

SALES ADVISOR

Partner Sales Battlecard

Microsoft® Exchange Server 2010

On Premises and Online Solutions

Now, more than ever, an organization requires cost-effective and flexible communication tools. With Microsoft Exchange Server 2010 software, companies can achieve new levels of reliability and performance with features that simplify administration, help protect communications, and provide greater mobility. Microsoft Exchange Server, the cornerstone of the Microsoft Unified Communications solution, is a flexible and reliable messaging platform that can help organizations lower messaging costs by 50 to 80 percent, increase productivity with anywhere-access to business communications, and provide protection and compliance capabilities that help in managing risk.

WHY SHOULD A RESELLER CARE?

- With Exchange Server 2010, you can achieve new levels of reliability and performance with features that simplify administration, help protect communications, and meet the growing demands for greater mobility.
- In discussions with a small business, Exchange Server 2010 was designed, developed, and tested with the Microsoft software-plus-services strategy at its core. Choose from an on-premises deployment with Exchange 2010, a Microsoft-hosted service with Exchange Online, or a seamless mix of both.

WHY SHOULD A CUSTOMER CARE?

- Greater choice of storage hardware options allows customers to tailor their Exchange infrastructure to their organization's
 specific business or technology needs while lowering the overall storage costs by 50 to 70 percent. Storage options range from
 support for traditional Storage Area Networks (SAN) to low-cost, desktop-class Direct Attached Storage (DAS). Larger mailbox
 sizes ensures that employees can access the information they need to do their jobs in a quick and efficient manner, without
 spending time deleting messages and managing their inbox to stay under the imposed limit.
- Administrative advances in Exchange 2010 can help you save time and lower operational costs 15 to 20 percent by delegating common or specialized tasks to your users without granting them full administrative rights. This can dramatically reduce the help-desk call volume.
- Exchange Server 2010 provides a transformed voicemail experience with voice-mail enhancements like speech-to-text previews
 of received voice messages and the flexibility for users to create customized voice-mail menus and call-handling rules to ensure
 callers are given the right priority. Replacing a legacy system with the enhanced capabilities of Exchange voice mail can reduce
 voice-mail costs by 50 percent.
- New integrated, out-of-the-box e-mail archiving gives customers the tools to preserve e-mail data without changing the
 experience for their users or IT staff.
- Customers can decide when and how to take advantage of on-premises, hosted, cloud-based, and hybrid solutions without interrupting or changing the experience for users.

THINGS TO KNOW

GET MORE FROM EXISTING HARDWARE AND NETWORK INFRASTRUCTURES

Exchange Server 2010 optimizes hardware and networking investments with features that help make administrators more productive.

2 CONSOLIDATE COMMUNICATION SOURCES

Users can receive e-mail, voice mail, and faxes through a single inbox that can be accessed from almost anywhere.

3 SAFEGUARD NETWORKS WITH INCREASED SECURITY FEATURES

Outlook Voice Access, and Web-kiosks with Outlook Web Applications."

Integrated anti-virus, anti-spam, and anti-phishing technologies are automated to free resources.

TARGET CUSTOMERS

- Exchange Server 2010 offers your customers the flexibility to tailor their deployments to their unique needs and a simplified way to help keep e-mail continuously available for
 their users. Exchange provides deployment flexibility with on-premises deployments using Exchange Server, Microsoft-hosted services using Exchange Online, or a mix of both.
- For large customers, you have an opportunity to bring their users into the cloud. Thanks to options like the Deskless Worker and the co-existence between e-mail users hosted in the cloud and on premises, your customers can provide lower-cost e-mail and calendaring capabilities to employees.
- Exchange Online offers enterprise-class e-mail to your smallest customers with little or no up-front hardware costs and significantly reduced on-going maintenance costs.

TRIGGERS, REALITIES, AND RESPONSES

Conversation Starters	What You Hear	The Business Challenge	Your Response		
Business Owner					
"How are you ensuring your communication supports the business?"	"I'm concerned about helping our business execute."	"Compliance issues complicate our infrastructure."	"Were you aware that Microsoft messaging solutions allow programmatic management of messaging lifecycles to meet compliance?"		
"How are you keeping pace with increasing security and compliance requirements?"	"Growing compliance regulations are complicating our messaging environment."	Complicated infrastructures take away from the business's ability to execute.	"The Microsoft solution includes integrated tools for easy identification and delivery of historical threads and other compliance information for quick reporting."		
"How are you managing communication overload?"	"Our messaging environment is draining too many resources."	"We need technology that defends our ability to operate."	"It might be useful to know that Exchange Server provides cluster failover technology and integrates anti-spam and malware protection at the edge and inside the server environment."		
Information Technology (IT)					
"How are you managing the high cost of communications?"	"We need to provide an efficient messaging environment with the least resources possible."	"We need mechanisms that utilize existing staff, hardware, and software to be more flexible and move in new directions when needed."	"Did you know the Exchange management interface simplifies the messaging process with menuing technology, by flattening the management interface, and with Windows PowerShell™ scripts?"		
Line-of-business Owner					
"What are you doing to communicate with globally distributed customers, partners, and employees?"	"We need a messaging environment that keeps us working effectively."	"We have too many disconnected message threads."	"A useful solution for you may be Microsoft messaging through Exchange, because it provides a unified messaging environment delivered to desktops with Outlook, to cell phones with Windows Mobile, traditional phones with		

COMMON OBJECTIONS

What You Hear	Your Response
"Why do I have to buy new hardware to run Exchange Server 2010?"	"If you are running 64-bit hardware in your current messaging environment, you may not have to buy additional hardware. However, Exchange 2010 does require 64-bit hardware with a compliant operating system. This hardware provides the system architecture that is required to support the increased memory, storage, and enhanced security requirements."
"Am I required to upgrade my Active Directory® directory services servers to a 64-bit infrastructure?"	"For the best performance, when an Active Directory contains more than 20,000 objects, it is recommended that customers upgrade to a 64-bit infrastructure. Upgrading servers that run Active Directory domain controllers and the global catalog to 64-bit hardware improves the overall performance and scalability of the Exchange Server 2010 environment."

TRIAL INFORMATION

http://technet.microsoft.com/en-us/evalcenter/dd185495.aspx

LICENSING

https://partner.microsoft.com/40001608

COMPARISON TO EARLIER VERSIONS

See the table below for detailed information about licensing differences from Exchange Server 2003 and Exchange Server 2007.

Feature	2003 Standard	2003 Enterprise	2007 Standard	2007 Enterprise	2010 Standard	2010 Enterprise
Mailbox Databases	1-2	3-20	1-5	6-50	1-5	6-100
Database Storage Limit	75 GB	None	16 Terabytes (TB)	16 TB	16 TB	16 TB
Single Copy Cluster	No	Yes	No	Yes	No	No
Local Continuous Replication	No	No	Yes	Yes	No	No
Standby Continuous Replication	No	No	Yes	Yes	No	No
Cluster Continuous Replication	No	No	No	Yes	No	No
Mailbox Resiliency	No	No	No	No	Yes	Yes

SYSTEM REQUIREMENTS

To run Microsoft Exchange Server 2010 Enterprise Edition on 64-bit platforms, a customer needs:

- Hardware: A 64-bit computer with an Intel processor that supports Intel Extended Memory 64 Technology (Intel EM64T) or an AMD processor that supports the AMD 64 platform. Intel Itanium family IA64 processors are not supported.
- Operating system: The Microsoft Windows Server® 2008 64-bit operating system, Standard or Enterprise Edition, with Service Pack 2, or Microsoft Windows Server 2008 R2 Standard or Enterprise Edition.
- Operating system for installing management tools: The 64-bit editions the Microsoft Windows Vista® operating system, the Microsoft Windows 7 operating system, or Windows Server 2008.
 Note: This requirement is only for the installation of management tools.

THE INFRASTRUCTURE PLANNING AND DESIGN GUIDE FOR SHAREPOINT ONLINE: EVALUATING SOFTWARE-PLUS-SERVICES

This guide provides a clear comparison of e-mail technologies across on-premises, standard hosting, and dedicated hosting scenarios. Use the guide as a framework for evaluating the technological feasibility of Microsoft Exchange Online.

http://www.microsoft.com/online/exchange-online.mspx

DEPLOYMENT CHOICE AND FLEXIBILITY

Because Exchange Server is available both as on-premises software and as a hosted service, businesses can choose the right deployment option for their organization. Whether deploying Exchange Server on-premises, hosting mailboxes with Exchange Online, or combining these two options in a hybrid deployment, your customers will have messaging and collaboration tools that maximize their productivity.

DEPLOYMENT CHOICES

On Premises	Standard technology deployment.
Online	Exchange Online leverages geographically dispersed datacenters. Each datacenter houses a reliable, redundant infrastructure needed to support the service. Microsoft provides migration tools that help move company mailbox data into the Microsoft Online environment, which means an enterprise can be up and running with Exchange Online quickly.

ONLINE SOLUTION

OINLINE 30	LOTION
Standard	25 gigabytes (GB) of mailbox storage allocated for each user
Parameters	E-mail, shared calendar, and shared contacts
	Use of HTTPS helps keep Internet access more secure
	Virus and spam filtering via Microsoft Forefront® Online Security for Exchange
	Single sign-on capability via Sign In application
	Constant Web-form and phone-based tier-2 support for IT administrators
	User subscription fee
Deskless Worker	Lower cost offering to users who do not currently have messaging capabilities
License	Outlook® Web Access Light , 500 megabytes (MB) mailbox storage, Global Address List (GAL) access, contacts
Client Support	Microsoft Office Outlook 2007 and Outlook 2003 via Outlook Anywhere
	Outlook Web Access with the Internet Explorer® 6.0 search engine or later or Firefox 3.0 or later
	Support for Post Office Protocol (POP) client connectivity
Mobility	E-mail, contacts, tasks, calendar with GAL integration, remote password reset, and device wipe; Compatible with devices that use Exchange ActiveSync® technology, including Microsoft Windows® Mobile 6.0 and above, iPhone 2.0, and many Nokia phones
	Support for BlackBerry devices that use a Microsoft-hosted BlackBerry service, Blackberry Internet Service, or NotifySync
Data Protection	Daily backup
Service	Deleted-item retention and deleted-mailbox recovery
	Business continuity and disaster recovery
Security	Regular security assessments
-	Continuous intrusion monitoring and detection
Service Level Agreements	99.9 percent scheduled uptime with financially backed service level agreements
Migration Tools	Migrate POP, Internet Message Access Protocol (IMAP) and Exchange Server mailbox data to Exchange Online
Directory Sync. Tool	Synchronize your on-premises Active Directory with the Microsoft Online Active Directory
E-mail Coexistence	Enables customers to maintain both on-premises Exchange Server mailboxes and Exchange Online mailboxes in an integrated e-mail environment
Administration Center	Centralized, Web-based access for configuration and administration of Exchange Online services including mailboxes, user settings, distribution lists, company settings, and staff settings
	Directory Synchronization, Migration, and Sign In tools available to download
Sign In App	Single sign-on capability with access to all Microsoft Online Services
Intl. Availability	Available in 20 countries
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