

Symantec 2010 Windows 7 Migration Study

Global Results

October 2010

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EXECUTIVE SUMMARY

The release of a new operating system often raises concern in the minds of IT professionals. Questions arise about when to upgrade, whether or not to automate the migration process, what are the hardware requirements and the downtime such a migration would cause.

Symantec's 2010 Windows 7 Migration surveyed 1,360 businesses that had already completed a migration to Windows 7. The companies were then divided into three tiers, based on their Windows 7 migration practices and results.

This study explores the final results of the survey and presents recommendations to aid companies considering a similar migration.

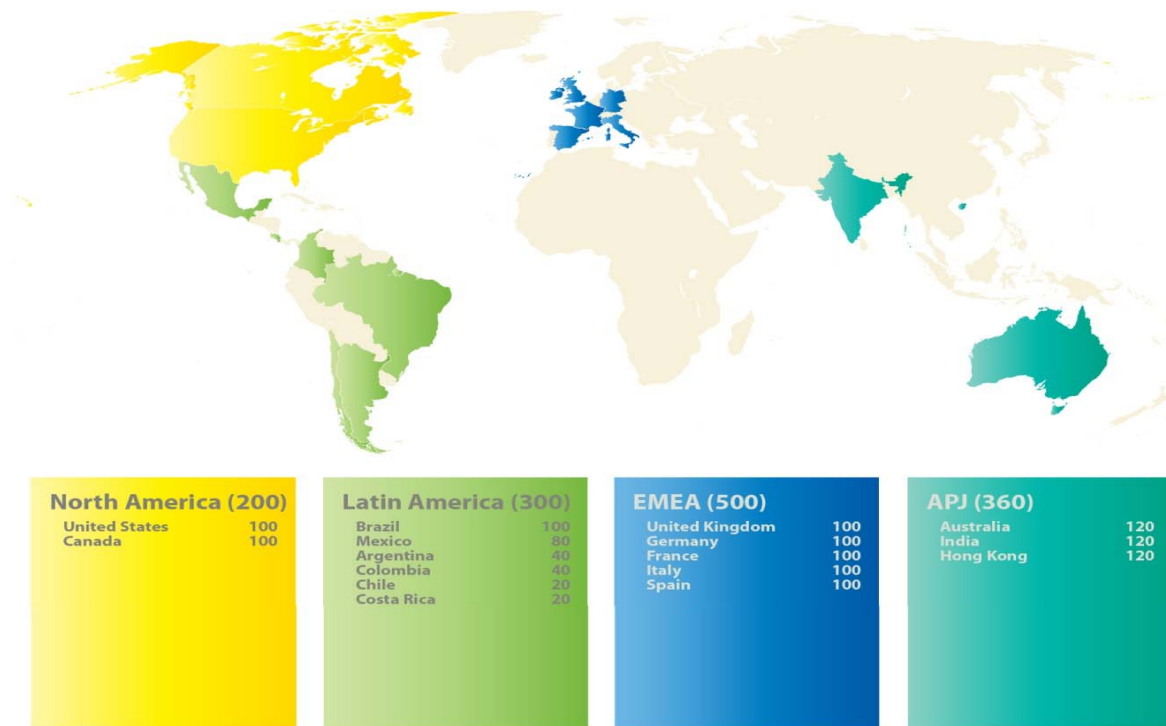
METHODOLOGY

Applied Research performed a telephone survey in August 2010. The survey included 1,360 businesses that had already migrated many to all of their computers to Windows 7. The respondents were from 16 countries worldwide, with companies ranging from five employees to more than 10,000. The median company had between 1,000 and 2,499 employees.

The confidence level of this survey is 95 percent +/- 2.6 percent.

Additionally, Symantec held telephone conference calls with a range of IT professionals who had been involved in their companies' migrations to Windows 7 to gain deeper insight into their responses and experiences.

Applied Research also analyzed the 1,360 responses for Symantec and divided them into three tiers based on their Windows 7 migration practices and results.



TOPIC 1:
Attitudes about migrating

When asked how long they would recommend waiting to upgrade following the initial release of a new operating system, the median response was between six months and one year. Interestingly, very few said they would wait for a specific service pack.

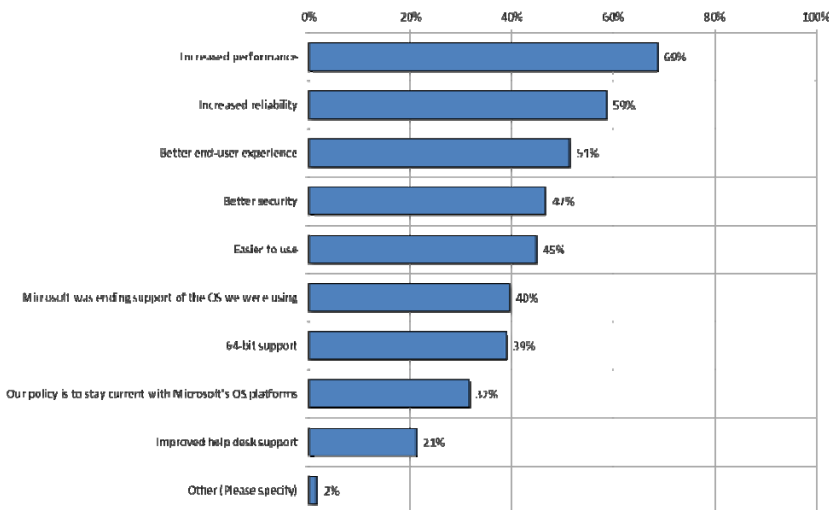
One director of IT at a mid-sized enterprise said, “We usually wait a significant amount of time for things to stabilize. Sometimes that’s a service pack, sometimes it’s a significant number of patches and sometimes it’s the industry – when other companies of large scale migrate.”

Respondents listed increased performance (69 percent), increased reliability (59 percent) and a better end-user experience (51 percent) as the most common factors influencing their decisions to migrate to Windows 7.

Regarding Return on Investment (ROI), most (62 percent) set ROI goals. Of those, almost all (90 percent) actually met those goals.

The upgrade is certainly an investment, but according to some it is a worthwhile one. The same IT director stated, “We felt that the cost to migrate to Windows 7 was a bit steep, but if you look at the total cost of ownership, it’s actually a great investment. Even though it cost our company a lot of money to make the migration, it was well worth the investment. It was much better than anything we had seen from Vista or XP.”

Which of the following factors influenced your decision to migrate to Windows 7?
(Mark all that apply.)



Top-tier companies acted faster than bottom-tier companies, with 71 percent upgrading within one year. Only 52 percent of the bottom-tier companies, on the other hand, upgraded within one year.

TOPIC 2: Manpower requirements

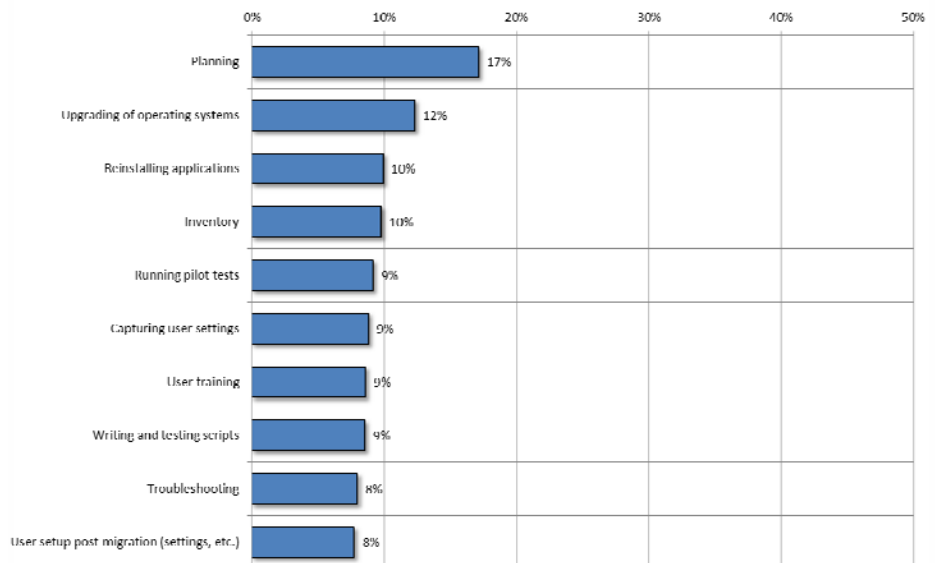
In order to prepare for the migration, it is important to know specifically what resources will be necessary. When asked what percentage of their IT staffs were involved in the upgrade to Windows 7, companies indicated that approximately half were involved. Most companies (54 percent) automated the process and the typical respondent felt that if a company had 10 or more PCs, it was worth investing in a solution to automate.

An IT manager for a medium sized consulting company said of the automation process, "We picked a smaller department and used them as guinea pigs until we got all the kinks out. At that point, we knew where we stood and could automate the rest."

Respondents were also asked to indicate how much time was spent on each aspect of the process. The five most time-consuming aspects together took most (57 percent) of the entire process:

- Planning (17 percent)
- The actual execution of the upgrade (12 percent)
- Reinstalling applications (10 percent)
- Inventorying existing machines (10 percent)
- Running pilot tests (9 percent)

**What percentage of the migration process (overall, for all machines upgraded) was dedicated to each of the following activities?
(Means shown)**



TOPIC 3: Preparing for the migration

In order to make certain that the migration goes as smoothly and efficiently as possible, preparation is a key factor. Companies spent a median of 10 IT man-hours in preparation for the move; however, those companies in the top tier spent a median of 20 IT man-hours, double that of the global population.

In preparation, most respondents felt it was somewhat to extremely important to capture information before performing the migration. User files and documents were viewed as the most important data to capture, with 85 percent considering it to be somewhat to extremely important. Next in importance was network drives (83 percent), followed by email (81 percent). Office settings, user profiles and contacts were all close behind, tied at 80 percent.

When deciding whether to purchase a new PC rather than installing the OS on an older machine when migrating to Windows 7, companies consider a variety of factors. Seventy-five percent believed that the RAM capacity was somewhat to extremely important in the decision, followed by processor speed (74 percent), the age of the current PC (73 percent) and budget (71 percent).

Respondents were asked about a variety of different hardware specifications. They were asked, regardless of Microsoft's listed minimum requirements, what their minimum recommendations for a machine running Windows 7 would be, including their opinions of optimal specifications.

When determining whether a processor was suitable for running Windows 7, respondents most often turned to the Windows Experience Index (52 percent), a guide created by Microsoft to determine a processor's capabilities. Close behind was the processor speed in GHz (51 percent), followed by reading analyst reports (42 percent).



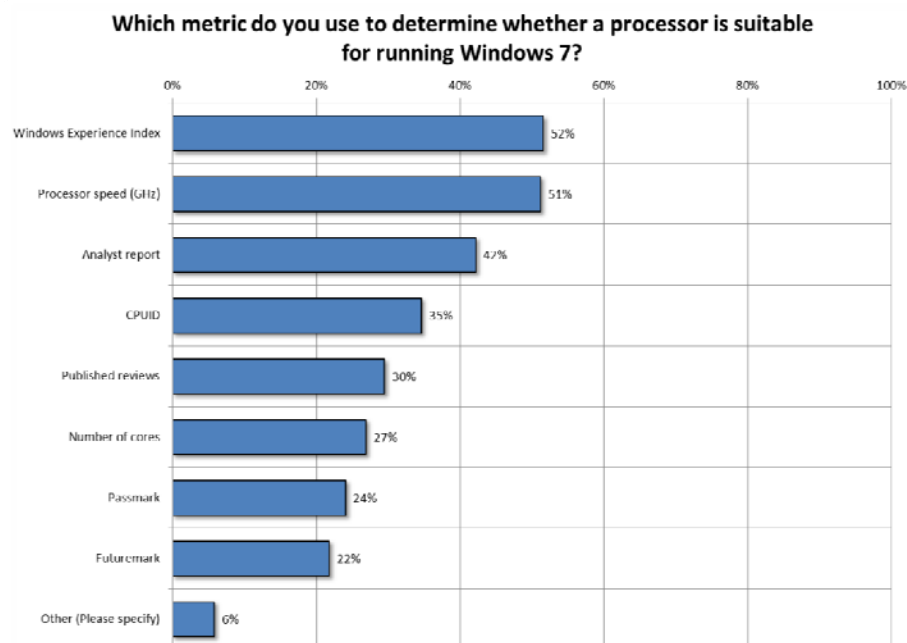
The minimum and optimal recommended specifications were as follows:

- Processor speed
 - o Minimum: 2 to 2.5 GHz
 - o Optimal: 2.5 to 3 GHz
- RAM
 - o Minimum: 2 GB
 - o Optimal: 4 GB
- Storage
 - o Minimum: 200 to 500 GB
 - o Optimal: 500 GB to 1 TB
- Video RAM
 - o Minimum: 512 MB
 - o Optimal: 1 GB or more

“For each upgrade,” said one IT manager at a mid-sized enterprise, “we have a minimum of at least two gigs of RAM. For some of the higher end systems we need a lot more processing of RAM, because we’re multitasking or running MySQL and running some proprietary code software on the back system.”

Companies in North America were more likely to look to CPUID (53 percent), analyst reports (50 percent) and published reviews (41 percent) rather than process or speed (38 percent), though the Windows Experience Index was still the most popular standard (58 percent).

The recommended hardware specifications were actually very similar when compared across all tiers.



TOPIC 4: General recommendations

As far as general recommendations for the upgrade are concerned, we asked companies a series of questions regarding the most important ways to minimize migration costs, ensure the success of the migration, make the migration process easier and reduce post-migration interventions and desktop visits. In all four cases, “planning” was listed as one of the top steps. Additionally, training was among the top four in all cases.

A director of IT at a small communications business recommended, “The only advice I could give is to have users go through a tutorial. Once they’ve learned the system and are up to speed, they’re going to be extremely pleased. They’ll overcome their initial concern very quickly.”

Pilot tests also ranked high when dealing with simplifying migration and preventing post-migration troubleshooting. According to one director of IT at a mid-sized Aerospace enterprise, “Before migrating, everyone should test their applications and do as much pretesting and application testing as you possibly can. After you successfully test those applications, do a small pilot. Do a small roll-out to make sure that there isn’t something you missed.”

Many companies used the migration to a new operating system as an opportunity to implement or upgrade other technologies. The most common were standardization (57 percent), additional security (53 percent) and implementing a virtual desktop interface (51 percent).

One IT manager describes the opportunity to upgrade security:

“Upgrading security was the first thing we decided to do because we had issues in the past. This time, we figured we’d nip it in the bud, since we’re moving to Windows 7. Then we just carried that through for all our migrations.”

Regarding what to do if an application is incompatible with Windows 7, most (71 percent) found it somewhat to extremely effective to simply replace the application while 69 percent felt it was effective to use solutions such as application virtualization.

Top-tier companies placed significantly higher emphasis on several factors and practices in facilitating the transition to Windows 7. Fifty-six percent of top-tier companies considered advance planning to be important, compared to 30 percent of bottom-tier companies. Significantly more importance was placed on upgrading hardware (45 percent vs. 31 percent), performing pilot tests (45 percent vs. 34 percent) and user training (44 percent vs. 26 percent).

TOPIC 5: Results of the migration

After spending so much time describing the preparation for and execution of these companies' migrations to Windows 7, the question arises, "What were the end results of the migration?"

Of the companies surveyed, 78 percent said that the actual migration process was somewhat or extremely smooth. In fact, 63 percent said that it was somewhat or extremely easier than their most recent Windows migrations. Only 11 percent said that it was more difficult.

Regarding their main goals for upgrading, most were able to achieve them. Eighty percent said that performance somewhat to significantly increased, 76 percent noticed a better end-user experience and 75 percent noticed increased reliability. Additionally, 80 percent indicated that security increased after migration.

During the migration itself, most companies ran into at least some type of delay. The most common issues that caused delays were application incompatibility (53 percent), hardware incompatibility (44 percent) and budget constraints (40 percent).

End users were generally pleased with the migration and their satisfaction increased over time. Fifty-eight percent were somewhat or extremely satisfied during the migration phase, 60 percent during the learning phase and 68 percent after the learning phase. Only 13 percent were somewhat or extremely dissatisfied after the learning phase.

BEST PRACTICES VS. WORST PRACTICES

To ensure a smooth, efficient migration:

- **Plan:** Top-tier companies spent a median of 20 IT man-hours in preparation for the migration, compared to nine IT man-hours spent by bottom-tier companies. Top-tier companies were also more likely to consider advance planning (56 percent) to be extremely important to facilitating the transition to Windows 7 when compared to bottom-tier companies (30 percent). As a result, users at top-tier companies were only offline for a median of two hours, compared to six hours at bottom-tier companies.
- **Train users:** Companies who had more successful migrations placed more emphasis (44 percent) on user training than the bottom-tier (26 percent). Additionally, user satisfaction rose significantly from before the learning phase (58 percent somewhat/extremely satisfied) to after the learning phase (68 percent somewhat/extremely satisfied).
- **Use the proper hardware:** Forty-five percent of top-tier companies considered upgrading hardware to be extremely helpful in facilitating the migration to Windows 7, as opposed to 31 percent of bottom-tier companies. Respondents recommend a minimum of a 2 to 2.5 GHz processor, 2 GB of RAM, 200 to 500 GB of hard drive space and a 512 MB video card.

