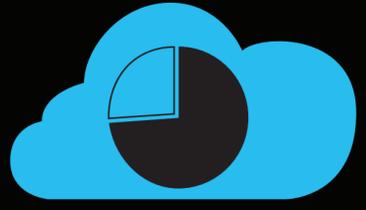


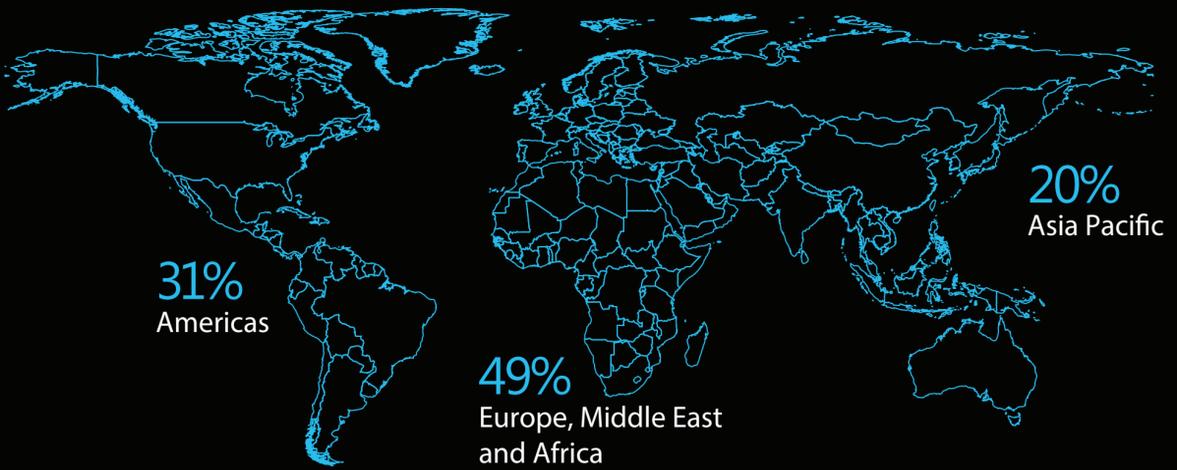
# WINDOWS SERVER 2012

## BUILT FROM THE CLOUD UP.

Windows Server is the world's most popular server operating system, holding 73 percent market share in 2012.<sup>1, 2</sup>



Microsoft surveyed 70 companies worldwide that are already deploying Windows Server to understand the expected benefits. Shown below is the geographic distribution of those companies.



<sup>1</sup> IDC Worldwide and Regional Server 2012-2016 Forecast, doc #234339, May 2012.

<sup>2</sup> Market share is for 2012 and represents shipments of Windows Server.

## Administration Cost Savings

\$220,000  
per year in IT labor costs<sup>3</sup>



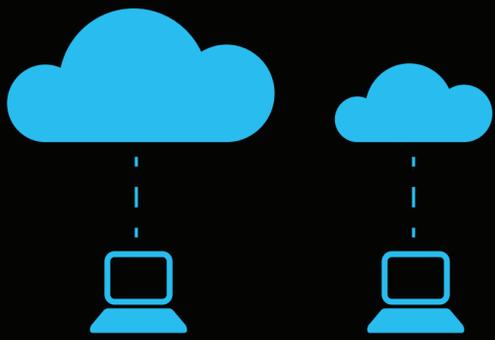
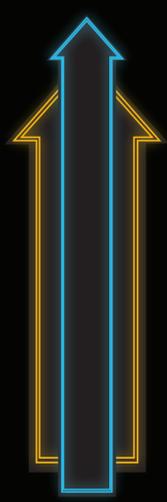
“ Because we migrated our VMware estate to Windows Server Hyper-V, we estimate a six-figure operational cost savings.”

-IT Manager, European consumer goods company

<sup>3</sup>Based on an expected average 3.2 hours savings per IT employee, a fully burdened salary of \$37 per hour and an IT department size of 1,830 employees.

## Infrastructure Cost Savings

100% expect increase in VM workload density for greater hardware utilization



44% expected reduction in server hardware, and associated utility and real estate costs.<sup>4</sup>

“ ...it's fast, and we can't break it.”

-IT Manager, European aviation company

<sup>4</sup>Current virtual machine (VM) density was an average 27 VMs per host server (range of 8 to 90). Expected future VM density was an average 48 VMs per host server (range of 20 to 125).

## Business Benefits

On average, across surveyed customers

52% expected reduction in planned downtime  
23% expected reduction in unplanned downtime



41% EXPECTED REDUCTION in workload deployment time

15 hours of productivity saved per year, per employee



“ ...revolutionizes how we can operate our datacenter.”

-IT manager, American cloud services provider