

## DATA SHEET

## Upgrade Service for Microsoft SQL Server 2005

*Move up from Microsoft SQL Server 2000 and let the experts at Microsoft help you get the most from Microsoft SQL Server 2005*

**Upgrade your enterprise database to a comprehensive data platform that meets the high demands of OLTP and Data Warehousing applications with a low total cost of ownership.**

Increased competition, complex supply-and-demand chains, outsourcing, and tighter regulatory requirements create new pressures on today's companies. To maintain a competitive edge, businesses need dynamic data management tools so that they can gain insights into their operations, improve business performance, and respond quickly to customers.

Now, businesses that have relied on Microsoft® SQL Server® 2000 database software can take advantage of the Microsoft Upgrade Service for Microsoft SQL Server 2005 to build a comprehensive, scalable, and manageable data environment that supports their enterprise needs, including business intelligence. Through the Upgrade Service, companies can take the next step forward, gaining a robust data engine that integrates seamlessly with their existing Microsoft software, while helping to mitigate their security risks.

### Meet Your Needs Quickly and Cost-Effectively

If you have been waiting to upgrade to Microsoft SQL Server 2005, there has never been a better time. You can consolidate your hardware, help increase your productivity, and create a streamlined data environment for easier management. By engaging Microsoft Services, you can smoothly move your SQL Server database to a 64-bit platform and lower your total cost of ownership.

Microsoft Enterprise Services helps you get up and running quickly with your advanced new data management platform. You can benefit from all the enhancements that SQL Server 2005 offers, including higher availability, improved scalability, and increased security.

Expert consultants take you through assessment, design, and a best-practice implementation to deploy SQL Server 2005. The team's access to Microsoft product groups and in-depth knowledge of the technology—along with the use of best practices developed through hundreds of engagements worldwide—make this service an exceptional value. You can take advantage of the advanced features of SQL Server 2005 now to become more efficient and competitive, while providing a path for the future.

What's more, with the network of Microsoft partners worldwide, you can take advantage of add-on products from independent software vendors who are already certified for SQL Server 2005.

SQL Server 2005 requires little training for your IT staff and users who are familiar with other Microsoft products. The reduced complexity of SQL Server 2005 also eases data management. And with the smooth integration with the other Microsoft products—such as Microsoft Office Word, Office Excel® spreadsheet software, and other server products—user productivity can increase. SQL Server 2005 can help your business cost-effectively achieve your data management goals.

### Make Your Work Easy

Microsoft Services does the hard work of the deployment, which means your IT staff can concentrate on other strategic work. As a customer, you just need to:

- Provide hardware that sufficiently supports your organization's data requirements.
- Share your business vision, technology goals, your service level agreements (SLAs), and Operational Level Agreements (OLAs).

Microsoft Enterprise Services makes it fast and easy to:

- Build a dynamic data management platform with rich analytics.
- Speed business application development.
- Experience higher availability and uptime (up to 99.999 percent).
- Increase security.
- Simplify IT management.

Microsoft Enterprise Services offers expertise that you can count on to deliver a best-practice implementation of SQL Server 2005 for your organization.

- Use Microsoft Services to free your IT staff for other important work.
- Benefit from best practices gained from deployments worldwide.
- Work with a team that designs and implements a solution based on your goals.

- Identify a project sponsor, project manager, technical resources (IT staff, developers), key stakeholders, early adopters, and power users who will be available for contact during the project.

Plus, if you have SQL Server 2000 and an Enterprise Agreement, you are already licensed for SQL Server 2005.

### Gained a Trusted Platform for Better Decision and Faster Results

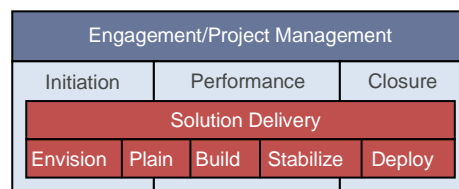
When you use Microsoft Enterprise Services to upgrade to SQL Server 2005, you can take advantage of the industry leader in the deployment of Microsoft SQL Server. What's more, you can benefit from the advanced security features in SQL Server 2005 that help protect your sensitive data. With dramatically increasing volumes and more types of data to analyze, performance and ease of maintenance are more important than ever. By choosing Microsoft Enterprise Services for your upgrade, you gain all the advantages of the latest release with a minimum of effort from your staff.

### Achieve Your Goals with a Proven Process

Microsoft Services offers a proven methodology for upgrading your infrastructure based on years of in-depth product expertise and years of experience. The Services team will assess, design, and deploy your solution using Microsoft SQL Server 2005 and the Microsoft Services Delivery Methodology, which is based on a world-class software development life cycle (SDLC) process, the Microsoft Solutions Framework (MSF).

Because Microsoft Services enjoys easy access to Microsoft products groups, you get the latest information, predictable outcomes, and reduced deployment time.

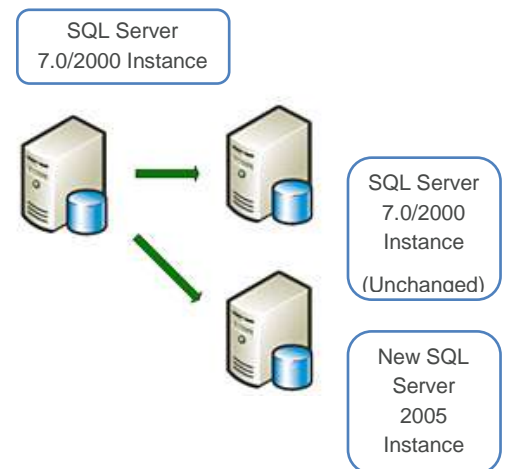
Consulting offerings are delivered as a product by Microsoft Enterprise Services. Depending on the nature of the project and the location, we often engage our Microsoft Certified Partners for the delivery phase.



Microsoft Services Delivery Methodology



An in-place upgrade replaces a legacy SQL Server 2000 or SQL Server 7.0 instance.



A side-by-side upgrade to a second server leaves the legacy SQL Server 2000 or 7.0 unchanged.

**For more information** about consulting and support offerings from Microsoft, contact your Microsoft Services representative or visit [www.microsoft.com/services](http://www.microsoft.com/services).