



SALES ADVISOR

Partner Sales Battlecard

Microsoft® SQL Server® 2008 R2

SQL Server 2008 R2 provides a dependable data platform to help customers to run their most demanding applications, reduce the cost of management, and utilize world class business intelligence tools to analyze and report out on their data.

WHY SHOULD A RESELLER CARE?

- Gartner and IDC cite SQL Server as the fastest-growing database and BI solution on the market.¹
- Partners will find many opportunities for hardware sales in storage and redundant servers, as well as service opportunities associated with scale-out deployments.
- SQL Server has the proven TCO advantage over Oracle and IBM.
- The combined Microsoft launch wave for SQL Server 2008 R2, Office 2010, SharePoint 2010 and Microsoft Visual Studio® 2010 development system, is driving media and publicity to high levels.

WHY SHOULD A CUSTOMER CARE?

- Ships with integrated business intelligence (BI) along with new support for many types of data such as XML and geospatial, all at no additional cost, driving seamless interoperability and satisfaction.
- Provides a wide range of services to interact with data, such as search, query, data analysis, reporting, data integration, and robust synchronization. Creation, access, and archival of data can occur on any device, from the desktop to a mobile device.
- Evolved technology and reduced complexity at a similar cost to its predecessor, SQL Server 2005. SQL Server 2008 R2 provides more key functionality to help customers with data management, data warehousing and business intelligence.
- Easier upgrade experience when moving from 2005 to 2008R2.

THINGS TO KNOW

1 BACKBONE OF A BUSINESS INTELLIGENCE SOLUTION

Full-featured database with integrated BI features.

2 EASE OF USE

Is compatible with the familiar 2007 Microsoft Office System.

3 AFFORDABLE

Very competitive pricing, which is less than some comparable versions from top competitors:

- Datacenter Edition – \$57,498 per processor
- Enterprise Edition – \$28,749 per processor, \$13,969 per server
- Standard Edition – \$7,499 per processor, \$1,849 per server

TARGET CUSTOMERS

- ISV application partners, SI partners, customer TDMs & BDMS, customers with SQL Server 2000 & SQL Server 2005.

TRIGGERS, REALITIES, AND RESPONSES

Conversation Starters	What You Hear	The Business Challenge	Your Response
Are you getting the most value out of your existing database? Are you spending too much money to get the features that you need?	"We already have SQL, why should we upgrade?"	I don't need all the new features.	"SQL Server 2008 R2 improvements in security and performance make it a much more reliable option and the enhancements in business intelligence will allow you to gain more value out of your data and possibly retire other reporting and analysis solutions."
Do you have multiple instances of SQL Server 2000 and/or SQL Server 2005 in your environment?	"Our database infrastructure isn't reliable."	We have a number of SQL instances and they are hard to manage and connect.	"The scalability of SQL Server 2008 R2 allows you to consolidate several instances in a single database and also fully takes advantage of the virtualization capabilities of Windows Server 2008 R2."
Do you have data security and integrity concerns?	"Once I get the data, it is meaningless if I can't trust the source."	We don't trust the information.	"SQL Server 2008 R2 has many capabilities to help you can manage information consistently and accurately to ensure viable, usable data."
Are you able to access your company's information where, when and how you need it? Are you confident that your strategic decisions are based on information that's current and comprehensive?	"We can't get our databases to talk to each other."	Our data systems are disparate, and we don't have the technology to pull them together.	"With SQL Server 2008 R2 there multiple methods to expose databases to different tools to aid in connectivity including SQL Server Integration Services."
How often do you lose sensitive data to failed backup, an intruder or a natural disaster?	"We need to protect sensitive data."	Our information is very important, and we need to make sure it doesn't go out the door.	"SQL Server 2008 R2 Transparent Data Encryption protects all the data in the database and encrypts backups as well. You'll also being able to utilize SQL Server Audit to ensure only the people you want to have access to the data will!"
Do your people depend on round-the-clock access to database information? Do you need to license more database components or development tools every time you ask your developers to provide additional software or reporting functionality?	"Our database infrastructure is causing work interruption."	If the database goes offline, we have serious issues.	"SQL Server 2008 R2 has built in capabilities that provide Database Mirroring and Clustering for high availability at no extra charge."

COMMON OBJECTIONS

What You Hear	Your Response
"SQL Server database is not as robust as IBM or Oracle. It just can't compete on a feature and functionality level."	"Although IBM's and Oracle's offerings have traditionally been considered more robust ready for and mission-critical applications, the features and functionality in SQL Server 2008 do much to even the playing field. SQL Server is made even more attractive by the fact that it includes BI, while Oracle and IBM both charge extra for that functionality."
"I have heard that SQL Server doesn't protect or secure data in a reasonable manner. People have told me that my data will be at risk of breach or infiltration when it sits on SQL Server."	"SQL Server 2008 offers new security enhancements that help provide effective authentication and powerful encryption. New features include the Declarative Management Framework to help enforce security policies for data services across the enterprise, data encryption using Transparent Data Encryption, enterprise-wide encryption solutions with Extensible Key Management and Hardware Security Modules, and the new Audit object which audits all database actions."
"Why should I upgrade to SQL Server 2008?"	From Redmond Channel Partner: "There are some major improvements in the 2008 version that make an upgrade a no-brainer in several situations. For example, unlike similar offerings from competitors Oracle Corp. and IBM Corp., Microsoft's database comes with integrated business intelligence (BI) functionality, along with new support for spatial, location-based data—all at no additional cost. And the new data types, in addition to new management and visualization tools, promise to kick-start a wealth of new applications." SQL Server 2008 R2 expands on this including features such as PowerPivot which will extend powerful business intelligence tools to all users in an organization, multi-server management capabilities and master data management.

FEATURE COMPARISON

Feature	SQL Server 2008 Datacenter Edition	SQL Server 2008 Enterprise Edition	SQL Server 2008 Standard Edition
Number of CPUs	Operating System Maximum	Up to 8 Procs	4
Virtualization	Maximum Virtualization	4 Virtual Machines per license	1 Virtual Machine per license
Memory	OS MAX	2TB RAM	64 GB RAM
Scalability and Performance	Full	Full	Partial
High Availability (Always On)	Full	Full	Partial
Enterprise Security	Full	Full	Partial
Data Warehousing	Full	Full	Partial
Business Intelligence	Full	Full	Partial
Enterprise Manageability	Full	Full	Partial

Detailed feature comparison located here:

<http://download.microsoft.com/download/2/d/f/2df66c0c-fff2-4f2e-b739-bf4581cee533/SQLServer%202008CompareEnterpriseStandard.pdf>

For additional information regarding SQL Server 2008 visit <http://www.microsoft.com/sqlserver/2008/en/us/default.aspx>.

UPGRADE PATH

From SQL Server 2000 & SQL Server 2005, Access, as well as from competitive databases such as Oracle, MySQL and IBM.

TRIAL INFORMATION

Download SQL Server 2008 R2 as well as the new PowerPivot business intelligence tools at:

- <http://www.microsoft.com/sqlserver>
- <http://www.powerpivot.com/download.aspx>

LICENSING

Licensing Requirements:

SQL Server 2008 R2 is available under three licensing models:

- Server plus device CAL. Requires a license for the server running the SQL Server 2008 R2, as well as CALs for each client device.
- Server plus user CAL. Requires a license for the server running the SQL Server 2008 R2t, as well as CALs for each user.
- Processor license. Requires a single license for each CPU in the operating system environment running SQL Server. This license includes unlimited client device access.

For more complex licensing scenarios please see the FAQ and overview doc located here: <http://www.microsoft.com/sqlserver/2008/en/us/licensing.aspx>.