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By: Marius Oiaga, Technology News Editor

Windows Vista
Microsoft

[Microsoft Streamlines the Migration from XP SP3 to Vista SP1](#)

For small businesses

Following the availability of Windows Vista Service Pack 1, Microsoft seems keen of throwing its entire weight behind its latest Windows client. As far as pushing Vista to the foreground goes, the Redmond company's main gambit was to discontinue offering Windows XP through the retail and OEM channels as of June 30, 2008. Still, there is room for improvement and the Windows Vista Small Business Assurance Program and associated [website](#) are illustrative examples in this regard, with Microsoft aiming to catalyze and streamline migrations from Windows XP (SP3) to Windows Vista (SP1). "What is the Windows Vista Small Business Assurance offer? Here it is: Small Businesses purchasing new PCs with Windows Vista Business or Windows Vista Ultimate between July 1, 2008 and September 30, 2008 can now receive free support, compatibility assistance, and one-on-one coaching from Microsoft to help them get the most out of their PCs. So how much does this support, compatibility assistance, and one-on-one coaching from Microsoft cost through this promotion? (...) It is FREE!" revealed [Eric Ligman](#), Microsoft Senior Manager, Community Engagement, US Partner Strategy, Marketing and Programs. The Worldwide Partner Conference 2008 in Houston, Texas, on July 8, was the stage where Brad Brooks, corporate vice president, Windows Consumer Product Marketing unveiled the Windows Vista Small Business Assurance program, as well as the new marketing campaign designed to push the initiative. According to Brooks, it is set up to applaud Microsoft's own confidence in its product, now complete with SP1. This is why support, coaching and assistance are free of charge. "Kicked off today, the messages are going to start blasting the airwaves as we start to build it up, and the message is going to be pretty simple: Move to Windows Vista. The time to worry around Windows Vista is over, and move with confidence. And we will be standing by supporting you and your customers here ready to help," Brooks added. Ligman added that in order to qualify for the program, small companies have to count less than 50 employees and no more than 25 computers. These are all the criteria for business users to be eligible for the Windows Vista Small Business Assurance Program.