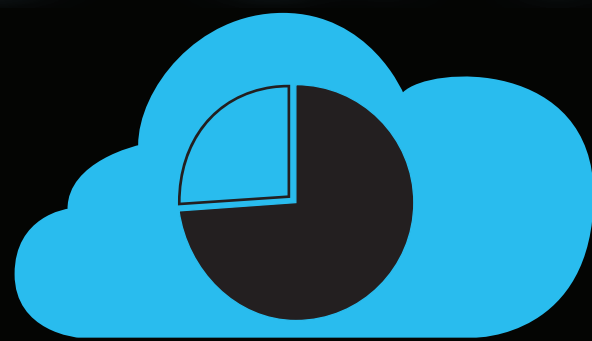


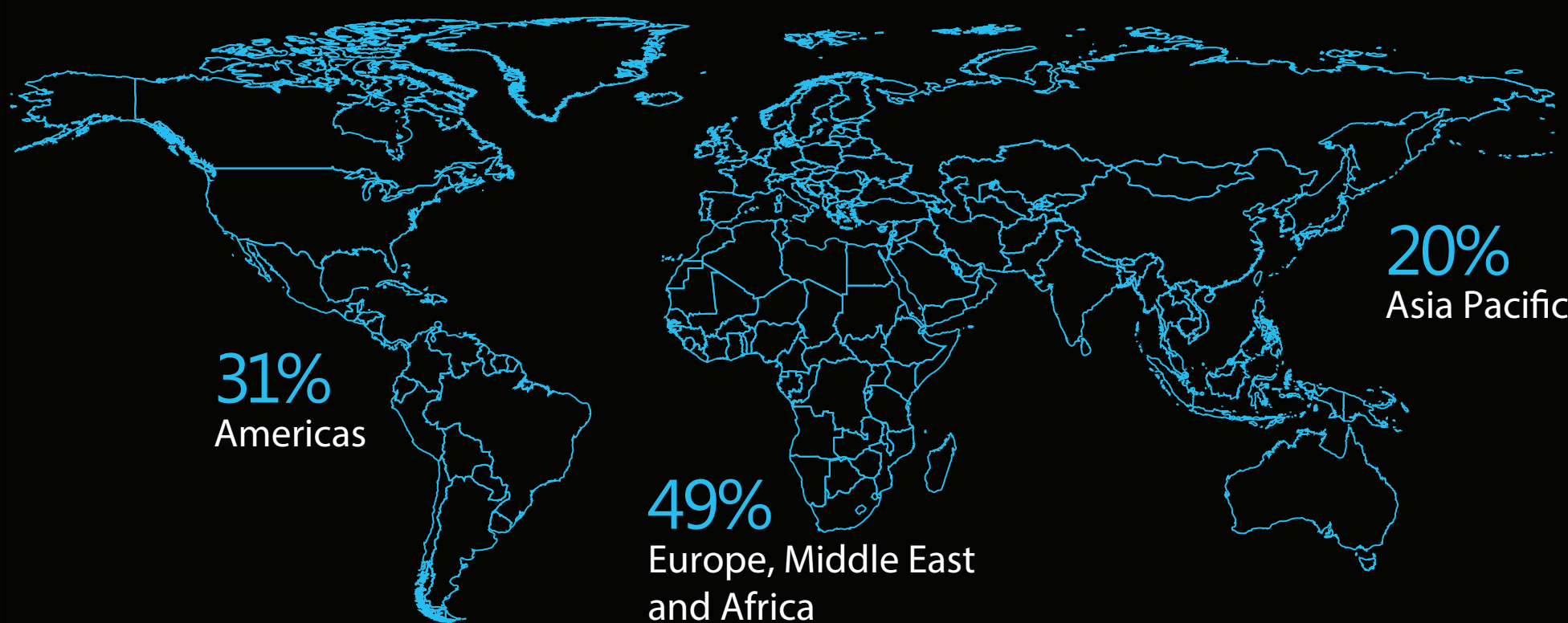
WINDOWS SERVER 2012

BUILT FROM THE CLOUD UP.

Windows Server is the world's most popular server operating system, holding 73 percent market share in 2012.^{1, 2}



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.

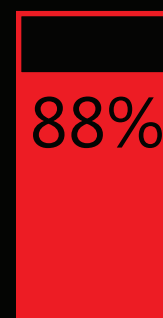


¹ IDC Worldwide and Regional Server 2012-2016 Forecast, doc #234339, May 2012.

² Market share is for 2012 and represents shipments of Windows Server.

Administration Cost Savings

\$220,000
per year in IT labor costs³



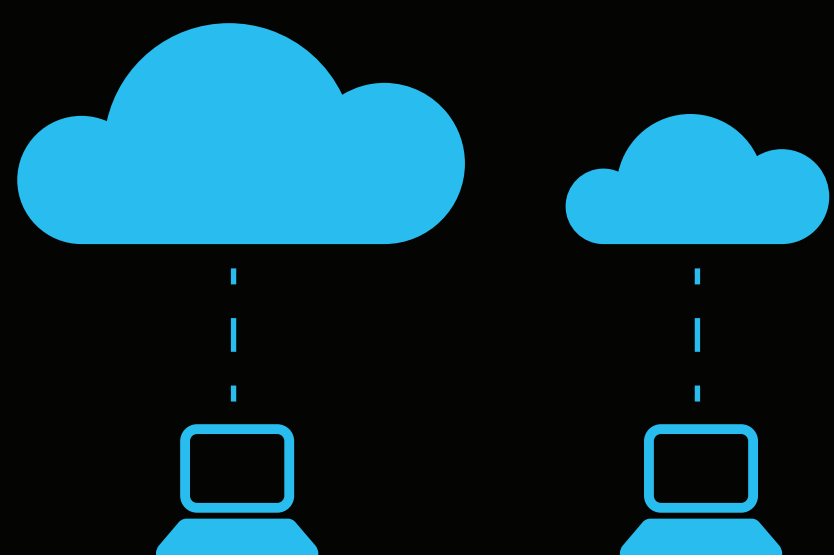
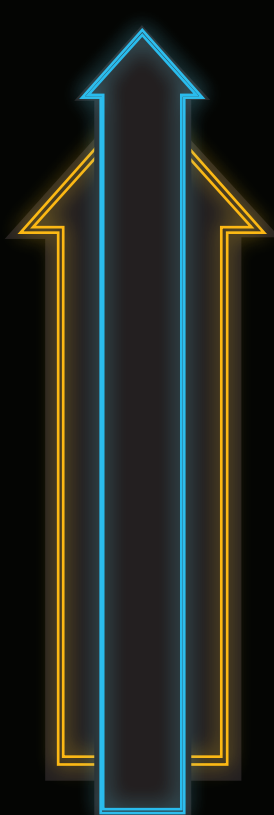
“Because we migrated our VMware estate to Windows Server Hyper-V, we estimate a six-figure operational cost savings.”

—IT Manager, European consumer goods company

³Based 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.⁴

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

— IT Manager, European aviation company

⁴Current 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