



SALES ADVISOR

Partner Sales Battlecard

Microsoft® System Center Solutions for Datacenter Management

System Center solutions for the datacenter make the most of compute, network, and storage resources; improve the visibility of IT assets and issues; and meet service levels, all while helping to decrease costs. Organizations benefit from System Center's integrated solutions because of the deep understandings of Microsoft and non-Microsoft datacenter environments included in the foundation of the solutions. This benefit is extended by our specialist Partner's knowledge regarding hardware, applications, virtualization, compliance and security.

WHY SHOULD A RESELLER CARE?

- Securing the System Center portfolio as the management framework for the customer's datacenter affords large and ongoing service revenue opportunities.
- Resellers can integrate or cross-sell opportunities with other Microsoft business software product like SharePoint, SQL, and Exchange that are hosted in the datacenter which increases partner revenue.
- System Center datacenter solutions provide synergy with the Core Infrastructure Optimization model (IO). System Center helps organizations better understand and move toward a more secure, well-managed IT infrastructure—providing partners with the strategic opportunity to expand product and service discussions.
- System Center provides a strong foundation to prepare for adoption of future datacenter management solutions and technologies: On premise or hosted; private or public cloud; and virtualization. This will allow Partners to strengthen their Technical and Business Advisor relationship with their clients.

WHY SHOULD A CUSTOMER CARE?

- Simplifies server management through a set of familiar and integrated tools.
- Automates the management of server and datacenter resources which can reduce the cost of delivering mission-critical business services.
- Manages physical and virtual environments through a single solution, allowing customers to remove duplicate tools.
- System Center licensing options provide simple, cost effective and flexible I.T. Management solutions designed to help reduce costs while meeting service level agreements.

THINGS TO KNOW

- System Center solutions can reduce datacenter costs through server and resource management automation, reducing the amount of effort required to do frequently repeated tasks.
- System Center's integrated physical and virtual management enables customers to monitor, adapt, provision, and backup an organization's physical and virtual server environments.
- System Center tools are designed to work together providing a comprehensive solution for I.T. organizations. In addition, System Center solutions integrate with Microsoft Core Infrastructure solutions, including identity, security, database, and server solutions.
- System Center solutions leverage the management technologies and instrumentation available in the core platform, including the latest Windows operating systems. System Center solutions use these management technologies and instrumentation to collect more monitoring information and provide tighter control over operating system configuration and compliance.
- System Center products have built-in knowledge of the systems and applications customers already own including Active Directory Domain Services (AD DS), Microsoft SQL Server 2008, Microsoft Exchange Server 2005, the 2007 Microsoft Office System, and Microsoft .NET applications.
- System Center provides a single view of services deployed in a heterogeneous datacenter; enabling organizations to extend the low cost management of Windows across their physical, virtual, Microsoft, UNIX, and Linux server environments.
- System Center is heterogeneous and supports Windows and other platforms including the ability to manage VMware's virtualization infrastructure and monitor across Linux and Unix operating systems.
- System Center is a familiar interface to I.T. professionals, making it easier to learn and use the products.
- Systems Center management packs offered through Microsoft and third parties, extend the capabilities of the tools.

TARGET CUSTOMERS

- System Center Datacenter management solutions are targeted primarily at internal I.T. organizations of enterprise sized companies or companies such as Systems Integrators or Managed Service Providers that deliver datacenter services and solutions.
- Target customers include: CIOs, I.T. Directors, Technical Decision Makers; Enterprise Architects focused on Datacenters; Practice Managers at Systems Integrators.

TRIGGERS, REALITIES, AND RESPONSES

Conversation Starters	What You Hear	The Business Challenge	Your Response
"How much time do you spend resolving complaints on poor server infrastructure performance? How does your organization monitor its servers? Does your organization have the ability to proactively and reliably monitor data center resources?"	"Service levels are becoming more stringent how can I keep pace delivering them?"	Deliver service health and performance	"Taking a proactive approach to server management, can help you increase your ability to meet Service Level Agreements. Through integrated and automated solutions around monitoring, configuration, backup, and provisioning across your physical and virtual environment, you can spend more time meeting needs rather than addressing problems."
"Does your organization have automated patch management for its servers? How much time do you spend managing multiple servers across your infrastructure? Does your organization have automated server configuration, for both physical and virtual servers?"	"We're operating under a flat budget this year, but are expected to do more. The complexity of tasks are increasing and there is little room for error."	Automate deployment and management of servers	"According to research conducted in 2009, automation was the single largest contributor to cost savings. System Center enables you to automate frequently repeated tasks, reduce the amount of error that can occur due to human intervention, the amount of effort required to complete these tasks, allowing your valuable resources to be spent on strategic efforts. System Center Operations Manager allows you to offload redundant manual tasks from your highly paid administration staff. Built in Management packs leverage knowledge to effectively observe operational baselines, then allow you to react when performance drops."
"How much time and resources do you spend meeting audit and compliance requirements? Can you easily bring together all necessary security event data to meet audit requirements? Are you able to monitor and report server configuration compliance against regulatory baselines?"	"Compliance is a priority for me, and takes up resources." "I have more than Windows to manage—I have UNIX and LINUX, too in the datacenter."	Increasing and complex compliance requirements	"Compliance is increasing becoming one of the top priorities for companies, and you play an important role in making this happen. Using System Center enables you to establish standards and systems, enforce compliance, and reduce risks."
"Are you leveraging Hyper-V as part of your virtualization solution? Are you working with multiple hypervisors?"	"We use VMware" or "We use a combination of VMware and Hyper-V." or "We operate with a basic view of our virtual environment."	Need a greater view of the virtual environment with more granular control.	"System Center Virtual Machine Manager can manage both Microsoft technology as well as VMware in an integrated way including multiple machine management. Performance Resources and Optimization (PRO) tools provide greater detail about machines being managed."
"Are you satisfied across the board with your current backup and restore solution?"	"Overall, we are satisfied but the process for backing up and restoring Exchange mailboxes is too long."	Pieces of the backup and restore solution may be weak.	"System Center Data Protection Manager augments existing current solution to improve specific capabilities."

MICROSOFT® SYSTEM CENTER SOLUTIONS FOR DATACENTER MANAGEMENT

COMMON OBJECTIONS

What You Hear	Your Response
My datacenter is quite large. Can System Center handle all the servers and components in it?	System Center is used in many of the world's leading firms' datacenters. In fact, internally inside Microsoft our IT organization utilizes System Center for managing datacenters. These are some of the world's largest server environments. Please visit this link and learn how Microsoft I.T. uses System Center: http://technet.microsoft.com/en-us/library/bb687791.aspx
Does System Center support only Microsoft virtualization environments?	No. System Center solutions such as Virtual Machine Manager 2008 R2 support hypervisors from Microsoft and VMware.
Platforms in my datacenter are Windows, UNIX, and LINUX. Can System Center support heterogeneous environments?	Yes. System Center s and its extensive partner solutions support management across Windows, UNIX, and LINUX platforms.
I have the need to customize my management offerings. How easy is this done with System Center?	System Center solutions are extensible and configurable. While out-of-the-box features are fine for many often enterprises require customer solutions and integrations. Available APIs and scripting features available with PowerShell afford System Center customization.
Are there 3rd party offerings for System Center?	Yes, the System Center partner ecosystem is very healthy. Please visit this link for more information on System Center partners and their solutions: http://www.microsoft.com/systemcenter/en/us/alliance-members.aspx

TRIAL INFORMATION

Evaluate the capabilities of the Microsoft System Center family of datacenter management products with free downloadable software, trial software, and service packs here: <http://www.microsoft.com/systemcenter/en/us/trial-software.aspx>.

LICENSING

Details on pricing and licensing for System Center datacenter management products can be found here:

- [System Center Configuration Manager 2007 R2](#)
- [System Center Operations Manager 2007 R2](#)
- [System Center Data Protection Manager 2007](#)
- [System Center Virtual Machine Manager 2008](#)
- [System Center Service Manager](#) (Note pricing available early 2010)

System Center Server Management Suites provide an easy and economical way for customers to get a complete server management solution for departmental or enterprise server environments:

- [System Center Server Management Suites Pricing and Licensing](#)

With Enrollment for Core Infrastructure (ECI), customers can purchase Windows Server, System Center, and Forefront Client Security together in a per-processor license while saving 13 to 29 percent. For more information please visit:

- [ECI Licensing](#)

CASE STUDIES

- [CDW: Technology Firm Improves Application Uptime, Achieves Significant Productivity Gains](#)

CDW is a premier technology solutions company that provides sales, design, implementation, and management of computer systems. With 6,300 employees and a data center running 1,200 servers, CDW faces many of the same challenges as its enterprise customers: keeping applications running at all times, valuable IT staff optimally productive, and costs down. CDW has made progress in all these areas by deploying Microsoft® System Center data center solutions—most recently, Microsoft System Center Operations Manager 2007 R2. Since updating to Operations Manager 2007 R2, CDW is managing its Windows® and UNIX operating system–based servers from a single console and has eliminated work that used to occupy two staff members. With better service-level tracking, CDW is also better able to keep critical applications running, so employees have access to the tools they need to be successful.

- [Avanade: IT Firm Virtualizes Databases: Trims Servers 85 Percent, Ups Performance 50 Percent](#)

As its business grew rapidly, IT consultancy Avanade watched its data centers fill up with servers, which caused hardware, energy, and management costs to soar. To put a halt to runaway server growth and rising data center costs, Avanade deployed the Windows Server 2008 R2 Enterprise operating system with the Hyper-V virtualization technology. It is virtualizing even its most demanding workloads, including databases running the Microsoft SQL Server 2008 data management software. As a result, Avanade will cut servers by 85 percent, reduce data center costs by 40 percent using Microsoft System Center, and improve database performance by 50 percent. Avanade is also a more agile organization now, with the ability to create virtual machines on demand to serve dynamic business needs.

SYSTEM CENTER DATACENTER MANAGEMENT SOLUTIONS AND TECHNOLOGIES

Solution	I.T. Management Discipline
Microsoft System Center Configuration Manager	Configuration, Deployment, Patching
Microsoft System Center Operations Manager	Monitor and Analyze Monitoring, alerting, and problem resolution
Microsoft System Center Data Protection Manager	Backup and Restore
Microsoft System Center Virtual Machine Manager	Virtual machine management
Microsoft System Center Service Manager	Service Management
Opalis Software	I.T. Process Automation, orchestration and integration
Microsoft Solution Accelerators	Free packaged guidance and best practices for Datacenter Management

ADDITIONAL RESOURCES

- [System Center Datacenter Management Information](#)
- [System Center Product Information](#)
- [System Center Information for Partners](#)