Windows Server 2008 & SQL Server 2008 EOS

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AGENDA

- Ingram Micro Cloud Introduction
- Windows Server 2008 & SQL Server 2008 EOS
- Prepare your customers for SQL Server and Windows Server 2008 EOS
- Modernize on your terms with Microsoft
- Demo
- How Ingram Micro can support

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Vision

“To power any company in the world to participate and monetize in the digital economy.”

A HYPERSCALE DIGITAL PLATFORM

ACCESS TO AN INFINITE ECOSYSTEM

PROVEN GO-TO-MARKET SERVICES

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Complete Go-to-Market Strategy

Ingram Micro has the proven technology, expertise and experience to help our platform partners sell and support cloud services. We know the GTM strategy, plans, and tactics that service providers need to sell more seats and drive consumption.

GTM STRATEGY

- Positioning and vision
- Brand awareness
- Launch events
- Cloud communications
- Cloud evangelism
- Portfolio expansion

MARKETING

- Digital web presence
- Paid media
- Content creation
- Social media and blogs
- Webinars
- Vendor programs
- Promotions

PARTNER ENABLEMENT

- Reseller communities
- Educational bootcamps and trainings
- Events and roadshows
- Webinars
- Digital marketing materials

GTM ACCOUNT, TECH & ISV TEAMS

- Vendor managers
- QBRS & dedicated account teams
- CRM tools
- Sales enablement materials
- Tech enablement specialists

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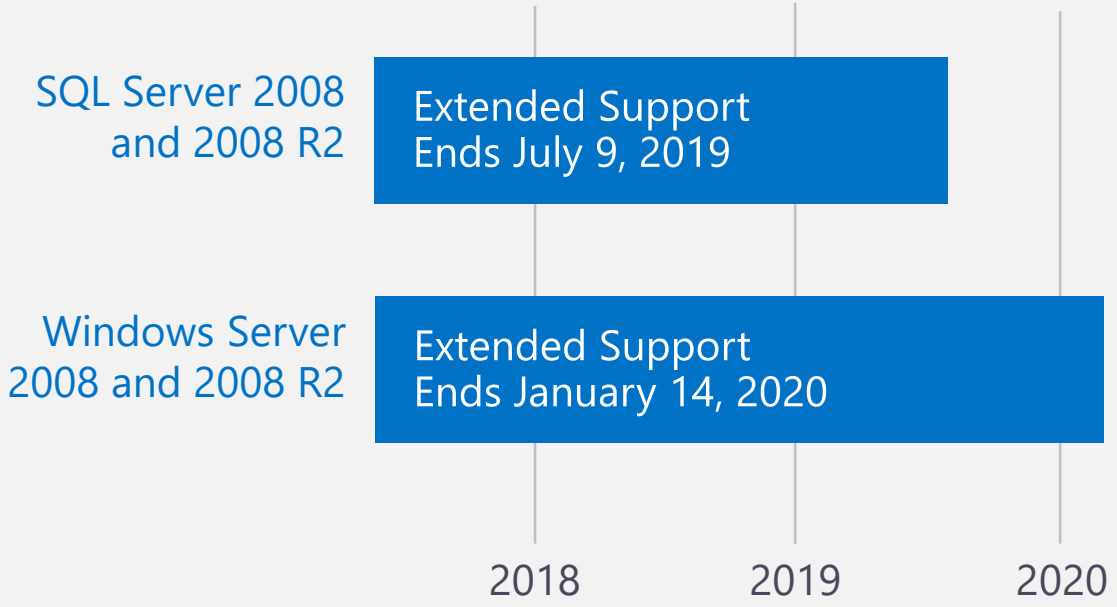
OVERVIEW OF SERVER PRODUCT LIFECYCLE

Product release **End of support**

Mainstream Support 5 years	**Extended Support** 5 years
• New features • Security updates • Non-security updates	• Security updates • Non-security updates

End of support means the end of security updates

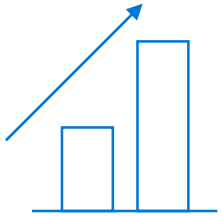


Find lifecycle support deadlines at: support.microsoft.com/lifecycle

INGRAM MICRO

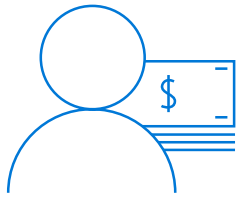
SEIZE EOS AS OPPORTUNITY TO TRANSFORM

Organizations that adopt modern Cloud, Data and AI technologies outperform



2x

nearly double operating margin



$40k

more revenue per employee

50%

higher average net income on revenue

Source: Data & Analytics Maturity Model & Business Impact, The Digital Business Divide, Keystone Strategy whitepapers, 2018

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I’m ready – but I have questions

How do I upgrade to the newest versions?

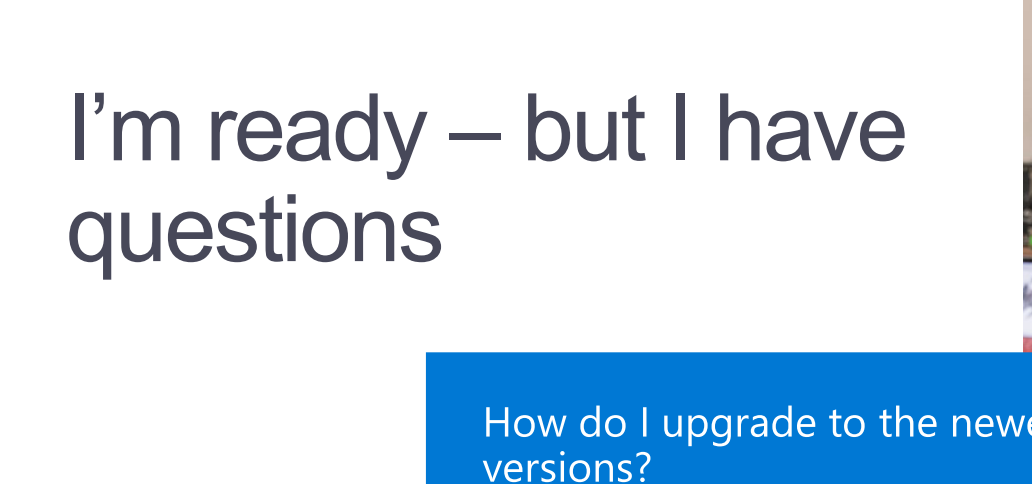
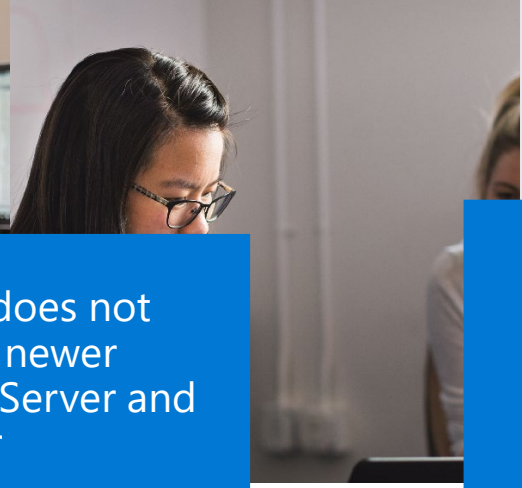
My application does not run on Azure or newer versions of SQL Server and Windows Server

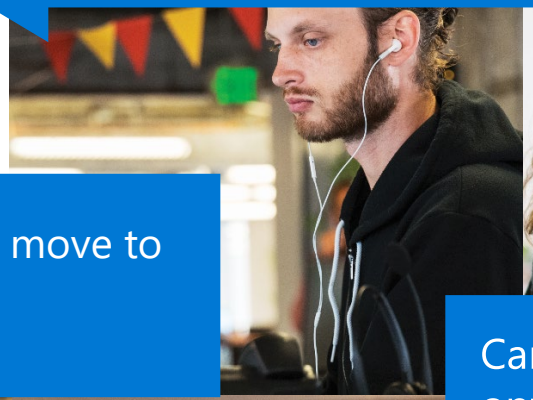
What if I can’t upgrade before the deadline?

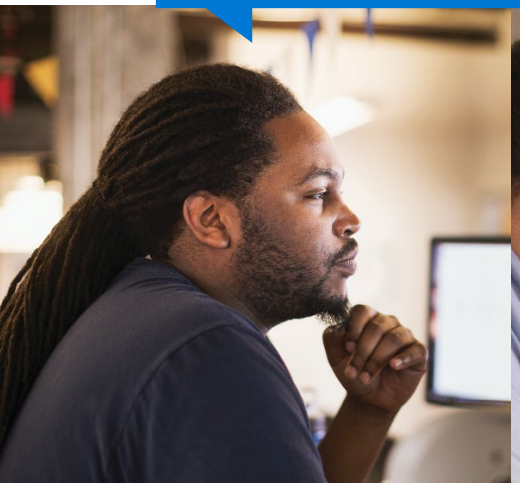
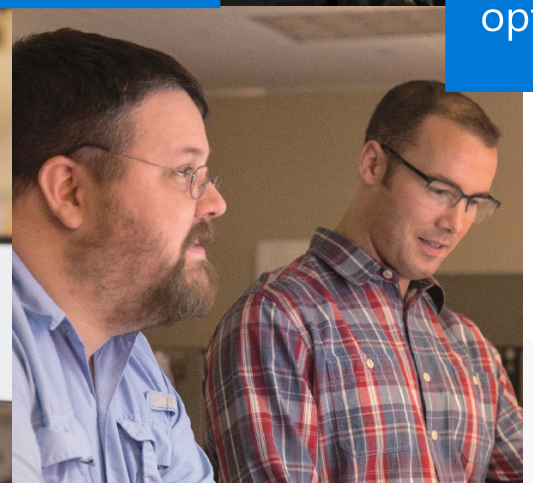
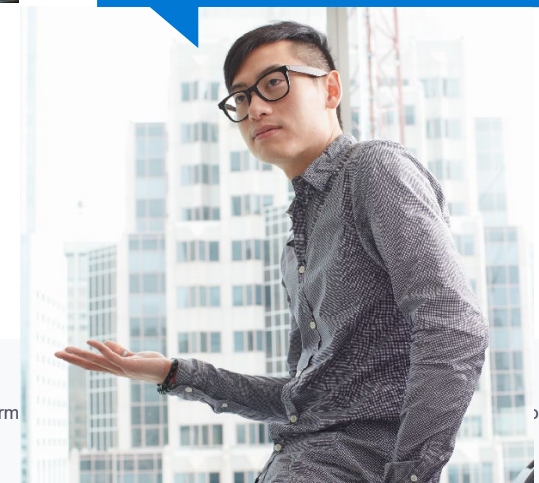
Is now a time to move to the cloud?

Can you help me optimize costs?

Can the cloud help me make this end of support transition my last?



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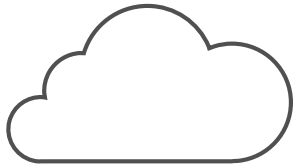
MODERNIZE ON YOUR TERMS WITH MICROSOFT



TRANSFORM WITH AZURE

Rehost

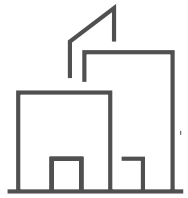
Migrate 2008 and 2008 R2 workloads to Azure VM or Azure SQL Database MI

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

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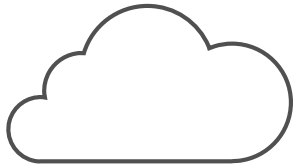

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REHOST - AZURE VIRTUAL MACHINES

Rehost applications with no code change to Azure virtual machines and get
3 additional years of Extended Security Updates for SQL Server and Windows Server 2008 and 2008 R2 at no additional charge

Flexible compute, storage and networking

Tuned for performance

Hybrid connectivity

Highly-secured and trusted

Customers with Software Assurance can save up to 55% on the cost of running SQL Server and Windows Server in Azure.

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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.

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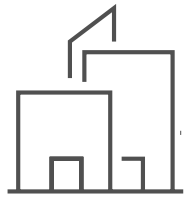

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RESOURCES

- Microsoft landing page https://www.microsoft.com/en-us/sql-server/sql-server-2008
- Azure Hybrid Benefit Savings Calculator https://azure.microsoft.com/en-us/pricing/hybrid-benefit/
- Datasheets
  - Windows_Server_2008_SQL_Server_2008_End_of_Support_Security_Brief.pdf <-- Datasheet (2 pages)
  - Customer-Handout-WS-and-SQL-Server-2008-EOS-002 <-- Datasheet for customer (3 pages)
  - Sample_TCO-Windows_Server_2008_R2_EOS.pdf
- What is Azure SQL Database service? https://docs.microsoft.com/en-us/azure/sql-database/sql-database-technical-overview
- Total Cost of Ownership (TCO) https://azure.microsoft.com/en-us/pricing/tco/calculator/

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How Ingram Micro can support?

- Transition to Microsoft Azure
- Migration
- Deployment
- Support from Microsoft
- Request your customerlist on Win SQL Server 2008

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Thank you

Any questions left?

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