SALES ADVISOR

Partner Sales Battlecard

Microsoft SQL Server 2012

Microsoft SQL Server 2012 provides mission-critical confidence with greater uptime, blazing-fast performance, and enhanced security features. It delivers breakthrough insight with managed self-service data exploration and stunning interactive data-visualization capabilities. Finally, SQL Server 2012 offers the cloud on your terms with the creation and extension of solutions across on-premises and public clouds. SQL Server 2012 is available in three main editions: Enterprise, Business Intelligence, and Standard.

WHY SHOULD A RESELLER CARE?

SQL Server 2012 helps resellers:

- Attain higher margins with mission-critical and Tier 1 business intelligence (BI) solutions.
- Cross-sell and up-sell private cloud solutions with a cloud-ready information platform.
- Grow revenue by capturing immediate Enrollment for Application Platform (EAP) sales.
- Allow your customers to take advantage of BI solutions with Big Data analytics and scalable data warehouse solutions or managed self-service BI.
- Become a trusted advisor and reinforce your enterprise market leadership by offering a mission-critical, cloud-ready information platform.

WHY SHOULD A CUSTOMER CARE?

SQL Server 2012 can help customers realize the following benefits:

- **Total Cost of Ownership (TCO):** The three main editions of SQL Server 2012 offer compelling features and capabilities with no costly add-ons required to run mission-critical and BI applications.
- **Pay-As-You-Grow Software:** SQL Server 2012 offers two licensing options—one based on computing power and one based on the number of users or devices.
- **Cloud-Optimized Licensing:** SQL Server 2012 features cloud-optimized licensing that offers the ability to license a single Virtual machine (VM) or server for maximum virtualization as well as the flexibility to move VMs from server to server or to hosters in the cloud.

THINGS TO KNOW

Mission-Critical Confidence

- Required 9s and data protection with SQL Server AlwaysOn
- 10-100x query performance with xVelocity in-memory
- 2x faster failover clustering
- Easy management with SQL Server Management Studio and integration with System Center Advisor

Breakthrough Insight

- Credible, consistent data through the BI Semantic Model and Data Quality Services
- Offload information technology (IT) tasks and enable rapid data discovery with the highly scalable Power View and PowerPivot built on Excel
- Managed self-service BI brings everyone together for critical data slicing and visualization
- Faster ad hoc analysis and therefore more productive information workers

Cloud on Your Terms

- Easily move applications across on-premises and public clouds
- Enable hybrid IT to offer flexibility and choice across on-premises and cloud-interoperable deployment options
- Familiar management and development tools
- Extend on-premises applications to the cloud with Windows Azure Marketplace and SQL Azure Data Sync

TARGET AUDIENCES

Organizations seeking:

- To upgrade from SQL Server 2008 R2 or previous versions to take advantage of the rich features of SQL Server 2012.
- To extend the operational reach of BI to more users or manage structured and unstructured data across the enterprise.
- To reduce cost of ownership and maintenance of a competitive database solution by migrating specific workloads.
- To cost-effectively add a new workload.
- To increase database speed, security, or compliance capabilities.
- To deploy a database solution that helps them migrate to the cloud, offering greater total cost of ownership or user access.
- To increase flexibility and access to technology by exploring licensing options.

TRIGGERS, REALITIES, AND RESPONSES

Conversation Starters	What You Hear	The Business Challenge	Your Response
"Are you aware of the significant improvement Microsoft is making to the licensing model for SQL Server 2012?"	"We simply haven't invested the time required to understand the new licensing model."	"We are looking for a more effective way to license our solutions."	"SQL Server 2012 editions are streamlined to align better with how customers are deploying applications and solutions."
"Have you considered implementing a database solution for future needs?"	"We can't invest in such a large solution right now."	"We need a solution we can implement now that also will continue to support us as we grow."	"The new licensing model allows customers to pay as they grow and plan their database budgets in a more consistent and predictable manner across hybrid IT environments."
"How are you leveraging your database solutions to move to the cloud?"	"With cloud technologies complicating our IT, we need to be careful about which solutions we purchase."	"We need a solution that will help us move to the cloud."	"SQL Server 2012 helps you create business solutions quickly and on your terms across servers and private or public clouds."
"Have you considered a migration to SQL Server 2012?"	"We're happy with what we have and unsure of the costs associated with upgrading to a new version of SQL."	"We need a cost-effective licensing solution."	"Customers can sign up for Microsoft Enterprise Agreements (EA) and Enrollment for Application Platform (EAP) agreements for the best transitions, with up to a 40 percent discount on SQL Server products."
"How have the increased security and compliance regulations affected your database solutions?"	"We are taking a look at solutions that meet security regulations."	"We have to meet new and more stringent security compliance requirements."	"With SQL Server 2012, Windows Server Core edition supports increased security and greater uptime for organizational compliance support."

COMMON OBJECTIONS

What You Hear	Your Response
"What makes SQL Server 2012 different from SQL Server 2008 R2?"	"SQL Server 2012 continues to expand, enhance, and innovate on the value delivered in SQL Server 2008 R2 by providing a wealth of new features in three core areas: mission-critical confidence, breakthrough insight, and the cloud on your terms."
"Our IT environment is too complicated to deploy a single solution."	"SQL Server 2012 uniquely supports hybrid IT environments with familiar management and development tools along with the ability to extend applications directly to the cloud through SQL Azure."
"SQL Server licensing is too complicated for our limited number of users."	"The new licensing model for SQL Server 2012 is capacity-based database licensing to align better with what customers pay for the computing power they use."

Microsoft SQL Server 2012

EDITION COMPARISON

Principal Editions of SQL Server 2012						
Principal Stock-Keeping Units (SKUs)	Description	Licensing Options		United States Enterprise Resource Planning	Maximum Number of Cores	Virtualization Licensing
		Server/ Client Access License (CAL)	Core-Based			
Enterprise	Mission-critical online transaction processing datacenter and end-to-end BI		■	$6,874 per core (four-core minimum per processor)	Operating system maximum	Unlimited
BI Server	Enterprise BI and high-scale analytics	■		$8,592 per server; $209 per CAL	Database: 16 cores; BI: operating system maximum	1 VM
Standard	Basic database and BI on department-sized scale	■	■	$898 per server; $209 per CAL; $1,793/per core (four-core minimum per processor)	16	1 VM

SQL Server 2008 R2 vs. SQL Server 2012				
	Product	Editions	Licensing Models	Virtualizations
SQL Server 2008 R2	Information platform for applications of all sizes Managed, familiar self-service BI tools Support for large-scale datacenters and data warehouses Opportunities to build and extend applications in the cloud Integration with the Microsoft Application Platform	Datacenter Enterprise Standard Workgroup Parallel Data Warehouse (PDW) Web Express	Standard Server/Cal or Per Processor Enterprise Server/Cal or Per Processor Datacenter Per Processor	Standard Run a single VM per license Enterprise Run up to four VMs per license Datacenter Run unlimited VMs per license
SQL Server 2012	AlwaysOn high- availability Blazing-fast query performance Optimized for private cloud Enterprise security and compliance Multiple server management Rapid data discovery Managed self-service analytics Single BI semantic model Consistent data quality and management	Enterprise BI Standard PDW Web Express	Standard Server/CAL or Per Core BI Server/CAL Enterprise Per Core	Enterprise License all cores on physical hardware to run unlimited VMs Standard/Enterprise License a single VM based on number of virtual processors used

LICENSING

Server/CAL Licensing	Evolution of Processor Licensing
License by User-Based Access	License by Hardware Capacity
No change to Server/CAL licensing with SQL Server 2012	Old licensing: count sockets; New licensing: count cores
Customers pay for the number of users needed	Customers pay for the power they need
Available for BI and Standard editions	Available for Enterprise and Standard editions
Licensed CAL users for SQL Server 2012 may access any SQL Server on the Server/CAL model	Enterprise and Standard edition processor budgets remain flat with one to four cores
$209	No impact to Microsoft Software Assurance installation base when upgrading to SQL Server 2012 if 1-4 cores. Otherwise, SA increases based on core count.
$209	1-4 CORES $27,495
SQL Server 2012 Editions	6 cores $41,242
BI: $8,592	8 cores $54,990
Standard: $898	10 cores $68,737
$209	Enterprise Edition Pricing
$209	
Note: Server/CAL Licensing – available for Standard and BI edition only	
How it Works	**How it Works**
Determine number of users and/or devices to license	Determine the number of cores to license
License the server(s)	Purchase the appropriate licenses
Purchase the appropriate licenses	

For more information, visit http://www.microsoft.com/sql

MICROSOFT CONFIDENTIAL. Distribution Only to Partners Under Nondisclosure. Microsoft makes no warranties, express or implied.