

# Upgrade to SQL Server 2008 R2

A comprehensive data platform to help you strengthen your business during the current downturn and emerge stronger!



## SQL Server 2008 R2 can help you strengthen your business

- Current market conditions are putting pressure on CIOs to make critical decisions without hurting the long-term prospects of their enterprise
- SQL Server 2008 R2 gives you a comprehensive set of tools and technologies to help you reduce IT costs and strengthen your business during the downturn

*"The economic turbulence of late 2008 has created a more challenging situation than ....most CIOs have ever experienced."*

**Gartner: CIO New Year's Resolutions, 2009; Mark Raskino et al, January 6, 2009**

## Three ways SQL Server 2008 R2 can help



### 1 Improve Enterprise Productivity

**Efficient Storage and Business Intelligence capabilities to help you improve decision making**

Example solutions: *Data Warehousing and Business Intelligence*



### 2 Reduce IT Costs

**Low total cost of ownership with improved technology that help you do more with your current systems**

Example solutions: *Server Consolidation and Virtualization*



### 3 Ensure Business Continuity

**Intelligent and intuitive security features that help you increase business agility**

Example Solutions: *Application Development and Compliance*

## What are customers saying about SQL Server 2008 R2

*"We expect that we will be able to reduce the size of our databases by almost two-thirds with SQL Server 2008 R2. This means what normally costs us about \$100,000 per year in storage will cost us only \$35,000."*

**Sven Otromke**  
SAP System Manager at TÜV  
NORD



*"SQL Server 2008 R2 provides transparent data encryption that we can implement without having to touch application code or client computers. This makes it far easier to protect our data with encryption."*

**Gerald Schinagl**  
Program Manager at  
ABC Radio & Television (ORF)



*"We were happy to find that we could take advantage of the new features of SQL Server 2008 R2 without having to upgrade our hardware infrastructure. We'll get even better performance from our existing hardware."*

**Mazal Tuchler**  
BI Manager, Clalit Health Services



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## Increase Enterprise Productivity

### Improve decision making with a complete Business Intelligence platform

- Create high-performance Analysis Services solutions with optimized cube designers
- Enable end users to create and share reports with Ad Hoc Reporting
- Share insights by integrating Reporting Services with Microsoft Office SharePoint® Services.

### Drive business agility and speed to market by increasing IT productivity



- Manage your data centrally and simplify administration with Policy Based Management
- Simplify storage and management of unstructured data with FIELSTREAM
- Provide efficiency and control in populating a DW with MERGE operator

## Reduce IT Costs

### Help reduce TCO by reducing overall hardware and software costs

- Avoid need for additional storage and hardware costs with Data Compression and Backup Compression
- Use the enhanced functionalities of SQL Server 2008 R2 to simplify Server Consolidation
- Choose from a range of licensing options and SKUs one that is most suited to your IT budget

### Help increase ROI by improving efficiency of existing systems and workers



- Help ensure predictable performance with Resource Governor
- Collect, store, and view performance data automatically with Performance Data Collection
- Use the Upgrade Advisor to streamline the upgrade process

## Ensure Business Continuity

### Help protect your brand by enhancing security for your mission critical data and applications

- Store data more securely by encrypting database files with Transparent Data Encryption
- Dynamically add memory and processors to servers without incurring downtime with Hot Add CPU and Hot Add Memory
- Implement high-performance, granular auditing with SQL Server Audit

### Help secure the future needs of your company by investing in a trusted and highly secure application platform



- Boost productivity through Microsoft IntelliSense® and built-in support for the ADO.NET Entity Framework and LINQ
- Build highly scalable applications and manage integration between frameworks and technologies to serve the future needs of the company

## How can Microsoft help you?

- Contact your trusted Microsoft Partner to how you can start benefiting from SQL Server 2008 R2
- Learn more about SQL Server Upgrade solutions at: [www.microsoft.com/sqlserver](http://www.microsoft.com/sqlserver)

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