1. What is the business value of upgrading to SQL Server 2005?

In short, your organization can save time and money. SQL Server 2005 helps enable operational improvements that let your business run more efficiently.

Fortune 1000 corporations are taking advantage of the new or enhanced features in SQL Server 2005 to optimize their IT environment and accelerate business growth by working to do the following:

- Minimizing business disruptions by increasing availability and scalability while significantly lowering IT costs
- Gaining deeper business insight through richer end-user analytics and reporting tools that result in a faster return on investment
- Accelerating the development time of line-of-business applications by up to 40 percent with Visual Studio ™ 2005 and Microsoft .NET integration, including 50 to 70 percent code reduction for most scenarios
- Reducing data management complexity and ease of manageability

Business Value of Upgrading: Ongoing Operational Efficiency		
A Trusted Platform	**Better Decisions**	**Faster Results**
Higher availability (99.999%) for mission critical applications and five times faster failover	Improved reporting capabilities for BDMs & ability to create ad hoc reports in multiple formats	Up to 40% faster development environment through Visual Studio and .NET integration
Up to 35% faster transaction processing, including improved response times on queries	Improved analysis and calculation capabilities that allow developers to provide new services	Comprehensive tools & guidance to assist with migrating from SQL Server 2000 to SQL Server 2005

See "The Business Value of Upgrading to SQL Server 2005" white paper available at:
http://www.microsoft.com/sql/techinfo/whitepapers/why-upgrade.mspx

2. What has changed in SQL Server 2005?

New and Enhanced Features of SQL Server 2005		
	Enhanced Features	**New Features**
Trusted Platform	• Security • Recoverability • Storage • Manageability	• Database mirroring • Snapshot isolation • Native data encryption • Dynamic management views (DMVs)
Better Decision Support	• Enterprise ETL • Unified Dimension Model (UDM) • Data Mining	• Ad Hoc Reporting • BI Development Studio
Faster Results	• TSQL • ADO.NET • Full Text Search	• Native XML/SQL CLR • Query Notification • Integrated Development Environment

See more information about what's new in SQL Server 2005 at:
http://www.microsoft.com/sql/prodinfo/overview/whats-new-in-sqlserver2005.mspx

3. Why upgrade to SQL Server 2005 now instead of waiting for SQL Server 2008?

- **Get the Business Benefits Now** – Other companies that have already upgraded are using their new trusted platform for making better decisions and are getting results faster.
- **Begin the Process Now** – It takes time to test and implement a new database. SQL Server 2005 is time-tested, industry-proven, and ready for your workload now.
- **New Version Rights with SA** – Buy at least one year of Software Assurance (SA) with SQL Server 2005 and you'll get rights to SQL Server 2008, as well. http://www.microsoft.com/licensing/sa/benefits/version_rights.mspx
- **Maintain Continued Support** – SQL Server 2000 will not have mainstream support after April 8, 2008.
- **Easy Transition to SQL Server 2008** – Technical differences between SQL Server 2005 and SQL Server 2008 are fewer than those between SQL Server 2000 & SQL Server 2005. Upgrading from SQL Server 2005 to SQL Server 2008 will be much easier when you are ready for it.
- **Application Compatibility** – Apps running on SQL Server 2005 will run on SQL Server 2008, making the upgrade path very easy.

4. SQL Server 7.0 or SQL Server 2000 is sufficient for our needs. Why should I upgrade?

Making the move to SQL Server 2005 can give you up to 35 percent faster transaction processing, advanced Business Intelligence (BI) solutions, and enhanced developer productivity that can optimize your information technology infrastructure for growth. Upgrading to SQL Server 2005 is a smooth transition that is designed to assure fast results at low cost.

Read more about upgrading to SQL Server 2005 here:
http://www.microsoft.com/sql/solutions/upgrade/default.mspx

5. How does SQL Server 2005 compare to other database systems?

The resources at the following link will help you complete a database comparison of SQL Server database against other database systems. This database comparison activity will help you see how the SQL Server database performs and delivers flexible and reliable functionality in comparison with other database offerings, and how the SQL Server database will work to meet your business intelligence (BI), availability, productivity, and security needs.
http://www.microsoft.com/sql/prodinfo/compare/default.mspx

6. What is the value of getting Software Assurance when I upgrade to SQL Server 2005?

See http://www.microsoft.com/licensing/sa/default.mspx for complete Software Assurance information.

The top benefits include:

- **New Version Rights –** You can get new software versions that are released during the term of your Software Assurance coverage—at no additional charge to your organization. Knowing that you can plan for the next software release makes forecasting more predictable, simplifies the procurement process, and allows your company to deploy the technology when it is needed.

- **Training Vouchers** – Improves the user experience across the enterprise by training IT staff to efficiently deploy, maintain, and support new technologies, and by training developers in the technical expertise required to build compelling line-of business (LOB) applications. Instructor-led training is delivered by Certified Partners for Learning Solutions (CPLS), Microsoft's premier authorized training channel.

- **E-Learning** – Lowers training costs and increases productivity by helping users get the most out of Microsoft products. Also prepares IT staff and developers to deploy, manage, and support Microsoft technologies to improve the user experience. Each self-paced, online course is designed to transfer maximum skills in minimal time. Courses include hands-on virtual labs and expert advice. Courses available for SQL Server include:
    o 15 Courses covering all aspects of SQL Server 2005
    o 3 courses covering SQL Server BI Technologies

- **24 x 7 Problem Resolution Support –** Provides around-the-clock incident support by phone to accelerate problem resolution and reduce downtime, which in turn lowers support costs and frees IT staff for other projects. Often issues that customers have worked on for weeks are resolved in a matter of hours when engaging Microsoft resources. SA support benefits can, for example, help resolve set-up issues or query response time issues. It could also be used for help deploying reports directly to SharePoint Server or designing and deploying reliable messaging systems.
    http://www.microsoft.com/licensing/sa/benefits/support.mspx

- **TechNet Subscription Through SA –** As a Web-enabled and live support resource, provides fast and easy access to Microsoft experts, software, and technical information to support process automation and real-time visibility. Helps organizations solve mission-critical and day-to-day problems, keep technical skills sharp, and evaluate new Microsoft technologies such as early access to beta versions of SQL Server 2008.

7. We are planning to deploy new versions of Oracle applications (PeopleSoft Enterprise, JD Edwards Enterprise One or Siebel CRM). Will they work on SQL Server 2005?

Oracle is committed to maintaining their application suite's compatibility with Microsoft SQL Server. Microsoft continues to invest in supporting Oracle's line of applications and has built new features and product enhancements into SQL Server 2005 to help Oracle's applications run better than ever. Microsoft is also committed to providing guidance, support and best practices to our mutual customers. PeopleSoft Enterprise, JD Edwards Enterprise One and Siebel CRM are certified today on SQL Server 2005 across x32, x64 and IA 64 platforms.

8. Why should we consider renewing our Enterprise Agreement (EA) when we upgrade to SQL Server 2005?

Business intelligence applications and technologies can enable everyone in every department of your organization make more informed business decisions.

- The new release of the **2007 Microsoft® Office System** has been optimized to make it very easy for users to access the server-based Business Intelligence data hosted on SQL Server 2005.
- End-users can use a familiar desktop environment like **Microsoft® Office Excel® 2007** to enable them to be more productive without learning new software.
- **Renew your Enterprise Agreement today as you upgrade to SQL Server 2005 and extend these capabilities to your whole organization.**

2007 Microsoft Office System Business Intelligence Integration with SQL Server 2005
http://www.microsoft.com/sql/techinfo/whitepapers/sqlplusofficebi.mspx

Enterprise Agreement Program Guide
http://download.microsoft.com/download/7/2/8/728da835-7ffe-4b92-8508-99589f560ce6/enterprise_agreement_programguide.pdf

9. Is SQL Server 2005 really enterprise-ready?

SQL Server 2005 has moved into a whole new class of capability. More and more large businesses like yours, business you respect, are already using SQL Server 2005 to perform mission-critical tasks such as high-volume online-transactional processing, data warehousing, and ERP. To read more about SQL Server 2005's enterprise capabilities, see http://www.microsoft.com/sql/bigdata/default.mspx

10. Reliability and availability are critical for us. How does SQL Server 2005 address our needs?

According to a CIOview whitepaper, 40% of downtime is typically caused by issues with the operating system, application, and database.
- Each operating system has a different level of reliability and the Mean Time Between Failure of Microsoft Windows has gone from 2,760 hours to more than 15,000 hours with Windows Server 2003.
- SQL Server 2005 with Database Mirroring can match the high availability capabilities of Oracle 10g RAC at a substantially lower cost.
- SQL Server 2005 has also improved its impact on availability by:
  - Improved options for clustering
  - New capabilities for snapshot isolation, database mirroring, database snapshots, and partitioning
  - Improved application visibility and resilience to faults

11. Will SQL Server 2005 scale as our business scales?

According to a CIOview white paper, SQL Server 2005 scales better than ever as a result of:
- Advanced table and index partitioning
- Snapshot isolation
- A 15% performance improvement from the scheduler in Windows Server 2003
- A 50% improvement in server performance from new XeonMP processors capable of scaling up to 16 or 32 CPU
- Processor clock speed and cache upgrades have increased the actual capacity of each processor by roughly 50-55%
- Custom chipsets designed by Intel OEMs have improved overall performance by an additional 15%
- 64-bit processing is available on more chip architectures

See evidence of SQL Server 2005's exceptional scalability here:
http://www.microsoft.com/sql/prodinfo/compare/wintercorp-survey.mspx

12. IT Security is a strong focus for our company right now. How has SQL Server 2005 improved in this area?

SQL Server 2005 is designed to provide the security benefits of a centrally managed data store, including native data encryption, automatic password policy enforcement based on domain-level group policy settings, and fine-grained control over access permissions.

Download the Information Security Brief from Enterprise Strategy Group here:
http://download.microsoft.com/download/a/4/7/a47b7b0e-976d-4f49-b15d-f02ade638ebe/ESG_Brief_SQL_Security_Nov2006.pdf

13. Our staff is comfortable working with our current version of SQL Server. How can we quickly and easily become skilled with SQL Server 2005?

- Training for your technical team is available.
- Free SQL Server Books Online at: http://www.microsoft.com/technet/prodtechnol/sql/2005/downloads/books.mspx
- Upgrade your skills to SQL Server 2005 through the webcasts, virtual labs, and podcasts available at: http://www.microsoft.com/events/series/Technetsqlserver2005.aspx
- Free and discounted offerings on Microsoft E-Learning and books from Microsoft Press at: http://www.microsoft.com/learning/sql2005/digdeep/default.mspx
- Software Assurance addresses this concern well. See the answer to the question, "*What is the value of getting Software Assurance as I upgrade to SQL Server 2005?*"

14. Are there any examples of companies like mine that have made the decision to upgrade?

BankAtlantic (Financial Services - US): Florida Bank Simplifies Collaboration Solution Deployment with Licensing Agreement – BankAtlantic sought to automate manual workflows and provide a robust document management and collaborative solution—while streamlining software acquisition, management, and deployment. BankAtlantic renewed its Microsoft® Enterprise Agreement and added Microsoft collaboration technologies to support document archiving, retrieval, and business process automation.
http://www.microsoft.com/casestudies/casestudy.aspx?casestudyid=1000003780

American Power Conversion (Manufacturing - US): American Power Conversion Runs Siebel on SQL Server; Saves $800,000 over Oracle – APC wanted to consolidate its Siebel instances in a single, global database and expand its use of Siebel to include the real-time needs of its call center. The company upgraded from Microsoft® SQL Server™ 2000 to SQL Server 2005 Enterprise Edition (64-bit).
http://www.microsoft.com/casestudies/casestudy.aspx?casestudyid=201313

Tesco.com (Retail & Hospitality - US, UK): Tesco.com Customers Gain Up-To-Date Views of Shopping Favourites in a Third of the Time – The organization continually monitors the performance of the site to make sure the level of service is consistently high. With more and more customers turning to Tesco.com, it needed to upgrade the existing IT infrastructure cost effectively to maintain service levels. Tesco.com implemented Microsoft® SQL Server™ 2005 to improve the shopping experiences of visitors. As a result, shoppers can pass online baskets through virtual checkout more conveniently and efficiently.
http://www.microsoft.com/casestudies/casestudy.aspx?casestudyid=200099

HMC, Health Management Corporation (Healthcare - US): WellPoint HMC Improves Patient Care with 6-Terabyte SQL Server 2005 Data Warehouse - With its number of covered members expected to triple in 2006, the company needed an enterprise-grade extract, transform, and load (ETL) solution to help it scale, as well as faster database processing. HMC upgraded its data warehouse to Microsoft® SQL Server™ 2005 Enterprise Edition (64-bit) using SQL Server 2005 Integration Services to perform ETL on information to be included in the data warehouse.
http://www.microsoft.com/casestudies/casestudy.aspx?casestudyid=200088

More successful upgrade stories can be found at:
http://www.microsoft.com/sql/solutions/upgrade/default.mspx#EID

15. What other information is available for me to review?

Upgrading to SQL Server 2005:
http://www.microsoft.com/sql/solutions/upgrade/default.mspx

Microsoft SQL Server 2005 Web Site:
http://www.microsoft.com/sql/2005

Microsoft SQL Server 2005 Enterprise Readiness:
http://www.microsoft.com/sql/bigdata/default.mspx

Microsoft Trumps Oracle's Record-Breaking TPC Score, SQL Server Magazine, May 24, 2007:
http://www.sqlmag.com/articles/index.cfm?articleid=96147&puuid=420B5669-1279-9119-120E2F28B99E67C6

Gartner's Magic Quadrant for Data Warehouse Database Management Systems, 2007:
http://mediaproducts.gartner.com/reprints/microsoft/article19/article19.html

SQL Server 2000 Support Lifecycle:
http://support.microsoft.com/lifecycle/?LN=en-us&p1=2852&x=12&y=14

CIOview: Should you Migrate from Oracle to SQL Server?
http://download.microsoft.com/documents/uk/windowsserversystem/launchtour/CIOview_OracleMigrationSQL.pdf