

WINDOWS SERVER SMALL BUSINESS SOLUTIONS

Name

Title

SMB Windows Server Family



SOLUTION SERVERS

Complete server platform, integrated and optimized

Windows Small Business Server 2011 Essentials

Store, protect, access

- Simplified setup and management
- Centralized backup
- Anywhere access

Windows Small Business Server 2011 Standard

Run your business

- LOB application platform
- Unified/federated identity management
- Communications & Collaboration Suite

Self-service



TRADITIONAL SERVERS

Customizable Server platform for businesses of any size

Customizable for exact requirements

- Storage
- Infrastructure
- LOB platform
- Communication & collaboration tools
- Any other app or infrastructure service
- Standard deployment and management tools and processes
- Virtualization



Windows Server[®] 2008 R2
Standard

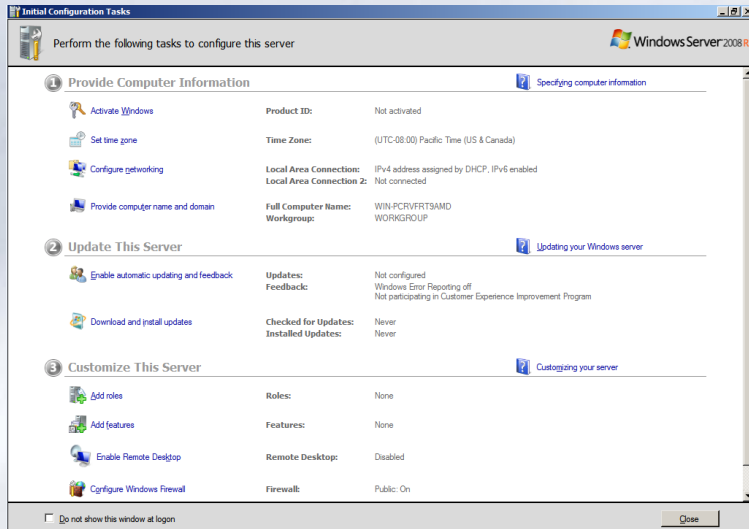


Windows Server[®] 2008 R2
Foundation

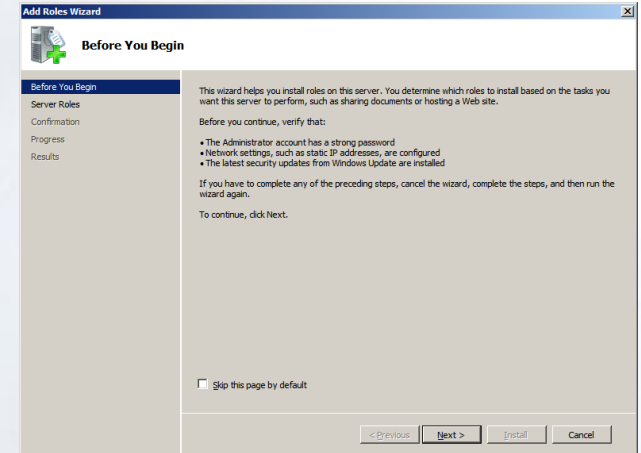
Partner-IT or Internal-IT

Windows SMB - Traditional Servers

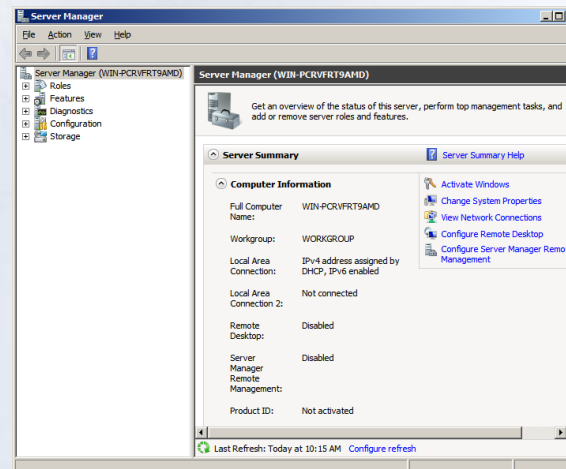
Build and customize to your own settings / preferences



Initial Configuration tasks to get server up-and-running



Add Roles Wizard and Add Features Wizard to configure needed workloads and settings



Server Manager for ongoing management tasks

Windows SMB – Solution Servers

- Configuration based on best practices of a small business
- Simplified installation and administration
- Integrated installation and management

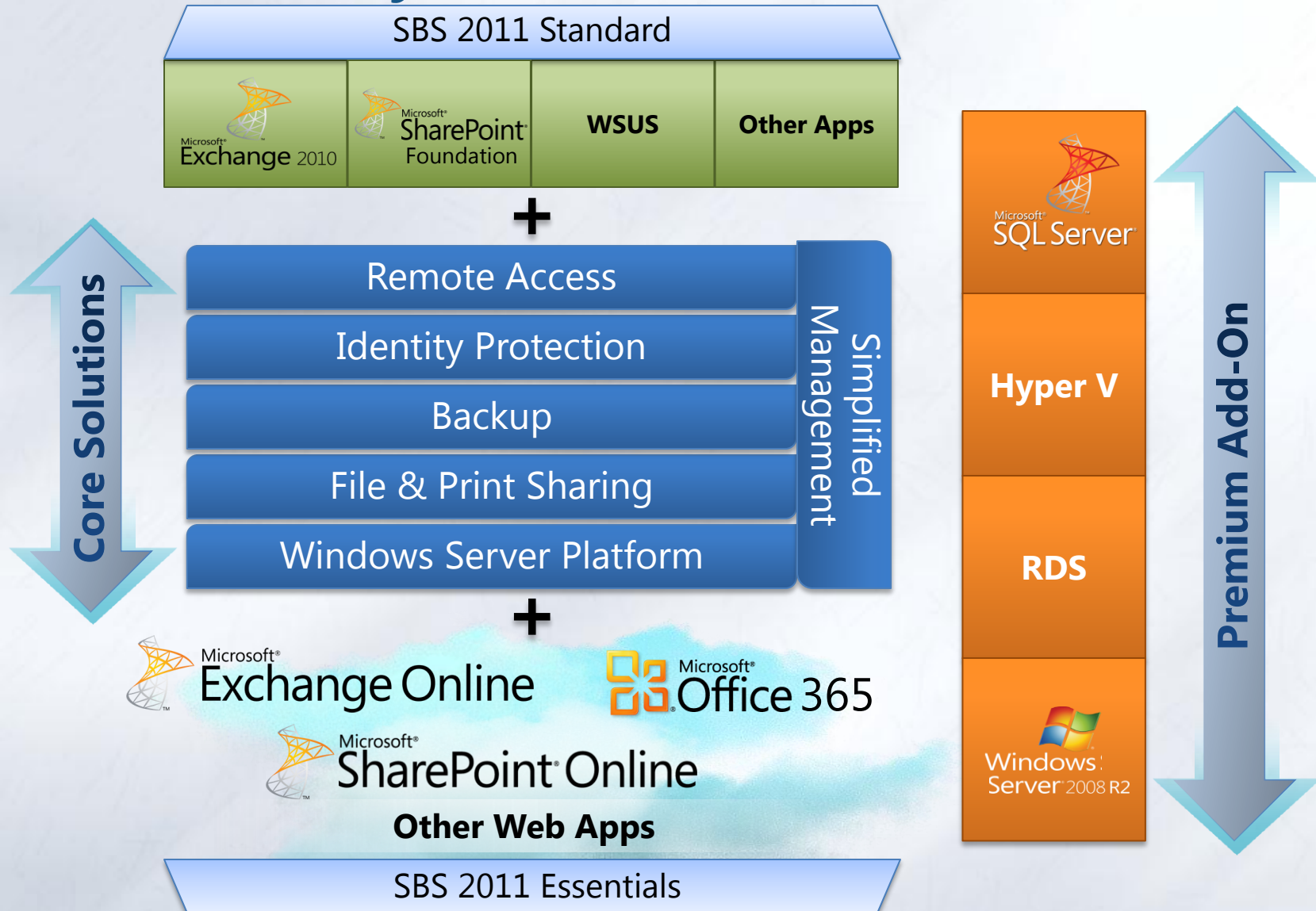
The image displays three overlapping screenshots from the Windows 'Aurora' environment:

- Windows "Aurora" Dashboard:** Shows navigation icons for Home, Users, Computers, and Server Folders and Hard Drives. Below is a table of users:

Name	Logon Name	Remote Access	Access level	Status
Lecky Ochs	BOchs	Allowed	Standard user	Active
		Allowed	Standard user	Active
		Allowed	Administrator	Active
		Allowed	Standard user	Active

- Add a User Account:** A dialog box with the heading "Type a name and a password for" and input fields for "First name:" and "User account name:".
- Personalize your server:** A web-based configuration page for "Set Up Windows Server Code Name 'Aurora'". It includes fields for "Company name" (Fabrikam), "Internal domain name" (FABRIKAM), and "Server name" (FABRIKAMSERVER). A warning states: "These settings cannot be changed after your server is set up."

SBS 2011 Family



Windows SBS 2011 Essentials

- Ideal First Server
- Easy-to-use solution
- Cloud integration
- Helps protect data
- Helps organize information
- Access from virtually anywhere

Simplify your life

Your business with you,
virtually anywhere

Get Ready for the
future

- Automatic local backup, simple restore of server and client computers
- Easily connect to online services
- Work virtually anywhere, anytime
- Increase business productivity
- Simple, secure, dependable network
- Easy-to-use storage and sharing



Everything Your Business Needs in a Server, Nothing It Doesn't.

Meeting Customer Needs

With Windows SBS 2011 Essentials

- Automatic local backup, simple restore of server and client computers
- Easily connect to online services
- Increase business productivity
- Work virtually anywhere, anytime
- Simple, dependable network
- Highly secure access protection
- Easy-to-use storage and sharing



Get Ready for the future: Essentials + Online Services

Suitable for

- Small Businesses looking for cloud enabled services or hosted LOB applications
- Small Business looking towards Office 365 for office/collaboration services

Benefits

- Seamless integration into online and cloud enabled services
- Single point of management for cloud based administration
- Enables simple, single sign-on experience
- Transparent access for users
- Integration into Office 365 for collaboration services
- Pre-configured installation wizards



Windows SBS 2011 Standard

- Designed and priced for small business
- Affordable, all-in-one solution
- Protect your information

Functionality includes:

- E-mail
- Internal Web sites
- Remote Access
- File and printer sharing

Simplify your life

Be More Productive

Your business with you,
virtually anywhere

- Automatic local backup, simple restore
- Scalable platform can grow with business
- Simple, secure, dependable network
- Work virtually anywhere, anytime
- Easy-to-use storage and sharing
- Complete on-premise control



Includes: Windows Server® 2008 R2 Standard technologies; Microsoft® Exchange Server 2010 SP1; Windows® SharePoint Foundation; Windows Server Update Services 3.0

A Complete On Premise Solution To Your Business Needs!



Meeting Customer Needs

With Windows SBS 2011 Standard

- Automatic local backup, simple restore
- Scalable platform can grow with business
- Work virtually anywhere, anytime
- Simple, dependable network
- Highly secure data protection
- Complete on-premise control
- Easy-to-use storage and sharing



Essentials vs. Standard - Summary

Small Business Server Solutions Differentiators	Essentials	Standard
<p>A Fully On-Premise Small Business Solution. Incorporates best-of-breed 64-bit product technologies to deliver a complete server solution environment well suited for small businesses. The product technologies include Exchange Server 2010, SharePoint Foundation 2010 and Windows Server Update Services.</p>		
<p>Tailored to Online Services. Provides a cross-premise solution, allowing small businesses to retain core infrastructure and enables simple, single sign-on experiences with cloud-based services.</p>		

Essentials and Standard SKUs



Features	SBS 2011 Essentials	SBS 2011 Standard
Target End User	SoHo & Micro Business Owner	Small Business Owner
IT Knowledge	Minimal	Understands strategic use of technology
IT Influencer	Reseller <i>and/or</i> VAR/VAP	VAR/VAP
Primary customers	VAP/SB	VAP/SB
Key Scenarios	<ul style="list-style-type: none"> • Backup of PCs • File storage • Remote access • Business applications (LOBs) • SaaS biz apps 	<ul style="list-style-type: none"> • Website hosting • Exchange email • SharePoint • Remote access • Business applications (LOBs)
End User Value	Server solution for small business users, to protect, centralize, stream, and access business data	All in one server <i>suite</i> for enhanced productivity and a professional business image
PC/User Limit	25	75, users or devices
On-premise Management	Near-zero	Simplified

Both will be available in the standard channels as SBS today

Customer Evidence

“With Windows Small Business Server 2011, it’s a lot easier for me as a non-technical person to understand how the server is doing and take care of daily administrative tasks without involving our Microsoft partner or chasing down my coworker. I’d say that it’s given me back about two hours a week that I can use to do more important things than manage servers.”

Scott Starr
Marketing Director, Firetrace International

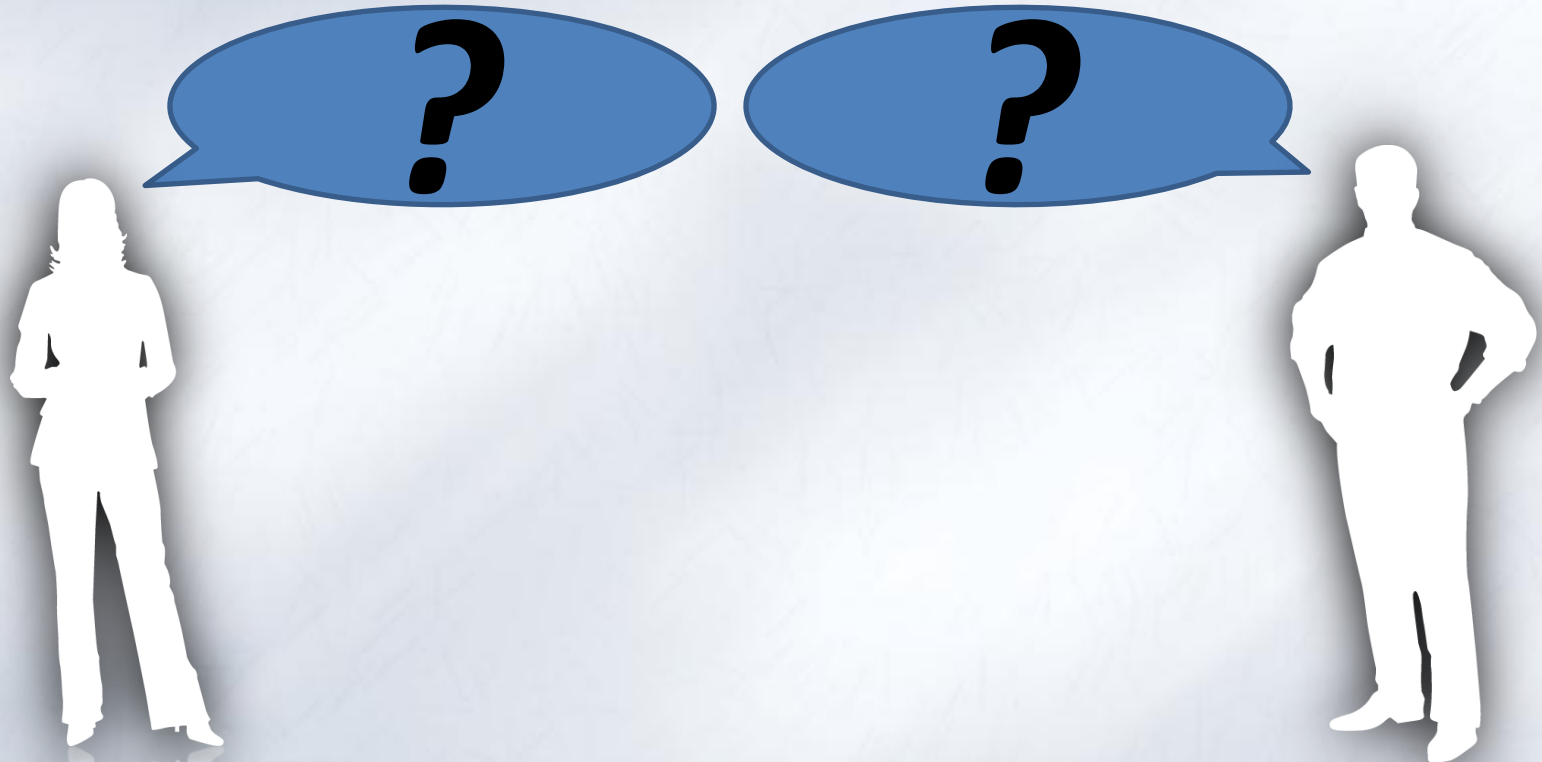
“Technology is critical to our work at Dermatology Associates. Electronic medical records, charting, prescription refills, and patient communications are all handled electronically. We can’t afford any issues with our systems. With SBS Standard 2011, we have a familiar, easy-to-use set of tools that helps us work efficiently, so we can focus on our patients.”

Suzanne Tyler
Medical Practice Administrator, Dermatology Associates

SBS 2011 Typical Usage Scenarios



Questions



Microsoft[®]

© 2011 Microsoft Corporation. All rights reserved. Microsoft, Windows, Windows Vista and other product names are or may be registered trademarks and/or trademarks in the U.S. and/or other countries.

The information herein is for informational purposes only and represents the current view of Microsoft Corporation as of the date of this presentation. Because Microsoft must respond to changing market conditions, it should not be interpreted to be a commitment on the part of Microsoft, and Microsoft cannot guarantee the accuracy of any information provided after the date of this presentation.

MICROSOFT MAKES NO WARRANTIES, EXPRESS, IMPLIED OR STATUTORY, AS TO THE INFORMATION IN THIS PRESENTATION.

APPENDIX