



Windows 7 Customer Solution Case Study



Aviation Group Flies High with Windows 7 Professional & Dell Latitude E6400

Overview

Country or Region: United States

Industry: Nonprofit Pilot Advocacy

Customer Profile

AOPA is a non-profit advocacy group representing the rights of U.S. pilots and aircraft owners. With over 415,000 members, it is the largest and most influential association of its kind in the world.

Business Situation

AOPA sought a solution that would enable them to improve efficiency, reduce time required for everyday computer tasks, and streamline mobility and search functions.

Solution

With more reliable mobile access, faster startup, and improved response times, Windows 7 Professional with the Dell Latitude E6400 is a perfect fit for AOPA's computing needs.

Benefits

AOPA expects to gain:

- Faster Startup, Resume, and Standby
- 10 hrs./week with Mobility Center
- 10 min./day with Windows Search
- Extended battery life

"I couldn't be more excited. I'm a fast mover, jumping from meeting to meeting, docking and undocking, and I need things quickly. I can definitely see where I've regained a little bit of my busy day."

Stephen Shaffer, CEO and vice president of information technology, AOPA

Founded in 1939, the Aircraft Owners and Pilots Association (AOPA) has been a major player in the development of aviation equipment since before World War II. This veteran organization represents the rights of aircraft pilots and owners. AOPA's mission is to promote "the economy, safety, utility, and popularity of flight in general aviation aircraft." They accomplish these goals through advocacy, leadership, and education.

A typical workday at AOPA is fast-paced and efficient, but the non-profit membership group has been bogged down by sluggish desktop computers that have impacted office productivity. Meanwhile, unreliable laptops have impeded the work of AOPA's mobile employees. AOPA needed an infusion of fast-moving technology. The new Windows 7 Professional operating system running on the Dell Latitude E6400 was just the right combination to propel this group into new levels of productivity.



Situation

With over 70 years of experience advocating for pilots, AOPA represents its 415,000-plus members with speed and alacrity. During an average workday, employees are constantly on the go, providing government advocacy, leadership, skill training, and a range of other services.

Time and efficiency are of paramount importance to AOPA, making their persistent computer issues a real problem. Slow start-ups, poor battery life, inconsistent mobile network access, and sluggish applications were all costing users valuable minutes—or even hours—each day.

Stephen Shaffer, CIO and vice president of information technology, was frustrated with the performance of the company's computers. He and other users found that accessing documents and searching for wireless networks required an inordinate amount of time. "For us, multi-tasking isn't the exception; it's the rule," says Shaffer. "We needed a system that could keep up with our busy pace and heavy workloads."

Solution

The difference with Windows 7 Professional on the Dell Latitude E6400 laptop* was like night and day. The improved mobility features, speed, and data access have made everyday work faster and more efficient.

"I couldn't be more excited," says Shaffer. "I'm a fast mover, jumping from meeting to meeting, docking and undocking, and I need things quickly. I can definitely see where I've regained a little bit of my busy day."

Benefits

Speed and Performance

Not only is the everyday performance with Windows 7 faster and more responsive, it's

also quicker to boot up and to resume from hibernation and standby modes.

"During the workday, our Dell E6400s come out of standby mode so fast now," says Shaffer. "No more awkward moments before a presentation begins – we just tap the keyboard and we're up and running instantly."

This difference is largely due to the improved speed and functionality of Windows 7, but also in part to the Dell E6400 laptop on which Shaffer tested the new operating system. "We've used Dell PCs exclusively for the past 10 years," he says. "You just can't beat their durability, ease of use, and price point. I could tell right away this was a substantial, responsive machine."

Remote Responsiveness

One of the biggest improvements reported by AOPA users was in the mobility functions. The new Network Connection Wizard and Mobility Center allow them to effortlessly access wireless networks while on the go.

"Mobile presentations are a breeze," says Shaffer. "No more hunting for wireless networks—Windows 7 Professional instantly recognizes the network, so I can get started without any embarrassing delays." AOPA employees conduct as many as 10 presentations each week in multiple locations, so this improvement has resulted in a substantial time savings and greater degree of professionalism.

Dell ProSupport Mobility Services provides peace of mind by safeguarding laptops and data with a range of protection measures. With AOPA using more laptops now than ever before, the IT team appreciates the Dell laptop tracking and recovery, remote deletions, hard drive data recovery, notebook

data purging, CompleteCare accidental damage service, and more.

Making it Their Own

The ability to customize desktops to match the way their employees work is another way Windows 7 has saved the company time. The new navigation features make it possible to multi-task while retaining quick access to all documents and applications in use.

Windows 7 Aero desktop gives users a range of visually distinctive layout options, and also includes functional tools like taskbar thumbnail previews, translucent glass-like windows for easier viewing of open applications, custom colors for buttons and menus, and more.

Shaffer is a big fan of the Aero desktop, which perfectly suits his and other users' work styles. "With the new interface and customization features in Windows 7, we have total control over our desktops. Everything is sleek, smooth, and easier to navigate."

Seamless Data Access

The improved search functionality within Windows 7 is another item Shaffer wouldn't do without again. "Windows Search has changed the way I work," he says. He notes that he no longer uses the computer's regular navigation, even when he knows where a file is, because Windows 7 Professional Search is faster. "Having the ability to search the entire system from one location—that's really nice. It's definitely a behavioral change in how I'm navigating and searching the system."

He also praises the new Windows 7 Professional Action Center for allowing users to access updates and alerts as needed, instead of being forced to address them immediately. "Before, we had all this stuff

chirping at us at once. . .now, it's all consolidated so we can easily see what needs to be addressed without interrupting workflow."

*As part of the solution deployment through the Windows 7 SMB Evidence Program, the customer received complimentary notebooks and technical support from Microsoft and Dell.

For More Information

For more information about Microsoft products and services, call the Microsoft Sales Information Center at (800) 426-9400. In Canada, call the Microsoft Canada Information Centre at (877) 568-2495. Customers who are deaf or hard-of-hearing can reach Microsoft text telephone (TTY/TDD) services at (800) 892-5234 in the United States or (905) 568-9641 in Canada. Outside the 50 United States and Canada, please contact your local Microsoft subsidiary. To access information using the World Wide Web, go to:

www.microsoft.com

For more information about the Dell Latitude E6400 products and services, call 800-456-3355 or visit the Web site at:

www.dell.com

For more information about AOPA, call (301) 695-2000 or visit the Web site at:

<http://www.aopa.org>

Windows 7

Faster and more reliable: Windows 7 will help your organization use information technology to gain a competitive advantage in today's new world of work. Your people will be able to be more productive anyway. You will be able to support your mobile work force with better access to shared data and collaboration tools. And your IT staff will have better tools and technologies to enhance corporate IT security, data protection, and more efficient deployment and management.

For more information about Windows 7, go to:

www.microsoft.com/windows/windows-7

Software and Services

- Product
 - Windows 7 Professional
- Features
 - Faster Resume, Shut-down, Standby
 - Mobility Center
 - Windows Search
 - Network Connection Wizard
 - Windows Aero Desktop Personalization
 - Action Center

Hardware

- Dell Latitude E6400
 - Standby Mode
 - Dell Pro Support

Partner

- Dell