user readiness](#); [Mobility](#); [Security and Control](#).
- [Surface Hub](#) content refresh for Creators Update

Windows Defender Security Center

- [Windows Defender Security Center app](#) – With Windows 10 Creators Update, all of a PC's security tasks are now in one place
- [Express updates](#) – Windows 10 has been able to reduce the size of Windows Update downloads with a feature called Express.
- [Upgrade readiness](#) – Upgrade Readiness helps IT customers ensure that applications and drivers are ready for a Windows 10 upgrade.

Security

- [Device Guard](#) and [Credential Guard Security Considerations](#) help protect vulnerabilities.
- Windows Advanced Threat Protection: [Threat intelligence API](#) to create custom alerts and [Investigate a user account in Windows Defender ATP](#)
- Windows Defender Antivirus (AV): We've increased the [breadth of the doc library](#) for security admins. Highlights include:
- Improvements to the [Block at First Sight](#) feature mean it now blocks new malware within seconds of the first time the malware is seen.
- The [Windows 10 security and control](#) site page has been updated with enhanced resources for the IT Pro.

[Go to TechNet to see all the new Windows 10 features for the IT Pro](#)

NEW Free Windows 10 Webinar: Faster Innovation for Software developers

[Gartner just announced](#) their new study finding that **“85 Percent of Enterprises Will Have Started Windows 10 Deployments by End of 2017,”** sign up now for a free Microsoft webinar to help you get ready for Windows 10. Here are webinar details:

Learn how to build on the continuous stream of innovations delivered by Windows as a Service (WaaS) in this one-hour webinar. You'll be ready to adapt and modernize, offering your customers seamless updates and improvements.

Objectives of this webinar:

- **Understand** the new Windows 10 release cadence and key changes to expect from Windows 7 and Windows 8.1 to Windows 10.
- **Be prepared to leverage** this transition in your application development lifecycle, from monolithic upgrades to “fast rings”
- **Learn how Microsoft will support** you through this process.

[Register for one of two sessions](#) on **May 31 at 7:00 am pacific time** or **9:00 am pacific time**.



NEW Check out new content on Windows 10 Learning Path

Sharpen your skills with on-demand training on Windows 10 with content available through the Windows 10 Learning Path. Learn how to grow your business with Windows 10, Windows 10 management and compatibility, partner deployment opportunities, and much more!

[Access Windows sales training through Windows 10 Learning Path](#)

UPDATE Windows Accelerate

Stay tuned! We are planning to update the content of Windows 10 Enterprise PoC and Windows 10 Enterprise Security Integration Workshop for the Windows 10 Creators Update by May 29, 2017.

Find out more and stay updated at [Windows Accelerate](#)

UPDATE Forrester study shows how Windows 10 can increase ROI for enterprises

The recently updated Forrester Consulting's Total Economic Impact (TEI) study shows how Windows 10 can help drive business impact. The study shows the three-year net present value of benefits per user increased from \$403 to \$515 and the Return on Investment (ROI) grew from 188% to 233%, with a payback period of 13 to 14 months. This updated study helps provide further evidence that Windows 10 can drive significant cost savings, security and productivity benefits for enterprise customers.

[Download and review Forrester's Total Economic Impact \(TEI\) study now](#)

Find out how you can benefit from Windows 10 through deployment, managed services, new devices, and security. Bookmark the MPN Windows 10 solution page to your Favorites!

Visit the one-stop partner shop for Windows 10

Upcoming events

Microsoft Build

[Register for Build](#) | May 10-May 12, 2017 | Washington State Convention Center, Seattle

Software continues to transform the world in remarkable ways, and developers are at the center of it. We're inviting developers to join us in downtown Seattle to learn about latest new technologies and exciting plans on the horizon. As always, Microsoft Build is filled with strong technical sessions as well as opportunities to meet and learn from others in the industry.

Learn more about [Microsoft Build](#)

Microsoft Inspire

[Register for Inspire](#) | July 9-July 13, 2017 | Walter E. Washington Convention Center, Washington DC

Connect with partners, Microsoft employees and industry experts at Microsoft Inspire. With past attendance exceeding 16,000 people from around the globe, Microsoft Inspire provides a week full of networking, learning and collaboration.

Learn more about [Microsoft Inspire](#)

Online Windows Tech Series Events

Management

Region	Language	Date	Registration Link
Americas	English	May 17, 2017	Introduction to Windows Management

Deployment

Region	Language	Date	Registration Link
Americas	English	May 25, 2017 - May 26, 2017	Introduction to Windows Deployment
Asia Pacific	English	June 27, 2017 - June 29, 2017	Technical Deep Dive on Windows Deployment

Learn more about [Online Windows Tech Series events](#)

Programs and Resources

Windows Solutions for Partners

Windows 10 for Business

Secure and Productive Windows 10 Enterprise

Windows 10 Enterprise E3 in CSP

Windows Partner Community Blog Series

Windows Partner Yammer Group

Windows Education Partner Network