



SALES ADVISOR

Partner Sales Battlecard

Server Virtualization

Combining Windows Server® 2008 R2 with System Center provides a complete suite of technologies to help enable a scalable, reliable, and highly available virtualized infrastructure in the datacenter. Server Virtualization helps drive the New Efficiency, which enables businesses to do more with less than ever before.

WHY SHOULD A RESELLER CARE?

- Server Virtualization is a large sales opportunity for partners because virtualization is driving significant sales in the marketplace.
- “Green IT,” which server consolidation helps make possible, is fast becoming the trend due to cost savings and waste reduction initiatives.
- Server Virtualization is a gateway solution within the Core Infrastructure Optimization (Core IO) model, providing a first step in helping organizations better understand and move towards a more secure, well-managed, and dynamic core IT infrastructure, presenting resellers the strategic opportunity to expand product and service discussions.

WHY SHOULD A CUSTOMER CARE?

- Familiar interface and intuitive controls make communication with frequently used tools to help customers consolidate servers, simplify test and development, improve support for branch offices, and enable a more dynamic, agile infrastructure.
- Server Virtualization solutions help reduce total cost of ownership (TCO) and maximize return on investment (ROI) by employing energy-saving technologies, automating time-consuming tasks, and leveraging existing skills to enable new solutions.
- Microsoft System Center Virtual Machine Manager 2008 (SCVMM) provides a “single pane of glass” that enables the management of both Microsoft and VMware environments. Other competitors may not provide this important capability.
- Hyper-V™, part of Windows Server 2008 R2, provides a robust platform for key virtualization scenarios at no additional cost.

THINGS TO KNOW

1 FAMILIAR PLATFORM

Uses existing tools, skills, and hardware.

2 HIGH ROI

Low cost server consolidation and business continuity with superior ROI.

3 SINGLE PANE OF GLASS

Manage physical and virtual through one tool.

4 IDEAL FOR KEY SCENARIOS

Server consolidation, business continuity, software test and development, and automated machine reconfiguration.

TARGET CUSTOMERS

- Customers who have existing virtualized environments running on Microsoft’s Virtual Server product are prime candidates for migrating to Hyper-V.
- Many existing VMware customers are displeased about the pricing and functionality changes that upgrading to vSphere 4 entails. Speak with VMware customers who are facing expiring ELAs about the cost and functionality advantages of the Microsoft solution.
- Customers with one or more branch offices are good candidates for gaining an easy foothold, because branch office servers often have low utilization and aren’t running mission critical workloads.
- Any customer currently experiencing pressure to reduce costs and increase efficiency can immensely benefit from Microsoft’s ability to bring together server and client virtualization through a single management tool, and with Microsoft’s ability to manage VMware ESX hosts, even customers with existing VMware infrastructure can begin to benefit.

TRIGGERS, REALITIES, AND RESPONSES

Conversation Starters	What You Hear	The Business Challenge	Your Response
“How utilized are your servers today? What does it cost you to support that level of utilization?”	“Hardware investments are too expensive right now.”	We have server-capacity excess right now and it is a challenge to cut back and run multiple solutions on each server.	“Did you know that virtualization allows a single server to run multiple solutions that are isolated to prevent conflicts?”
“Are you looking for ways to quickly reduce costs in your datacenters?”	“Overall infrastructure is too expensive.”	Our costs and physical management for our server infrastructure is way too high.	“Were you aware that virtualization reduces hardware requirements, thereby reducing power requirements and physical management resources?”
“Is your testing environment disruptive to your daily operations?”	“It is too difficult to run test environments and launch new solutions.”	We would like to pilot multiple projects without investing in hardware and manpower.	“Virtualization technologies allow organizations to build virtual pilots that can be scaled to the organization in a dynamic fashion without disrupting the end-user community.”

COMMON OBJECTIONS

What You Hear	Your Response
Microsoft lacks live migration capabilities	Live Migration is built right into Windows Server 2008 R2 and Microsoft Hyper-V Server 2008 R2. It is comparable to VMware's vMotion, moving running VMs from one physical host to another with no perceptible downtime.
Windows Server does not have clustered file systems	Windows Server 2008 R2 has a new feature called Clustered Shared Volumes that not only provides many of the advantages of clustered file systems, but also integrates with existing Windows management solutions.
Hyper-V is a v1.0 product	Microsoft is so confident in Hyper-V that we run both Microsoft.com and our popular TechNet website on the technology. In addition, one of our customers is running over 4,500 virtual machines on Hyper-V.
Hyper-V has low performance	Hyper-V has been proven in both independent tests by organizations such as Computerworld and ZD Net and real-world customer deployments to be at par or better than VMware's performance.
ESX has a more efficient footprint	ESX does have a smaller disk footprint than Hyper-V. However, the running, in-memory footprint is about the same for both hypervisors.
VMware supports more hardware	VMware does not actually compare itself to Microsoft when talking about hardware support, because if they did, Microsoft would come out on top. Since Hyper-V is part of Windows Server, it is certified to support all Windows drivers.
VMware offers better management capabilities	VMware tends to group its entire solution together and then pit it against Microsoft's System Center Virtual Machine Manager. However, VMM is just one piece of the Microsoft management solution. When the complete solution is evaluated, VMware can't match our ability to manage both the physical and virtual environment, nor our ability to manage heterogeneous hypervisors.
VMware can accommodate twice as many virtual machines on its hypervisor	The Memory Overcommit comparisons from VMware rely on a theoretical 2:1 ratio of VMs to available memory. In reality, VMware customer's are not achieving the ratio, nor does VMware support Memory Overcommit in production environments.
VMware is cost competitive	When evaluating comparable solutions, VMware usually comes out 2 to 6 times more expensive than Microsoft and still can't match our depth of management. VMware obfuscates this point by using Memory Overcommit and using a price-per-application comparison. However, both VMware and Microsoft price per physical host or per processor, never per application.

LICENSING

Hyper-V is available only through Windows Server 2008 technology, specifically the Standard, Enterprise, and Datacenter editions. Windows Server 2008 is licensed the same way as Windows Server 2003 R2, and is available to all regular sales and licensing channels, such as retail, original equipment manufacturer (OEM), volume license (VL), and Service Providers License Agreement (SPLA).

For more detailed information regarding Windows Server 2008 licensing and pricing please visit: <http://www.microsoft.com/windowsserver2008/en/us/licensing-overview.aspx>.

System Center Virtual Machine Manager 2008 R2 is available standalone, as a component of both Server Management Suite Enterprise (SMSE) and Server Management Suite Datacenter (SMSD). For more detailed licensing information, please visit: <http://www.microsoft.com/systemcenter/en/us/pricing-licensing.aspx>.

KEY SERVER VIRTUALIZATION SCENARIOS

Business Solutions	Solution Area
Server Consolidation	Reduce data center operating costs by decreasing the number of physical servers and physical space required.
Green IT	Trim data center electrical consumption for server power and cooling.
Centralized, Policy-Based Management	Reduce IT resources, costs, and risk by simplifying management of both the physical and virtual server infrastructure.
Business Continuity/ Disaster Recovery	Maintain an instant failover plan that provides business continuity throughout disruptive events.
Dynamic Computing	Turn server workloads into on-demand services that are instantly available for spikes or reductions in workload requests.

CAMPAIGN SUCCESS METRIC

System Center Billed Revenue Fully Allocated

KEY FEATURES OF HYPER-V AND VIRTUAL MACHINE MANAGER

Business Solutions	Solution Area
Live Migration	Easily migrate virtual machines between clustered host without affecting the connected users.
Clustered Shared Volumes	Place multiple virtual machines on a single LUN and manage them individually.
Hot Add/Remove Storage	Quickly and efficiently respond to changing storage requirements of virtual machines without the need to take the host down.
Maintenance Mode	One step process whereby active virtual machines are safely evacuated to other hosts within the cluster before maintenance begins.
Automatic Resolution of Disjoint Domains	Ease management oversight by automatically reconciling host server names across Active Directory and the Domain Name Service.
Expanded Support for iSCSI SANs	With support for the majority of available iSCSI SANs, administrators have more choice than ever in selecting a SAN solution.
Support for Optimized Networking	Support for Virtual Machine Queue (VMQ) and TCP Chimney to allow more efficient processing of network traffic and reduced CPU utilization.