



# Accelerate Azure migrations with Windows Server & SQL Server 2008 and 2008 R2 end of support

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# Important: News embargo until July 12, 11 am PT

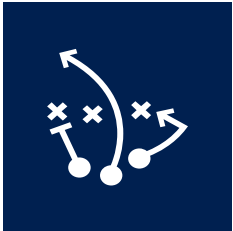
<b>Title</b>	<b>Windows Server &amp; SQL Server 2008 and 2008 R2 end of support</b>
Main Object	This deck is intended to be an internal-facing document to the EoS play for our SQL Server and Windows Server business.
Audience	Field BG Leads, PMMs, PSSs, SSPs
Content Level	100
Deck Owner	Frederico P. Rezende and Sue Hartford
Usage Guidance	The content that follows is primarily used for internal alignment and meant to be the foundational guidance on executing the End of Support Campaign.
Version	FY18 1.0

# Agenda



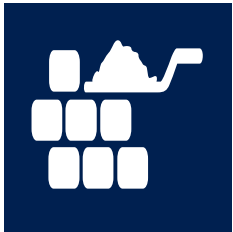
## Why: Migration opportunity

SQL Server and Windows Server 2008 and 2008 R2 End of Support



## What: New offers and strategy

Migrate to Azure – then upgrade



## How: Targeting

Customer targeting strategies



## Resources

Hit FY19 running

Opportunity

# Our biggest migration opportunity...

SQL Server 2008/2008 R2 and Windows Server 2008/2008 R2 End of Support

~\$7B

SQL Server 2008/R2  
in Azure



Ends July 9,  
2019

~\$10B

Windows Server 2008/R2  
in Azure



Ends January 14,  
2020

# The opportunity – nearly every customer is facing a 2008/2008 R2 transition

## **More than 50% of on-premises installed base is running 2008 R2 and older**

- About 1/3 of that is 2008 – a 32-bit OS
- 60-80% of workloads are virtualized
  - In enterprise 80-90% of those are on VMware

## **What's running on Windows Server 2008/2008 R2**

- SQL Server and other Microsoft apps
- Commercial off-the-shelf apps
- Custom apps (.NET, other)
- Server infra roles (Web/App Server, File Server and Active Directory)

## **The competition is targeting your accounts**

- Understand our new offers and get there first!

New offers

# OVERVIEW OF SERVER PRODUCT LIFECYCLE

Product release

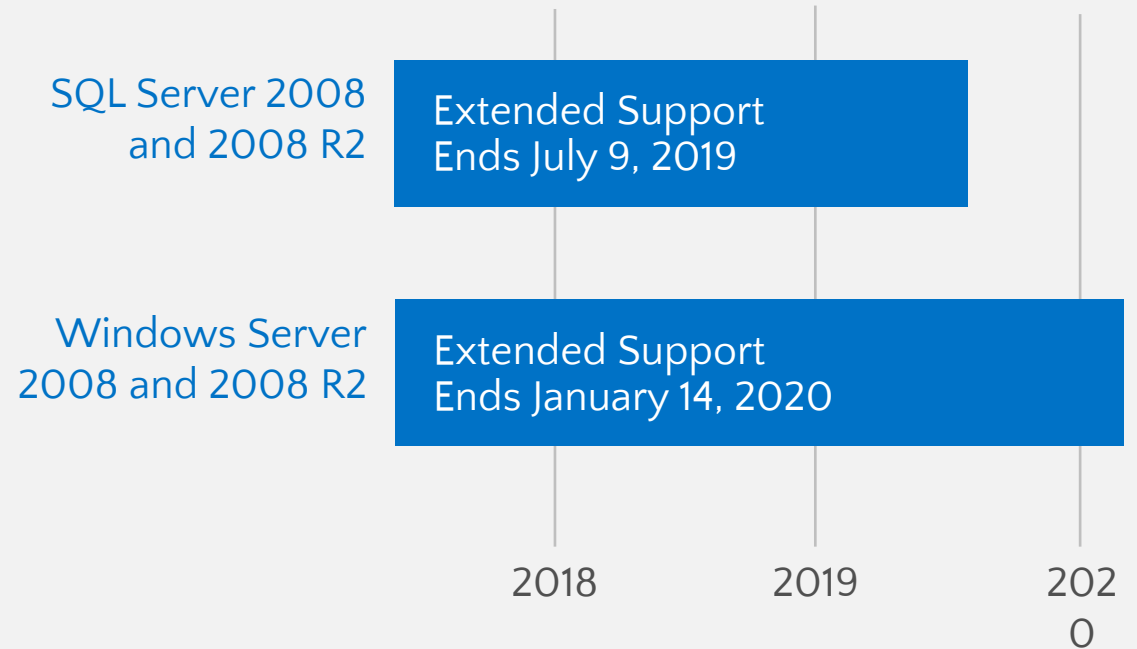
End of support



- New features
- Security updates
- Non-security updates

- Security updates
- Non-security updates

End of support means the end of security updates



Find lifecycle support deadlines at: [support.microsoft.com/lifecycle](https://support.microsoft.com/lifecycle)



# Security updates are mission-critical in today's world



**4.2B**

records stolen by hackers in 2016



**20%**

of organizations lose customers during an attack



**30%**

of organizations lose revenue during an attack



**New requirements  
May 25, 2018**



**SOX**  
SARBANES-OXLEY

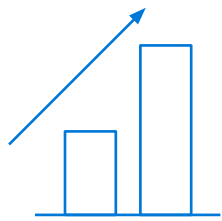


**GLBA**  
Gramm-Leach-Bliley Act

**Other regulations for protecting data**

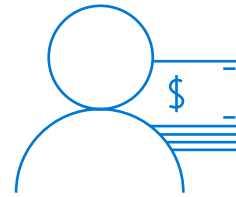
# SEIZE EOS AS OPPORTUNITY TO TRANSFORM

Organizations that adopt modern data, cloud, and AI technologies outperform



**2x**

nearly double  
operating margin



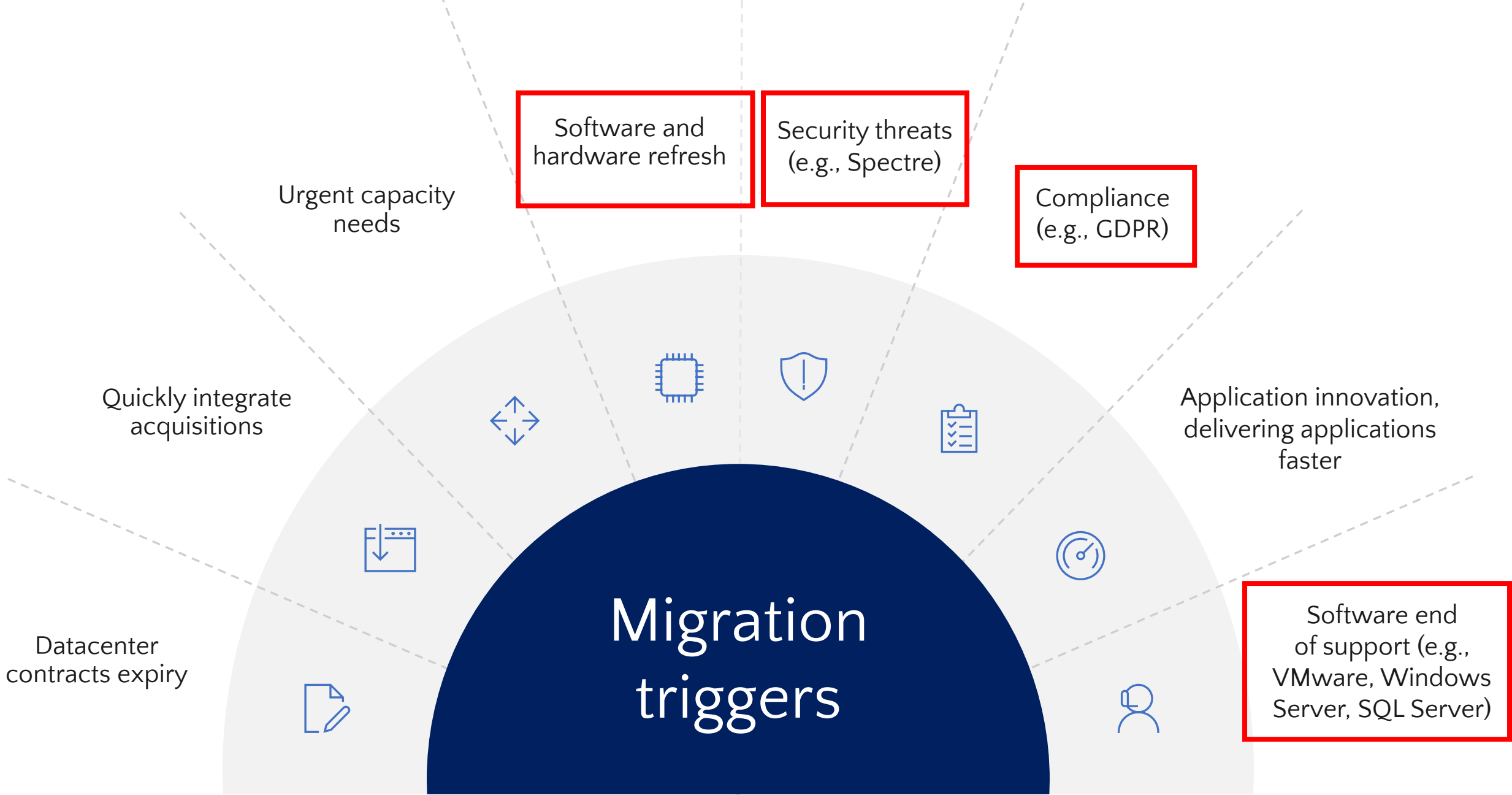
**\$40k**

more revenue  
per employee

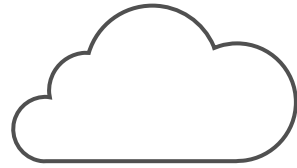


**50%**

higher average net  
income on revenue



# MODERNIZE CUSTOMERS ON THEIR TERMS



## TRANSFORM WITH AZURE

### Rehost

Migrate 2008 and 2008 R2 workloads to Azure VM or Azure SQL Database MI



Free extended security updates

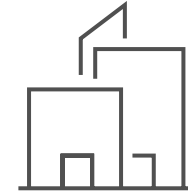


### Refactor, Rearchitect, or Rebuild

Innovate with Windows Server containers and Azure SQL Database MI



Save more with Azure Hybrid Benefit



## ON-PREMISES

### Upgrade

Upgrade to Windows Server 2016 or SQL Server 2017 and get cloud and DevOps ready



Buy extended security updates

# New EOS offer: Extended Security Updates

## Migrate to Azure

Migrate apps and data to Azure VMs

- Get **free Extended Security Updates** for Windows Server and SQL Server 2008 and 2008 R2 VM's for **three years after end of support deadline**

Migrate data to Azure SQL DB Managed Instances

- Azure SQL Database Managed Instance offers a version-free option

Save with Azure Hybrid Benefit

- Use existing on-premises licenses to save up to 55% on Azure
- Upgrade in Azure when ready, or transform with Azure services

OR

## Upgrade on-premises

Upgrade to latest version

- Windows Server 2016 or 2019
- SQL Server 2017

Can't meet the deadline? Protect server workloads

- **Buy Extended Security Updates to get 3 more years of security updates** for Windows Server and SQL Server 2008 or 2008 R2
- Upgrade when ready

# Use existing Windows Server licenses to save

Cost

\$\$\$

\$\$

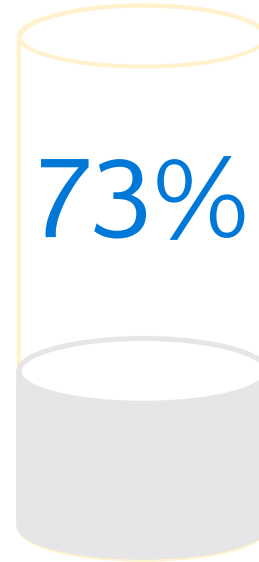
\$

AWS



Windows Server in  
AWS with 3-year AWS  
Reserved Instances

Microsoft Azure



Azure Hybrid Benefit  
for Windows Server  
+ 3-year Azure  
Reserved Instances



Azure is the most  
cost-effective cloud  
for Windows Server



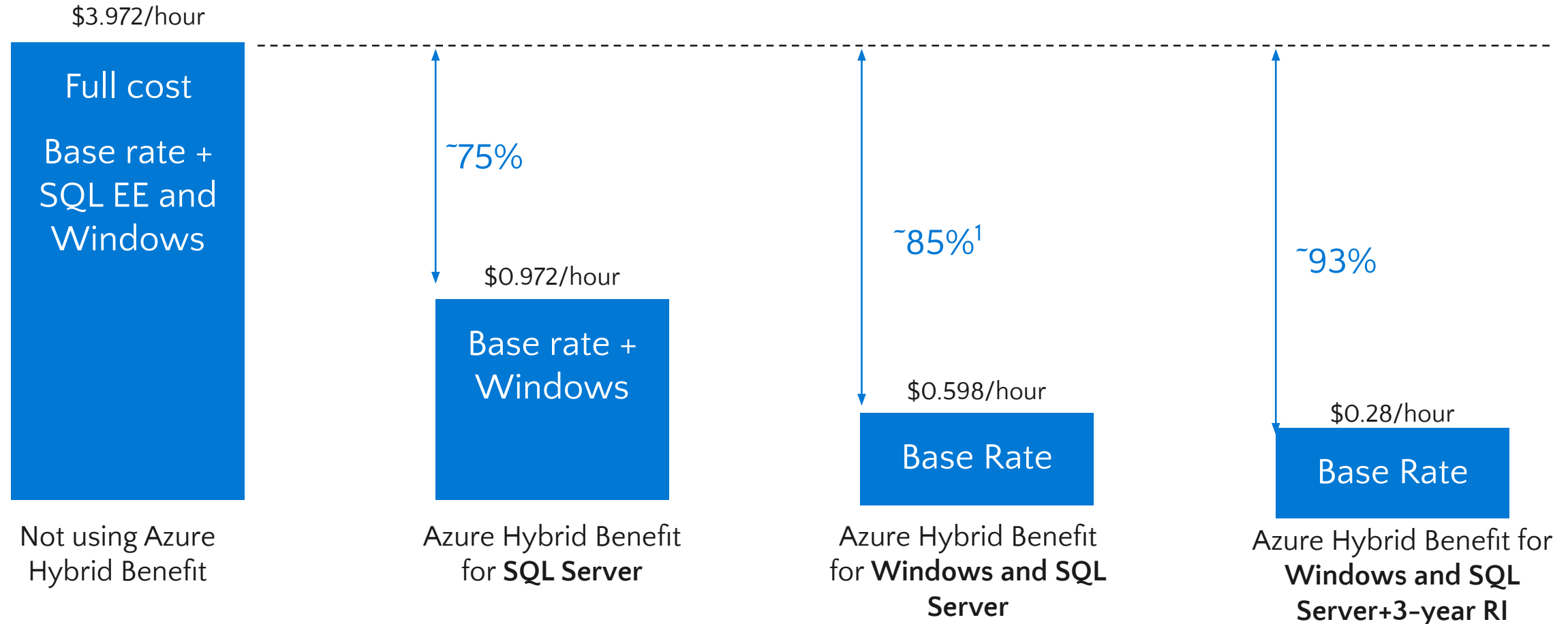
Maximize your  
investment in  
Microsoft server  
software

## Disclaimers

- The 80% saving is based on the combination of Windows Server Azure Hybrid Benefit and 3-year Azure Reserved Instances.
- The cost does not include Software Assurance cost.
- Sample annual cost comparison of two D2V3 Windows Server VMs. Savings based two D2V3 VMs in US West 2 Region running 744 hours/month for 12 months; Reduced compute rate at SUSE Linux Enterprise rate for US West 2. Azure pricing as of 04/24/2018. AWS pricing as of 04/24/2018. Price subject to change.
- Actual savings may vary based on location, instance type, or usage.

# Azure Hybrid Benefit savings on SQL VMs

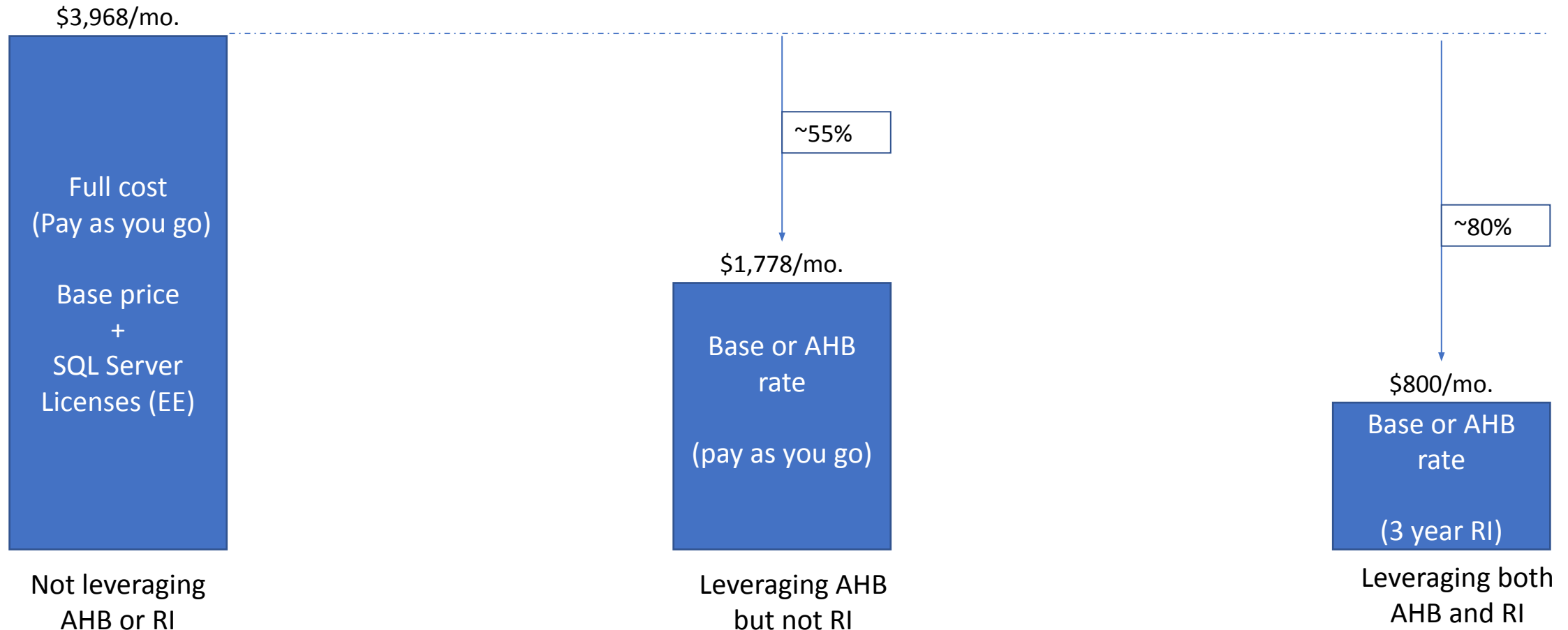
## SQL Enterprise VM (IaaS) with AHB for Windows Server and SQL Server



<sup>1</sup>Savings based on 8-Core D13 v2 VM in East US 2 region. Savings are calculated from full price (license included) for SQL Server Enterprise edition VM against reduced rate (applying Azure Hybrid Benefit for SQL Server and Windows Server), which excludes Software Assurance costs for SQL Server and Windows Server, which may vary based on EA agreement. Actual savings may vary based on region, instance size and compute family. Prices as of June 5 2018, subject to change.

# SQL DB Saving : Breakdown

Save up to 80% combining AHB for SQL Server with 3 year RI\*






1 Savings based on eight vCore SQL Database Managed Instance Business Critical in West2 US Region, running 730 hours per month. Savings are calculated from on demand full price (license included) against base rate (applying Azure Hybrid Benefit for SQL Server). Savings excludes Software Assurance cost for SQL Server Enterprise edition, which may vary based on EA agreement. Actual savings may vary based on region, instance size and performance tier. Prices as of May 2018, subject to change.

2 Savings based on eight vCore SQL Database Managed Instance Business Critical in West2 US Region, running 730 hours per month. Savings are calculated from on demand full price (license included) against base rate with Azure Hybrid Benefit plus 3-year Reserved Instance. Savings excludes Software Assurance cost for SQL Server Enterprise edition, which may vary based on EA agreement. Actual savings may vary based on region, instance size and performance tier. Prices as of May 2018, subject to change.



# Targeting

# Anatomy of an EOS engagement

Key question	Where do I start?	How do I progress my opportunity?	How can I accelerate migration?	How can I drive ACR on a sustained basis?
Phase	Targeting & Readiness 	Pitch 	1 <sup>st</sup> migration project 	Next 'N' projects
Activity	Account list targeting	Datacenter migration pitch, demo, business case, objection handling, loop in migration partner	Customer workshop, assessment, partner moves first few workloads, training	At-scale assessment and migration, optimization (incl. security, backup, monitoring, cost management)
Resources	<p><a href="#">Account Grid Tool</a> (Datacenter migration scenario with EOS filter)</p> <p><a href="#">Server EOS page on Learning</a></p> <p><a href="#">C+E PSTs</a></p> <p>Azure Hero Solutions: Windows Server in Azure Datacenter Migration</p>	<ul style="list-style-type: none"> <li>• <a href="#">2008 EOS website</a></li> <li>• New EOS Planning Workshop</li> <li>• <a href="#">TCO calculator</a></li> <li>• <a href="#">Azure Hybrid Benefit</a></li> <li>• <a href="#">Extended Security Updates Offer</a></li> <li>• <a href="#">Data Capability Assessment</a></li> <li>• <a href="#">How to upgrade to Windows Server 2016</a></li> <li>• <a href="#">Database Migration Guide</a></li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Azure Migration Center</a></li> <li>• <a href="#">Partner Migration Tools</a></li> <li>• <a href="#">FastTrack for Azure</a></li> <li>• <a href="#">Azure Activate</a></li> <li>• <a href="#">Data Migration JumpStart</a></li> </ul>	<ul style="list-style-type: none"> <li>• Hero solution: Security and management</li> <li>• <a href="#">Azure Credit (upfront credit or consumption credit)</a></li> </ul>

# Where do I start: Identify target accounts for Migration/EOS

## Targeting criteria

- Windows and SQL license counts (on-premises)
- Azure consumption propensity
- Current ACR

## Additional filters:

- Windows and SQL Server 2008 existence
- Renewal timing
- VMware/AWS usage



### Account Grid Tool

C&E Account Grid Targeting 21.2 - Welcome MICROSOFT CONFIDENTIAL - INTL

Welcome to **Account Grid Targeting** v21.2  
Released on 5th June 2018

Latest News & Announcements  
06 June 2018:  
\* New scenario Datacenter Migration is a

Account Grid can find opportunities for the pillars/scenarios outlined below

Go to  to get started by isolating your accounts

Go to

Go to

**Pillars**

- Cloud Infrastructure
- Data Platform
- Enterprise Mobility + Security
- Application Innovation

**Scenarios**

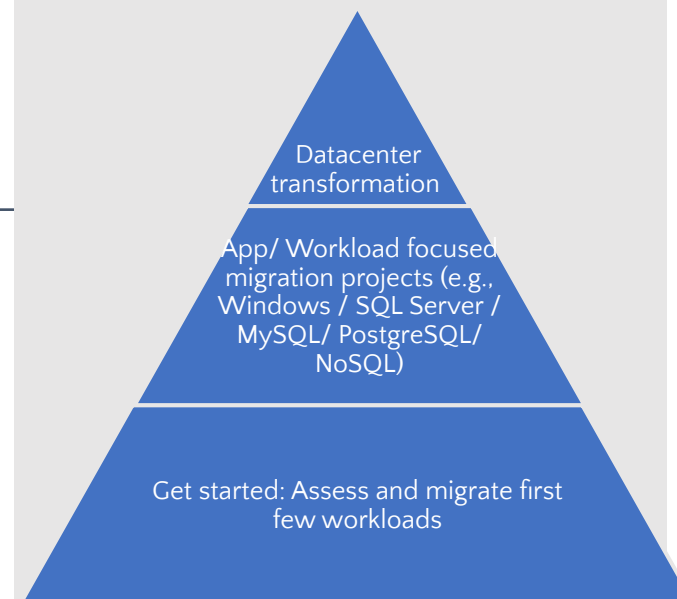
Identifies an Azure Scenario

<b>WS Modernize</b> - Move customers to WS SA Core	<b>Upgrade (SQL)</b> - Upsell to latest versions of SQL	<b>EMS Co-Sell with O365</b> - O365 Renewals/anniversaries/pipeline and no EMS pipeline	<b>DevOps OSS / 3rd Party Shops</b> - Consuming OSS / 3rd party DevOps service on competing cloud platforms
<b>WS Premium Assurance</b> - Upsell Premium Assurance	<b>SQL Svr on Azure</b> - Propensity to deploy SQL on Azure VMs	<b>CAL Suite Attach</b> - CAL Suite renewals and prioritizes by O365 penetration	<b>Ent Step Up</b> - Step up accounts from VS Pro to VS Ent
<b>ASM Coverage</b> - Target top IaaS customers with less ASM coverage	<b>SQL SAM</b> - Compliance scenario for SQL Licensing	<b>EMS renewal risk</b> - Upcoming EMS renewal and low consumption	<b>DevOps Microsoft Shop</b> - Existing VSTS of Azure Dev/Test customers who are likely to consume more
<b>WS Premium Mix</b> - Move customers from WS Std to WS DC	<b>SQL Core Expansion</b> - Focus on TU premium mix/proc/core ratio	<b>SPE Propensity</b> - Sell SPE to customers with FY18 CAL Suites Renewals, O365 Paid Seats & Windows w/SA	<b>PaaS Services</b> - Existing customers who are using PaaS services but are not generating enough revenue
<b>Backup Coverage</b> - Target customers with IaaS VMs but are not using Azure Backup service	<b>Mission Critical</b> - Mission Critical Software Presence	<b>EMS ES Upsell</b> - Upsell existing EMS E3 customers to E5 based on renewal/AAD usage/modern Windows	<b>Intelligent Apps</b> - Target customers building intelligent applications
<b>Insights &amp; Analytics</b> - Customers who have IaaS VMs but no Insights & Analytics	<b>Business Analytics</b> - Target customers most likely to drive Advanced Analytics workload		
<b>Azure Hybrid Benefit WS</b> - Move customers who have WS SA to cloud at a	<b>Enterprise Data Warehouse</b> - Business cu front end with low		

Navigation: Welcome | Master Filter | Advanced Filter | **Account Grid List** | Starter Pivot | Filter and List Definitions



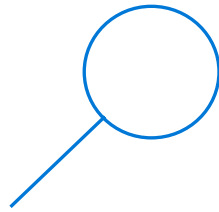
## Target customer lists mapped to migration motions



# Get started

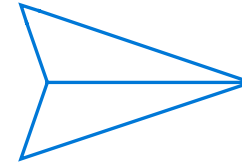


[www.Microsoft.com/2008-eos](http://www.Microsoft.com/2008-eos)



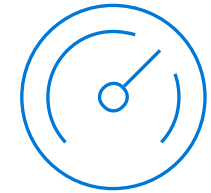
## Learn

Book an hour on your calendar after Ready/Inspire to understand the EOS offer and [resources](#)



## Target

Use [Account Grid](#) to create your target customer list



## Engage

Send emails, hold local events, EOS planning workshops

Visit the [End of Support Resource Center](#) on Learning to find everything you need

# FAQ

## **What is the cost for Extended Security Updates?**

- [In Azure: Free to customers running Azure virtual machines.](#)
- On-premises: Customers with active Software Assurance or subscription licenses can purchase Extended Security Updates for 75% of the full license cost annually. Customers pay for only the servers they need to cover, so they can reduce costs each year as they upgrade parts of their environment.
- Hosted environments: Customers may purchase Extended Security Updates for 75% of the full on-premises license cost annually and use them in a hosted environment.

## **Does this offer replace Premium Assurance?**

Yes. We will no longer offer Premium Assurance, but we will honor the terms for customers who have purchased it.

## **Does this offer also apply to SQL Server 2005, Windows Server 2003, or older versions?**

No. We recommend upgrading to the most current versions for the strongest security features, but customers could upgrade to 2008 or 2008 R2 versions to take advantage of this offer.

## **Is technical support included?**

No, but customers can use an active support contract such as Software Assurance or Premier Support on the relevant on-premises product(s) to get technical support. If hosting on Azure, customers can use a relevant [Azure Support](#) plan to get technical support.

## **Will we still offer Custom Support Agreements for 2008/2008 R2 versions?**

No. This is being replaced by the new Extended Security Updates offer.



Visit the [End of Support Resource Center](#) on Learning to find everything you need

## SQL Server

- [SQL Server 2008 and 2008 R2 Overview deck](#)
- [SQL Server 2008 and 2008 R2 EOS brochure](#)
- [SQL Server EOS Customer-ready email](#)
- [SQL Server EOS Landing page](#)
- [Database migration guide](#)
- [Data Maturity Model](#)
- [Data Estate Modernization Playbook](#)
- [Data Estate Business Assessment brochure](#)
- [Data Capability Tool](#)
- [SQL Server 2017 L150 customer pitch deck](#)
- [Data & AI PST](#)

## Windows Server

### EOS resources

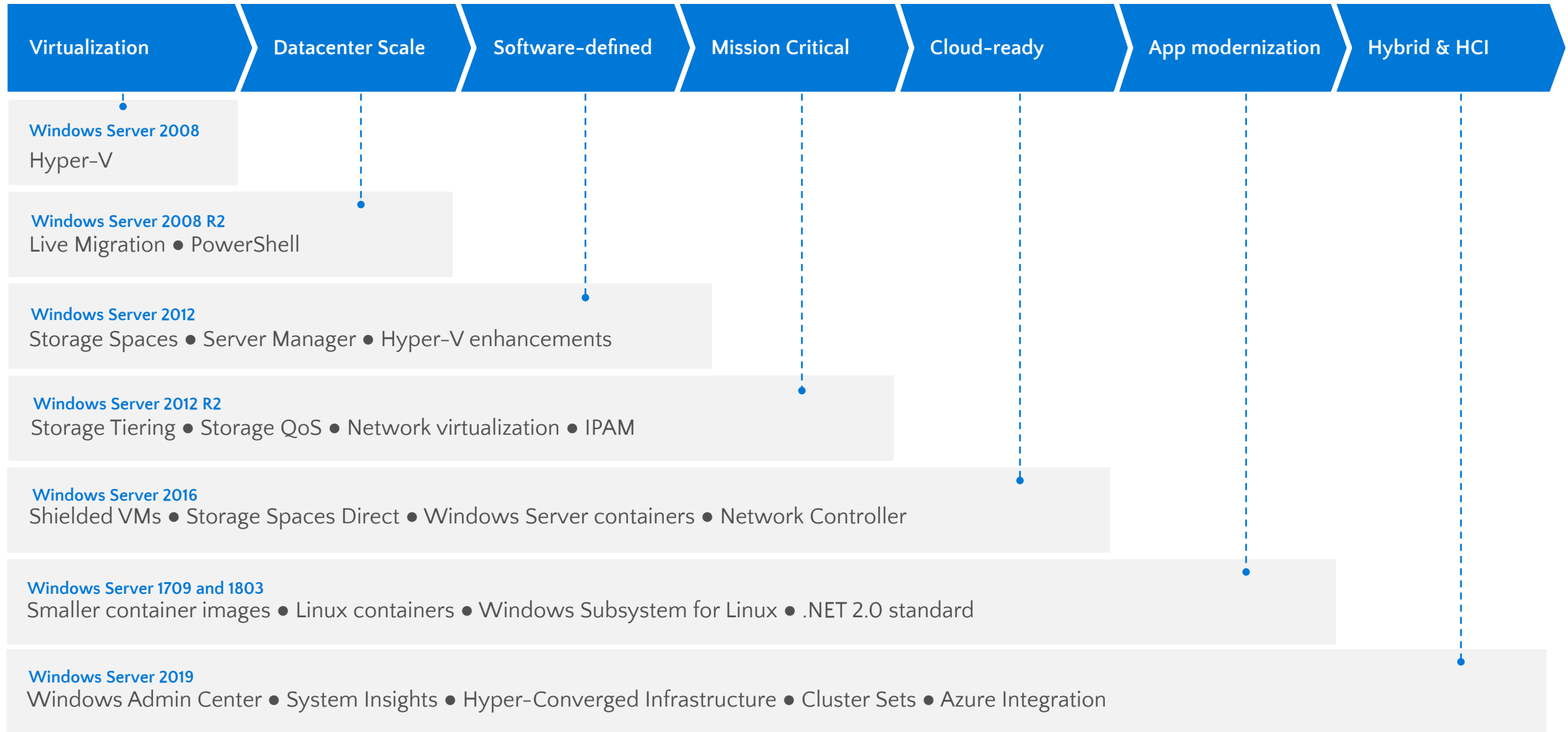
- [Windows Server 2008 EOS brochure](#)
- [Windows Server 2008 EOS customer deck](#)
- Customer email
- Phone script
- [Migration Guide for Windows Server](#)
- Extended Security Updates datasheet
- Blog: Announcing EOS is coming and Extended Security Updates

### Windows Server on Azure Hero Solution Resources

- [Windows Server on Azure battlecard](#)
- [Ultimate Guide to Windows Server on Azure](#)

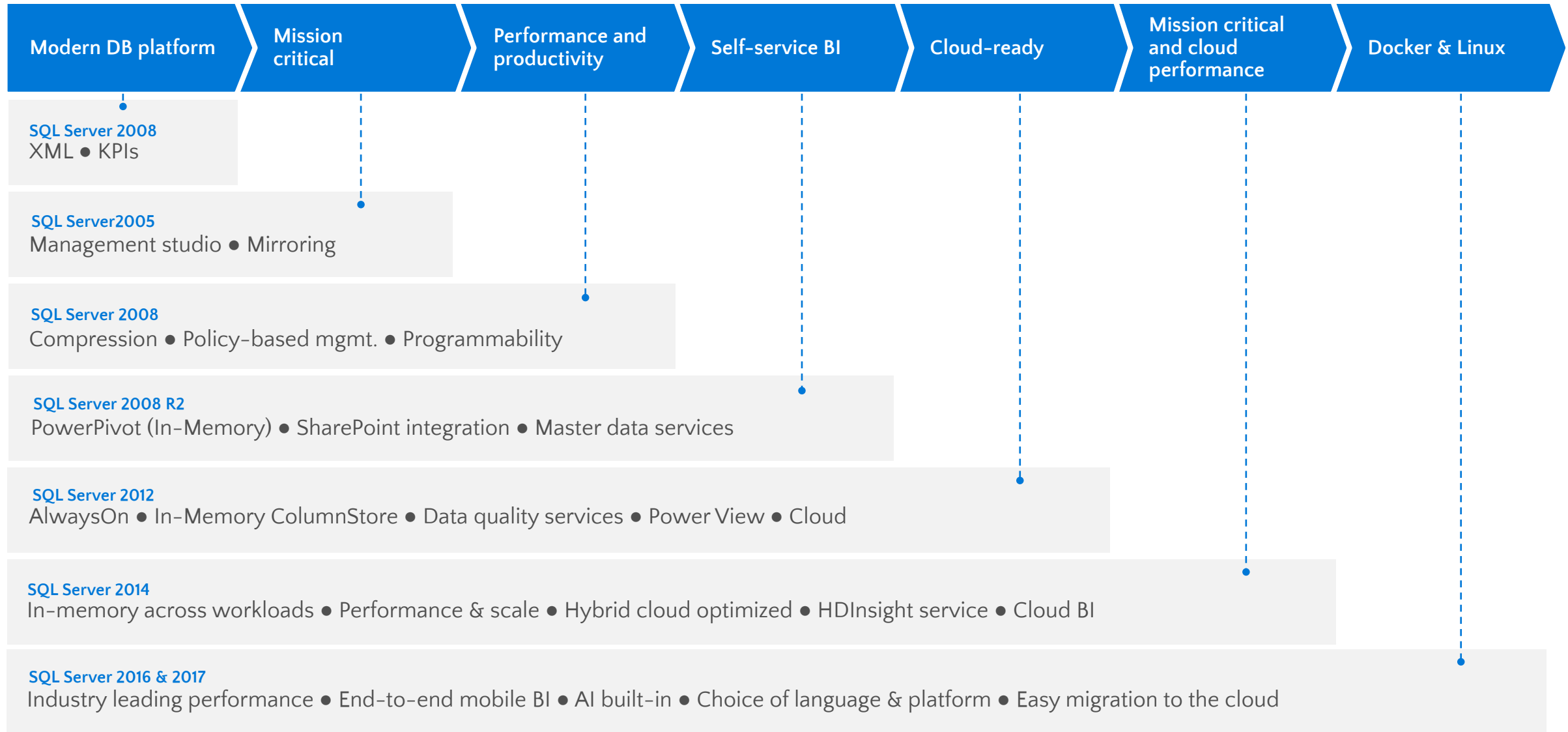
Find more at the [Windows Server page on Learning](#)

# Upgrade for more Windows Server innovation





# Upgrade for more SQL Server innovation



# REHOST – AZURE VIRTUAL MACHINES

Rehost applications with no code change to Azure virtual machines and get **Free Extended Security Updates for SQL Server and Windows Server 2008 and 2008 R2 at no additional charge** and leverage Azure Hybrid Benefit to save more

Flexible compute, storage and networking

Tuned for performance

Hybrid connectivity

Highly-secured and trusted



# AZURE SQL DATABASE

Move to an intelligent relational cloud database service with few or no application code changes

**Save up to 55%**

with Azure Hybrid Benefit when running SQL Server in Azure

## Intelligent performance



Realize automatic performance improvements from continuous assessment and innovation

## Scales on the fly



Change service tiers, performance levels, and storage dynamically without downtime

## Business continuity



Easily manage and monitor business critical functions for reliable operations

## Works in your environment



Develop your app and connect to SQL Database with the tools and platforms you prefer

## Advanced threat protection



Build security-enhanced apps with built-in protection and industry-leading compliance

This option provides a “version-free” data platform that does not require future upgrades. Get out of managing upgrades for ever.