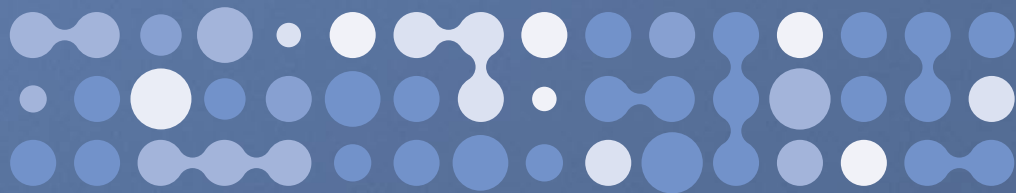# Microsoft Solution for Windows-based Hosting
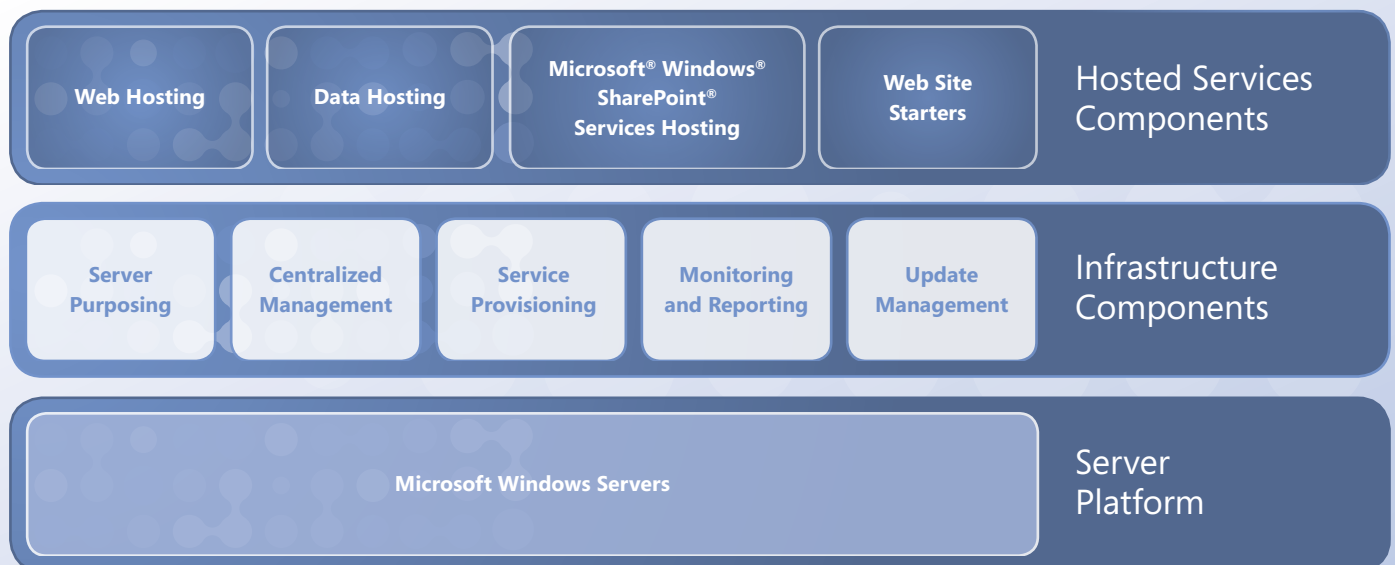
Microsoft®

Create New Opportunities with an Optimized Hosting Business

The market for Web and data server hosting is growing exponentially— an increase largely attributed to businesses that see these services as necessary tools to drive marketing and sales efforts. While this rise in demand equates to new business opportunities, it also creates a proliferation of competition. In such an environment, staying competitive, attracting new customers, and growing profits requires hosting service providers to distinguish themselves with compelling offerings and unrivaled operational efficiency, resulting in low prices and superior support.

Today, Microsoft offers a solution that enables service providers to profit from the market demand for hosted Web and data services: the Microsoft® Solution for Windows®-based Hosting.

The Solution for Windows-based Hosting empowers service providers of all sizes to lower operational costs and increase revenues. Service providers can obtain these results by implementing a centralized, automated management infrastructure that supports the streamlined deployment of hosted services on Microsoft's line of server software. Inherently flexible, the Solution is composed of eight modular components (including infrastructure and hosted services components) that service providers can deploy in any combination. These components, as shown in the figure, integrate with existing systems, which helps service providers to create a hosting environment that embodies operational excellence.

Web Hosting	Data Hosting	Microsoft® Windows® SharePoint® Services Hosting	Web Site Starters	Hosted Services Components
Server Purposing	Centralized Management	Service Provisioning	Monitoring and Reporting	Update Management	Infrastructure Components
Microsoft Windows Servers				Server Platform

End-User Experience   Service Provider Tools

Drive More Business

With the Microsoft Solution for Windows-based Hosting, service providers are well equipped to deliver compelling services that help to attract new customers and up-sell existing customers.

- **Increase Revenue through New Applications.** Service providers can deliver applications that create intriguing "use cases" and help to grow their customer base. For example, use Internet Information Services (IIS) to deliver Web hosting services with maximum efficiency and minimal costs or use Microsoft Windows SharePoint® Services to offer collaboration services that drive customer team Web sites. Service providers also can use Microsoft SQL Server™ 2005 database software and ASP.NET 2.0 to provide customers of any size with reliable shared or dedicated database services that power Web sites and applications. When paired with Microsoft tools such as Visual Web Developer, this technology presents a superior developer offer.
- **Expand Portfolio Services.** Service providers can differentiate themselves and drive more revenue by adding third-party applications to their shared Windows offering. For example, with Web Site Starters for Windows, service providers can deliver specific Microsoft partner solutions through their hosted environment.
- **Provide Comprehensive and Proactive Support.** Service providers can design offers for proactive support and deliver higher service level agreements by using rich features that enable them to more easily monitor internal data center and customer site operations. This capability results in increased system availability and quick problem resolution. (For example, one service provider now resolves server problems 50 percent faster than before.[1]) Service providers also can proactively monitor individual server health by generating targeted reports.

Streamline Operations, Reduce Costs

The Microsoft Solution for Windows-based Hosting encompasses Windows-based products and provides access to best practices, tools, scripts, and code samples so service providers efficiently can deploy and operate hosted offerings on the Windows platform.

- **Simplify Deployment Processes.** 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. By using image-based and script-based installation techniques, service providers rapidly can configure many servers concurrently with a consistent operating system and application bundle, and as a result significantly improve server build time. (For example, one service provider increased the efficiency with which it builds servers for its Windows-based offerings by 480 percent.[2])
- **Enhance Productivity.** Divert resource time away from tasks that don't yield profits. Implement tools that automate provisioning and administrative tasks so staff resources can focus their efforts on revenue-generating projects.
- **Minimize Costs.** Use centralized, automated management features that help shrink operating expenses:
  - Consolidate servers with guidance about increasing server density for SQL Server databases on a single server.
  - Access, edit, and test database code through a single environment.
  - Lower Web hosting costs by leveraging architectural guidance and sample scripts to create a highly scalable environment.
  - Minimize system administration by enabling centralized management of users, accounts, servers, group policies, and services.
  - Reduce support calls by allowing customers to complete administrative tasks and to create and manage their own resources.
  - Complete a low-cost, modular implementation to achieve only the requisite business functionality.

Increase Customer Satisfaction

When service providers deploy the Microsoft Solution for Windows-based Hosting, they access tools and techniques that simplify management of a hosted services environment and can help reduce server downtime. (For example, one service provider has experienced continuous Web server uptime.[3]) The result is the ability to deliver a consistent, positive end-user experience and to increase customer satisfaction.

- **Support Customers' Changing Needs.** With flexible, automated tools, service providers can easily accommodate the inevitable changes that occur in a customer's environment.
  - Automate routine administrative service management tasks such as adding new users and updating directory entries.
  - Delegate account administration to customers and reduce service requests.
  - Act as a central network authority and manage users, accounts, servers, group policies, and services.
- **Maintain a Secure Environment.** By using centralized, automated software and security update services, providers can ensure consistent, timely installation of critical and security updates throughout their organization or to targeted servers using a precise schedule. Reporting capabilities also help service providers easily track the status of every installation.

Benefit from Microsoft Resources

Microsoft has developed a comprehensive selection of programs and tools to help service providers succeed with Windows-based hosting.

- **Services Provider Licensing Agreement.** Microsoft offers a licensing program specifically tailored to the hosted service provider business model. The Services Provider Licensing Agreement enables service providers to license Microsoft products on a monthly basis and pay only for the quantity used each month. The agreement has no signing fee or upfront investment, and there is no required usage commitment.
- **Microsoft Partner Program, Hosting Solutions Specialization.** The Microsoft Partner Program provides customized resources that are designed to aid partners in efficient deployment of hosted solutions on the Windows platform and serve as a networking resource for Microsoft partners. The program awards Certified and Gold status to partners who have completed the necessary requirements.
- **Microsoft Hosting Program.** The Microsoft Hosting Program provides free access to Microsoft resources for hosting service providers, including solution documentation, newsletters, case studies, and information on upcoming events. The program benefits are designed to help service providers to better manage their hosted environments and provide them with current industry-specific news and information from Microsoft.
- **Microsoft ASP.NET Hosting Advantage.** This program helps service providers deploy, launch, and successfully market ASP.NET offerings and includes a promotional spot in the ASP.NET Hosting Directory.
- **Community Support.** The Windows Hosting Forum is an online community of Windows-based hosting service providers and Microsoft experts that offer discussion and free technical assistance.

For additional information please visit our Web site at
www.microsoft.com/hosting

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[1]*Easier Server Administration Helps Web-hosting Provider Deliver Exceptional Service* (February 2005) www.microsoft.com
[2]*Shared Web Hosting Provider Prepares for Rapid, Cost-Effective Expansion* (November 2004) www.microsoft.com
[3]*Service Provider Launches Cost-Competitive Offering to Meet Business Demand* (November 2004) www.microsoft.com

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