



SALES ADVISOR

Partner Sales Battlecard

Windows Server 2012

WHY SHOULD A RESELLER CARE?

The majority of companies are still running the Windows Server 2003 (or earlier) operating system and need to establish the foundation today to realize the maximum benefits from a modernized IT infrastructure. As a trusted advisor to the business, you can help them each step of the way. There are three steps companies can take to modernize their infrastructure, now or over time:

Step one Upgrade	<ul style="list-style-type: none"> Promote security gained by reducing or eliminating security fixes; older systems struggle to keep pace with new threats. Communicate the power of integrating line-of-business (LOB) applications. Explain how hardware and software failure concerns—and costs—are reduced with a modernized infrastructure. Discuss the regulatory and legal implications of running a business on unsupported hardware and software.
Step two Virtualize	<ul style="list-style-type: none"> Sell the benefits of reliability, high availability, and business continuity. Talk about improving performance through increased utilization and decreased power consumption. Point out new capabilities and value related to higher productivity, better business visibility, and new revenue streams.
Step three Centralize management	<ul style="list-style-type: none"> Give reasons to centrally monitor and manage PCs, servers, and virtual workloads. Find ways to maximize virtualization benefits and efficiency. Discuss ways to improve IT productivity and levels of service.

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 by maximizing utilization of 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

WHY SHOULD A CUSTOMER CARE?

Windows Server 2012 helps customers:

Simplify IT:

Microsoft and its partner ecosystem can provide you with product and service offerings that greatly simplify IT through the following capabilities:

- A complete virtualization platform.** Virtualizing your infrastructure gives you the ability to respond to business needs faster, support self-service delivery, and when you are ready, take that next step to the cloud.
- Improved management.** Providing automation for a broader set of management tasks and simplifying deployment keeps you focused on more strategic initiatives.
- Enhanced data security and compliance.** Control access to company-sensitive and customer-sensitive data by making authorization and information-auditing management more central, flexible, and natural.

Save Money:

For years, Microsoft has focused on helping customers reduce IT costs. Now we give you more ways to drive down costs without sacrificing performance:

- Affordable storage.** Now you can virtualize industry-standard storage across new and existing hardware to maximize investments.
- Continuous availability.** Keep the business up and running by providing cost-effective IT services that are built to prevent downtime, speed recovery when needed, and utilize online backup for an additional layer of data protection.
- Increased scale and performance.** Scale your high-density environment to perform at the optimum level for the needs of your business.

Grow Your Business:

Microsoft can help you channel your energy into creating an agile business through innovative new capabilities and an approach designed to simplify technology:

- Access almost anywhere, any device (device location access).** You and your team get security-enhanced access to your personalized work environment from virtually anywhere and on virtually any device.
- Business agility.** Take advantage of repeatable processes and reusable IT assets instead of reinventing the wheel for each project or opportunity.
- Flexible solutions.** Providing everything you need and being interoperable with what you have, our software solutions and partner ecosystem of hardware and services make it easy to upgrade existing business systems without the stress of unnecessary costs.

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."	Do more with fewer resources.	"Did you know that Server Manager, included in the Windows Server 2012 operating system, provides a single integrated console view to simplify the management of multiple server operating environments? Furthermore, Windows PowerShell provides automation capabilities with 150 built-in commands for Hyper-V alone."
"Do you predict investments in storage hardware in the near future?"	"Data explosion is costing more and more money in storage hardware."	Investment in highly performing and feature-rich storage requires expensive investments in hardware appliances and SANs.	"Storage Virtualization allows Windows Server 2012 to deliver feature-rich, high-performance capabilities built on commodity storage disks, saving you money relative to purchasing expensive SANs."
"What is the biggest restriction you face when delivering services?"	"I need to see better performance in my servers and ensure key infrastructure services do not go down."	Ensure a minimum quality of service for network, disk, and compute resources.	"Quality of Service in Windows Server 2012 now supports the capability of enforcing minimum bandwidth."
"How do you ensure high availability of key services?"	"I haven't had time or the people-capacity to pursue a high-availability or disaster-recovery strategy."	High availability and disaster recovery are complex to set up and require additional resources that are not available.	"Windows Server 2012 makes high availability and disaster recovery easier by providing features built into the base product, such as Hyper-V Replica for providing redundancy in virtual machines, or NIC teaming to ensure network resiliency."
"How does your business currently deliver services and secure access to data across your organization, 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 2012 provides support for ubiquitous connectivity with DirectAccess and better performance with BranchCache."
"Do you find the costs of virtualization increasingly challenging in terms of time and money?"	"Virtualizing is becoming more and more complex."	We need to simplify virtualization and make more economical virtualization decisions.	"Windows Server 2012 Hyper-V allows you to virtualize your infrastructure, giving you the ability to respond more quickly to business needs, support self-service delivery, and when you are ready, take that next step to the cloud. Windows Server 2012 Datacenter edition provides unlimited virtualization rights, providing a clear fixed cost to support highly virtualized environments."

Windows Server 2012

COMMON OBJECTIONS

What You Hear	Your Response
"My current Windows Server 2003 environment is good enough. The private cloud can wait."	"Support will soon end for Windows Server 2003, which means you will no longer benefit from regular hotfixes, security updates, and service packs. This will directly impact data security, compliance requirements, application compatibility, and the competitive standing of your business."
"My IT staff is already fully booked with keeping our current applications and infrastructure running. I can't task them with all this additional work and learning, and I can't afford to hire an army of consultants."	"Windows Server 2012 provides automation for a broader set of management tasks and simplifies deployment to help you stay focused on more strategic initiatives. The new and enhanced features in Server Manager help administrators simplify the processes of configuring new servers, deploying roles and features to Windows Server and offline virtual hard disks, and managing multiple-server environments."
"We have hardware capabilities that our current operating system can't utilize."	"Hyper-V in Windows Server 2012 supports running on a host system with up to 320 logical processors and four terabytes (TB) of memory, providing greater compatibility with very large server systems. Hyper-V in Windows Server 2012 supports configuration of virtual machines with up to 64 virtual processors and one TB of memory."

FEATURE COMPARISON

Area	Feature	Value	New Feature in Windows Server 2012	Enhanced Feature in Windows Server 2012
Virtualization	Multi-tenant isolation and security	Server virtualization provides a fully isolated network layer of the data center through programmatically managed and extensible capabilities. This enables connection to the network of virtual machines with policy enforcement for security and isolation in Infrastructure as a Service deployments.	X	
	Resource metering in Hyper-V	Resource metering allows users to track how much CPU, memory, storage and network resource is consumed by a virtual machine over time	X	
Networking	NIC teaming technology	Hyper-V network virtualization helps to isolate network traffic on a shared infrastructure without the need to use VLANs. It also allows users to move virtual machines, as needed, within a virtual infrastructure while preserving virtual network assignments. Helps to achieve maximum performance with no new hardware (servers, switches, or appliances).	X	
Management	Server Manager	The expanded capabilities of Server Manager in Windows Server 2012 can help facilitate multi-server tasks such as remote role and feature deployment to both physical and virtual servers and custom server group creation		X
	Windows PowerShell 3.0	Windows PowerShell 3.0 provides a comprehensive platform to help you manage server roles and automate management tasks.		X
Storage and availability	Storage Virtualization	Turn inexpensive commodity storage into SAN-like storage solutions by creating storage pools and spaces that can be mirrored or striped for resiliency and expanded as needed.	X	
	Hyper-V Replica	Asynchronously replicate Hyper-V virtual machines to a replica site for a fast and cost effective business continuity solution.	X	
Remote access	DirectAccess	DirectAccess in Windows Server 2012 helps your IT professionals offer users seamless, more secure access to corporate data from any Internet connection. They can also manage remote machines without waiting for the end user to initiate a VPN connection.		X
	Virtual Desktop Infrastructure	Virtual Desktop Infrastructure (VDI) technologies in Windows Server 2012 offer three flexible VDI deployment options: Pooled Desktops, Personal Desktops, and Remote Desktop Sessions (formerly Terminal Services).		X
	BranchCache	BranchCache in Windows Server 2012 caches recently accessed data in the branch office; this can automatically and transparently improve access to data on file servers and intranet servers for users over a WAN.		X

LICENSING

Windows Server 2012 delivers a dramatically simplified licensing experience. Shaped by feedback from customers and partners, the new Windows Server licensing approach will help make choosing the right Windows Server edition easier while delivering the following benefits:

Edition	Ideal for...	High Level Feature Comparison	Licensing Model
Datacenter	Highly virtualized private and hybrid-cloud environments	Full Windows Server functionality with unlimited virtual instances	Processor + CAL*
Standard	Low density or non-virtualized environments	Full Windows Server functionality with two virtual instances	Processor + CAL*
Essentials	Small business environments	Simpler interface, pre-configured connectivity to cloud-based services; no virtualization rights	Server (25 User Account Limit)
Foundation	Economical general-purpose server	General-purpose server functionality with no virtualization rights	Server (15 User Account Limit)

For more about pricing and licensing information consult the Windows Server 2012 website: <http://www.microsoft.com/en-us/server-cloud/windows-server/2012-editions.aspx>