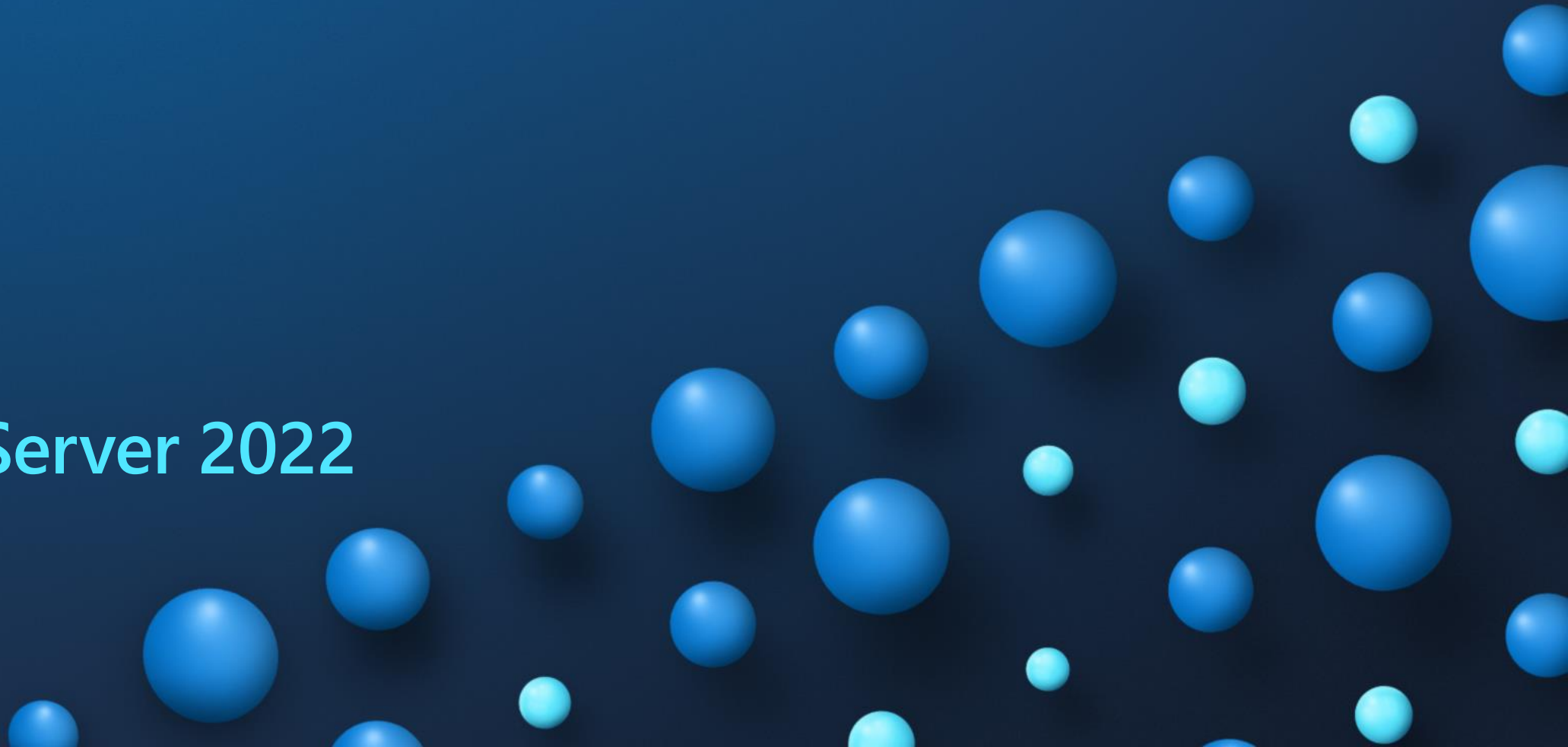




Windows Server 2022



Agenda

- 01 Know your customers
- 02 Explore the partner opportunity
- 03 Modernize with a cloud-ready operating system
- 04 Achieve more with Windows Server 2022
- 05 Features comparison & licensing
- 06 Extend your research, expand your deals





Know your customers

SMBs are focused on modernization



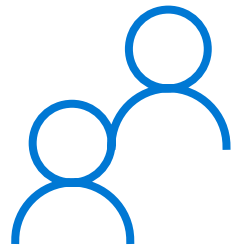
Small or medium-sized businesses ...

- Account for more than 60 percent of the global workforce
- Have 25 to 449 employees
- Usually have a dedicated, in-house IT team or have outsourced their IT to manage server infrastructure
- Usually rely on business owners (BDMs) and IT pros (TDMs) to make technology decisions



Top needs for today's SMBs

- Adopt modern technologies while keeping budget constraints in mind
- Achieve a competitive edge by transforming existing IT environments
- Transition to hybrid capabilities for better flexibility and scalability
- Maintain superior data security and compliance
- Boost productivity of remote workers



Explore the partner opportunity

Grow your business by helping your customers modernize with Microsoft

Putting partners
at the center

**“ For Microsoft to do well, you all,
as partners, have to do well. That’s
ingrained in our business model.”**

–Satya Nadella, Microsoft CEO, Inspire 2020 Global Partner Conference



Growing demand for modern technology within SMBs

The partner opportunity

Sources (in order from top):

Anurag Agrawal, Techaisle, [Delivering digital transformation benefits to SMB and midmarket customers](#), August 2020.

Jeffrey Hewitt, Gartner Blog Network, [What do you do when Windows Server 2008 ends?](#), June 2020.

Anurag Agrawal, Techaisle, [SMB and midmarket hybrid cloud adoption likely to explode exponentially](#), February 2021.

Youngeun Shin, Analysys Mason, [COVID-19 will accelerate the shift of SMB IT spending to managed service providers and systems integrators](#), September 2020.

Technology will be central to moving forward

79 percent of organizations are on a **path to digital transformation**, ranging from deploying modern, flexible infrastructure to integrating advanced IT-enabled capabilities.

It's time to upgrade from legacy

By 2022, 50 percent of organizations that don't have a **migration plan for Windows Server 2008** will be forced to migrate due to a security incident or compliance issue.

Growth-minded SMBs are embracing cloud

SMB momentum toward hybrid is expected to grow in 2021 and beyond, with a potential fivefold increase in the small business segment alone.

SMBs rely on partners for managed services

In the US, 36 percent of small businesses and 51 percent of medium-sized businesses **began or increased their use of managed services** in response to the pandemic and are likely to request additional support from managed service providers.



Modernize with a cloud-ready operating system

Show your customers how technology
investments lead to direct business benefits



Windows Server 2022

The cloud-ready operating system to boost your customers' on-premises investments with hybrid capabilities

Help your customers:

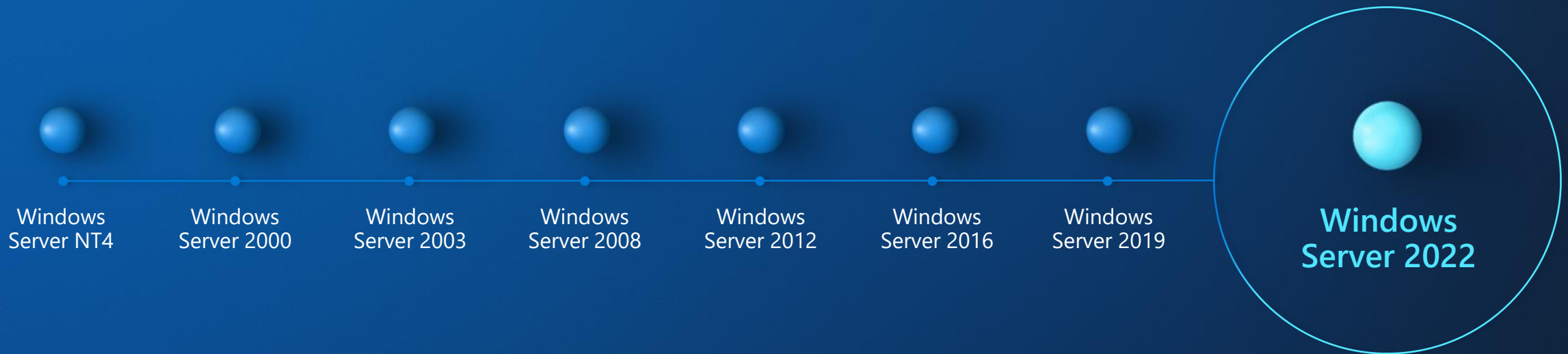
Enable cloud innovation for their business

Improve performance while lowering costs

Modernize their infrastructure for greater efficiency

Windows Server: Over 25 years of innovation

In datacenters/In the cloud





Achieve more with Windows Server 2022

The cloud-ready operating system
that helps SMBs modernize

Your customers can ...

Expect more from Windows Server 2022



Hybrid capabilities with Microsoft Azure

Extend the datacenter to Azure using a cloud-ready operating system with hybrid capabilities



Advanced multilayer security

Help protect data and apps at virtually every level of the business, starting with the operating system



More secure remote working

Empower workers through simplified deployment and management of remote apps and desktops



Modernized server infrastructure

Help transform existing infrastructure with flexible solutions like software-defined storage and networking



Hybrid capabilities with Microsoft Azure

Your customers can ...

Help achieve greater IT efficiency and cost savings with a cloud-ready operating system

Drive profit with cloud-ready hybrid capabilities that help enhance efficiency and lower costs for key functions like backup and disaster recovery

Help maximize their IT team's time and productivity with centralized, unified server administration through Windows Admin Center

Glean deeper insights into their infrastructure, network, and applications with Azure Monitor

Help improve workload uptime by automating frequent, time-consuming, and error-prone management tasks with Azure Automanage

Extend management capabilities to organize, govern, and help secure their multi-cloud environments with Azure Arc



Advanced multilayer security

Your customers can ...

Help protect their business apps and data with next-level security capabilities

Rely on holistic security to help protect both infrastructure and intellectual property against cybersecurity threats and advanced malware

Safeguard sensitive data with Secured-core solutions to help protect against inspection, theft, and tampering

Help maximize protection against emerging threats with comprehensive security across hardware, firmware, and operating system

Help detect and prevent zero-day exploits, network attacks, and data breaches with advanced threat protection

Meet industry standards for data security to help ensure data stays protected whether it resides on-premises or in the cloud



More secure remote working

Your customers can ...

Enable remote users to easily run apps and desktops from nearly anywhere

Enable users to be productive from wherever they're working with enhanced security and more seamless access to remote desktops and apps

Keep workers engaged with an enhanced remote user experience that provides access to powerful features like high-performance storage and graphics

Save time by equipping IT with streamlined tools to help perform consolidated local and remote desktop server management

Save money with simplified remote desktop license management, which enables better allocation of Client Access Licenses (CALs) for Remote Desktop Services



Modernized server infrastructure

Your customers can ...

Modernize with Windows Server 2022 for greater scalability, security, and cost effectiveness

Achieve greater datacenter efficiency and better resource management with Windows Server software-defined datacenter solutions

Scale more effectively and economically with high-performance software-defined storage and networking that's affordable for businesses of virtually every size

Get best-in-class performance, scalability, and availability for business-critical workloads like Microsoft SQL Server on Windows Server 2022

Take the lead in app innovation with a modern containerized platform for help with building more secure, reliable, and powerful apps

Deliver customer value

Help your customers accelerate success
by adopting modern technology



Help maximize investments by extending the datacenter to Microsoft Azure



Help protect business-critical data and apps with multilayer security capabilities



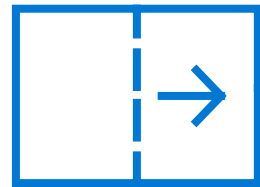
Empower remote employees to work comfortably and productively from nearly anywhere



Streamline server management across on-premises and cloud



Embrace server modernization to help improve performance and enable app innovation



Features comparison

Understand the enhancements of
Windows Server 2022

Windows Server comparison

Use cases	Key features	WS 2019 Standard	WS 2019 Datacenter	WS 2022 Standard	WS 2022 Datacenter
Hybrid	Storage Migration Service				
	Hotpatch	-	-	-	-
	Extended network	-	-	-	-
	SMB over QUIC	-	-	-	-
Security all-up	Secured-core solutions	-	-		
	System Guard for data corruption attacks	-	-		
	Trusted Platform Module (TPM) 2.0				
	Secure DNS client over HTTPS (DoH)	-	-		
	Secured data at rest and in transit (AES-256 Encryption)	-	-		
	Support for TLS 1.3	-	-		
Physical machine	Increased memory support (5-level paging support for larger memory servers)	-	-		
Virtualization server	Virtualization rights	2 VMs	unlimited	2 VMs	unlimited
	Software-defined storage and networking	-		-	
	Storage Spaces Direct	-		-	
	Storage Replica	-		-	
	In-place upgrades from WS 2012 to WS 2022	-	-		
Containers	Containers rights	unlimited	unlimited	unlimited	unlimited
	Hyper-V containers	limited		limited	
	Faster and small images				

2021 new feature	
Feature enhancement	
Quality improvement	
2019 feature as-is (no change)	
Not present	-

*Only major mid-value features listed

Windows Server 2022 Ediciones

Tecnología de clase empresarial para impulsar las empresas de cualquier tamaño

Windows Server 2022 Essentials Edition	Windows Server 2022 Standard Edition	Windows Server 2022 Datacenter Editions
es ideal para pequeñas empresas con hasta 25 usuarios y 50 dispositivos	es ideal para clientes con entornos físicos o mínimamente virtualizados	es ideal para entornos de centros de datos altamente virtualizados y definidos por software.
25 usuarios/50 dispositivos Se incluyen CAL	Ilimitado , basado en CALs	Ilimitado , basado en CALs
1 físico or virtual ¹	2 VMs	Ilimitado VMs
Debe ser la raíz del dominio	2 contenedores² Hyper-V	Ilimitados contenedores Hyper-V
Disponible en ROK y OEM	Disponible en COEM, ROK y OEM	Disponible en COEM, ROK y OEM

Windows Server 2022 Licenciamiento:

Windows Server 2022 Essentials update



Nueva SKU para reemplazar Windows Server Essentials – Windows Server 2022 Essentials (10 Core)



No cambios en el licenciamiento de Windows Server 2022 Estandar y Datacenter



Windows Server
2019 Essentials

1-5 CPUs

Hasta 25 usuarios o
50 dispositivos
– CALs están incluidas

1 Instancia física
y virtual

Debe ser
raiz de dominio

Windows Server
2022 Essentials (10 Core)

10 cores
single socket server (1 CPU)

Hasta 25 usuarios o
50 dispositivos
– CALs están incluidas

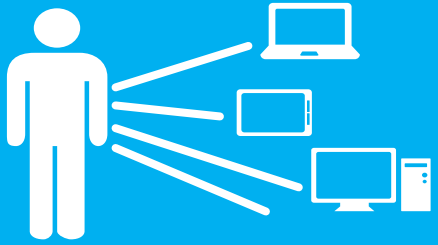
1 Instancia física
y virtual

Debe ser raiz de dominio;
Es posible que no se comercialice
para omitir la licencia mínima de

Windows Server de 16-cores
**No se puede usar como SO invitado
de HCI**

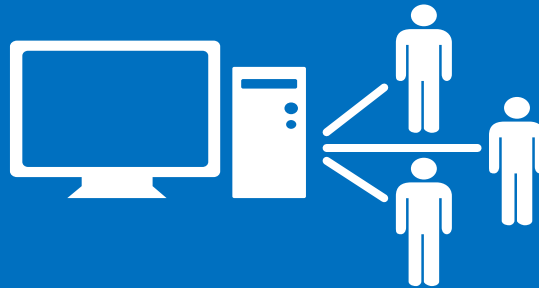
Tipos de Windows Server 2022 CALs

User CALs



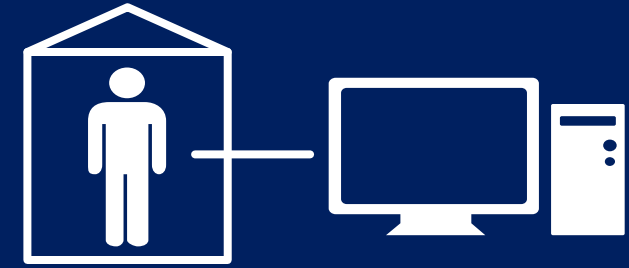
Usuario único con dispositivos ilimitados

Device CALs

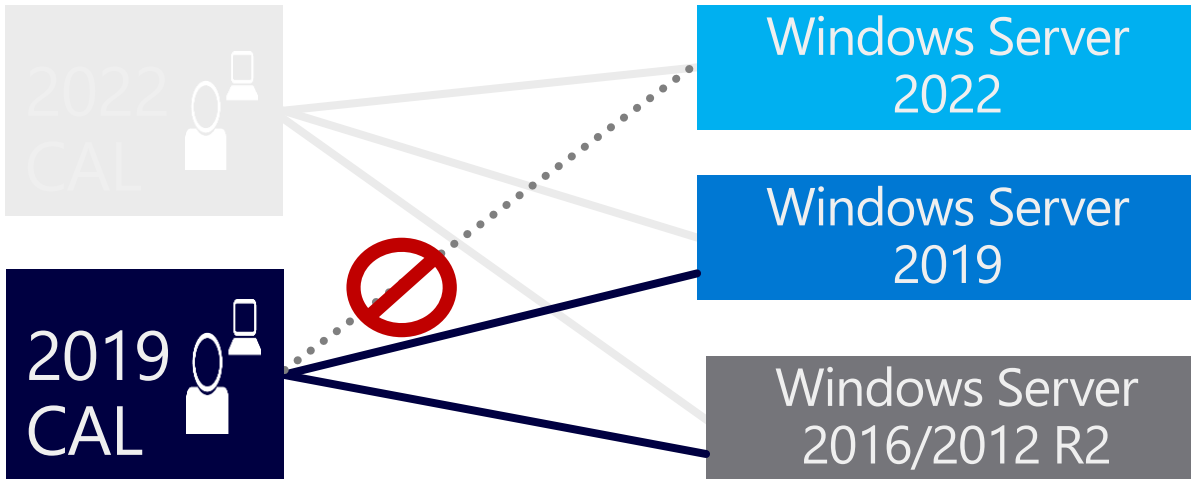


Dispositivo único con usuarios ilimitados

RDS CALs



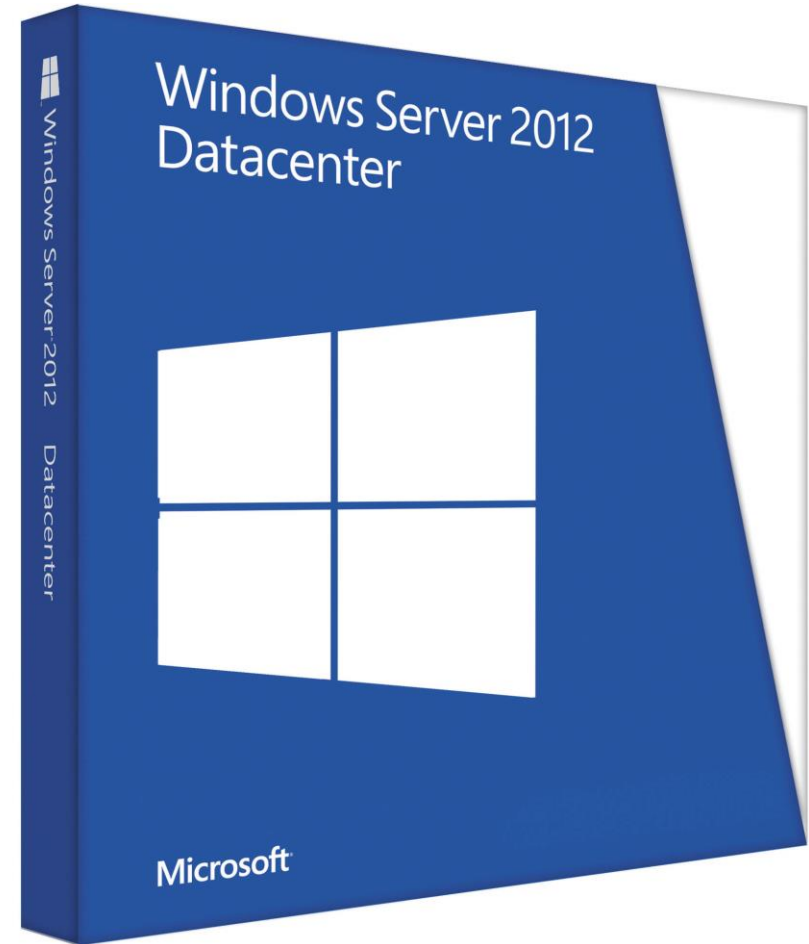
Necesario para el acceso a escritorios remotos



- CALs son necesarias para **acceder a cualquier instancia de Windows Server** y deben ser compradas de forma separada.
- CALs Windows Server 2022 **permiten acceder a Windows Server 2022 o cualquier versión anterior.**
- CALs son **agnósticas al canal y a la marca** del servidor.
- **CALs RDS son obligatorias** para acceso al escritorio remoto del servidor y deben ser activadas. Sólo se venden a través del **canal ROK**

Impulso de ventas

- › **Windows Server 2012 y 2012 R2** finalizaran el soporte técnico en octubre de 2023
- › La **seguridad** es refresh-driver nº 1
- › ROK via HPE
- › Aumento de precio del **10%** para Standard, CAL y RDS, **CSP / OPEN** inmediatamente, **OEM 1 de febrero de 2022.**



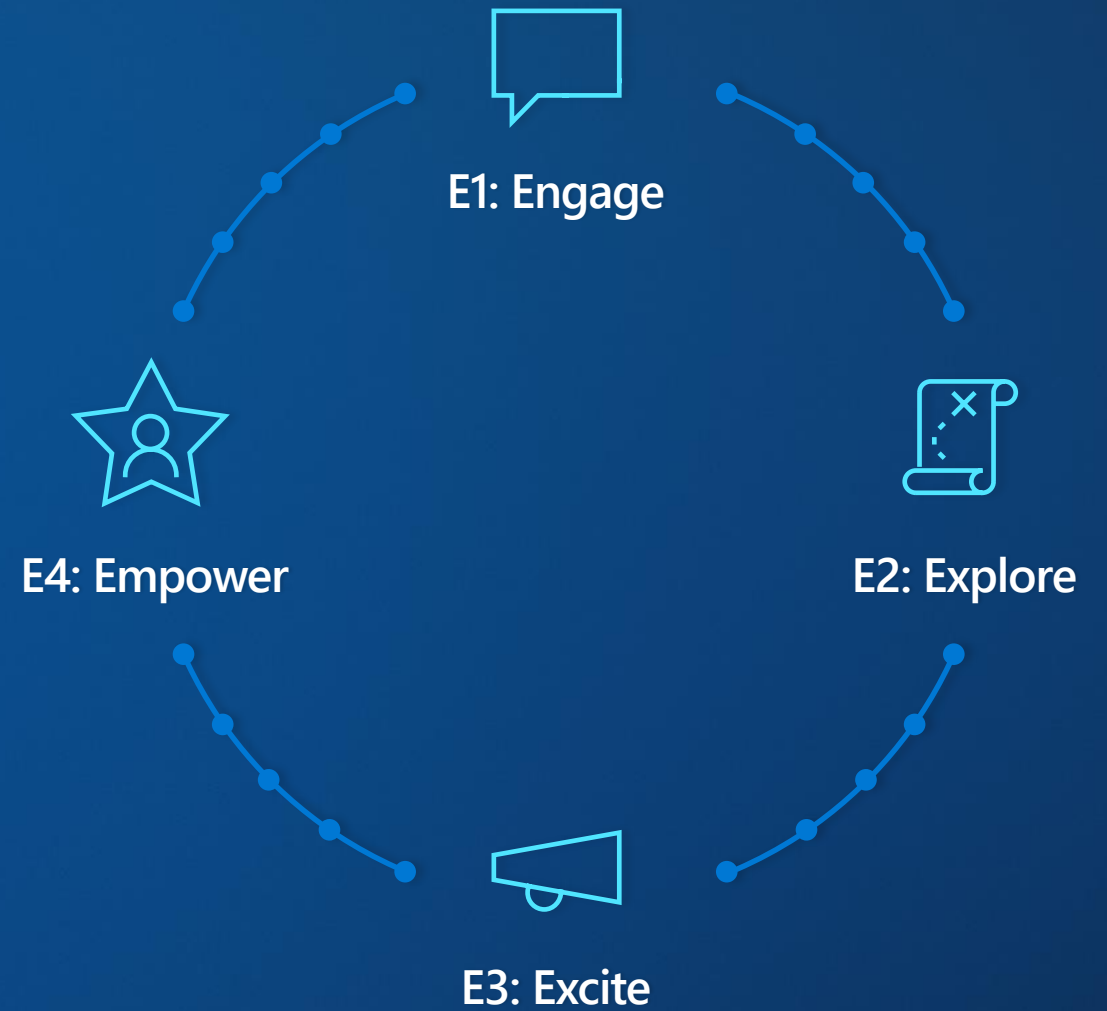


Section 06

Connect with your customer

Use the 4Es to make a meaningful impression

Energize the sales cycle with the 4Es





E1: Engage

Learn about your customer by asking simple questions

What makes your company unique?

How many employees do you have? What are their roles?

What challenges have your IT pros overcome this year?

What challenges are you still facing?



E2: Explore

Strive to truly understand your customer's challenges by asking deeper questions

Does your current hardware and software allow you to interact with modern technologies?

How is your organization handling work-from-home scenarios?

Is your existing infrastructure limited to on-premises, or are you using cloud capabilities in some way?

What are your top concerns about security?



E3: Excite

Highlight Windows Server 2022 features that specifically address your customer's needs

Examples include:

Modernize server infrastructure with Windows Server software-defined (WWSD) datacenter capabilities

Centralize server management capabilities with Windows Admin Center—whether on-premises or in the cloud

Add multilayer security at virtually every level of business to help reduce the risk of threats and breaches

Help bring innovation to existing apps through a modern, centralized platform



E4: Empower

Help your customer get the most from Windows Server 2022

Showcase cloud-ready capabilities

Highlight the benefits of software-defined storage and networking

Propose reimagined server management with Windows Admin Center

Recommend new hardware integration with Secured-core solutions

Reinforce the ease and power of remote desktops and apps



Section 07

Address customer concerns

Listen actively, resolve collaboratively



Anticipate top concerns

Why might SMBs hesitate to upgrade?

Cost: Belief that new solutions are too expensive or that there's not enough budget for them

Usefulness: Belief that new solutions don't offer anything necessary for greater success or competitiveness

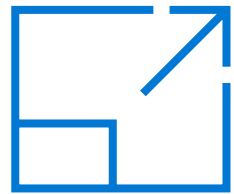
Already satisfied: Feeling satisfied with what they already have

Confusion: Feeling unsure of what else to invest in



Address concerns in four steps

1. **Listen** completely to your customer's "no" | Don't interrupt
2. **Acknowledge** their concerns and show you understand | Repeat back in your own words
3. **Suggest** a solution that meets their specific needs | Make it a conversation, not a pitch
4. **Close** by answering all concerns and asking for the sale | Be direct, relevant, and kind



Extend your reach, expand your deals

Partner with us to take advantage
of joint selling opportunities



Join the Microsoft Partner Network

Get ready

Differentiate yourself

Build and deliver successful solutions

Get ready

Preparation, readiness, and skills



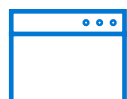
Build a practice and stay informed

[Windows Server partner opportunity](#)



Drive customer success with technical and presales support

[MPN benefits and support](#)



Check out free training
on the Learning Portal

[Microsoft Learning Portal](#)



Become an official partner
in the MPN Community

[MPN Community](#)

Differentiate yourself

Attain advanced specializations that demonstrate deep knowledge in cloud readiness, Windows Server, and Azure



Competency

Attain and maintain gold competency



Performance

Achieve required performance thresholds



Knowledge

Know what it takes for smooth cloud adoption

Build and deliver successful solutions

- Engage with customers to plan their next deployment of Microsoft technologies
- Provide end-to-end guidance built by Microsoft best-in-class engineering
- Create new sales opportunities that can speed business growth



Extend reach

Gain access to specific go-to-market programs, and be prioritized in customer searches in the Microsoft Partner Directory



Enable adoption

Prioritize customer business objectives and high-value planning, and accelerate deployment to the latest software environments



Expand deals

Create unique opportunities with software deployments and upgrades to secure long-term relationships with customers for recurring revenue streams



Get support

Work with a distributor for access to resources to help you serve your customers and build your business

What's next?

[Learn more about Windows Server 2022](#)

[Explore Windows Server 2022 resources](#)





Thank you