

Microsoft Windows SBS 2008 and HP Infrastructure Solutions

Comprehensive enterprise features, priced right for small businesses

Solution overview

Today's competitive marketplace offers numerous technology solutions designed for businesses of all sizes. However, the solutions that are suitable for a large or midsize business are often too complex for a small business with between five and 75 personal computers. Yet many of the 39+ million small businesses worldwide have requirements similar to those of big businesses—protecting data against failure, disaster and malicious attack; finding and better using information; finding more and new customers; sharing data with their customers, partners and employees; and managing resources and employee access to those resources. There is one clear difference: small businesses typically have to meet these requirements without an in-house IT staff.

To help small businesses solve these issues, HP and Microsoft® have collaborated to deliver 64-bit Microsoft Windows® Small Business Server (SBS) 2008 and HP Infrastructure Solutions. This HP and Microsoft solution is designed to help small businesses operate at the same technology level as much larger organizations, but without the added costs and complexities of managing an intricate IT infrastructure.

Your selling opportunity

First Server – There are 33 million small businesses worldwide with less than 5–25 PCs (10–50 employees), 28 million of which do not own a server at all—indicating a vast sales opportunity in the coming years.

Right Server – Windows SBS 2008 and HP Infrastructure Solutions offer an ideal combination of technologies and management capabilities for businesses with fewer than 75 PCs who seek to grow their business capacity at an affordable, manageable pace. With new migration models and tools, upgrading or migrating to Windows SBS 2008 and HP Infrastructure Solutions from legacy systems or previous versions of Windows Server or Windows SBS is easier than ever.

Solution benefits for you

- Increase your efficiency, cost savings and profit margins
 - Repeatable, predictable software platform
 - Dependable, highly reliable hardware platform
 - Fewer service calls; less troubleshooting
- Enhance your services revenue
 - Remote access capabilities to manage multiple customer environments
- Improve customer satisfaction
 - Customers will credit you for helping them achieve their business objectives by using an IT infrastructure that's more available, easier to manage and offers more advanced functionality.
- Add new revenue streams
 - Mobility solutions
 - Collaboration and management
 - Configuration

Company targets/sweet spots

- Current user of Microsoft Windows Small Business Server 2003 R2
- Satisfied with SBS 2003 R2, but wants to benefit from enhanced features
- Ready not only for a software refresh, but also for a hardware upgrade

- For first server markets, business efficiency and data risks are the primary drivers to move to Windows SBS 2008 and HP Infrastructure Solutions.
- Top-of-mind issues continue to be data backup and recovery (43 percent) and data security (30 percent)¹.
- Primarily Microsoft shops
- Running Windows Server 2000 or 2003 (at least two years old)
- Using hardware more than three years old

What to sell

- **Your infrastructure consulting and implementation services** – Provide your Windows infrastructure expertise to design and deploy total infrastructure solutions for your customers; sell, manage and/or deliver HP Care Pack services
- **Microsoft Windows SBS 2008** – Standard and Premium Editions
- **Hardware** – HP ProLiant ML/DL 100 and 300 Series Servers (tower and rack configurations); HP BladeSystem with BL 200 and 400 Series Server Blades; HP StorageWorks storage systems including disk arrays, Internet network attached storage (iNAS), storage area networks, tape solutions, All-in-One, archiving solutions; HP personal computing products and devices including thin clients, desktop PCs, notebooks, tablet PCs, iPAQ pocket PCs; HP imaging and printing devices
- **HP Insight Control Environment** – Provides comprehensive system health monitoring and remote control for the SBS 2008 environment; HP System Insight Manager sits at the heart of HP Insight Control and delivers an easy-to-use way to monitor and control the entire server infrastructure; a unified infrastructure management makes monitoring simple and central; for remote management, HP Integrated Lights-Out Advanced allows users to do routine and emergency remote administration and management so they are able to fully diagnose server problems from any location; for integration of hardware management infrastructure, HP provides solutions for Microsoft server management products.
- **Other Microsoft software** – Microsoft Windows Vista® operating environment; Microsoft Office 2007, including Microsoft Office Outlook; Microsoft System Center Essentials
- **HP Services for HP Small Business Server** – Resell these services: HP Software Technical Support, HP Support Plus/Support Plus 24, HP Proactive Essentials, HP Proactive 24

Customer assessment

To better understand your customers, you can use the Microsoft Business Assessment Toolkit (<https://partner.microsoft.com/assesssmbneeds>). Using the toolkit, you can:

- Assess needs for Windows SBS 2008 and HP Infrastructure Solutions, Exchange 2007, Office System 2007, Windows Mobile®, and Windows Vista
- Get started now with the help of 11 pre-defined standard templates
- Customize assessments to suit your needs
- Personalize assessments with your contact information and company logo
- Receive automatic updates of the latest and greatest toolkit
- Shorten the sales cycle
- Create a more professional image
- Eliminate cold call awkwardness
- Open a broader, deeper communication channel

Customer pain points

Pain point: Need to control rising IT costs

HP/Microsoft solution: Users get e-mail, contacts and calendar; internal website with shared folders; file, print and application-sharing with firewall protection to help keep business data secure—all in one affordable server solution. The HP and Microsoft solution reduces administration costs. Everything they need can be custom-configured and optimized to meet specific business needs by a local technology solution provider. The HP and Microsoft solution enables users to gain better control of hardware and data assets. Windows SBS 2008 and HP Infrastructure Solutions keeps employees productive with fast, centralized access to company data at speeds typically two to three times faster than peer-to-peer networks. Staff can remain efficient no matter where business takes them, with 24x7 remote access to e-mail, internal websites, network files and business applications from any PC with Internet connectivity. Microsoft Windows Mobile 5.0, 6.0 and 6.1 powered devices integrate seamlessly with this HP and Microsoft solution.

Pain point: Need to enhance system reliability

HP/Microsoft solution: Built on the most reliable operating system from Microsoft and world-class technology from HP, users can benefit from integrated, comprehensive software and hardware solutions they can depend on. Users benefit from proven technologies, a global ecosystem of partners and award-winning support. Users can be confident that HP and Microsoft are standing behind them every step of the way.

Pain point: Need to simplify infrastructure setup and administration

HP/Microsoft solution: The HP and Microsoft solution setup requires answering business-related questions only; simple language explains each step. Users can add more customization via Answer File or post-setup configuration.

HP/Microsoft Frontline Innovation – for the way you succeed

Regardless of where your customers are with their technology evolution, they still need to respond and adapt to unique market dynamics in a way that works for their business plans and workforce. You can rely on HP/Microsoft Frontline Innovation to provide best industry practices (including proven, leading-edge approaches) to make it easier for your customers to implement change—and for you to reach new levels of success.

The HP and Microsoft partnership is one of the oldest of its kind in the industry, with more than 20 years of combined marketplace leadership. Focusing on adaptability, credibility and a stability-driven approach enables HP and Microsoft to deliver proven Frontline Innovation for the way your customers run their businesses.

Overcoming objections

O1: I've been told that using a peer-to-peer network is the easiest way to share information.

Response: Peer-to-peer networks are simple solutions, but they do have drawbacks. If all your business' information is stored on a certain computer, and that computer's hard disk crashes, all your information will be lost. In addition, if one computer is down for maintenance, or simply turned off, users cannot access information. Client/server networks such as this HP and Microsoft solution resolve these problems.

O2: It seems to me that I'd spend more money purchasing a server than using a peer-to-peer network.

Response: I think you'll find that over time a client/server network will actually save you money. A client/server network, such as the one in this HP and Microsoft solution, allows you to share resources, so you won't have to buy more equipment like printers or fax machines. And your employees can all share access to the Internet, so you won't have to set up additional phone lines.

O3: I have SBS 2003. Why should I change to SBS 2008 and HP Infrastructure Solutions?

Response: SBS 2003 is a great product—SBS 2008 and HP Infrastructure Solutions offers additional advantages. It includes the latest versions of component technologies including Windows Server 2008, Microsoft Exchange Server 2007, Microsoft SQL Server 2008 and Windows SharePoint® Services 3.0. It's based on 64-bit technology, and can streamline deployment with new network-wide configuration, management and reporting capabilities. The HP and Microsoft solution includes enhanced security, backup and recovery capabilities. In addition, it offers improved remote access and streamlined collaboration through enhancements to Remote Web Workplace, integration with Windows SharePoint Services 3.0 and new capabilities in Microsoft Exchange Server 2007. If you choose the Premium Edition, you receive a business application-ready solution with additional Windows Server 2008 and Microsoft SQL Server on a separate server.

O4: Our system is stable on Microsoft Windows SBS 2003.

Response: We completely understand your concerns about downtime during an upgrade. Our plan is to perform the upgrade behind the scenes, thoroughly test the environment, and then flip the switch to Microsoft SBS 2008 and HP Infrastructure Solutions. The process will be transparent to your users and will not affect their productivity.

Support tools and resources

HP and Microsoft Frontline Partnership – <http://www.hp.com/go/microsoft>

Worldwide HP/Microsoft solutions –
<http://www.hpmsfrontlinepartners.com/partners>

HP/Microsoft Solutions Partner Resource Center –
<http://www.hp.com/go/HPMSsolutions>

HP and SBS 2008 – www.hp.com/go/sbs2008

Microsoft Windows SBS 2008 –
<http://www.microsoft.com/windowsserver/essential/sbs/overview.mspx>

OEM Partner Center SBS 2008 – <http://oem.microsoft.com/SBS08>

SBS 2008 page on Microsoft Partner Portal –
<https://partner.microsoft.com/sbs2008>

Who to contact

When you have qualified a Microsoft Windows SBS 2008 and HP Infrastructure Solutions opportunity, contact your HP Partner Business Manager (PBM) and/or Microsoft Partner Account Manager (PAM) to discuss your next steps. If you do not have a PBM/PAM, contact your local HP/Microsoft Frontline Partnership team and start selling today. Or you can send an e-mail to the HP/Microsoft SMB team at HPMicrosoftSMB@hp.com.

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