Microsoft® Windows Server™

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HTTP://UKSBSGUY.COM

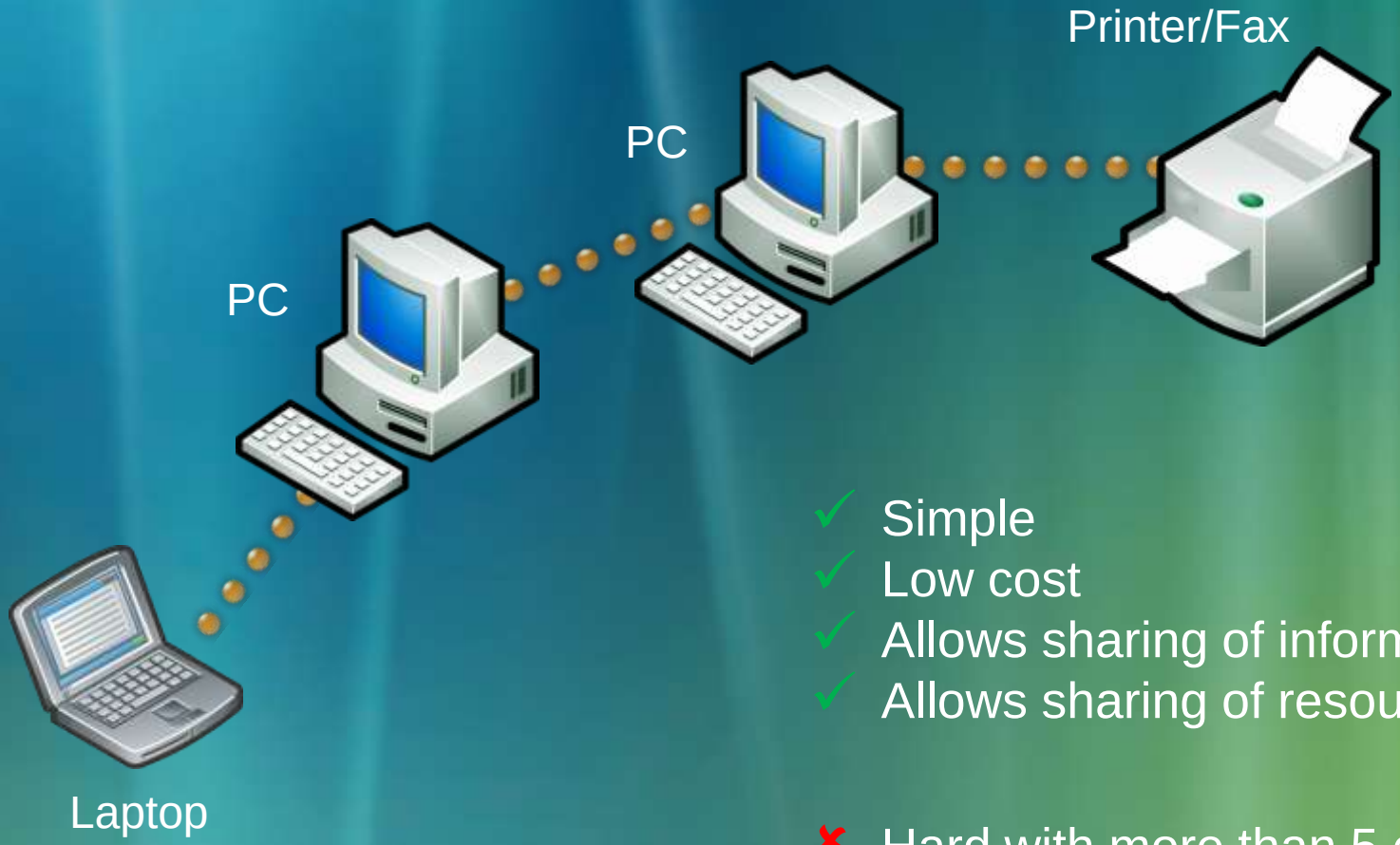
Agenda

- Stuff you need to know
- Scenario 1:
  First Server
- Scenario 2:
  Why not sell a *Naked Server*
- Scenario 3:
  Applications need a Server too
- Scenario 4:
  Longhorn
- Scenario 5:
  Home Server

Stuff you need to know

- Some networking terms
- Some licensing basics
- Don’t recommend servers, recommend business changes

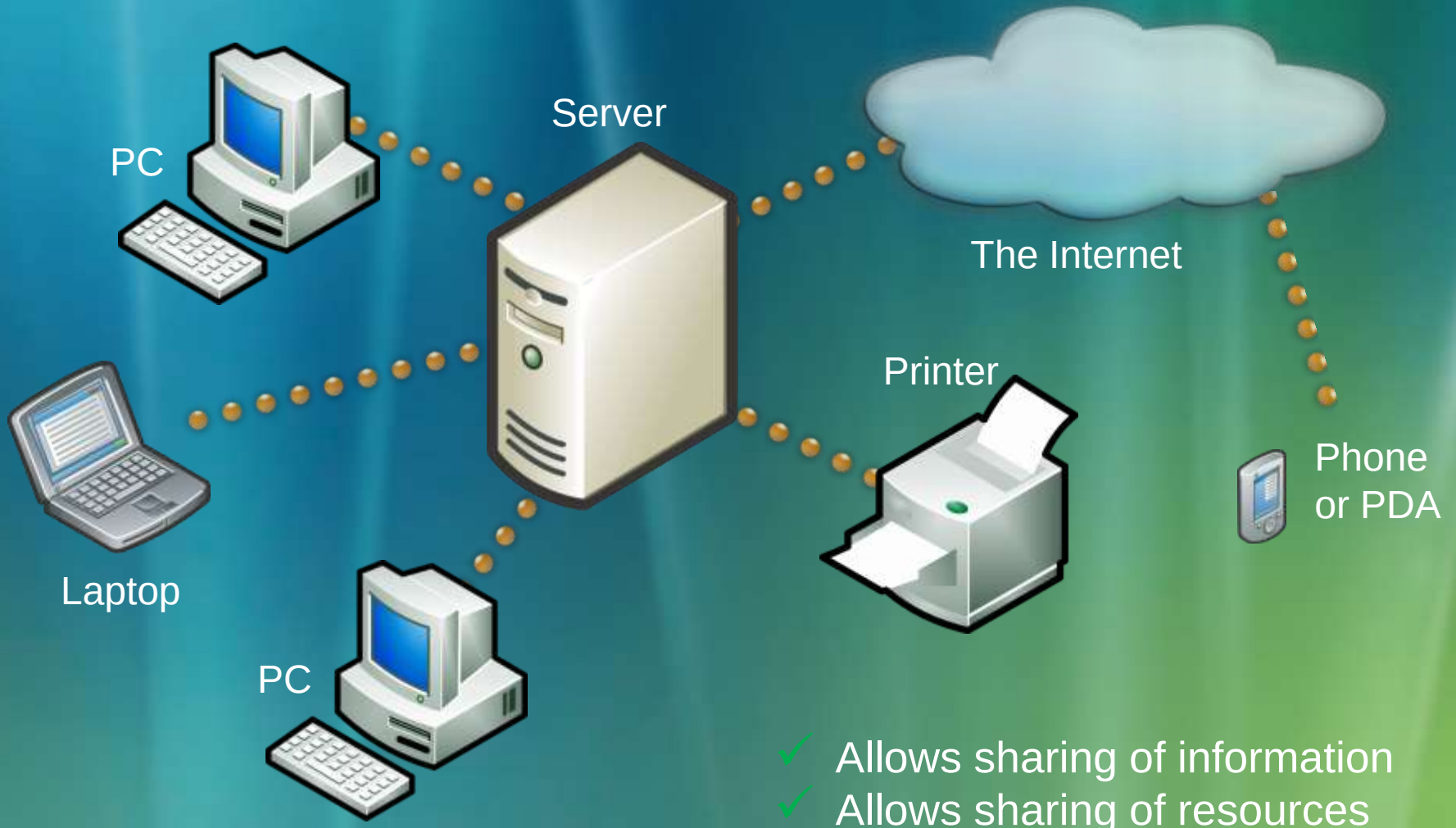
Peer-to-Peer Network



- ✓ Simple
- ✓ Low cost
- ✓ Allows sharing of information
- ✓ Allows sharing of resources

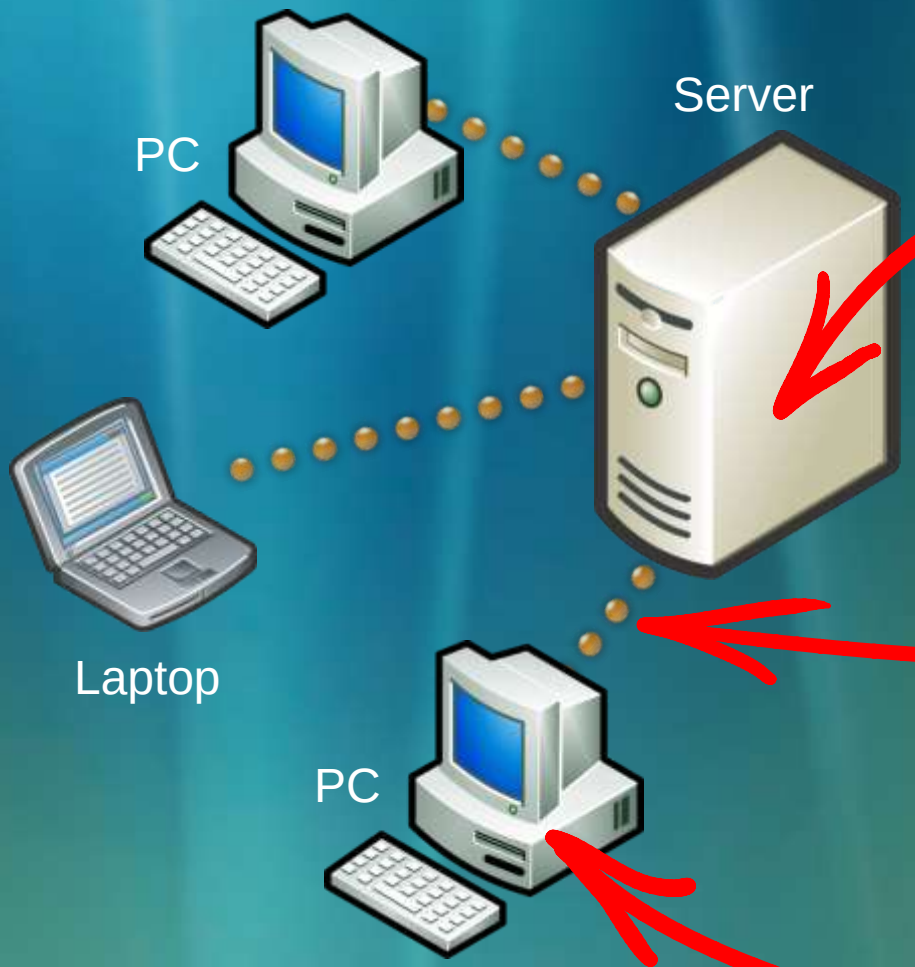
- ✘ Hard with more than 5 computers
- ✘ Limited functionality
- ✘ No centralised management
- ✘ Can’t run server applications

Client Server Network



- ✓ Allows sharing of information
- ✓ Allows sharing of resources
- ✓ Centralised management
- ✓ Enhanced security
- ✓ Ability to run server applications

What Software?



Microsoft Windows Server

…and your choice of server applications such as SQL Server, Exchange Server, ISA Server etc

CAL

(Client Access Licence)

Windows Vista

…and your choice of client applications such as Word, Excel, PowerPoint etc

Ways to buy a licence

Full Packaged Product

- Purchased from retailers
- Typically 1 box = 1 licence

OEM

- Preinstalled on a new computer
- The software “lives and dies” on that machine

Volume Licensing

- Purchased from resellers
- A variety of different types to suit all kinds of organisations

Microsoft Open Licence
Microsoft Open Value Licence
Microsoft Open Value Licence Company Wide
Microsoft Open Value Licence Subscription
Microsoft Select License
Microsoft Enterprise Agreement
Microsoft Enterprise Subscription Agreement

* These are not official Logos and are used for illustration purposes only

Customer solutions

“I have two or more computers that I want to connect”

“I want to save money by sharing equipment and resources such as printers, fax machines and Internet connectivity”

“I need a better way of backing up and recovering files”

“I need to store, access and share information in one central location”

“I need to be able to schedule group meetings and communicate efficiently with colleagues”

“I want to run .....”

Scenario 1:
First Server

First Server: The opportunity

According to AMI Research, there are 24.4 million small businesses worldwide with more than one PC, and nearly 75% (21.1 million) still do not have a server; AMI estimates four out of five servers sold in the small business space will be “first servers”.

Opportunities For Growth

Small and Medium Business	• 20+ million multiple PC SB's w/no server • 67% of servers in Medium Business
Scale-up and Consolidation	• Database and business applications, consolidation • 64-bit and Virtualization enablers
Branch Office	• Over 25% of servers installed in branches • Connectivity, migration, consolidation
Storage	• Largest server workload • Consolidation, management pressures
High-Performance Computing	• Fast-growing server workload • Not yet mainstream or integrated with IT

Opportunities For Growth

Small and Medium Business	Microsoft Windows Small Business Server 2003 R2 Microsoft Windows Server Codename "Centro"
Scale-up and Consolidation	Microsoft Virtual Server 2005 Microsoft Windows Server 2003 R2
Branch Office	Microsoft Windows Server 2003 R2
Storage	Microsoft Windows Storage Server 2003 R2
High-Performance Computing	Microsoft Windows Compute Cluster Server 2003

Small Business Server R2

	SBS 2003 Standard Edition	SBS 2003 Premium Edition
Windows Server 2003	✓	✓
Windows SharePoint Services	✓	✓
Exchange Server 2003 SP2	✓	✓
Microsoft Outlook 2003	✓	✓
Windows Server Update Services	✓	✓
Shared Fax Service	✓	✓
ISA Server 2004		✓
SQL Server 2005 Workgroup Edition		✓
Microsoft FrontPage 2003		✓

NT 4 The Facts…

- Some key dates:
  - Released to Manufacturing on 31 July, 1996
  - Last full Service Pack on 30 November, 1999
  - Extended Support ended on 31 December, 2004
- Features before its time:
  - Active Directory
  - Windows SharePoint Services
  - Wireless support
  - USB
- Products after its time:
  - Microsoft Office SharePoint Server 2007
  - Microsoft Exchange Server 2007
  - Latest devices

Older Versions of SBS

- Harder to manage
- No where near as integrated
- Old technologies that do not enable the business
- Missing sharing tools such as Windows SharePoint Services
- Servicability

I've outgrown my SBS server

When a business grows beyond 75 users, transitioning the customer is easy and affordable…

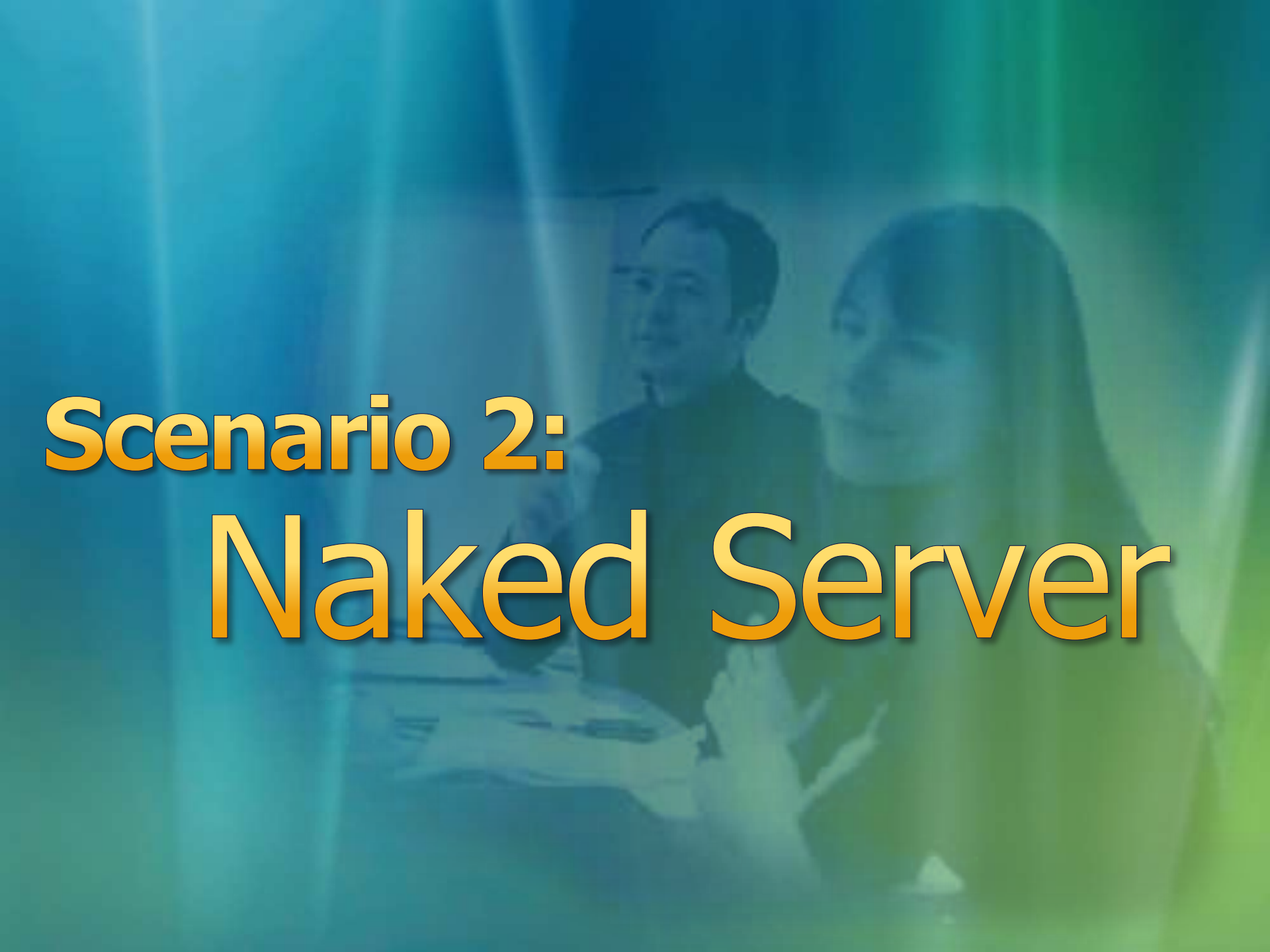
- Pricing is set so it nets out at fair value:

Windows Small Business Server 2003 Standard Edition
+
Transition Pack
=
Windows Server 2003 Standard Edition and Exchange Server 2003

- The customer's investment in Windows Small Business Server 2003 is protected
- The migration path also provides the foundation for long-term relationships with you

Waiting for Longhorn...

- … there is ALWAYS something better around the corner…
- Can your business really wait?
- Remember that if this is key for someone, talk to them about the benefits of Software Assurance


Scenario 2:
Naked Server

Naked Server Opportunity

- It is almost impossible to tell how many Servers ship Naked
- Operating Systems bought without a PC (FPP) are much more expensive for customers
- There is no tie-in for support to you as a supplier

Benefits of Pre-Installed Servers

- Most cost effective way to build Server
  - How do you test the hardware if you have no OS loaded?
- Allows you to add more software to the Server
- Stops illegal software loading by your customer

If customer plans non-Microsoft OS

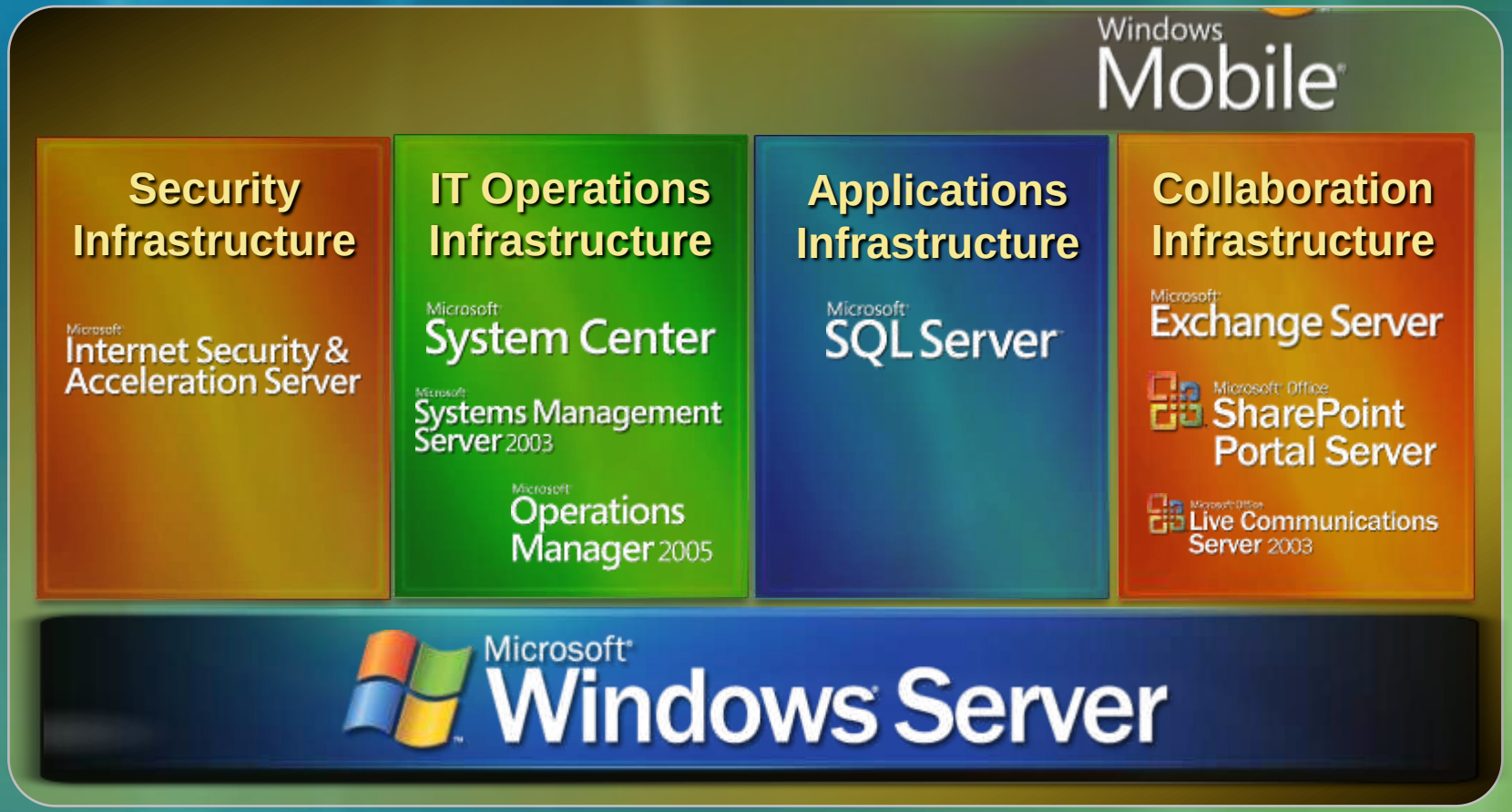
Talk to them about:

- Check to see if they want a Microsoft OS
- Total Cost of Ownership
- Security
- Your Support (engineers, hardware, software)
- Solution Stacks
  - Can they get SharePoint, Exchange 2007, SQL and their most needed application?

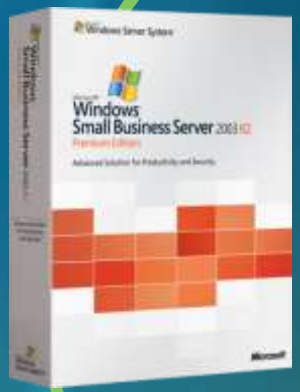
Scenario 3:
Application Server

Application Server Overview

- Make sure they have the infrastructure they will need for the project life



Components of a Windows Mobile Solution



Installation Services

Applications

Voice and Data Service Plans

Third-Party Certificates

New Technology Wave

View All Site Content
Documents
- Shared Documents

Lists
- Calendar
- Tasks

Discussions
- Team Discussion

Sites
People and Groups
Recycle Bin

Announcements

One Stop Shop for Content! NEW 11/17/2006 1:02 PM
by Steve Marsh
The team has been working on the content for our new technology wave - it's all here in one place for your reference.

Get Started with Windows SharePoint Services! NEW 11/17/2006 12:58 PM
by Steve Marsh
Microsoft Windows SharePoint Services helps you to be more effective by connecting people, information, and documents. For information on getting started, see Help.

Add new announcement

Calendar

There are currently no upcoming events. To add a new event, click "Add new event" below.

Add new event

Microsoft Windows SharePoint Services

Links

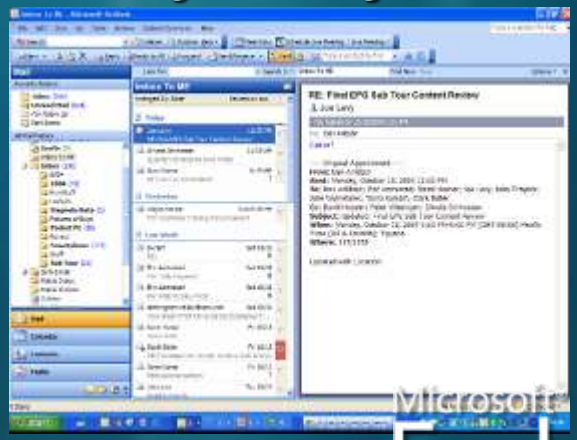
There are currently no favorite links to display. To add a new link, click "Add new link" below.

Add new link

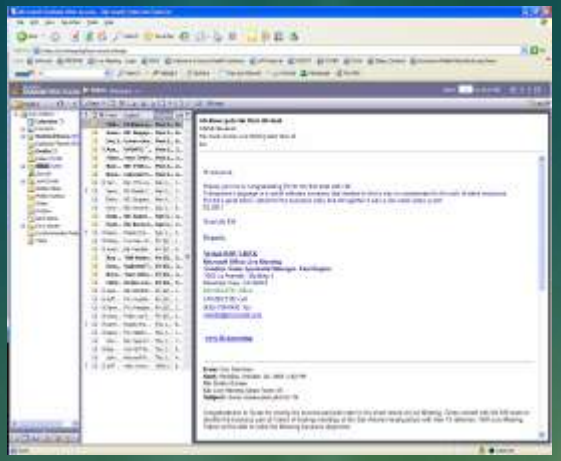
Exchange Server 2007

Outlook and Exchange

Intelligent Message Filter



Outlook Web Access



Exchange ActiveSync (EAS)

Outlook Voice Access

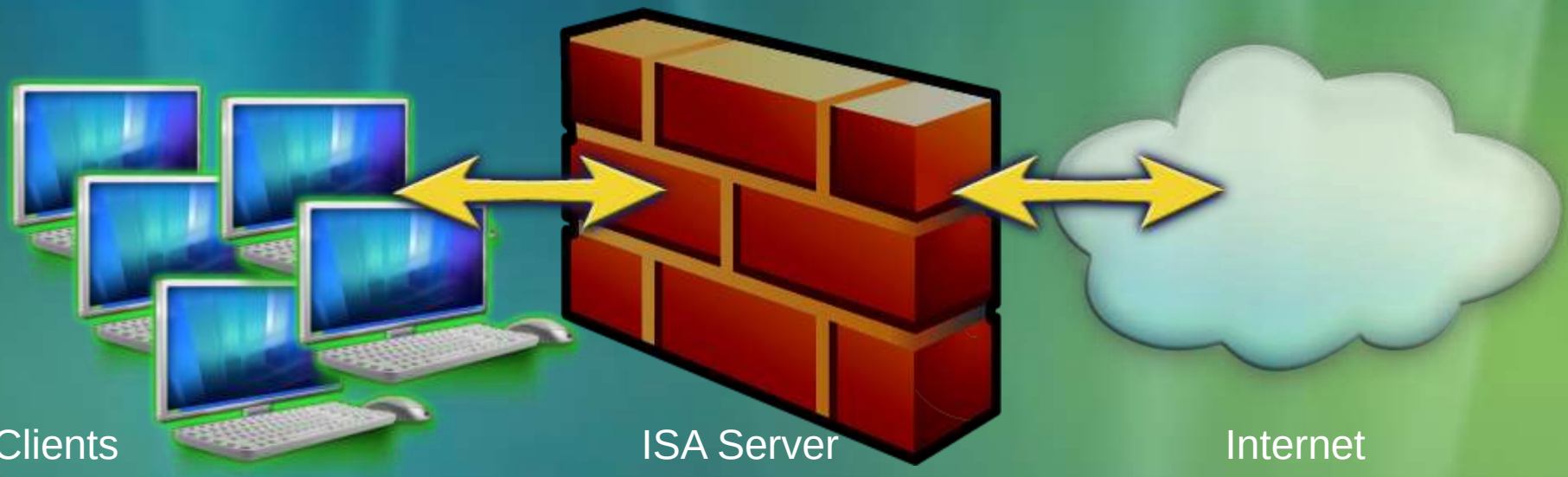
SQL Server

Powerful integrated data management and reporting solution

Including the core database features of SQL Server 2005, Workgroup Edition is the data management solution for small organisations that need a database with no limits on size

ISA Server

- Multi-level firewall for security
- Tools to manage and monitor internal Internet Access



Increase Revenue Streams

- Increased installation services revenue
- Pull-through of infrastructure software and hardware
- Platform for custom applications
- Additional seats for service contracts
- Training and customization

Source: IDC

Microsoft®

Windows Server™

Code Name "Longhorn"

Microsoft
Windows Server
Code Name "Longhorn"

Control

Terminal Services
Network Access Protection
Windows Virtualization
Centralized Role Management

Flexibility

IIS 7
Windows Workflow Foundation
Windows Communication Foundation - "Indigo"
Federated Identity

Fundamentals

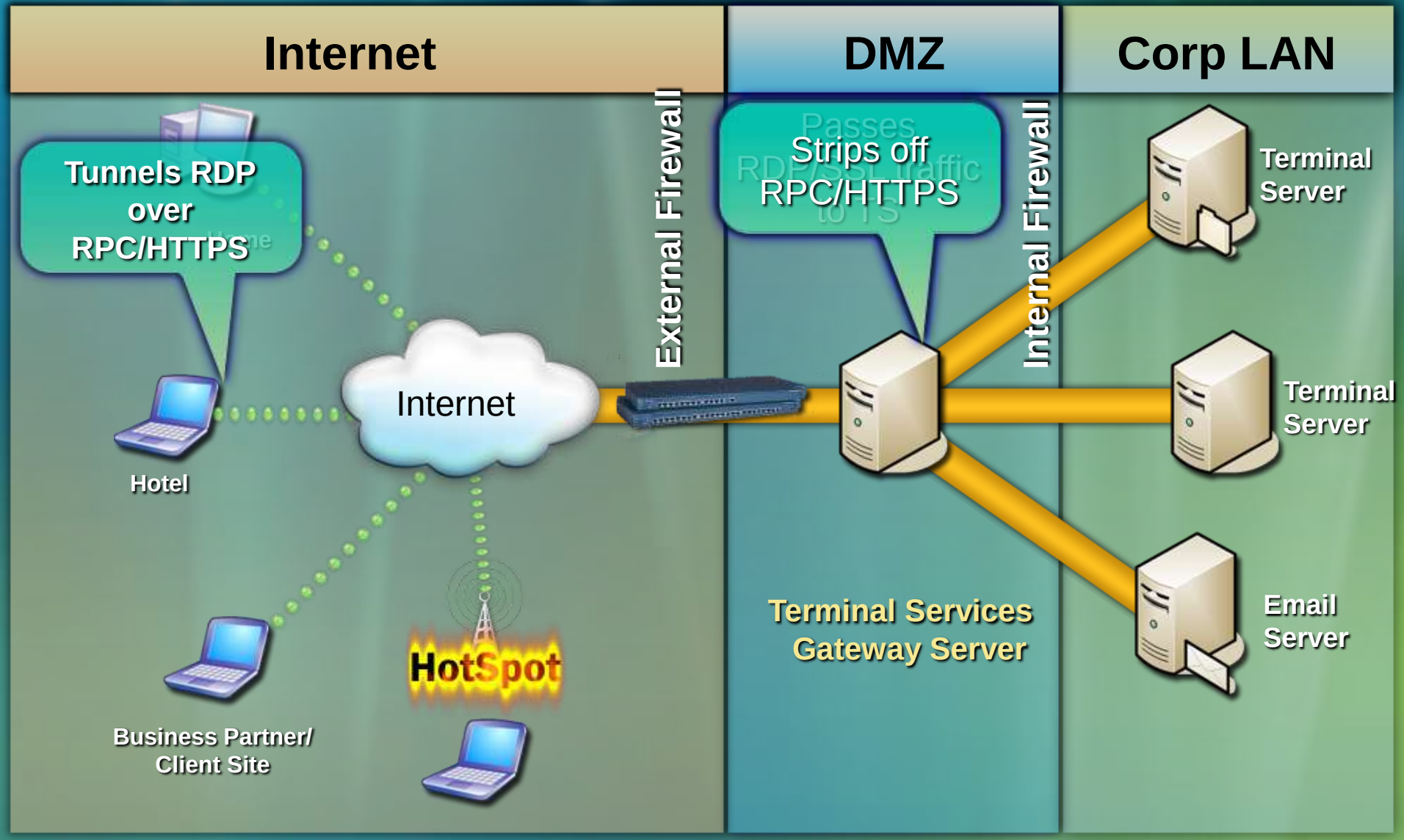
Service Hardening
Windows Firewall
BitLocker Encryption

Server Core
Dynamic Partitioning

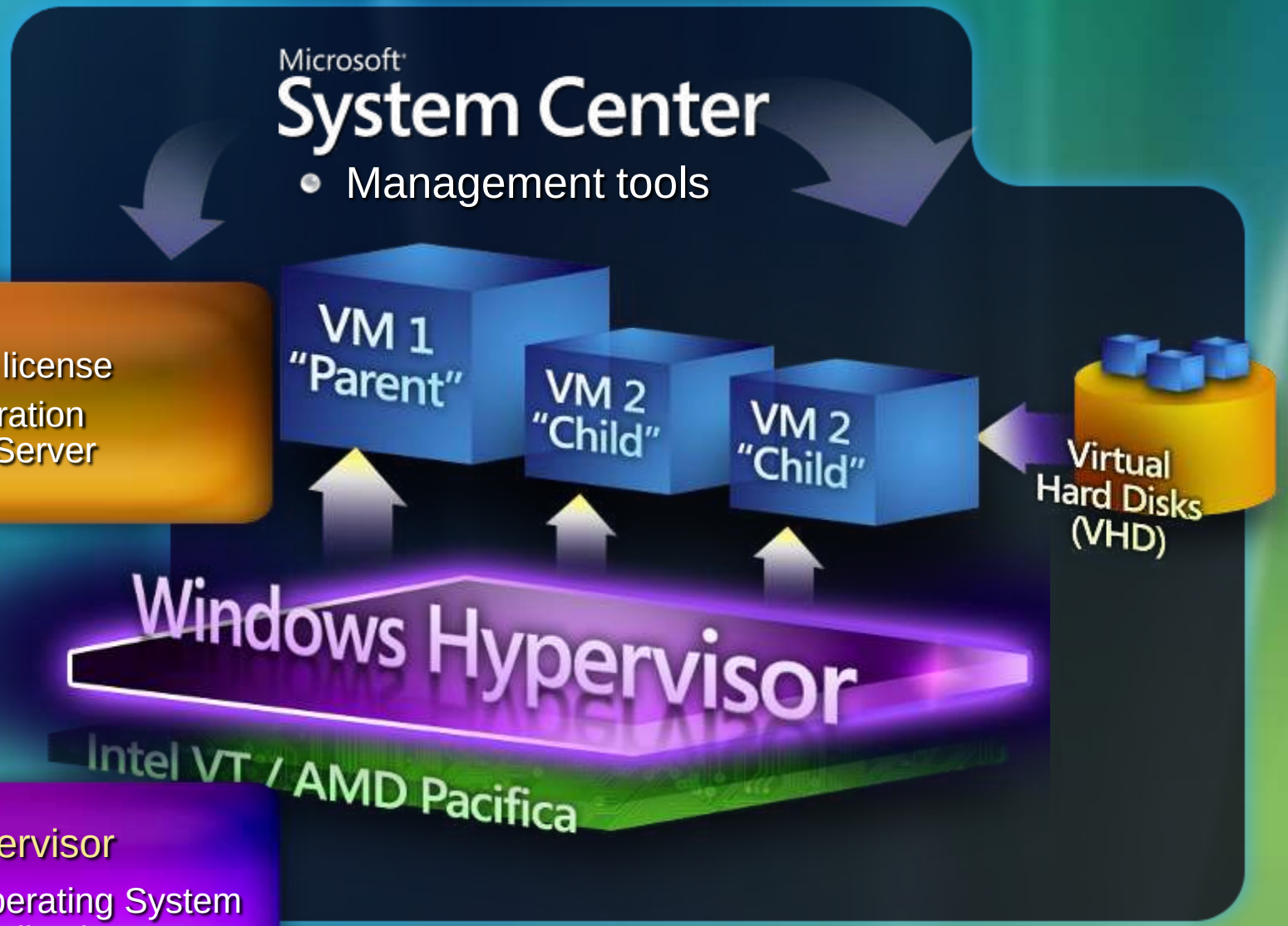
Next Generation TCP/IP
64x64-bit Cores

Terminal Services Gateway

Remote Access to internal applications resources



Windows Hypervisor



VHD format

- Royalty-free license
- Enables migration from Virtual Server

Windows Hypervisor

- Integrated Operating System Session Virtualization

Deployment Design Innovations

Windows Imaging

- File based format - WIM
- Hardware independent
- Multiple images in one WIM file
- Bootable
- Non-destructive upgrades
- Single instanced and compressed – small size

Modularization

- Operating System built out of inter-dependent modules
- Add/remove drivers, patches, languages
- Image customization to certain degree
- Easier testing
- Languages separate from Operating System

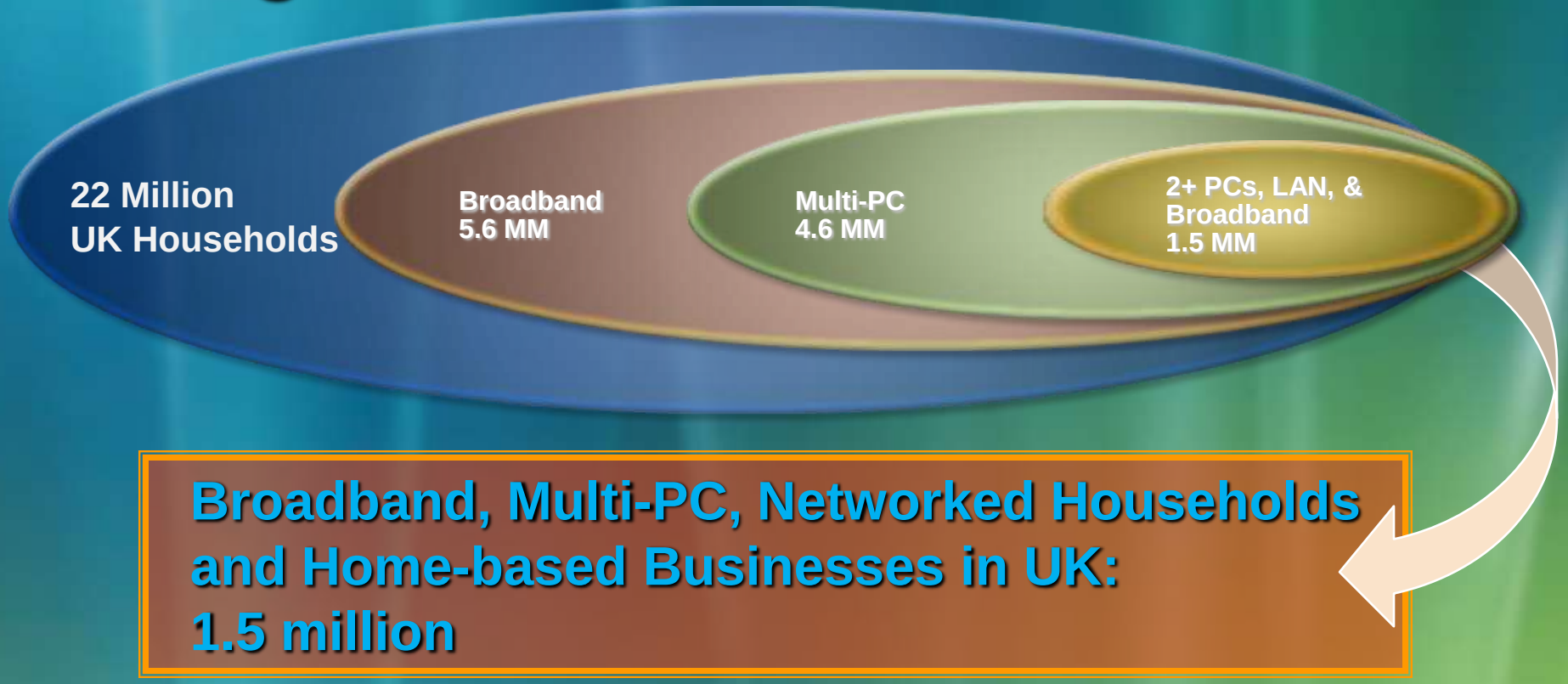
- Single worldwide binary
- Offline image servicing

Reduce the number of images!

Windows Server “Longhorn”
Timeline

Windows® Home Server

Addressable Market Segment



Broadband, Multi-PC, Networked Households and Home-based Businesses in UK: 1.5 million

Sources: CMG Home User Taxonomy, Yellow Book, Microsoft PC Tracker, and IDC

Serves the home

- Store
- Share
- Protect

Home Server features

SMART STORAGE	• Prescriptive / pre-defined shared folders • Storage extensibility via Drive Extender • Search capabilities built-in
AUTOMATED BACKUP & RESTORE	• Image-based Backup of multiple PCs with single instance storage • Restore Previous versions of files/folders • Simple restore of an entire PC
REMOTE ACCESS TO FILES & PCs	• Access files in shared folders • Remotely connect to Home PCs
HOME NETWORK DASHBOARD	• Centralized view of Home Network • Home PC Health Monitoring

demo

Call to Action

- Remember to sell servers
- Use the Microsoft Partner Portal for help
  - http://www.microsoft.com/uk/partner
  - http://oem.microsoft.com
- Contact your Authorised Distributor
- **Fill in the feedback forms**

More Information

- Windows Server site
  http://www.microsoft.com/windowsserver
- Windows Home Server Site
  www.microsoft.com/windowshomeserver
  http://www.stopdigitalamnesia.com
- Windows Longhorn Site
  http://www.stopdigitalamnesia.com
- UK SBS Guy blog (covers all things)
  http://uksbsguy.com/blogs/doverton

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