* New application model: System Center 2012 Configuration Manager introduces a new application model that Microsoft IT could use to fully incorporate their deployment standards without requiring custom wrappers. The richness of the application model further enabled Microsoft IT to switch to user-centric targeting while ensuring applications were delivered to the right users in the right way based on user identity and device type. Microsoft IT viewed the new application model's rich detection and lightweight policy-based architecture as a means to reduce the total turnaround time required to make an application ready for deployment. In addition, Microsoft IT could utilize Configuration Manager's supersedence and uninstall features to manifest complex deployment workflows for applications that require an orchestrated sequence, such as uninstall, reboot, and reinstall.
* User-centric features: System Center 2012 Configuration Manager brings a variety of user-centric initiatives that help Microsoft IT provide services with minimum impact to productivity, including:
	+ Application Catalog: Microsoft IT wanted to replace their legacy website with this out-of-the-box, Web browser-based self-servicing portal that allows users to securely self-provision applications.
	+ User Preferences: By offering Software Center as a new client-side interface to end users, Microsoft IT enables employees to control their own system management preferences, such as letting them define their business hours to minimize interruptions from mandatory software updates. Software Center also enables users to opt in or opt out of a variety of system settings, such as the Power Management feature.
	+ **User Device Affinity:** This new feature in Configuration Manager allows users to identify a device as one of their primary systems. Microsoft IT can then leverage this information to limit restricted applications (such as those with high licensing costs) from being installed on systems that the user does not use regularly.