Windows Server 2016

Run Your Business with Confidence

Why are SMBs choosing servers?

With a server you can:

- Simplify your daily tasks by easily connecting to and sharing files and programs
- Protect your critical business data with cost effective backup
- Enhance security through centralized management of users and anti-virus/malware
- Share files & resources
- Run applications
- Ensure consistently high performance
- Provide secure access from anywhere Simplify management
- Leverage server virtualization

Why choose Windows Server 2016?

Safeguard Your Business

Microsoft technologies have security built-in to help safeguard data across devices and apps onsite or in the cloud, and help you recover from business disruptions.

- Just In Time & Just Enough Administration
- Windows Defender for malware protection
- Trusted/Secure boot
- Shielded Virtual Machines
- Host Guardian Services

Improve IT Efficiency & Productivity

To help deliver increased efficiency and maximize your IT investment, Microsoft's technology gives you the business tools of a much larger company, at the right price.

- Enhanced Containers
- Stretch clusters
- Rolling cluster OS upgrades
- Storage Spaces Direct
- Storage Replica
- Storage Quality of Service

Be Ready For the Cloud

Whether you are moving to the cloud now or in the future; Get the best of both worlds, Microsoft technologies are design for hybrid cloud IT environments.

- Encrypted Virtual Machines and Containers
- Azure Backup, Azure Storage, Azure Site Recovery
- Azure Active Directory
- Azure Remote Server Management Tools (RSMT)
- Operations Manager Suite

Why choose an on-premises server?

- Regulatory, compliance, or data sovereignty requirements mandate that data be secured on premises
- Bandwidth constraints, latency, or heavy data usage cause performance issues
- Uncertainty of cloud service costs
- Preference for up-front payment over extended payment schedule
- Some legacy applications cannot be migrated to the cloud

Why choose OEM?

- Simplest, most cost-effective license for many small and midsize businesses
- OS and drivers pre-tested and optimized for your hardware - and supported by the OEM
- Your one-stop shop for hardware, OS, and CALs
- Same downgrade and virtual machine portability rights as with volume licensing
- License reassignment to other server hardware (with some license types)

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Key Server Scenarios for SMBs

		Partner Value
Server Utilization *"Don't pay more to virtualize"* Windows Server 2016 includes support for virtualization and containers at no extra cost	• Run more apps on the same server • Simplify management and cut costs • Easily move workloads to new servers with no downtime • Increase security with Shielded VMs	• Sell more VMs licenses (refer to new licensing model) • Upsell storage capacity either in local hardware or value-add services such as Azure Storage • Cross-sell additional managed IT service offerings
Disaster Recovery *"Know you're covered in a disaster"* Traditional disaster recovery solutions can be costly; Windows Server 2016 makes DR more affordable	• Deliver real-time, high availability Disaster Recovery (DR) to on-premises or cloud using Storage Replica • Reduce business risk and keep costs lower using off-peak bandwidth in multiple locations with Azure Backup	• Cross-sell value-add services Azure site replica/storage replica, or your own hosted services • Sell new hardware for expanded DR systems or additional nodes for clusters
Failover Clustering *"Ensure business continuity from hardware failure"* With built-in failover clustering SMBs have access to high availability at no extra cost	• High availability of mission-critical workloads, even during upgrades or migrations • Spread any risk across different physical office locations/sites • Add capacity onsite or in remote sites	• Cross-sell value-add services Azure site replica/storage replica, or your own hosted services • Sell new hardware for additional cluster nodes
Flexible and Cost Effective Storage *"Efficiently manage your data and storage costs"* 30% of midsize organizations will leverage public cloud infrastructure as a service (IaaS) for backup by 2019, up from 5% today[1]	• Scalable storage options to meet your growing data needs • Manage spiraling storage costs with flexible storage options • Peace of mind having critical data protect onsite and remotely	• Cross-sell value-add services Azure site replica/storage replica, or your own hosted services • Sell new storage/server hardware
Hybrid Cloud *"Move to cloud on your terms"* 80% of U.S. small businesses will be fully adapted to cloud computing by 2020, more than doubling the current 37 percent rate[2]	• Flexibility of control, and workload security • Lower upfront IT costs • Faster delivery of IT services with less effort • Higher performance and lower latency with on-premises	• Resell a wide range of cloud services • Cross-sell additional managed IT service offerings
First Server *"Gain efficiency, security, and productivity through centralized data, files and management"* 52% of small businesses in the US have no server[3]	• Simplify daily tasks by easily sharing files and programs • Protect critical business data with cost effective backup • Enhance security through centralized management of users and anti-virus/malware	• Sell new server/networking hardware • Resell value-add cloud services such as Azure Storage • Cross-sell additional managed IT service offerings

Which Edition is right for you?

Windows Server 2016 Editions Summary

Enterprise class technology to drive any sized business

Essentials Edition	Standard Edition	Datacenter Edition	Storage Server Edition		
Small companies with basic IT needs purchasing a first server; likely small or no dedicated IT department	SMBs that need advanced features, support for distributed office locations, and require a flexible way to virtualize their environment	Companies of all sizes that have demanding IT workloads, require advanced storage, virtualization and application deployment	For OEM NAS appliances		
25 users / 50 devices No server CALs required	**Unlimited**, based on CALs	**Unlimited**, based on CALs	**Workgroup / Standard**		
1 physical or virtual[1]	2 VMs	**Unlimited** VMs	Procs	1 / 2	
Must be root of domain	2 Hyper-V containers[2]	**Unlimited** Hyper-V containers	RAM	32GB / 12TB	
	Unlimited Windows Server containers		SMB links	250 / Unlimited	
		Storage features including: **Storage Replica & Storage Spaces Direct**	Max Users	50 / Unlimited	
		New Networking Stack	Disk number	6 / Unlimited	
		Shielded VMs and Host Guardian Service			

[1]One physical or one virtual + Hyper-V
[2]Windows Server 2016 Standard Edition entitles up to 2 VMs **or** 2 Hyper-V containers

[1]Predicts 2016: IT Solutions That Help Midsize Organizations Optimize Resources, 2015
[2]Intuit Study Shows How the Cloud Will Transform Small Business by 2020
[3]AMI WW Market Opportunity Model: 2012-2017 and AMI ICT Tracker survey data on US small and medium businesses

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Licensing/CALs

Window Server 2016 Licensing: Licensing cores based on consumption

- New computing models enable **greater mobility** of data and apps between on-premises and cloud
- Moving to Core Licensing model establishes a **common currency** for computing resources on-premises or in the cloud
- Aligns to the evolution of hardware technology **shift to core density** not processor density

To be compliant all physical cores must be licensed

- Minimum 8 cores/processor
- Minimum 16 cores/server

Licensing Scenarios

Customer wants to license

1 1 physical server	2 processors	4 cores each	❌ 4 cores/proc does not meet minimum license requirements ✅ Minimum is 8 cores/processor.
2 1 physical server	1 processor	8 cores each	❌ Server does not meet minimum cores/server requirements ✅ Minimum is 16 cores/server
3 1 physical server	2 processors	12 cores each	❌ All cores must be licensed to be compliant ✅ Additional 8 cores licensing required to be compliant

Debunking Myths

Myth	Fact
"The CEO said so" is a cloud strategy	A cloud strategy begins by identifying business goals and mapping potential benefits of the cloud to them, while mitigating the potential drawbacks.
You have to be cloud to be good	IT organizations are increasingly calling many things cloud as part of their efforts to gain funding and meet nebulous cloud demands and strategies. The resultant myth is that people are falling into the trap of believing that if something is good it has to be cloud.
Cloud should be used for everything	Unless there are cost savings, moving a legacy application that doesn't change is not a good candidate.
Cloud is always about money	Saving money may end up one of the benefits, but it should not be taken for granted.
Windows Server 2016 licensing is more expensive	For Standard edition - in most cases the licensing costs between 2012 R2 and 2016 are equivalent. When customers are using high end processors/cores in high density Virtualization scenarios they should use Datacenter edition which is more cost effective
Most new features are cloud related	In addition to being a platform to support integrating cloud services, Windows Server 2016 is designed to deliver the latest in on premise features such as security enhancements, improve server performance, data storage and more

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