



**Customer profile**

Customer bought SQL and is on an old version. Their trusted Microsoft partner is continuously working with them to advise of the security implications and helping them upgrade to SQL Server 2014.

**Did you Know?**

- 82% of small and midsize organizations are still running at least one occurrence of SQL Server 2005.
- SQL Server 2014 runs up to 13X faster than SQL Server 2005 (benchmark results published for SQL Server 2014 [www.tpc.org/4069](http://www.tpc.org/4069))

**Upselling opportunities**

- Discuss that SQL Server 2005 end of extended support is April 12, 2016. So, **now** is the time for your customers' to modernize their database to avoid security and compliancy risks and ensure continued compatibility.

**Safeguard your Business**

Maintain Security and Compliance

Availability

CUSTOMER UPGRADE CONVERSATIONS

- With SQL end of life on April 12, 2016, have you assessed the **security and compliance risk?**
- What are the costs involved by choosing to remain on **older, less** performant and reliable technology including the **time your IT department will spend protecting vulnerable data plus the cost to the company of lost or slower business transactions?**
- Are you looking for your database solution to help you **achieve the highest level of protection and compliance** and reduce its vulnerability?

- Do you have any issues with **downtime** with your **old** database servers? What would be the cost to your business if you were to lose access to your **mission critical** applications?
- What measures do you have in place to ensure **business continuity** and **protection** of critical data? Is **significant investment** required for database disaster recovery for your organization?
- How **much time do you spend** in deploying IT resources for manging mission critical applications?

TOP BUSINESS NEEDS

- **Maintaining security.** Provision of security patching and maintenance updates to protect apps to ensure reliability
- **Peace of mind** that your applications are supported on a compliant database platform to minimize risk and costs
- **Advanced data security** for protecting your business critical data. **Cost reductions** from **improved data security** and patch requirements from legacy systems

- Ensure your database – and your business, is **always running.** Improved uptime for applications can help drive new revenue via greater direct online sales, as well as through more effective sales-led engagements
- Ensuring data is **backed up** and systems are back up again quickly in cases of downtime
- **Affordable** disaster recovery and data backup. Protect you business from the unthinkable

WHY UPGRADE TO SQL 2014

- Upgrading to SQL Server 2014 will **improve security**
- **Now** is a great time to upgrade to the latest Windows Server software, especially with major **end-of-support milestones** occurring. For SQL Server 2005 customers, Extended Support **will end on April 12, 2016**
- Newer database solutions help provide **improved security.** Security issues are reduced by upgrading to SQL Server 2014. **Security issues** in legacy systems requires patches to ensure that the data is secure between the database platform and mission critical applications
- Reductions in patches result in **avoiding significant costs** in security management and remediation
- **Extend security** with SQL Server 2014 by enabling **encryption** for your backup files for added protection to ensure continuity

- Upgrading **can improve uptime. Higher availability** and DR (disaster recovery) with AlwaysOn
- Automate database backups to **minimize data loss**
- **Restore to the cloud** if onsite servers are down. Back up your on-premises database to Microsoft Azure easily and efficiently
- **Eliminate capital expenditure** for storage hardware enabling you to pay only for what you use
- **Reduce hardware costs.** Upgrading offers the ability to use **secondary servers with SQL 2014** as part of its database infrastructure. The secondary server **no longer needs to remain idle** waiting for a failover. Instead can be used for back-up, reporting, ad hoc queries, or other uses
- Scalable across **compute, networking, and storage** with Windows Server 2012 R2 and up to 640 logical processors, virtualization and live migration support

COMMON QUESTIONS AND OBJECTIONS

- What are the implications of not updating SQL Server 2005?
- *Support ends for **SQL Server 2005** on April 12, 2016, Without security updates and hotfixes, your customers are exposed to additional security threats, as well as increased management and support costs. Risks include:*
  1. *Threats to business applications such as payroll, HR, and accounting.*
  2. *Elevated danger of cyberattacks on computer systems and databases.*
  3. *Noncompliance with PCI security standards for businesses that accept credit cards.*
  4. *Breaches of HIPAA data policies for businesses that handle client healthcare data.*
  5. *Performance bottlenecks for mission-critical applications. Ensure you are protected now.*

- I am not ready to upgrade to SQL 2014
- *Upgrading to SQL Server 2014 now will enable you to take advantage of the many new capabilities available with dramatic performance gains, higher availability and scalability and rich BI capabilities. SQL Server offers small and midsize organizations a fast, highly available database, and a cloud ready platform that will grow with your business. Also with SQL 2005 end of life, you really must act now so that you are not exposed to additional security threats, as well as increased management and support costs. One of the great benefits of virtualization is how easy it makes the upgrade process. By virtualizing your servers, you are separating the entire workload, including all apps and data, from the physical machine. Once virtualized, moving the contents to a new server is trivial.*

RESOURCES

[Support for SQL Server 2005 ends on April 12, 2016. Read on readytogo.microsoft.com](http://readytogo.microsoft.com)

[Begin the technical migration and upgrade process now](#)



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**Grow Efficiently**

Optimized Data Platform

Performance and Scalability

CUSTOMER UPGRADE CONVERSATIONS

- As your business grows, do you find that your IT needs **grow** too? How do you **cost effectively** scale your applications as new users come on board?
- Do you have a **seasonal business** where database usage and demand **fluctuates** at particular points in time i.e. spike in customers placing orders at certain times in the year?

- As your company grows, have you considered the **demands** on the databases that support core business functions such as finance, inventory, order processing and customer management?
- Does your IT infrastructure provide **predictable, fast reliable** service for supporting customers i.e. orders placed on time, orders fulfilled on time, fast response to customer enquiries etc.?

TOP BUSINESS NEEDS

- **Ease of migration** and expansion of cloud capabilities
- Ensuring you can **scale the business** but keep costs to a minimum. Even in times of growth **controlling costs** and fulfilling customer demand is critical to achieve ongoing success
- **Ensuring service levels** with your customers and ensuring users' **productivity** is maintained in times of growth
- Ensuring business as usual as you **grow and transform** you business
- **Easy on-ramp to cloud.** Easy-to-use, built in tools to develop to the cloud. Enable **hybrid cloud** scenarios
- **Scale up** on-premises or **scale-out via private clouds** with Windows Server for maximum performance

- **User productivity** and **error reduction** improvements by moving away from less reliable application connectivity with legacy systems
- **IT resource productivity** and support reductions
- **Minimizing risk** of slow performing or unavailable database that causes poor productivity and risk of losing customers
- **Increased profitability** from improved direct and sales-led revenue due to less application downtime, improved application reliability, and integration with other applications
- **Faster insights** on any data so that you can make decisions in real time in order to plan your business

WHY UPGRADE TO SQL SERVER 2014

- **Reduce costs** with your investment in modern technology on premise and compliment with cloud technologies working seamlessly
- **Get flexible** options from server to hybrid cloud solutions, host your SQL database in the cloud by moving it into a Microsoft Azure Virtual Machine **reducing** hardware and IT costs.
- Ability to leverage **hybrid set up** by being able to **easily transition** on premise servers to virtual machines in the cloud for **agility, reliability and performance**
- Additional upgrade value with **Azure:**
- ✓ **Protection** against failure and system downtime, you can get disaster recovery for your SQL Server database in the cloud with Microsoft Azure.
- ✓ Disaster recovery can help to dramatically **minimize service** disruption if your database goes down
- ✓ Leverages Azure infrastructure, you can **avoid** the **capital and operational** costs of purchasing and maintaining additional hardware

- Upgrading can deliver **faster application performance.** Speed up transactions without buying new hardware. Breakthrough in-memory performance. Proven **13 x higher** performance plus in memory OLTP delivering up to **30 x additional** OLTP performance gains
- Employees are able to complete work faster and more accurately. **New and upgraded applications** with SQL Server provide new features and greater connectivity options across data sources and applications that are accessible from mobile locations.
- Keep your database **up and running** more of the time. SQL Server 2014 makes fast, **highly-available** database functionality affordable to any size of organization
- **Faster insights** into data found across your organization, and to deliver BI (business intelligence) in an easily consumable manner so business users can ask and answer questions through familiar tools such as Office 365/Excel. Easy access to data, big or small.

COMMON QUESTIONS AND OBJECTIONS

- How should I decide where to run my database applications i.e. on premise or in the cloud?
- *SQL Server offers small and midsize organizations a fast, highly available database—and a cloud-ready data platform that will grow with your business. SQL Server 2014 dramatically speeds transactions with new in-memory capabilities. Cloud capabilities make it easy for your organization to choose where to deploy your applications—whether on-premises, in the cloud, or a combination of both. Many organizations value the fast deployment and endless scalability of the cloud and find this is a perfect fit for the needs. Microsoft offers a common platform for achieving both.*

- Will I be entitled to SQL Server 2016 when it becomes available?
- *If you have current Software Assurance for SQL Server, you will be able to upgrade to SQL Server 2016 when it becomes available. One of the many benefits of Software Assurance is the new version rights, so make sure you renew your Software Assurance. As the biggest leap forward in Microsoft's data platform history, SQL Server 2016 delivers breakthrough performance. Encryption technology helps protect your data in the cloud, with master keys sitting with the application, without any application changes. Even higher availability and performance enhancements. At massive scale built in advanced analytics provides the scalability and performance benefits. Powerful insights on any device. Mobile BI provides business insights for on premises data through rich visualizations on mobile devices for Windows, iOS and Android.*

RESOURCES

[Chose the SQL Server edition that meets your needs](#)

[What's new in SQL Server 2016?](#)