



Windows Server® 2008

Optimize Your Business
with Windows Server®
Hosting Guidance



Microsoft®

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Microsoft® Server Hosting Guidance delivers the most up-to-date set of tools, best practices, scripts, code samples and documentation that system engineers and network architects can use to develop a highly-available, highly-scalable hosting environment.

Based on the latest Microsoft® Server technologies with Windows Server® 2008 and SQL Server® 2008, the guidance is comprised of expert advice and scripts for key application and infrastructure technology components that service providers can use when deploying Windows hosting environments. The net result is an optimized hosting environment that empowers service providers to achieve their business objectives.

Hosted Services Components:



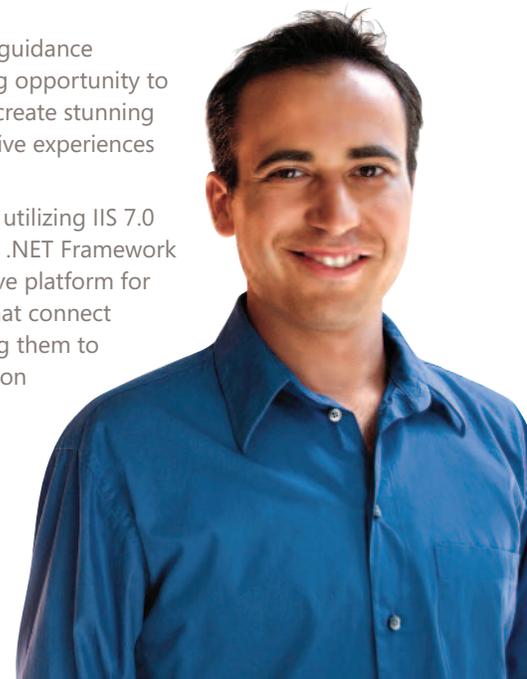
Infrastructure Components:



Drive More Revenue

Attract new customers and up-sell existing customers with:

- Windows Server® 2008 Web Edition to create optimized dedicated server offers.
- Microsoft® Windows® SharePoint® Services 3.0 to create rich offers for SMB customers and developer customers alike. Choose from the 40 ready-built application templates or allow developers to build customized applications using SharePoint® Designer to add tremendous value to hosting plans.¹
- Enable dynamic development by deploying SQL Server® 2008 offers. Deployed in conjunction with .NET framework, developers have the tools and support they need to quickly and easily build more robust Web applications.
- Incorporate PHP applications into Windows offers. The native FastCGI module within Windows Server® 2008 with Internet Information Services 7.0 (IIS 7.0) allows service providers to run PHP and ASP.net applications on the Windows Server® 2008 platform.
- Silverlight deployment guidance provides an outstanding opportunity to attract customers who create stunning media and rich interactive experiences for the Web.
- Developer-based offers utilizing IIS 7.0 together with the latest .NET Framework provide a comprehensive platform for building applications that connect users and data, enabling them to visualize, share and act on information.



Leverage Best Practices for Hosting Success

Microsoft® Server Hosting Guidance provides access to best practices specifically designed for service providers to efficiently plan, deploy, configure and manage hosted offerings on Microsoft Windows Server® 2008, Microsoft SQL Server® 2008 and underlying technologies. Key benefits of each platform include:



Secure, Reliable Hosting

- Windows Server® 2008 with IIS 7.0 offers greater application isolation by giving worker processes a completely unique identity and a sandboxed configuration by default. There is also more intelligent management of high server loads, protecting application performance through the largest traffic surges.
- IIS 7.0 modular architecture lowers Total Cost of Ownership (TCO) by enabling better site density, a simpler metabase configuration tool (WebConfig) and delegated administration.²

Powerful Tools Reduce Deployment Costs

- The modular architecture of Windows Server® 2008 with IIS 7.0 allows administrators to deploy the exact set of Web server functionality they require.
- Use the shared configuration feature to save time and resources in deploying large Web farms.
- Store IIS configurations and hosted applications on a UNC file share and then deploy these configurations across the entire Web farm. Ideal for addressing issues related to replication and configuration synchronization across servers.
- Enhanced functionality in Windows Media Services 2008 helps conserve network bandwidth, decrease network delays, and improve load balancing.³

Increased Productivity

New capabilities make administrators as productive as possible when managing Web applications hosted on Windows Server® 2008.⁴

- Securely delegate management privileges to individual site owners.
- Easily deploy applications to a Windows Server® 2008 and IIS 7.0 Web server using Xcopy.
- Developers and site owners can configure delegated IIS settings in the application Web.config files, or through delegated access to the IIS 7.0 Remote Management tool.

Faster Troubleshooting

Inevitably, administrators will have to address faulty applications; but when hosted on Windows Server® 2008 with IIS 7.0, service providers can rapidly diagnose site and server issues. Detailed local errors are not only descriptive, but also prescriptive, to help get to the root of the problem faster.

Microsoft® SQL Server® 2008

Low Cost, Highly Scalable Hosting with SQL Server® 2008 Web Edition

SQL Server® 2008 Web Edition offers a low monthly licensing fee that helps drive more profit.

Faster Customer Deployment

As part of the SQL Server Hosting Toolkit, the Database Publishing Wizard allows customers to easily deploy databases from their development computers into a hosted environment.

Powerful Application Development Support

- New SQL Server Driver for PHP improves support of PHP applications.
- The ADO.NET Entity Framework enables developers to be more productive and the new Language Integrated Query (LINQ) extensions in the .NET Framework revolutionizes how developers query data.
- SQL Server® 2008 enables developers to consume and manage extensive types of data from traditional data types to advanced new geospatial data.

Reduced Administration Time

Policy-based Management allows administrators to define one set of configuration policies and apply them across all servers, enabling them to more efficiently manage their databases and SQL Server instances.⁵

Optimized Performance

The SQL Server® 2008 Resource Governor allows service providers to define resource limits and priorities per customer group, minimizing the possibility of runaway queries and providing mission-critical workloads with the resources they need. This provides predictable performance and results in greater customer satisfaction and less support calls.

Cost-saving Data Compression

SQL Server® 2008 Data Compression reduces the storage needs. Achieving space savings of 30-40%, hosters can offer more users per server.

Reporting as a Value Added Service

SQL Server® 2008 Reporting Services enables service providers to offer rich reporting capabilities to their customers.

Streamline Operations

Now service providers can benefit not only from the guidance covering the core server products but also from the infrastructure components that further reduce TCO:

Server Purposing:

Access a rich set of tools that automate multi-server builds and accelerate the process of preparing, purposing and configuring Windows servers from the ground up with Microsoft Windows Deployment Services (WDS).

Centralized Management:

Centrally manage users, accounts, servers, group policies, services and security with Microsoft Active Directory®. The updated Active Directory Domain Services Installation Wizard and the Microsoft Management Console (MMC) snap-in functions allow service providers to manage users and resources more efficiently.

Update Management:

Centralize and automate the process of performing software and security updates with Microsoft Windows Server® Update Services (WSUS). Scalability and High-Availability Improvements allow for the application of security patches to an entire server farm in less than one hour.

Service Provisioning:

Automate routine administrative service management tasks, such as adding new users and provisioning applications and services with Powershell and command-line script guidance.

Monitoring and Reporting:

Proactively monitor both internal data center and customer site operations with Microsoft System Center Operations Manager (SCOM).



Leverage Our Resources

Microsoft® has developed a comprehensive selection of programs and tools to help service providers succeed:

IIS.net

In order to avoid the long development cycles of prior releases and to continue providing hosting partners with the most up to date scenario specific information the guidance will be deployed via IIS.net. Service providers will be able to contribute best practices back to the community via this channel.

▶ <http://www.iis.net>

Service Provider Licensing Agreement

The Services Provider License Agreement (SPLA) enables service providers and independent software vendors (ISVs) to license Microsoft® licensed products on a subscription basis and use these products to provide hosted services and applications to their customers. With a monthly use-based licensing payment structure, service providers pay for only what is used by their customers. There is no upfront license cost and no monthly commitment.

▶ <http://www.microsoft.com/serviceproviders/licensing>

Microsoft Hosting Program

The Microsoft Hosting Program provides the knowledge and resources necessary to lower operational costs while increasing revenue through the deployment of enhanced managed services, no matter the size of the hosting operation. The program provides free access to Microsoft resources for hosting providers, including solution documentation, newsletters, case studies and information regarding upcoming events.

▶ <http://www.microsoft.com/serviceproviders/programs/windowswebhosting.mspx>

Technical Programs for Hosting:

Advanced Infrastructure Solutions Competency, Hosting Solutions Specialization

The Hosting Solutions specialization not only allows you to differentiate yourself from the competition but also includes several added benefits such as tools, tested best practices, scripts, and code samples designed to efficiently deploy hosted solution offerings on the Windows platform. These added benefits will assist you in achieving operational efficiency, increasing customer satisfaction, and, ultimately, remaining profitable and viable.

▶ <https://partner.microsoft.com/US/program/competencies/aisolutions/hosting>

- 1 WebCentral, *Increasing ARPU and Customer Retention with Hosted Business Application Services*, 03/26/2007. <http://www.microsoft.com/casestudies/casestudy.aspx?casestudyid=201254>
- 2 Mosso, *Web Host Cuts Costs, Enhances Customer Experience with Improved Web Server*, 02/21/2008. <http://www.microsoft.com/casestudies/casestudy.aspx?casestudyid=4000001432>
- 3 Hostbasket, *Web Host Optimizes Security, Improves Performance with Server Upgrade*, 03/17/2008. <http://www.microsoft.com/casestudies/casestudy.aspx?casestudyid=4000001623>
- 4 reed.co.uk, *Leading Online Recruitment Company Expands Services with New Web Environment*, 03/11/2008. <http://www.microsoft.com/casestudies/casestudy.aspx?casestudyid=4000001614>
- 5 HiNet, *Internet Service Provider Boosts Performance with New Operating System*, 03/24/2008. <http://www.microsoft.com/casestudies/casestudy.aspx?casestudyid=4000001690>