Microsoft® Windows® Small Business Server 2003 R2

A Big Business Opportunity for Partners

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Microsoft® | Partner Program

Microsoft® Windows® Small Business Server 2003 R2 (SBS 2003 R2) is an advanced network solution for productivity and security designed to help small businesses stay up-and-running, do more with less resources, and connect with customers like never before.

For technology providers such as resellers and system builders, SBS 2003 R2 represents a big opportunity to grow your customer base, develop lifelong customer relationships, and build an efficient, profitable business through server deployments, value-added services, and IT consultancy.

Provide a technology foundation for customer and partner growth.

Helping small businesses grow and compete, and having your IT business grow alongside them, is the opportunity SBS 2003 R2 offers technology providers. SBS 2003 R2 provides small businesses with many of the same features used by large enterprises – e-mail, Internet connectivity, internal Web site, remote access, support for mobile devices, file and printer sharing, backup and restore capabilities – all in one affordable, easy-to-deploy-and-manage solution.

SBS 2003 R2 is available in two editions, Standard and Premium, allowing small businesses to select the best solution to meet their needs. When a business grows beyond 75 users, an SBS 2003 R2 Transition Pack protects their initial investment by providing a seamless migration to the full line of Windows Server System™ integrated server software.

> "I can offer more and better service to more clients while increasing revenue per client. That's successful growth."
>
> **Randy Seiler,**
> R. Seiler Consulting

SBS 2003 is the product of choice among many small businesses.

A study conducted by Forbes[1] shows that SBS 2003 offers:

- **Exceptionally high return on investment.** Surveyed companies averaged 947 percent return on investment.
- **Virtually instant payback of costs.** Companies surveyed recovered hardware and software investments in less than 2.5 months.
- **Ability to be 20 percent more productive.** Surveyed companies said their employees were able to perform an average of 20 percent more revenue-producing tasks.

The many features and benefits of SBS 2003 R2 over previous versions make the award-winning software even better than before:

- **Automatic backup and restore capabilities** to prevent data loss and improve productivity
- **Windows SharePoint® Services** for a central Web-based location to collaborate on group projects
- **Remote Web Workplace** for secure remote access to business information and resources from any PC with Internet access
- **Seamless integration with Windows Mobile® powered devices** to help partners generate additional revenue through services, sales of devices, and activation

> The small business segment is unrivaled as one of the fastest growing markets for server deployments. According to IDC research,2 more than one million servers are expected to be installed between 2005 and 2009 in small businesses worldwide. This market opportunity is unmatched by any other segment and is a key opportunity for Microsoft partners.

Create new business opportunities.

The potential market for SBS 2003 R2 is substantial and poised for continued growth. This represents a significant opportunity for you to grow your customer base and drive revenue.

Install first servers.

The market for selling and installing a first server for small businesses can be a lucrative endeavor. A study conducted by Yankee Group[3] showed:

- **61 percent of small businesses** said they currently use or plan to deploy SBS 2003.
- **Sales soared by 100 to 300 percent** as reported by Microsoft partners and attributed to SBS 2003 deployments.

Migrate existing server software.

SBS 2003 R2 has improved functionality and management tools, making it a better product solution for customers with older software such as Small Business Server 2000 and Windows NT® Server 4.0. (Microsoft ended its support of Windows NT® 4.0 on December 31, 2004). This offers partners an immediate sales opportunity with over two million Windows NT Servers still installed in the small business market worldwide.

Sell additional hardware and services.

SBS 2003 R2 integrates seamlessly with Microsoft products designed for small business. This allows you to drive additional revenue through the sales and deployment of Microsoft software including Windows XP Professional, Office 2003 Small Business Edition, Microsoft CRM 3.0 SBE, Microsoft Dynamics™ GP, and Windows Mobile.

For partners, SBS 2003 opens the door for you to provide a wide range of services – from deployment to management, monitoring, and training, to customizations and mobile device integration.

"Value-added resellers and consulting partners reported strong sales; increases ranged on average from 100 percent to as much as 300 percent. The resellers and consultants attributed the increases directly to demand for Windows Small Business Server 2003."[3]

Yankee Group

Develop long-term customer relationships.

Sales and installations are just the beginning. The majority of small businesses lack in-house IT resources and rely on their partners for IT maintenance and consultancy. Once you have deployed SBS 2003 R2, you can move on to provide your customers with ongoing maintenance and management of their SBS 2003 R2 networks. This enables you to establish lifelong relationships with your customers and generate a steady stream of recurring income.

"The server sale has really become the center point of what we do. Our objective is to be the customer's IT department, and this solution positions us right there. More and more, the server becomes our main selling point, and significant business follows the server sale – both support revenue and product sales."

Tim Troyer,
MapleTronics

As customers become more familiar with how SBS 2003 R2 can help them streamline their operations, and as you learn more about your customers' business needs, it's a natural transition to move on to customized solutions. This can include:

- **E-mail and messaging customization** with Microsoft Exchange Server 2003 and Office Outlook® 2003
- **Line-of-business application integration** through seamless integration with Terminal Services
- **Mobility setup and customization** with Remote Web Workplace and Outlook Web Access, and integration with Windows Mobile powered devices
- **Intranet customization and collaboration solutions** using Windows SharePoint Services
- **Custom application development** with Microsoft SQL Server™ 2005 Workgroup Edition in the Premium Edition
- **Web site development,** using Microsoft Office FrontPage® 2003 in the Premium Edition
- **Hardware upgrades**
- **Training and security audits**

As your role evolves from IT maintenance provider to IT strategic partner, you'll be consulting on the selection and implementation of technology that allows each business to attain its goals most efficiently. SBS 2003 R2 makes this possible.

Build an efficient and profitable business.

The productivity gains SBS 2003 R2 makes possible aren't exclusive to your customers. As a partner, you're able to take advantage of these product features to make the most of your time with customers and build an efficient, scalable business. SBS 2003 R2 provides:

- An integrated server platform that is easy to install and manage. Much of the software can come preinstalled on the most popular OEM platforms, and wizards simplify the configuration of key settings.
- Built-in network management tools allow you to monitor and update your customers' networks remotely. This reduces travel time and costs and allows you to respond quickly to your customers.
- New integration of Windows Server Update Services saves you time through automated, network-wide patch and update management for all Microsoft Update-supported products.

It's a real win-win proposition. You spend less time on installations and routine maintenance. Your customers get better service. And you can focus more of your time on providing strategic, high value-added services and consultancy.

Use these resources for successful partnerships.

Microsoft is committed to providing partners with the resources required to successfully build a business around SBS 2003 R2. The Microsoft Partner Program offers a wide range of technical and marketing resources, including:

- **IDC Blueprints,** a series of white papers that offer step-by-step guidance on how to build a practice through server deployments, maintenance and managed services, mobility and more. Download the series here: **https://partner.microsoft.com/IDCwhitepapers2**
- **SBS 2003 Small Business Technology Assessment Toolkit,** a comprehensive kit with ready-to-use assessments, pre- and post-sales resources, and guides. Download your Toolkit here: **https://partner.microsoft.com/smallbusinesstoolkit3**
- **Small Business Specialist Community.** Become a Small Business Specialist, and benefit from select resources. Learn more here: **https://partner.microsoft.com/global/smallbusiness/smallbusinessspecialist/**

Feature Overview

Windows Small Business Server 2003 R2 includes the following Microsoft technologies and is available in two editions, Standard and Premium. Choose the best solution depending on your customers' needs.

Product Technologies	Standard Edition	Premium Edition
Windows Server™ 2003 • Protected, reliable operating system • File, print, and application sharing • Robust firewall for improved security and data protection	•	•
Windows SharePoint Services • Internal company Web site (intranet) for document and information sharing	•	•
Exchange Server 2003 SP2 and Office Outlook 2003 • E-mail and messaging solution • Shared calendaring • Expanded mailbox limits to 75 GB	•	•
Windows Server Update Services • Automated network-wide patch and update management • Daily report on status of desktops and servers running Microsoft software	•	•
Shared Fax Service • Fax with fewer phone lines, from desktops • Receive faxes via e-mail or printer	•	•
SQL Server 2005 Workgroup Edition • Powerful, integrated data management and reporting solution		•
Internet and Security Acceleration (ISA) Server 2004 • Firewall for multi-layer security • Tools to manage and monitor internal Internet access		•
Office FrontPage 2003 • Tools to develop Web sites		•
Pricing begins at[4]:	$599	$1299

Both editions include five Client Access Licenses (CALs) by user or device, and support a maximum of 75 users or devices. Additional licenses can be purchased in increments of 5 or 20. Additional servers can be added to the SBS 2003 R2 network. Expanded CAL licensing rights for access to additional servers in the SBS 2003 R2 network, including Exchange Server 2003, SQL Server 2005 Workgroup Edition, and the Windows Server 2003 operating system, give customers more flexibility. As your customers' business needs change, the SBS 2003 R2 Transition Pack provides a seamless conversion to the full line of Windows Server System products.

System Requirements

Component	Minimum	Recommended
Processor	750 MHz	1 GHz or faster
RAM	512 MB	1 GB or more, 4 GB max
Hard disk	16 GB of available hard-disk space[5]	

Microsoft Windows Small Business Server 2003 R2

Get started today.

For Product Information

SBS 2003 R2 on Microsoft.com

http://www.microsoft.com/sbs

For Partner Information

SBS 2003 R2 on the Microsoft Partner Program site

https://partner.microsoft.com/sbs2003

Awards

2005 *Reseller Advocate Magazine:* Best Channel Product Award
"There are three key things that make SBS a channel-friendly product. The first is the incredible money-making opportunity SBS presents for reseller customers. The minor part of this is the price... Far more important are the related purchases often tied to an SBS installation."

2004 *PC Magazine*: Editor's Choice Award
"With this product, Microsoft has set the standard for small-business server operating systems."

2003 *PC Magazine*: Comdex – Best of Show Award
"SBS 2003 gives small businesses the power of Windows Server 2003 without the complexity."

"The market opportunity is unmatched by any other segment and represents more than ample opportunity for partners who have the right mix of solutions to satisfy the needs of their customers."

IDC Research
Paths to Opportunities with Windows Small Business Server 2003

"Microsoft has created a platform by which savvy resellers can augment their software-licensing revenue with value-added services tailored to their customers' unique business demands."

Eric J. Bowden
VARBusiness

[1] IDC white paper: Paths to Opportunities with Windows Small Business Server 2003: Delivering Server Solutions to Small Businesses [February 2006]
[2] Forbes whitepaper: Windows Small Business Server 2003, Out-of-the-box ROI for Small Businesses [2003]
[3] The Yankee Group whitepaper: Windows Small Business Server 2003 Sparks Reseller Partner Business Resurgence, New Opportunities, January 2005.
[4] All prices reflect estimated retail pricing for license purchases within the United States and are in U.S dollars. Pricing and licensing information is provided here for planning purposes only and is subject to change. Reseller is responsible for setting prices. Pricing may vary. OEMs/System Builders may not advertise or price OEM versions of the software separately from its accompanying fully-assembled computer system.
[5] Actual requirements will vary based on your system configuration and the applications and features you choose to install. Windows Small Business Server 2003 R2 supports up to two CPUs on one server.

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