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| Overview  Country or Region: India  Industry: Sports Marketing, Events, and School Sports  Customer Profile  SportzVillage is recognized as India’s leading provider of world-class sports marketing and programs for businesses, schools, and individual sports enthusiasts.  Business Situation  SportzVillage wanted to simplify and accelerate everyday tasks while also facilitating greater flexibility so its employees could have more time to work on revenue-producing work while on the go.  Solution  By deploying Windows 7, SportzVillage was able to simplify and speed up every day tasks while increasing mobile flexibility.  Benefits   * ~200 hours saved per year * ~10% better Battery life * Easier and more flexible mobile computing |  |  | “Windows Desktop Search has really helped us locate presentations, proposals, document templates – really, anything we need – in seconds.”  Saumil Majmudar, CEO, SportzVillage |
|  |  | Founded in 2003, SportzVillage provides world-class sports marketing and events services for businesses, schools, and individual sports enthusiasts. “We deliver a whole ecosystem of sports for our clients, made up of events, marketing, school sports programs, tourism, and technology solutions,” says Saumil Majmudar, CEO of SportzVillage. “It requires the best technology to make all of this happen for our customers, so quality IT systems are definitely crucial to our business.”  With the Windows® 7 Professional operating system, SportzVillage found the high-quality IT solution it had been seeking. The new system is a fast, stable, and intuitive technology that gives the company’s users the freedom and time to get more done, so they can continue to rise above the competition. |
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Situation

SportzVillage wanted to find a way to reduce the time it took to perform routine tasks so its employees could have more productive workdays. Simply booting up and resuming PCs from hibernation would take several minutes, and finding a specific document easily and quickly from the myriad files accumulated over the years was laborious and time-consuming.

In addition, legacy systems were consuming excessive amounts of power, and often had trouble adapting to new technologies. For users who needed to travel often for work, these issues caused frustration and created a significant amount of downtime while waiting for laptop batteries to recharge or reconfiguring network settings.

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SportzVillage knew it had to simplify and accelerate its employees’ everyday tasks so they could have more time to work on revenue-producing projects. In addition, the company’s leadership team also wanted to find an energy-efficient system that could allow it to work on the road with fewer interruptions. It found a solution in   
Windows 7.

Solution

In order to realize its vision, SportzVillage migrated its systems over to Windows 7 Professional, a faster, stabler and more intuitive operating system that enables users to save time and work more productively while on the go. According to Brad Brooks, Corporate Vice President of Windows Consumer Product Marketing at Microsoft®, Windows 7 is ideal for organizations like SportzVillage. As the product neared the end of the development cycle in 2009, he stated, “We are on track to have an improved user interface that should allow for faster boot-up and shut-down times; improved power management for enhanced battery life; and increased reliability, stability, and security.”

The accelerated start-up, resume, and response times, along with faster file searches and improved organizational tools, help users manage routine tasks with ease, reducing idle time – and frustration. Windows 7 also includes connectivity enhancements that can simplify remote set-ups, and automatically detect the right networks and devices. Its energy-efficient capabilities extend battery life beyond previous systems, so users can have more flexibility to be productive in an increasingly mobile work environment.

Benefits

Increasing Productivity

Finding files and applications can be time-consuming for employees faced with multiple sets of data, applications, and other resources, especially when that information has been accumulating over a period of years. With Windows Desktop Search, users can simply type a search phrase into the Instant Search box, and the search engine will scour a PC, HomeGroup, network, and the Internet to locate the right file in seconds.

For Majmudar, this feature has been crucial in increasing productivity. “We’ve been in business for nearly six years now, so we have amassed a lot of data. It can be a hassle to find files quickly, especially when we’re in the middle of a client meeting, but the Windows Desktop Search has really helped us locate presentations, proposals, document templates – really, anything we need – in seconds.”

With Windows 7 sFaster, PC start, resume/respond, and shut-down times are more rapid, eliminating wait times, and giving users more time to work on essential business tasks. The new taskbar personalization functionality, with updates like Jump Lists, enables users to see recently used files simply by right clicking on the taskbar icon. Taskbar pinning gives users the ability to drag and drop files and application icons right onto the taskbar for fast, easy access.

“The taskbar improvements definitely help to see all the files and folders in a single, unified view, instead of having to switch through multiple windows,” says Majmudar. “Just being able to find documents quickly has given me at least a five percent increase in productivity – and that’s a lot when you add it up across the organization.”

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Facilitating Greater Flexibility

For users who frequently work off-site, being able to seamlessly connect with new network systems is critical. The Network Connection Wizard can automatically detect the network resource needed, so users no longer have to search through a list of potential connections and wait for the system to reconfigure. Location Aware Printing detects the established default printer when a user moves to a new location, saving him or her from having to search through the mapped printers to find the right one.

“I am always working on the go, traveling to different cities for meetings and presentations, so I constantly need to connect to new wireless networks and printers,” Majmudar says. “The Network Connection Wizard and Location Aware Printing features work like a dream. I’d even say they make my trips easier because I know I’ll be able to set up in seconds.”

Supporting New Initiatives

SportzVillage is already eyeing its next business move, including plans to integrate mobile technologies and Web applications into a next-generation sports channel that will help media houses boost revenue. With Windows 7, the company leaders see more opportunity to focus on these and other new initiatives.

“We’re always looking ahead to see what kind of value we can bring to our existing clients, as well as those we haven’t had the chance to win over yet,” says Majmudar with a smile. “Now that we have Windows 7, we’ll have more time to get out there and do just that.”

Windows 7

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| Software and Services   * Products * Windows 7 Professional |  |

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For more information about SportzVillage products and services, call +1-732-993 6160 or visit the Web site at: [www.sportzvillage.com](http://www.sportzvillage.com)

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