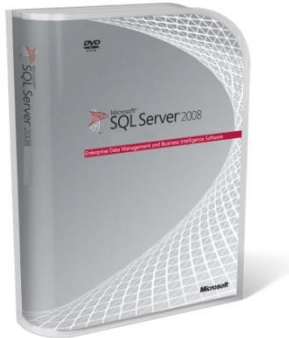




# Microsoft® SQL Server® 2008

## Application Development

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*Microsoft® SQL Server® 2008 is at the heart of a comprehensive data platform that enables you to access and manipulate business-critical data from a variety of diverse devices, platforms, and data services across the enterprise.*

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

### TOP NEW FEATURES

Map data structures to business entities by using the new ADO.NET Entity Framework

Use consistent syntax to query diverse data through .NET Language Integrated Query (LINQ) extensions to Microsoft Visual C#® and Microsoft Visual Basic® .NET Create occasionally connected solutions using SQL Server 2008 Compact Edition and Microsoft Synchronization Services

- Consolidate data storage through the SQL Server 2008 support for relational, XML, Filestream, and geo-location-based data

### PRODUCTIVE

Improve developer productivity by providing seamless integration between frameworks, data connectivity technologies, programming languages, Web services, development tools and data.

#### Build next generation data-centric applications with the ADO.NET Entity Framework

Define a rich conceptual object model based on the Entity Data Model (EDM) and logically organize database tables and columns into higher-level entities. Model database applications quickly by using the ADO.NET Entity Framework to create entities that are tightly aligned with business requirements. Remain focused on developing business solutions rather than worrying about how data is organized in a database. Understand and maintain any size of database application by abstracting the conceptual data model from how the data is stored in a database.

#### Revolutionize data access queries with LINQ

Take advantage of native query language extensions to C# and Visual Basic .NET. Use consistent query syntax to retrieve data from diverse data stores, including entities, relational databases, XML, ADO.NET DataSets, and in-memory objects. Take advantage of the efficient data processing capabilities of LINQ, as well as design time error checking and type validation. Reduce the amount of code that is required to access data and make applications more efficient and easier to maintain.

#### Harness Data Platform technologies with Visual Studio

Bring all of the Microsoft Data Platform technologies together in a highly productive and easy to use manner with Microsoft Visual Studio®. Write code that targets rich Internet applications, client applications, and server applications; and experience a powerful end-to-end development environment. Boost productivity through Microsoft IntelliSense® and built-in support for the ADO.NET Entity Framework and LINQ.

Streamline collaboration between architects, developers, and testers by using Visual Studio Team System Edition.

### **Comprehensive**

Develop data-centric solutions that access, consume, and manage data from any data source, and enable efficient delivery to relevant users.

### **Take advantage of a full range of data connectivity technologies**

Access data anywhere through data connectivity technologies that include:

- ODBC drivers
- OLE DB data providers
- ADO.NET data providers
- ADO.NET Entity Framework
- LINQ
- Non-Microsoft technologies including XML, JDBC, and PHP drivers.

### **Any data, anywhere, anytime**

Build data-centric applications that access data virtually anywhere anytime by using a wide range of managed and native programming languages, data connectivity technologies, and programming frameworks.

### **Scalable**

Build scalable data-centric solutions that target any workload from the smallest device to the largest servers and enable your applications to grow with your business needs.

### **Increase reach and scalability through occasionally connected systems**

Support online and offline data storage capabilities by using SQL Server Compact edition combined with Microsoft Synchronization Services. Increase the reach and scalability of your data services solutions by distributing data access workloads across client devices as well as database servers.

### **Store any kind of data in SQL Server 2008**

Centralize and optimize data storage for applications by a diverse range of data types in SQL Server 2008 that supports:

- Relational data
- XML documents
- File streams
- Location-based and spatial data

Take advantage of SQL Server 2008 data storage optimizations, such as the VARDECIMAL type that minimizes the space required to store numeric data, and the new support for Sparse Columns that greatly reduces the storage overhead associated with null data.

### **Build highly scalable applications with SQL Server 2008**

Develop high-performance procedures that access and manage data in the database through the SQL Server Common Language Runtime (CLR) integration by using the Microsoft .NET Framework and managed programming languages such as C# and Visual Basic .NET. Create asynchronous, message-based solutions that use a service-oriented architecture to scale across the enterprise and beyond with Service Broker. Build highly scalable, distributed data solutions by using native support for standards such as SOAP and HTTP. The Microsoft Data Platform provides a wide range of technologies and products that enables developers to build powerful database applications for virtually any business requirement.

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For more information about Microsoft SQL Server 2008 visit <http://www.microsoft.com/sqlserver/2008/en/us/default.aspx>. For the latest developer news and more information on Microsoft's broad range of resources for developers, including support programs, events, training, and the MSDN Library Online, visit MSDN Online at <http://msdn.microsoft.com/>.

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