

SQL Server 2008 R2



Microsoft
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Microsoft SQL Server 2008 R2 delivers **several breakthrough capabilities** that will enable customers to scale database operations with confidence and improve IT and developer efficiency, as well as **enabling well-managed business intelligence** on a self-service basis for their users.

Business Benefits

SQL Server 2008 R2 delivers on the Microsoft data platform vision by enabling organisations to run their most mission-critical applications, while lowering the cost of managing the data infrastructure and delivering insights and information to all users. It enables customers to:

- **Build flexible and effective reports** – Through new Tablix data structure and rich formatting capabilities.

▪ **Empower users with tools they already know and use** – Self-service analysis tools allow users to quickly create solutions from disparate data sources using powerful extensions to Excel. PowerPivot allows them to create self-service BI solutions, and share and collaborate on user-generated BI solutions in a SharePoint Server 2010 environment.

▪ **Enhance security and auditing** – Get data encryption and database auditing capabilities within existing applications through Transparent Data Encryption.

▪ **Control and allocate CPU and memory resources** – Resource Governor allows high priority, mission critical applications to receive exactly what they need.

▪ **Improve system management capabilities** – Features like policy based server management and new tools such as Performance Data Collection help you effectively manage the growth of your data.

▪ **Improve developer productivity** – Microsoft’s Language Integrated Query (LINQ) - a .NET Framework feature provides a common syntax to query any data source from client applications. This enables developers to manipulate SQL Server databases using a variety of languages, not just Transact-SQL.

▪ **Enhance Business Intelligence capabilities** – Additional reporting capabilities integrated with Office applications and a new report designer application allows the creation of enterprise reports without the need for Developer Studio.



Editions

SQL Server 2008 R2 introduces two new premium editions to continue to deliver on the growing demands of large scale datacenters and data warehouses and advanced BI customers. With an edition to meet every customer need, compare how they differ under various workloads below:

Workload	Standard	Enterprise	Data Center	Parallel Data Warehouse
Custom/Packaged OLTP apps	4 procs, 64GB RAM, Backup Compression	8 procs, 2TB RAM, Adv. Security, Backup Compression	>8 procs, OS Max, Adv. Security, Backup Compression	N/A
Server Consolidation	1VM/license	4 VMs/license, Resource Governor App & Multi-Server Mgmt (up to 25 instances)	Unlimited Virtualisation, Resource Governor, App & Multi-Server Mgmt (> 25 instances)	N/A
Data Warehousing		Scale-Up DW, Data Compression 10s of TBs, Up to 30 TB with FastTrack	Scale-Up DW, Data Compression 10s of TBs	Scale-Out DW 10s – 100s of TBs
Business Intelligence	Dept/Team BI		Enterprise-Scale BI, Master Data Services, PowerPivot Mgmt	Integrated with SSIS, SSIS and SSRS

Expand your Sales

SQL Server 2008 R2 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:

SharePoint 2010 & Office 2010

- SQL Server 2008 R2 Reporting Services offer deep integration with SharePoint Server, enabling customers to capitalise on standard SharePoint features, and benefit from all the features that make SharePoint so effective, such as role-based security, workflows, and versioning.
- Through the data analysis tool, PowerPivot, SQL Server 2008 R2 delivers unmatched computational power directly within Microsoft Excel; enabling users to share analysis, collaborate with colleagues, and quickly transform huge quantities of data into meaningful information.
- They can use familiar Excel software to share their workbooks virtually anytime and from any location using SharePoint, helping to dramatically increase productivity

Forefront

- Together Forefront Client Security, Threat Management Gateway and Unified Access Gateway delivers complete protection for SQL Server 2008 R2. They provide real-time protection against advanced web-based threats and attacks for both managed and unmanaged endpoints and improve security enforcement by integrating multiple detection technologies such as URL filtering, anti-malware, intrusion prevention, and more.

Opportunity Spotter

SQL Server 2008 R2 helps organisations manage any data, any place, any time. It allows them to store structured, semi-structured, and unstructured documents directly within the database; while making the most of a rich set of tools that enable them to search, synchronise, report, and analyse this data. Here are just a few of the types of customers you should be talking to about SQL Server 2008 R2:

- **Customers looking for a scalable platform to host mission-critical applications**
As companies centralise distributed operations or grow and acquire more global assets, there is often demand for greater scalability. Customers need a platform that delivers the scalability to meet these requirements. SQL Server 2008 R2 boasts enhanced data compression which improves performance and reduces storage requirements, as well as support for between 64 and 256 logical processors.
- **Customers trying to reduce risk and gain agility**
Your customers are doing business in an increasing number of regions, which means they need to be compliant with a greater number of regulations. The Master Data Services available from SQL Server 2008 R2 guarantee single, trusted versions of critical data assets over the full lifecycle of data from birth to archive.
- **Customers who want to empower their users**
With users demanding timely access to information and the ability to combine data across multiple sources in order to provide a more accurate view; your customers need a solution that enables them to do more, with less dependency on their IT departments. SQL Server 2008 R2 with PowerPivot for Excel enables customers to combine data from internal and external sources directly in Excel, empowering users to get the answers they need, gain deeper insight into any business aspect, and compress their decision cycles.

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