



PRESS RELEASE

For Immediate Release

October 20, 2009

Media Contact: Kristen Garvey
kgarvey@cmbinfo.com
Phone: 617.986.7478

Microsoft Windows 7 Hits a Triple In Its Play To Win Back The Enterprise

New Chadwick Martin Bailey Study Indicates Strong Adoption Rates For Windows 7 In The Enterprise

Boston, MA (10/20/2009) – A new study of 145 IT professionals by Chadwick Martin Bailey (CMB), a custom research and consulting firm, shows that the majority of IT professionals plan to standardize on Windows 7 operating system (OS) for a variety of products in the enterprise, giving Microsoft the triple play they needed after their misstep with Windows Vista. The research shows that 51% plan to standardize on Windows 7 for laptops and desktops, while 38% plan to do so with netbooks over the next two years. In addition, 60% plan to standardize on Windows Server 2008 R2 in the next 24 months. This early indicator of Microsoft's enterprise success with Windows 7 is a welcomed shift from the adoption rates of its predecessor, Windows Vista.

"Our data shows a remarkably high number of organizations planning to standardize on the new Windows 7 OS in the near-term, especially given that we did this research prior to the actual release," comments Chris Neal, a vice president and the technology practice leader at Chadwick Martin Bailey. "Those who are holding back for the time being are more commonly staying with XP (rather than Vista)."

The full findings from this report will be presented by the CMB Technology Practice in webinar entitled **"How Windows 7 is Changing Enterprise IT OS Plans and Preferences"** on December 1st at 12 noon ET. To sign up for the webinar [click here](#). The Technology Practice offers a weekly information bulletin - [Tech Pulse](#) - providing free insights on key technology topics. Data is gathered from interviews conducted among IT Decision Makers using CMB's own Enterprise IT Panel. Sign up to get the weekly Tech Pulse [here](#).

About Chadwick Martin Bailey: Chadwick Martin Bailey is a Honomichl 50 ranked custom market research and consulting firm working with many of the most successful companies and best known brands in the world to help them acquire, maintain, and grow their customer base. Founded in 1984 by John Martin and Anne Bailey Berman, the company has corporate headquarters in Boston, Massachusetts, serving clients in more than 30 countries around the globe. Chadwick Martin Bailey focuses on using leading-edge research techniques to collect and translate the data into simple, business decision-focused deliverables. (www.cmbinfo.com)