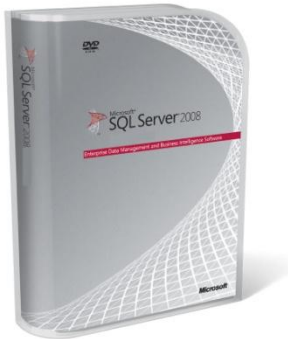




Microsoft®
SQL Server® 2008
Web

Highly Scalable Data Platform for Cost-Effective Web Application Solutions



Designed for web hosting companies and large web properties, Microsoft® SQL Server® 2008 Web delivers a manageable, low monthly cost, enterprise-class database solution that helps enable: availability and scalability, low total cost of ownership and developer productivity

<http://www.microsoft.com/sqlserver/2008/en/us/web.aspx>

BUSINESS CHALLENGES

Hosters and large web properties need a manageable enterprise-class database solution to support:

- Effective monitoring and management of web customers.
- Maximum server utilization for low-cost operations
- Flexible platform options for developers.
- Consistently increasing scale-out needs.
- Efficient management of large groups of servers

ENTERPRISE-CLASS AVAILABILITY & SCALABILITY

Scale your business with virtually no limits on memory or database size and support for up to four CPUs. Help keep your customer data safer through tools like log shipping.

Scalability

Scale out with unlimited memory and database size which helps hosting companies offer support for multi-tenancy and customers with growing data needs.

Scale out with support for up to 4 CPUs to maximize the utilization of hardware resources.

Availability

Help ensure availability by using log shipping to automatically back up data on separate servers or keep multiple read servers online to better handle large amounts of web traffic. One-way merge and transactional replication allows businesses to utilize the low cost of SQL Server Web with their core Enterprise installations for the highest data availability.

LOW TOTAL COST OF OWNERSHIP (TCO)

Help increase overall profit margins through low monthly licensing costs, enhanced publishing tools for fast customer deployment, and manageability tools for reduced administration.

Automate tasks and policies

Use Policy-Based Management to define configuration policies and apply them to servers, databases, tables, and other targets. Enforce these policies proactively, on a scheduled basis, immediately following changes, or explicitly in real time. This simplifies management tasks to save time while helping ensure standards and compliance across your environment.

Use performance data collector to identify problematic customer applications and pinpoint causes for performance degradation – utilize this information to minimize impact on the environment or offer support services to customers and help realize additional revenue. Use SQL Agent to reduce the amount of time spent on

administrative tasks by scheduling and executing events like server backups.

Streamlined administration

Use service broker to distribute applications across your servers to help balance the load while the application seamlessly functions as a whole for easier scale out. Automate server administration and application development more easily through Windows PowerShell, giving administrators a common scripting language across Windows, IIS, and SQL Server to save time.

Built-in Business Intelligence

Utilize basic SQL Server 2008 Reporting Services features to create unique layout and the new visualization enhancements further enrich the reports and gain insights.

DEVELOPER PRODUCTIVITY

Expand your service offering by delivering SQL Server 2008 developer productivity features like .NET integration, PHP driver, and advanced programmability.

Improved productivity

Developers can leverage their skills through .NET integration support to quickly write, extend, and publish programs for the web, saving time on development.

Use FTS (full text search) for fast and flexible indexing for keyword-based query of text stored in SQL Server for enterprise search functionality.

Streamline the publishing process by utilizing database publishing tools to seamlessly move files from the desktop to the web.

Advanced programmability

Utilize advanced data types to support applications that require a variety of data types like spatial, date/time, word docs, videos, and images. This helps enable hosters meet a variety of customer application requirements.

Includes support for Language Integrated Queries (LINQ) allowing C# and Visual Basic developers to help facilitate development of data-driven apps by allowing developers to use native syntax language for queries.

Platform flexibility

Help increase your service offering by supporting customers who run applications in PHP and on Windows, all backed with your SQL Server database environment. Utilize ADO.NET Data Services support to expose data through web services using existing tools and processes. This helps hosters support customers with mixed applications like ASP and PHP.

SQL SERVER 2008 EDITION OPTIONS FOR HOSTERS

Based on your specific needs, SQL Server offers a variety of editions targeted at supporting hosters and large web properties. Mix and match the right editions to help your goals:

Express: Simple, low-end hosting

- Free solution for relatively simple databases in dedicated environments. Ideal for developers to build apps.

Web: Scalability and reliability at a low cost

- Offer competitive prices with business-class reliability to customers on shared servers. Manageability tools offer additional TCO benefits.

Enterprise: Offer value-added services

- Helps enable advanced business scenarios such as PCI compliance and BI solutions.
- Achieve higher utilization and scale in a multi-tenancy environment through advanced features such as Resource Governor.

FOR MORE INFORMATION

- SQL Server 2008 Web page: <http://www.microsoft.com/sqlserver/2008/en/us/web.aspx>
- Compare edition options: <http://msdn.microsoft.com/en-us/library/cc645993.aspx>
- Visit the PHP Driver Blog: <http://blogs.msdn.com/sqlphp/>

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Part No. 098-00000 (black and white)