

**Microsoft®**

 **Windows®  
Small Business Server**

 **Windows Server®**

 **Microsoft®  
System Center**

**Black Book of  
Small and Medium  
Business  
References**

# Resources

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*For more information on Microsoft Windows Small Business Server, please visit: [microsoft.com/sbs](http://microsoft.com/sbs)*



*For more information on Microsoft Windows Server, please visit: [microsoft.com/windowsserver](http://microsoft.com/windowsserver)*



*For more information on Microsoft Virtualisation, please visit: [microsoft.com/virtualisation](http://microsoft.com/virtualisation)*



*For more information on Microsoft System Center, please visit: [microsoft.com/systemcenter](http://microsoft.com/systemcenter)*



*If you would like to read a full range of Microsoft case studies, please visit: [microsoft.com/casestudies](http://microsoft.com/casestudies)*

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# Overview

Small Business Server  
2011 Essentials

Small Business Server  
2011 Standard

Windows Server Hyper-V  
and System Center

Aeroresponse Ltd

**APR MEDIA**  
www.aprmedia.com



**Aurora  
Petroleum**

**IMB7.COM**

**LIBERTY WINES**

**cound**  
.co.uk

verona pharma plc

**Neville Lovett  
Community School**  
Beyond  
Expectations

**ti** talking  
tables



**SMITH**  
Flow Control Ltd

**Oury Clark**  
A new approach to  
professional services

**SMARTODDS**  
applied statistical consultants





**Aeroresponse Ltd**

**Customer Service Takes Flight with Server Solution at Aeronautical Engineering Firm**

Aeroresponse is a team of engineers who travel the world to inspect aircraft engines. They depend on email to deliver inspection results, but an unreliable internet connection resulted in costly downtime for customer' aircraft and made it difficult to back up portable computers.

Since deploying Windows Small Business Server 2011 Essentials, Aeroresponse has improved turnaround times for customers and benefited from disaster recovery capabilities.

*"With Windows Small Business Server 2011 Essentials, we can deliver inspection results instantly so that customers can expedite engine repair, resume flights, and save thousands of pounds"*

*Wyn Davies, Managing Director, Aeroresponse*

- Aeroresponse is a small team of aircraft engineers who provide on-wing aircraft engine inspections for aircraft-leasing companies around the world.
- Established in 2002
- Based in Wales, Aeroresponse has 6 employees.

**Aurora  
Petroleum**

**Oil and Gas Company Reenergises Business IT with Server Solution and Cloud Services**

Aurora Petroleum was created by a group of colleagues who saw an opportunity to revitalise neglected on-shore oil and gas assets in the United Kingdom. To jump-start its business, Aurora deployed Windows Small Business Server 2011 Essentials and subscribed to Microsoft Office 365.

Offloading email and files to the cloud improved server performance and saved £6,000 (U.S. \$9,600) in hardware upgrades. Employees gained reliable remote access to geological and financial software, and daily computer backups helped secure data.

*"With Windows Small Business Server 2011 Essentials we can choose how we store and access our data on-premises or in the cloud. Now we're free to organise the business the way that works best for us."*

*Ian Roche, Managing Director, Aurora Petroleum*

- Aurora Petroleum is a privately owned, upstream oil and gas company that is actively working on six on-shore assets dispersed across the UK.
- Based in Aberdeen, Aurora Petroleum began operations in 2010 and now has 7 employees.



**Estate Agency Teamwork, Boosts Productivity With Latest Server Solution**

Cound, an estate agency, is known for responsive customer service, but staff at the satellite office had trouble accessing email and files on the firm's server, and PCs were not backed up, increasing unscheduled downtime.

Cound deployed Windows Small Business Server 2011 Essentials and subscribed to Microsoft Office 365. With regular PC back up and better remote access to date, everyone can work productively as a team to sell more properties.

*"I'm not interested in managing technology, but I am interested in giving my staff the tools they need to do their jobs well. Windows Small Business Server 2011 Essentials is a perfect solution for our business."*  
*Nick Cound, Owner, Cound*

- In London, the Cound estate agency has built a successful residential lettings and sales business through its knowledge of the local real estate market and a strong customer service ethic.
- The company has 12 employees



**Online Retailer Becomes More Flexible, Responsive and Resilient**

APR Media, an online retailer, needed to replace an ageing server and, at the same time, support smartphone users and pave the way for improved database performance to enable their ecommerce platform to deal with growing transactions.

Microsoft Partner, NCI, deployed Windows Small Business Server 2011 Standard with Premium Add On for email and file sharing. This included a licence for Microsoft SQL Server 2008 for Small Businesses, which provided the latest database technology.

The new system has improved support for smartphones, remote working and offers better performance and reliability. Because Small Business Server 2011 includes several Microsoft products in one 'suite' with special licence terms, APR Media was able to save about 30 percent compared with the cost of buying the server software separately.

*"Small Business Server 2011 has given APR Media a huge boost in capability. Now we have a server that can cope with problems much better. Not only that but it underpins our future growth plans for our ecommerce business and sets us up for the future."*  
*Leigh Sampson, Financial Controller, APR Media Ltd*

- APR Media sells recordable media online via its website, [www.aprmedia.com](http://www.aprmedia.com).
- The company has 25 employees and is based in the UK.
- A sister company, APR Audio, hires out professional high-end audio

## MB7

Media and  
Entertainment –  
Sports Industry

### Windows Small Business Server 2011 Standard

Windows Small Business Server 2011 Premium Add On, Microsoft Hyper-V

## SBS 2011 Standard

May 2011



### Cycling Stunt Team Ramps Up on Business Computing to Connect with Customers

MB7 runs, The Clan, a cycle stunt team that performs around the United Kingdom. It's a challenge to book shows, coordinate riders' schedules, and manage The Clan's 10 trail riders, mountain bikers, and 'BMXers'.

Windows Small Business Server 2011 enables MB7 to offer professional customer experience including self-serve bookings and access to promotional materials. Now that The Clan is accessing files and sharing calendars, Withers is saving an hour a day of management time and is thinking about expanding internationally.

*"With Windows Small Business Server 2011, we offer a professional customer experience including self-serve bookings and access to promotional materials. This sets us apart from our competition."*

*Iain Withers, Managing Director, MB7*

- When Iain Withers delivered his last courier package in Edinburgh, he founded MB7, a cycling tourist business based in Berwickshire, Scotland.
- He also manages, The Clan, a cycle stunt team with 10 members.
- The company has 10 employees.

**Verona  
Pharma plc**  
Life Sciences -  
Pharmaceuticals

### Windows Small Business Server 2011 Standard

Windows Small Business Server 2011 Premium Add On, Microsoft SQL Server 2008 R2 Standard Edition for Small Business

## SBS 2011 Standard

May 2011



### Pharmaceutical Firm Uses Server Solution to Boost Efficiency Bringing Drugs to Market

Verona Pharma has three potential drug treatments for respiratory and inflammatory diseases under development. When a drug is approved for commercial sale, it represents the culmination of years of research and clinical trials.

To better support global researchers and international clinical drug trials, Verona Pharma upgraded to the all-in-one server solution Windows Small Business Server 2011.

The company is taking advantage of improved Microsoft SharePoint site capabilities and a larger SQL Server database to consolidate clinical data so globally dispersed researchers can access the information more easily from anywhere in the world..

*"We are dedicated to the discovery of drugs that will help improve people's lives. With Windows Small Business Server 2011, we have a platform to help us get there."*

*Lui Franciosi, Chief Operating Officer, Verona Pharma*

- Verona Pharma is headquartered in London and also has an office in Vancouver, British Columbia.
- It is a life sciences company, dedicated to the research and development of new therapeutic drugs for chronic respiratory disease.
- The company has 3 full-time employees, 6 part-time employees and 25 global consultants.



**Party Products Retailer Builds Business with All-in-One Server Solution**

To expand internationally, Talking Tables needed to upgrade its existing server and add computers to its network. Mark McCormack, Director of Talking Tables, needed to manage the computers of dispersed employees and find a more secure alternative to File Transfer Protocol. He also wanted staff to access files remotely.

With Windows Small Business Server 2011 and Remote Web Access, it is easy to set up a connected global workforce. McCormack can manage the company's IT infrastructure, avoiding a cost of £35,000 for an IT staffer's salary.

*"With Windows Small Business Server 2011, I'm not worrying about the reliability of our IT infrastructure. I can see the health status of the server, the network, and all the clients at a glance."*

*Mark McCormack, Cofounder and Director, Talking Tables*

- Talking Tables takes fun seriously, adding style to life's celebrations through its themed party table accessories and games sold at upmarket retailers online.
- The company has 25 employees and is based in London.



**Rugby Organisation Improves IT Efficiency With Virtualised Private Cloud**

The Welsh Rugby Union (WRU), the governing body of rugby union in Wales, needed to upgrade its server infrastructure to increase availability, resilience and to simplify management and reduce costs. It also needed to reduce its energy consumption and CO2 emissions.

Working with Certus IT, a Microsoft Partner, the WRU selected Microsoft technology, Microsoft Hyper-V, to set up an in-house private cloud using virtualised servers.

The organisation replaced ten servers with three hosts (two in Cardiff and one in Glamorgan) delivering better uptime, easier management and lower costs and power consumption. Now deploying a new server takes days not weeks and costs 75 percent less than it used to.

*"Buying a new server used to cost £7,000. Now, thanks to Microsoft Hyper-V, we can provision a new system for about a quarter of that. It's cheaper and easier."*

*Craig Phillips, IT Manager, Welsh Rugby Union*

- WRU is responsible for running Welsh rugby, including 293 member clubs, the Welsh national team and National Leagues and Cups.
- They own the 74,500-capacity Millennium Stadium in Cardiff.
- WRU has 200 employees.

## Liberty Wines

Retail and Distribution  
– Beer, wine and  
liquor retailing

### Windows Server Hyper-V Technology

Windows Server 2008 R with Hyper-V, Microsoft SQL Server 2008,  
Microsoft Exchange Server 2012.

## Hyper-V and System Center

Jan 2011



### Wine Importer Saves £45,000 and Improves Business Continuity with Virtualisation

Wine importer and distributor Liberty Wines wanted to speed up business processes to improve the way it met the needs of customers in the fast-paced world of fine dining. Updating its existing IT infrastructure was an important part of this plan.

After consulting with Microsoft Gold Certified Partner Managed Networks, Liberty Wines deployed a virtualised server solution incorporating Windows Server 2008 R2 with Hyper-V.

The new infrastructure reduced hardware replacement costs by £45,000 and energy consumption by approximately 60 per cent, while enhancing stability. Applications run faster so employees can provide better customer service with improved productivity. Virtual servers can be added quickly and easily, as needed, to meet the future growth of business.

*"I can get more done now. The system is easier to administer and, so far, it's been 100 per cent reliable, with no downtime."*  
Tom Brown, IT Manager, Liberty Wines

- Liberty Wines was founded in 1997.
- The company imports wine to supply to restaurants, supermarkets, and independent retailers.
- Headquarters are in central London.

## Imagem

Media and  
entertainment –  
Music industry

### Windows Server Hyper-V Technology

Windows 2008 R2 with Hyper-V, Microsoft System Center

## Hyper-V and System Center

July 2010



### Music Publisher Expedites Server Management, Aids Expansion by using Virtualisation

Imagem Music Group's relies on IT to support its growth-orientated model. With two IT staffers and a data centre that was running out of space, its U.K. division found it hard to provide the flexible, reliable, and timely services that employees required.

By deploying Windows Server 2008 R2 Enterprise with Hyper-V virtualisation technology and Microsoft System Center products, Imagem reduced its physical servers by 80 percent, saving money and leaving room to grow.

IT staff now provision new servers in one hour instead of two weeks, and add disk space in 75 percent less time. Because the high availability environment is easy to manage, the IT staff can be much more responsive to business needs.

*"Instead of taking half a day to add more hard disks, adding virtual disk space takes less than an hour, and I can do it remotely using Hyper-V, without leaving my desk."*  
Paul Vernon, Head of IT, Imagem U.K. Group Services

- Imagem Music Group manages musical works and songs for thousands of classical, rock, jazz, and pop writers and composers.
- It is a European-based publisher of music with about 200 employees and the rights to more than 250,000 musical works and songs.
- The UK division has about 70 employees.

**Smartodds**  
Professional Service

### Windows Server Hyper-V Technology

*Windows Server 2008 R2 with Hyper-V, Windows 7, Microsoft Exchange Server 2010, Microsoft Forefront*

**Hyper-V and System Center**  
May 2011



### U.K. Betting Consultancy Deploys Software to Help Customer Beat the Odds

Smartodds, a leading UK consultancy that provides information to help its customers make the best football bets, worked with IT resellers Kelway, to deploy the latest Microsoft software releases to maximise employee productivity and minimise operating costs.

The IT team recently rolled out Windows Server 2008 R2 with Hyper-V, reducing virtualisation costs by £18,000. In addition, to support improved remote and mobile working, Smartodds upgraded to Microsoft Exchange Server 2010, giving employees fast access to e-mail, text messages, and calendars from any web browser or device with an Internet connection.

*“With Windows Server 2008 R2 and Hyper-V, we saved £18,000 on hardware for our existing virtualisation cluster.”*

*Daniel Bryk, IT Manager, Smartodds*

- Smartodds helps clients make informed bets on football matches.
- The company employs 50 people, including quantitative analysts, software developers, and football experts to deliver an industry-leading service.

**Neville Lovett**  
Education –  
Community colleges

### Windows Server Hyper-V Technology

*Windows Server 2008 R2 Datacenter, Microsoft System Center (Configuration Manager 2007 & Operations Manager 2007, Microsoft Hyper-V*

**Hyper-V and System Center**  
March 2010



### Specialist School Saves £23,000 with Innovative Virtualised Environment

Neville Lovett Community School is committed to using information and communications technology (ICT) to advance independent learning and support students to reach their full potential. The school relies on ICT to support its specialist curriculum and enhance student learning.

In 2009, the school network was migrated to Windows Server 2008 R2 to take advantage of Hyper-V virtualisation technology. The solution will save the school a minimum of £23,000 over three years by reducing the number of servers purchased, and lowering licensing and power costs.

*“With Hyper-V technology and Windows Server 2008 R2, we have a solution that saves us times and money, and supports my team to develop innovative student services.”*

*Richard Markey, IT Manager, Neville Lovett Community School*

- Neville Lovett Community School is an award-winning, specialist maths and computing school.
- The school is located in Fareham and currently employs 111 staff, with 780 enrolled students.

## Smith Flow Control

High tech electronics manufacturing.

### Windows Server Hyper-V Technology

Windows Server 2008 R2, Microsoft SQL Server 2008, Microsoft Exchange Server 2007, Microsoft Hyper-V

## Hyper-V and System Center

March 2010



### Safety Products Firm Replaces Eight Physical Servers With Five Virtual Machines

Smith Flow Control, part of Halma, the U.K.-based hazard detection and life protection products group, manufactures products that are often deployed in hazardous conditions. With 55 employees, Smith Flow Control needed a more resilient IT infrastructure, but lacked specialist IT resources in-house to manage the migration.

The company chose Windows Server 2008 R2 with Hyper-V over VMware virtualisation technology. Now, instead of eight physical servers, the company uses a three-node Hyper-V cluster with five virtual machines. This has increased productivity, reliability, and disaster recovery options.

*"Live recovery of data – which used to take up to eight hours with the previous system – now takes less than five minutes."*

*Mark Van Drunick, Finance Director, Smith Flow Control*

- Smith Flow Control is part of U.K. based Halma.
- The company manufactures high tech safety products for use in hazardous operations.
- Specialist in environmental technologies.
- The company employs 55 people.

## Chester Zoo

Non-Profit

### Windows Server Hyper-V Technology

Windows Server 2008 R2 Enterprise, Microsoft Hyper-V

## Hyper-V and System Center

Oct 2009



### Zoo Supports Research and Education While Reducing Its Carbon Footprint

Based in the U.K., Chester Zoo, home to more than 7,000 animals and 400 species, provides an environment that closely resembles their natural habitats. In addition to providing a home for animals outside their natural habitats, Chester Zoo is involved in many projects that support the study and preservation of animals. Researchers participate in projects around the world and technology is an integral part of administration as researchers need direct access to their data.

With a mission to support conservation and education in the preservation and wellbeing of wildlife, the zoo needed high availability computing. IT administrator's virtualised IT systems using the Windows Server 2008 R2 operating system to provide a stable environment for important data that can be easily accessed.

*"It's not just a virtualisation solution, but an entire environment within which we can operate. Dedicated virtualisation products don't offer all the extra pieces of software that come with Windows Server 2008 R2."*

*Phillip Morris, IT Manager, Chester Zoo*

- Chester Zoo is home to around 400 species, many of which are endangered.
- The Zoo has more than 1.3 million visitors a year.
- The company has 500 employees.



### **Accountancy and Legal Group Saves £20,000 Using Virtualisation for Disaster Recovery**

Chartered accountancy and solicitor group Oury Clark wanted a multi-server off-site disaster recovery solution that could meet strict data security standards. Managers wanted to implement the most effective disaster recovery plan possible, but without over-extending the organisation financially.

Microsoft Gold Certified Partner Direct Communications Software Limited (DCSL) responded by deploying Windows Server 2008 with Hyper-V virtualisation technology. This has created a comprehensive disaster recovery solution for both of the group's sites, and a direct connection between its offices.

Oury Clark has now saved £20,000 in hardware costs and created a flexible disaster recovery solution that can retrieve lost data within 10 minutes.

*"By using Hyper-V virtualised environment we have saved at least £30,000. We haven't had to buy additional physical servers to deliver a protected efficient solution that supports both of our sites."*

*Andrew Oury, Partner, Oury Clark*

- Oury Clark is an association of firms that includes a solicitors' practice and a chartered accountants' practice.
- The company is based in U.K. with offices in the Thames Valley and London
- Oury Clark employs 100 people.

## **Do you have a great story to share?**

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