SALES ADVISOR

Partner Sales Battlecard

Windows Server 2008® R2

Windows Server 2008 R2 builds on the award-winning foundation of Windows Server 2008, expanding existing technology and adding new features to enable information technology (IT) professionals to increase the reliability and flexibility of their server infrastructures. New virtualization tools, Web resources, management enhancements, and exciting Windows® 7 integration help save time, reduce costs, and provide a platform for a dynamic and efficiently managed datacenter.

WHY SHOULD A RESELLER CARE?

- With new features such as DirectAccess and improved BranchCache, the incentive for customers to upgrade is significant.
- Windows Server is already one of the most widely-used server operating systems in business today, so upgrades to the most powerful and advanced version of Windows Server are anticipated to be widespread.
- Windows Server 2008 R2 creates service and cross-sell opportunities, such as core-workload migration, branch services and implementation, virtualization services, and desktop virtualization.
- Virtualization is driving significant sales in the marketplace, and Windows Server 2008 R2 ships with rights to Hyper-V™ server virtualization technologies.

WHY SHOULD A CUSTOMER CARE?

Powerful Hardware and Scaling Features

- Windows Server 2008 R2 is the first Windows Server operating system to move solely to a 64-bit architecture, which expands CPU support to enable customers to run with up to 256 logical processors.

Virtual Desktop Integration

- Windows Server 2008 R2 contains enhanced Virtual Desktop Integration (VDI) technology, which extends the functionality of Terminal Services to deliver certain business programs to remote desktops. This approach provides improved desktop virtualization and better application virtualization.

DirectAccess

- Windows Server 2008 R2 introduces a new type of connectivity called DirectAccess—a powerful way for remote users to seamlessly access corporate resources without requiring a traditional virtual private network (VPN) connection and client software.

Branch Office Support

- Windows Server 2008 R2 introduces a feature called BranchCache™, which reduces wide area network (WAN) utilization and improves the responsiveness of network applications.

THINGS TO KNOW

1 REDUCED POWER CONSUMPTION

Adds Core Parking and expands on power-oriented group policy settings.

2 LIVE MIGRATION

Transfer virtual machines between physical hosts in milliseconds with no downtime.

3 REMOTE SERVER MANAGEMENT

Server Manager can be installed on remote workstations and servers with a new devoted management console.

TARGET CUSTOMERS

Enterprise organizations that:

- Are interested in advancing their server and desktop virtualization capabilities.
- Are struggling with managing patches and updates for poorly-integrated security systems.
- Want to centrally manage their IT infrastructure with remote administration capabilities.
- Want an efficient way to provide access to applications across their organization.

Midsize businesses that:

- Want to provide access to central IT managed applications to branch office employees.
- Want to minimize hardware costs through maximizing existing servers.
- Need reliable backup and restore options without a costly, complex solution.

Small businesses that:

- Need to integrate their existing technology into one cohesive solution.
- Are experiencing rapid growth and desire to plan accordingly.

TRIGGERS, REALITIES, AND RESPONSES

Conversation Starters	What You Hear	The Business Challenge	Your Response
"What capabilities would give your IT staff the ability to focus on more strategic tasks?"	"I would like to automate more intelligently."	We would like to do more with less resources.	"Did you know that Server Manager, included in the Windows Server 2008 R2 operating system, provides a single integrated console view, and automation through Windows PowerShell?"
"What is the biggest restriction you face when delivering services?"	"I need to see better performance in my servers and in the delivery of services."	We are restricted by infrastructure optimization (IO) across the network.	"Are you aware that Windows Server2008 R2 provides an improved Transfer control protocol/ Internet protocol (TCP/IP) stack to be more efficient and supports more IP version six (IPv6) capabilities?"
"What security solution do you employ to secure your local clients?"	"I'm concerned with securing my local clients."	We need more efficient security.	"A useful solution would be Network Access Protection, which is included with R2 and supports BitLocker® on the server."
"How does your business currently deliver services and secure access to data across your organizations, remote offices, and mobile employees?"	"I'm concerned about delivering performance to my remote or distributed workforce."	We need better delivery.	"For distributed environments, Windows Server 2008 R2 provides support for ubiquitous connectivity with DirectAccess and better performance with BranchCache (both require Windows Server 2008 and Windows 7)."
"What Web server do you currently use? Are you happy with it?"	"I need to be able to host an external or internal Web site."	We need more tools for less.	"You should know that we offer Internet Information Services (IIS) as an integrated tool within Windows Server 2008 R2."
"Are you currently able to effectively host multiple Web sites?"	"I need to host multiple Web sites, and keep them isolated."	We need to simplify and optimize our solutions.	"One thing I'd recommend is IIS 7.5, available in Windows Server 2008 R2, which provides better isolation for Web sites on physical servers."

COMMON OBJECTIONS

What You Hear	Your Response
"Our current server/operating system mix more than meets our current needs."	"What will your needs be in the next year? Or in the next three to five years (the typical lifetime of a server)? Windows Server 2008 R2 Enterprise or Windows Server 2008 R2 Datacenter can help you scale now and in the future by providing the headroom to add additional processors and/or RAM as your application needs grow."
"Won't scaling up my IT resources increase my management costs?"	"Not necessarily. One of the reasons for having server systems that can grow to meet your future needs is so that you don't have to automatically add more servers as the load increases. Management and operational efficiency are keys to saving costs via server consolidation."
"We have hardware capabilities that our current operating system can't utilize."	"Value-adds, such as Data Execution Protection, Windows® BitLocker™ Drive Encryption, multicore processors, 64-bit technologies, and Power Reduction Technology from Intel/AMD, require a partnership between both the hardware and the software. Windows Server 2008 R2 is built to support the latest hardware technologies."

FEATURE COMPARISON

Area	Feature	Change from Windows Server 2008	Details
Security	Server Core	Updated	PowerShell and subsets of the .NET Framework and ASP.net are added.
Task Automation	PowerShell	Updated	Commandlets (cmdlets) for Agent Desktop (AD), cmdlets for Windows Management Instrumentation (WMI), cmdlets for Windows Server-Management, cmdlets for Internet Information Services (IIS), and eventing support were added.
Windows Server Virtualization	Windows Server Virtualization	Updated with the full RTM codes	Updated the code with the full release version. Added Live Migration support, support for hardware-assisted memory virtualization, dynamic memory capability, with 50% higher consolidation ratios, and support for XP, Vista, and Windows 7 in desktop virtualizations scenarios.
Enhanced Server Deployment, Management, and Automation	Server Manager	Updated	Now removable, contains integrated best-practice analyzer, and supports PowerShell cmdlets for installation and removal of roles and features.
Branch Office	Branch (Vortex)	Updated	Peer caching to reduce bandwidth usage in branch offices and reduce cost of file distribution solutions.
Environmental	Green Improvements	Improved	WMI-exposed DMTF-compliant remote power management, optimizations for a "balanced" power policy to reduce idle power usage.
Compliance	DirectAccess	Updated	DirectAccess server allows users to remotely connect to a corporate intranet as if they were on a LAN without the need to VPN, supports Internet connected clients in the same way so that administrators can manage corporate intranet clients.
Performance	Core Architecture Improvements	Improvements	Performance increases on greater than eight cores, support for more than 64 logical processors (LPs), support for booting from the virtual hard disk (VHD) format, and offline domain join for AD.

UPGRADE PATH

The following table lists the supported scenarios for upgrading to Windows Server 2008 R2 Standard. Note: CALs are required to access Windows Server 2008 R2 Standard. Foundation Server users who do not own Windows Server 2008 CALs will need to purchase the CALs in order to access Windows Server 2008 R2.

From	To	Savings
Windows Server 2008 Foundation or Windows Server 2008 R2 Foundation	Windows Server 2008 R2 Standard	Trade-in credit

TRIAL INFORMATION

There are several ways to evaluate Windows Server 2008 R2:

- Download an evaluation version at http://www.microsoft.com/windowsserver2008/en/us/try-it.aspx.
- Take an online test drive of Windows Server 2008 R2 (eight 10-15 minute self-driven demonstrations).
- Try an online virtual lab (60-90 minute self-driven evaluations).

LICENSING

Windows Server 2008 R2 CAL Licensing in Virtualized Environments	Windows Server 2008 R2 client access licenses (CALs) are not required if you are using Windows Server 2008 R2 solely as a virtualization host. The only exception to this is if you are running Windows Server 2008 R2 virtual machines, which would require Windows Server 2008 R2 CALs.
Expanded Use Rights for Windows Server 2008 R2 Standard to Support Virtualization Scenarios	To continue enabling software virtualization, Microsoft® is expanding use rights for Windows Server 2008 R2 Standard. With Windows Server 2008 R2 Standard, you may now run one instance of the server software in the physical operating system environment and one instance of the server software in a virtual operating system environment.
Windows Server 2008 R2 for Itanium-Based Systems	Windows Server 2008 R2 offers a separate product for Itanium-based platform customers. This product maintains the same licensing model as Windows Server 2008 R2 Datacenter; per processor plus CALs. Pricing is also the same as Windows Server 2008 R2 Datacenter.
Windows Web Server 2008 R2	Licensing terms for Windows Web Server 2008 R2 clarify that the server software may only be used for Internet-accessible front-end Web serving of Web pages, Web sites, Web applications, Web services, and POP3 mail serving.
Client Access Licenses and External Connectors for Windows Server 2008 R2 Editions	With the launch of Windows Server 2008 R2, we require that your CALs and External Connectors for Windows Server 2003, Windows Server 2003 Terminal Services, and Windows Server 2003 Rights Management Services be upgraded to access Windows Server 2008 R2 Editions.

[1] The Microsoft Office Fluent User Interface: Information Worker Perception Of Productivity, Training, And Support Requirements: A Commissioned Study Conducted By Forrester Consulting On Behalf Of Microsoft Corporation. August 2007
[2] ibid