

Hyper-V



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Virtualisation is one of the fastest growing IT investment areas today. It represents one of the **largest future sales opportunities** for your business – so make sure you're up to speed on what this impressive technology has to offer your customers.

Featuring everything customers' need to take advantage of virtualisation, Hyper-V from Microsoft makes server virtualisation easy and cost effective; enabling multiple operating systems to run on a single physical machine. This allows customers to consolidate workloads, resulting in fewer physical machines; reducing hardware, energy, and management costs.

Key Features

Hyper-V is bursting with unique features and functionality here are a few that will be of particular interest to your customers:

- **Broad operating system support**

Hyper-V includes support for simultaneously running different types of operating systems, including both 32-bit and 64-bit operating systems across different server platforms, such as Windows, Linux, and others.

- **Network Load Balancing**

Hyper-V includes virtual switch capabilities that provide the ability to use the Windows Network Load Balancing (NLB) service to load-balance across virtual machines running on different servers.

- **Hardware-sharing architecture**

Hyper-V includes a Virtualisation Service Provider (VSP) and Virtualisation Service Client (VSC) architecture, which provides enhanced access and use of hardware resources, such as disks, networking, and video.

- **Live migration**

Hyper-V provides the ability to migrate a running virtual machine from one physical host computer to another with minimal downtime, leveraging the high-availability capabilities of Windows Server 2008 R2 and System Center management tools.

- **Scalability**

Hyper-V includes support for multiple processors and cores at the host level and improved memory access within virtual machines. This support enables virtualisation environments to be scaled to support a large number of virtual machines on a given host, while continuing to leverage quick migration for scalability across multiple hosts.

- **Symmetric multiprocessor (SMP) support**

Hyper-V includes support for up to four processors in a virtual machine environment in order to take advantage of multithreaded applications running in a virtual machine.

- **Virtual machine snapshots**

Hyper-V provides the ability to take snapshots of a running virtual machine to enable you to easily revert to a previous state, thus improving backup and recoverability solutions.

Where to find Hyper-V

An integral part of the Windows Server 2008 R2 family, Hyper-V can be found in the following products:

Windows Server 2008 R2 Standard

The most robust Windows Server operating system to date; Windows Server 2008 R2 Standard has built-in, enhanced Web and virtualisation capabilities, and is designed to increase the reliability and flexibility of your server infrastructure while helping save time and reduce costs.

Windows Server 2008 R2 Enterprise

The most robust Windows Server operating system to date; Windows Server 2008 R2 Standard has built-in, enhanced Web and virtualisation capabilities, and is designed to increase the reliability and flexibility of your server infrastructure while helping save time and reduce costs.

Windows Server 2008 R2 Datacenter

Delivering an enterprise-class platform for business-critical applications and large-scale virtualisation on small and large servers; Windows Server 2008 R2 Datacenter improves availability, enhances power management, and integrates solutions for mobile and branch workers.

Business Benefits

With the adoption of virtualisation in the enterprise increasing, and customers constantly on the look out for ways to consolidate workloads and reduce server sprawl, the business benefits offered by Hyper-V are vital for a number of your customers:

- **Reduce capital costs and operational costs**

Consolidating servers reduces power and cooling costs, as well as space requirements for the data centre.

- **Enable disaster recovery solutions**

Hyper-V virtualisation allows customers to snapshot and replicate production environments to branch offices in the event of disaster; enabling back up on exactly the same operating environment in a matter of minutes.

- **Simplify server management burden**

Hyper-V virtualisation enables companies to easily move virtual machines from one physical server to the next, so they can save on management costs and reduce the burden on staff.

- **Increase business agility**

Virtualisation allows IT staff to deploy and shift computing resources faster to accommodate critical business applications and ensure they meet service-level agreements.

- **Increased availability**

Hyper-V virtualisation includes the much-anticipated Live Migration feature, which allows customers to move a virtual machine between two virtualisation host servers without any interruption of service.

Expand your Sales

Hyper-V virtualisation is just one part of the Microsoft solution allowing you to expand every sale of this product by adding a variety of other Microsoft offerings:

Windows Server 2008 R2

The most advanced server operating system yet, Windows Server 2008 is designed to power the next generation of networks; making it the ideal operating system for Hyper-V technology. Together they deliver.

Windows 7

Together Windows Server 2008 R2 and Windows 7 boast unique features, including:

- **DirectAccess** - Provides secure, seamless access to files and applications from any location without a VPN; saving money on support.
- **BranchCache** - Reduces bandwidth and latency in branch locations to deliver a significant improvement in network performance especially with server and windows patch updates.

System Center

Install and configure System Center to leverage all of the capabilities of Hyper-V. By using this comprehensive set of integrated management tools, customers can keep complexity at a minimum and streamline operations. The common management environment reduces training, ensures uniform policy application and simplifies maintenance by leveraging existing software, personnel, and IT management processes.

Opportunity Spotter

Regardless of what type of partner you are, virtualisation and Hyper-V can open up huge new sales opportunities and revenue streams. Here are just a few of the types of customers you should be talking to in order to get those sales started:

- **Customers who want to reduce use of space, power and cooling**

Virtualisation enables the consolidation of workloads, resulting in fewer physical machines; reducing hardware, energy and management costs.

- **Customers who need to improve business continuity**

Business continuity is the ability to minimise both scheduled and unscheduled downtime. Hyper-V includes powerful business continuity features, such as live backup and quick migration, enabling businesses to meet stringent uptime and response metrics.

- **Customers who think virtualisation is too expensive**

Windows Server 2008 with Hyper-V makes server virtualisation easy and cost effective by enabling multiple operating systems to run on a single physical machine. This helps to reduce Total Cost of Ownership (TCO), not just from lowering hardware requirement but also lower power, cooling and management costs.

- **Customers who use test and development environments**

Testing and development are frequently the first business functions to take advantage of virtualisation technology. Using virtual machines, development staffs can create and test a wide variety of scenarios in a safe, self-contained environment.

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