

A One-Stop Reseller Sales Battlecard for Windows Server 2019

In the wake of the COVID-19 pandemic, the market in which we are now selling is volatile and uncertain. Business customers are looking for ways to rapidly uncover cost savings and productivity gains, without significant financial outlay. Windows Server 2019 gives customers an opportunity to retain the control and performance of their on-premise server environment, with the cost-effectiveness and scalability of the cloud.

Here's how to pitch Windows Server 2019 to your customers and overcome their key objections.

Key triggers to upgrade

- End of support for Windows Server 2008 and 2008 R2
- Security threats
- Compliance
- Capacity needs
- Datacenter contacts expiry
- Refresh hardware and software
- Integrate acquisition
- Application innovation

The hybrid element of Windows Server 2019 is a key selling feature:

34% of SMBs are currently using hybrid cloud

41% of SMBs are considering hybrid cloud deployments as a future option

74% of SMBs would consider Azure for their hybrid cloud deployments

Source: On-prem Hybrid Study 2018

Why do your customers need Windows Server 2019?

Faster innovation for applications

Enables developers and IT pros to create cloud-native apps and modernise their traditional apps using containers and micro-services.

Hyperconverged infrastructure

Evolve the datacenter infrastructure to achieve greater efficiency and security.

Unique hybrid capabilities with Azure

Extend the datacenter to Azure to maximise existing investments and gain new hybrid capabilities.

Advanced multi-layered security

Elevate the security posture by protecting the datacenter, starting with the operating system.

Why do they need it now?

If your customer's current server is out of date, highlight the benefits of upgrading:

Benefit

How to explain:

Performance gains

Windows Server 2019 can help optimise operations, build sales and offer enhanced performance and increased storage.

Better security

Windows Server 2019 can help secure and protect data, stay ahead of emerging threats and help with regulatory and compliance demands.

The latest version offers enhanced, end-to-end security that will protect your entire organisation.

Move workloads to the cloud

You can move to the cloud on your own terms, with modern hardware and a cloud-connected operating system, so you have the connectivity and flexibility you need to be prepared for the future.

Application Innovation

Modernise traditional Windows and Linux applications and improve operations by better collaboration to deliver applications faster.

Understanding your customers





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Understanding the product

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Understanding the product

Windows Server Feature Comparison

	Features	2008 R2	2012 R2	2016 R2	2019 R2
	Storage Migration Service Enhanced Azure AD authentication	✗	✗	✗	✓
	Synchronising file to Azure	✗	✓	✓	✓
	VM protection System Insights	✗	✗	✗	✓
	Storage Spaces	✗	✓	✓	✓
	Unified management Enhanced Storage Spaces Direct Storage Replica	✗	✗	1/2	✓
	Data deduplication	✗	1/2	✓	✓
	Enhanced Windows Defender Advanced Threat Protection	✗	✗	✗	✓
	Shielded VMs for Windows Device guard	✗	✗	✓	✓
	Shielded VMs for Linux Cluster hardening	✗	✗	✗	✓
	Windows Server containers	✗	✗	✓	✓
	Linux containers Kubernetes platform support	✗	✗	✗	✓

Types of Windows Server CALS

Single user with unlimited devices

Ideal for companies with employees who need to have roaming access to the corporate network using multiple devices and from unknown devices.

User CALS deliver increased value and flexibility. With device proliferation there's a growing trend of more devices per employee and it's easier to track users who can add devices at no additional cost.

Single device with unlimited users

Ideal for companies with multiple users for one device, such as shift workers.

Device CALS may make more economic and administrative sense if your company has workers who share devices.

Required for advanced server functionality

Ideal for companies with users that need advanced server functionality such as access programs, the full desktop remotely, or active directory.

Both a Windows Server CAL (user or device) and an Additive License is required for remote desktop access and rights management access.

Highlight Windows Admin Centre as a key feature

Windows Server 2019 is equipped with Windows Admin Centre, which gives your customers all-important control and visibility over their hybrid server infrastructure. It's highly secure, simplified and integrated. It can also help bridge your customers to hybrid by providing optional Azure integration and easy set-up of high-value services.

How much does it cost?	Nothing. It comes with a Windows Server 2019 license at no additional charge.
How is it accessed?	Authorised users can securely access it from any browser.
What can it be used for?	<ul style="list-style-type: none">• General server management• Troubleshooting, configuration and maintenance• Remote or branch office systems management• Streamlined HCI management
Does it work with existing management tools?	<p>Yes. It complements existing management tools:</p> <ul style="list-style-type: none">• Azure security and management• Remote Desktop• System Center• Remote Server Administration Tools <p>It's a great alternative to using Remote Desktop for ad-hoc management.</p>
Is it easy to deploy?	Yes. Users can get up and running in less than five minutes.

Understanding your customers

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Questions to ask your customers

- How old is your server hardware and what operating system are you using?
- Have you had to spend money to maintain them recently?
- Are you aware of the security risks associated with outdated hardware and software?
- Does your business have plans to move to the cloud in the future?
- What applications are you currently running or plan to run in your server environment?
- How quickly are your server storage needs increasing?

What SMBs are looking for:

FIRST SERVER	"Boost your efficiency and productivity"
SERVER UTILISATION WITH VIRTUALISATION AND CONTAINERS	"Don't pay more to virtualise"
DISASTER RECOVERY	"Know you're covered in a disaster"
FAILOVER CLUSTERING	"Ensure business continuity from hardware failure"
FLEXIBLE AND COST-EFFECTIVE STORAGE	"Efficiently manage your data and storage costs"
HYBRID CLOUD	"Move to cloud on your terms"

Dos and Don'ts

DO	DON'T
<ul style="list-style-type: none">• Focus on the value and benefits of upgrading to modern hardware coupled with Windows Server 2019	<ul style="list-style-type: none">• Openly critique the capabilities of previous Windows Server versions.
<ul style="list-style-type: none">• Make sure the customer understands the security and compliancy risk of using Windows Server 2008/2008 R2 beyond its end of support (January 14, 2020).	<ul style="list-style-type: none">• Inspire panic by focusing too heavily on the issues associated with the end of support for Windows Server 2008
<ul style="list-style-type: none">• Steer the conversation to how Microsoft can help provide direct business benefits, such as enhanced security, better data analysis, and the flexibility of cloud.	<ul style="list-style-type: none">• Critique their previous decisions to focus solely on either on-premise infrastructure or cloud

How to win

- 1 **Focus on your customers' specific challenges and goals** – e.g. security, scalability, reliability and consolidation.
- 2 **Highlight the features that match their pain points** – e.g. enhanced security features, virtualisation and container storage, better disaster recovery, time and cost savings.
- 3 **Lead with Windows Server 2019** – explain how it builds on the foundation of Windows Server 2016, but offers vital new features.
- 4 **Highlight the hybrid feature** – on-premise and cloud, the best of both worlds.
- 5 **Explain the benefits of Windows Admin Centre** – reveal how it helps them manage and control their servers from anywhere.

Objection handling

Objection

"We're happy with the hardware and operating system we have."

"My data is secure with my current server."

"Getting to the cloud is too time consuming and complicated."

"Isn't virtualisation expensive?"

"I heard my data is less secure in the cloud"

What to say

Support for Windows Server 2008 and 2008 R2 has ended, but end of support is a new beginning for your business.

New servers running Windows Server 2019 offer a range of performance, security, and business benefits that create new opportunities for businesses to grow, protect your customers, and stay up to speed with a rapidly changing business and technology landscape.

By maximising your technology and infrastructure investments with Windows Server 2019, you can capture direct business benefits, including higher sales and profitability, lower costs, and better data analysis.

As Windows Server 2008 and 2008 R2 have reached end of support, you will no longer receive security updates, potentially leaving you vulnerable to security threats.

With new hardware and Windows Server 2019 you can help secure and protect your data, stay ahead of emerging threats, and help meet regulatory and compliance demands.

Windows Server 2019 enables an easy migration path to the cloud on your own terms.

When you invest in a cloud-connected operating system, you get the continuity and flexibility of migrating to the cloud on your timeline and when you are ready.

Windows Server 2019 includes support for virtualisation and containers at no extra cost.

More organisations are using virtual machines (VMs) than ever before.

Upgrading to Windows Server 2019 will enable you to create more VMs and support your growing business needs while preparing your workloads for future cloud initiatives.

Windows Server 2019 has built-in security features to help you fight potential breaches.

Your workloads are protected with multiple layers of built-in security, whether workloads run on-premises or in a hybrid or cloud environment.

Answering licensing questions

Do I need user licenses?

Yes. You will need a **Windows Server CAL** for every user or device that accesses your Windows Server 2019 Datacenter or Standard edition server. Each server accessed by external users must also have an External Connector (EC) license.

Do CALs come with the server license?

No, a separate base Client Access License (CAL) must be purchased per internal user or device accessing the server. One base External Connector (EC) is also required per server accessed by external users or devices. Additive licenses are required for access to advanced functionality.

How is a CAL different from a Windows Server 2019 license?

The Windows Server license grants the right to install and use the server software.

The CAL gives users—or devices—the right to access it.

What is an External Connector?

If you want external users—such as business partners, external contractors, or customers—to be able to access your network, you have two licensing options:

- Acquire CALs for each of your external users.
- Acquire External Connector (EC) licenses for each server that will be accessed by your external users.

What are additive licenses?

Base licenses provide access to standard functionality in Standard and Datacenter editions. Additive licenses provide access to advanced server functionality like Windows Server Remote Desktop Services and Windows Server Active Directory Rights Management Services.

Is a CAL required for Windows Server 2019 Essentials?

No. Essentials is for small businesses with up to 25 users and 50 devices.

Which edition is more suitable for cloud environments?

Datacenter edition is more ideal for highly virtualised datacenters and cloud environments, while the Standard edition is for physical or minimally virtualised environments.

Additional resources

Explore Windows Server 2019: <https://www.microsoft.com/cloud-platform/windows-server>

Windows Server 2008 and 2008 R2 End of Support: <http://www.microsoft.com/cloud-platform/windows-server-2008>

Learn how to upgrade to the latest Windows Server: <https://docs.microsoft.com/windows-server/get-started/installation-and-upgrade>