Microsoft

Build innovation and security into client, server, cloud with Windows Server 2016 + Windows 10

Address today's infrastructure challenges

A recent survey of CIO priorities (see chart at right) reported that the biggest concerns are the following:

1) Aligning IT with the business.

2) Protecting assets against security threats.

3) Finding the IT skills needed to fill development, cybersecurity, and cloud roles.

It's not easy to sustain a workplace capable of innovation and productivity in the face of increasingly rigorous requirements for protecting digital assets and managing operational resources.
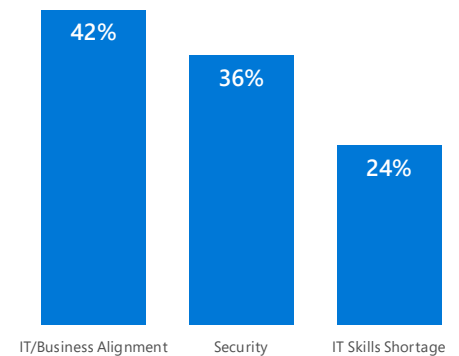
A good operating system strategy can help

Microsoft created Windows 10 and Windows Server 2016 to directly address these top CIO challenges – from desktop to server. Whether you run your infrastructure on-premises or in the cloud, Windows 10 and Windows Server 2016 offer cutting edge, yet familiar, technology that empowers users with the ability to do great work and provides IT organizations with the secure, flexible infrastructure necessary to fuel business growth.

Together, Windows Server 2016 and Windows 10 provide these advantages:

• A **strong, common security infrastructure** to protect clients and servers against cyberattacks and meet compliance requirements.

• **Improved user productivity** with streamlined, secure access to data and apps.

• A **consistent development platform**, with the ability to build and run containers identically on desktops, servers, and IaaS virtual machines.

• A **common IT skill set** that allows administrators to leverage shared technologies, such as identity and virtualization, to simplify deployment and management across client, server, and cloud environments.

2017 CIO Top Concerns

| IT/Business Alignment | Security | IT Skills Shortage |
| 42% | 36% | 24% |

Source: Society for Information Management Survey, Nov. 2016

Windows Server 2016 and Windows 10 can help you address infrastructure challenges by providing a consistent, secure platform for users, administrators, and developers from the desktop to servers, on-premises, and in the cloud.

"More than 400 million devices are running Windows 10 in 192 countries across the world. (That's nearly every country on the planet.)"

Source: Microsoft

Overcoming client and server infrastructure challenges

Windows Server 2016 and Windows 10 offer organizations a way to provide seamless access to the apps and data your workers need to do their jobs while still meeting business goals.

Enterprises need to:	Example scenario:	How Windows Server 2016 + Windows 10 help:
Protect users, apps, servers, and devices **against cyber attacks**	Attacker uses a Pass-the-Hash attack on a laptop and a server to steal administrator credentials.	**Credential Guard** isolates credentials on both client and server so only privileged system software can access them, making Pass-the-Hash or Pass-the-Ticket attacks ineffective. **Remote Credential Guard**, which requires both Windows Server 2016 and Windows 10, delivers Single Sign-On (SSO) for RDP sessions, meaning credentials aren't passed to the RDP host and cannot be intercepted by attackers.
	User clicks on a malicious URL, which installs ransomware on all corporate clients and servers.	**Device Guard** ensures that only trusted software can be run on a server or device, preventing malicious code – like ransomware – from executing.
Boost user productivity by streamlining access to data and apps	Remote worker needs to access a corporate network from home or a remote location via laptop or mobile device.	**Windows Hello** simplifies multifactor authentication (MFA) deployment and use, offering PIN, companion device, and biometric authentication methods to ensure only authorized users can access corporate data and resources.
	Architect working on a federal government building project needs to access and adjust blueprints from a no-frills construction site laptop.	**Remote Desktop Services** allows graphics processing units (GPUs) to be directly assigned to virtual machines, making remote desktop sessions possible for the most graphics-intensive apps—even on standard-issue devices. In addition, for VDI or RDS scenarios, all Windows Server 2016 security features – Credential Guard, Device Guard, Defender, and more – are actively working to protect your users, apps, and data.
	Video editor needs to access high volumes of streamed data on his desktop.	**Server Message Block (SMB) over Remote Direct Memory Access (RDMA)** functionality provides the throughput and low latency necessary to perform high volume data tasks like video editing.
Enable developers to quickly create and deploy apps that drive business using familiar tools	Developer wants to use Docker containers to develop a new app on his desktop that can be tested locally and migrated directly to production.	Developers can use Docker natively on Windows 10 to build containers that run either **Windows Server 2016 Server Core or Nano Server**. The containers run inside of a specially optimized VM, which ensures the app will function identically on desktop and in production.

Download your free trial of Windows Server 2016 **and** Windows 10**.**

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