



# SALES ADVISOR

Partner Sales Battlecard

## Microsoft® System Center Solutions for Datacenter Management

System Center solutions for the datacenter make the most of compute, network, and storage resources; improve the visibility of IT assets and issues; and meet service levels, all while helping to decrease costs. Organizations benefit from System Center's integrated solutions because of the deep understandings of Microsoft and non-Microsoft datacenter environments included in the foundation of the solutions. This benefit is extended by our specialist Partner's knowledge regarding hardware, applications, virtualization, compliance and security.

### WHY SHOULD A RESELLER CARE?

- Securing the System Center portfolio as the management framework for the customer's datacenter affords large and ongoing service revenue opportunities.
- Resellers can integrate or cross-sell opportunities with other Microsoft business software product like SharePoint, SQL, and Exchange that are hosted in the datacenter which increases partner revenue.
- System Center datacenter solutions provide synergy with the Core Infrastructure Optimization model (IO). System Center helps organizations better understand and move toward a more secure, well-managed IT infrastructure—providing partners with the strategic opportunity to expand product and service discussions.
- System Center provides a strong foundation to prepare for adoption of future datacenter management solutions and technologies: On premise or hosted; private or public cloud; and virtualization. This will allow Partners to strengthen their Technical and Business Advisor relationship with their clients.

### WHY SHOULD A CUSTOMER CARE?

- Simplifies server management through a set of familiar and integrated tools.
- Automates the management of server and datacenter resources which can reduce the cost of delivering mission-critical business services.
- Manages physical and virtual environments through a single solution, allowing customers to remove duplicate tools.
- System Center licensing options provide simple, cost effective and flexible I.T. Management solutions designed to help reduce costs while meeting service level agreements.

### THINGS TO KNOW

- 1** System Center solutions can reduce datacenter costs through server and resource management automation, reducing the amount of effort required to do frequently repeated tasks.
- 2** System Center's integrated physical and virtual management enables customers to monitor, adapt, provision, and backup an organization's physical and virtual server environments.
- 3** System Center solutions leverage the management technologies and instrumentation available in the core platform, including the latest Windows operating systems. System Center solutions use these management technologies and instrumentation to collect more monitoring information and provide tighter control over operating system configuration and compliance.
- 4** System Center products have built-in knowledge of the systems and applications customers already own including Active Directory Domain Services, Microsoft SQL Server, Microsoft Exchange Server, Microsoft Office System, and Microsoft .NET applications.
- 5** System Center is heterogeneous and supports Windows and other platforms including the ability to manage Citrix and VMware's virtualization infrastructure and monitor across Linux and Unix operating systems.
- 6** Systems Center management packs offered through Microsoft and third parties, extend the capabilities of the tools.

### TARGET CUSTOMERS

- System Center Datacenter management solutions are targeted primarily at internal I.T. organizations of enterprise sized companies or companies such as Systems Integrators or Managed Service Providers that deliver datacenter services and solutions.
- Target customers include: CIOs, I.T. Directors, Technical Decision Makers; Enterprise Architects focused on Datacenters; Practice Managers at Systems Integrators.

### TRIGGERS, REALITIES, AND RESPONSES

Conversation Starters	What You Hear	The Business Challenge	Your Response
"How quickly are you able to respond to new request for applications and services?"	"I have so many VMs all over the place that I have a hard time managing the sprawl and complexity."	Managing 3 or 4 X number of virtual machines is MORE complex and MORE time consuming to manage resulting in MORE IT risk and inefficiency.	With System Center 2012, we can give you this time and spend back. The deep monitoring tools it brings to bear will provide great insight into exactly what each virtual server doing and where it is.
"How do you manage your mission critical applications across physical and virtual infrastructures?"	"I have so many different tools to manage different applications across my datacenter. It requires too much time to learn and use."	IT uses a myriad of tools that do not work well together in managing their environments and find it increasingly difficult to stay ahead of users and expectations.	System Center 2012 offers consistent application aware management and monitoring integrated with multiple hyper-visors and other 3rd party infrastructure management components.
"Is your organization experiencing a greater diversity of devices and platforms users are interacting with on a daily basis?"	"We have difficulty supporting a seemingly endless proliferation of devices, platforms, applications and remote usage scenarios all while ensuring data security and compliance."	IT has limited human resources. Yet the proliferation of computing devices requires ADDITIONAL work to give users access to IT resources while introducing NEW risk of security vulnerabilities.	With System Center 2012, the IT Pro now has a set of common and consistent management and policy enforcement capabilities across infrastructure, applications and end-user devices. Let IT DO MORE with the existing technology investments and personnel resources.
"How do you know if your applications are meeting or exceeding the service-level agreements demanded by your business stakeholders?"	"Gathering SLA reporting information takes too much of my daily time and takes me away from more important IT tasks."	Communication on SLAs and business critical information throughout the organization is difficult when using multiple specialized tools with isolated reporting capabilities.	System Center 2012 offers integrated end-to-end reporting tools to efficiently communicate IT status against SLAs and other business critical information.
"Has the demand for IT resources increased from your business-application stakeholders? Do you have a consistent way to respond to every request?"	"I feel overwhelmed by the increasing number of request for IT resources by my business application stakeholders? Each request is different and requires so much manual labor."	The requests of business owners often exceed IT capacity to deliver because IT responds to each request through manual processes. Many routine services and tasks could and should be automated to 1) free up IT to focus on higher value priorities and (2) allow business owners to manage their own resource needs.	System Center 2012 helps standardized IT resource requests through a self-service private cloud infrastructure. Self-service allows business units to automatically access and manage their technical resource needs.

# Microsoft® System Center Solutions for Datacenter Management

## COMMON OBJECTIONS

What You Hear	Your Response
My datacenter is quite large. Can System Center handle all the servers and components in it?	System Center is used in many of the world's leading firms' datacenters. In fact, internally inside Microsoft our IT organization utilizes System Center for managing datacenters. These are some of the world's largest server environments. Please visit this link and learn how Microsoft I.T. uses System Center: <a href="http://technet.microsoft.com/en-us/library/gg317451.aspx">http://technet.microsoft.com/en-us/library/gg317451.aspx</a>
Does System Center support only Microsoft virtualization environments?	No. System Center solutions such as Virtual Machine Manager support hypervisors from Microsoft, VMware and Citrix.
Platforms in my datacenter are Windows, UNIX, and LINUX. Can System Center support heterogeneous environments?	Yes. System Center s and its extensive partner solutions support management across Windows, UNIX, and LINUX platforms.
I have the need to customize my management offerings. How easy is this done with System Center?	System Center solutions are extensible and configurable. While out-of-the-box features are fine for many often enterprises require customer solutions and integrations. Available APIs and scripting features available with PowerShell afford System Center customization.
Are there 3rd party offerings for System Center?	Yes, the System Center partner ecosystem is very healthy. Please visit this link for more information on System Center partners and their solutions: <a href="http://www.microsoft.com/en-us/server-cloud/featured-partners/default.aspx">http://www.microsoft.com/en-us/server-cloud/featured-partners/default.aspx</a>

## TRIAL INFORMATION

Evaluate the capabilities of the Microsoft System Center family of datacenter management products with free downloadable software, trial software, and service packs here: <http://www.microsoft.com/en-us/server-cloud/evaluate/trial-software.aspx>.

## LICENSING

Details on pricing and licensing for System Center datacenter management products can be found here:

System Center Server Management Suites provide an easy and economical way for customers to get a complete server management solution for departmental or enterprise server environments:

- **System Center Server Management Suites Pricing and Licensing** <http://www.microsoft.com/licensing/about-licensing/SystemCenter2012.aspx>

With Enrollment for Core Infrastructure (ECI), customers can purchase Windows Server and System Center together while saving 13 to 29 percent. For more information please visit:

- **ECI Licensing** <http://www.microsoft.com/licensing/licensing-options/enrollments.aspx#tab=3>

## CASE STUDIES

**Kroll Factual Data: "Firm Adopts Advanced Virtualization Solution to Boost IT Efficiency, Cloud Readiness"**

- Kroll Factual Data, which provides credit reports and related services to more than 25,000 customers, has a history as an early adopter and pioneer of data center virtualization technology. In 2008, the company used the Hyper-V technology in Windows Server 2008, together with Microsoft System Center Virtual Machine Manager 2008, to reduce its server holdings from 650 to 22. Kroll wanted to build on the massive efficiency gains from this initiative by increasing automation and introducing cloud management principles into its virtualized environment. The company chose to join an early adoption program for System Center Virtual Machine Manager 2012, which combines resource optimization enhancements with innovative fabric and cloud management capabilities. Now, Kroll Factual Data anticipates continued cost savings and greater IT productivity in managing its virtualized assets.

**Duff & Phelps: "Financial Firm Speeds Acquisitions by 75 Percent, Trims \$1.5 Million with Hyper-V"**

- Duff & Phelps, global financial advisor, enjoyed rapid growth but sought a faster and more cost-effective way to add the IT resources needed to support its growth. Its answer was to switch from VMware to Hyper-V technology in the Windows Server 2008 R2 operating system and to virtualize more than 200 physical servers. Today, acquisitions are integrated into the Duff & Phelps IT landscape 75 percent faster, in days rather than weeks. Duff & Phelps has a more flexible data center and can deploy IT resources 10 times faster, which helps it roll out new services more quickly. It also saves money, realizing a cost avoidance of U.S.\$1 million in hardware; \$250,000 in server power, cooling, and housing; and salaries of three full-time IT staff members. By using Windows clustering and virtualized disaster recovery, the firm has raised service availability from 99 to 99.99 percent.

## SYSTEM CENTER MANAGEMENT SOLUTIONS AND TECHNOLOGIES

System Center 2012 Component	Capability
Microsoft System Center Configuration Manager	Configuration, Deployment, Patching
Microsoft System Center Operations Manager	Monitor and Analyze Monitoring, alerting, and problem resolution
Microsoft System Center Data Protection Manager	Backup and Restore
Microsoft System Center Virtual Machine Manager	Virtual machine management
Microsoft System Center Service Manager	Service Management
Microsoft System Center Endpoint Protection	PC anti-malware protection
Microsoft System Center Orchestrator	I.T. Process Automation, orchestration and integration
Microsoft System Center App Controller	Free packaged guidance and best practices for Datacenter Management

## ADDITIONAL RESOURCES

- **Microsoft Private Cloud Information:** <http://www.microsoft.com/en-us/server-cloud/private-cloud/default.aspx>
- **System Center Desktop Solutions:** <http://www.microsoft.com/en-us/server-cloud/desktop/default.aspx>
- **System Center Information for Partners:** <https://partner.microsoft.com/US/productsolutions/servers/systemcenter>