

Lower your costs by migrating off your UNIX/RISC platform.

With a Microsoft-Intel–based enterprise platform solution.

With a Microsoft-Intel platform, you can make a quantum leap in business agility, data center efficiency and IT value.

The high cost of UNIX/RISC platform maintenance

The high cost of maintaining and upgrading UNIX/RISC solutions creates a conundrum for many businesses: whether to pay the upfront costs and accept the risks of migration, or to bear the cost of staying in their legacy environments. The UNIX/RISC market has been in decline for many years, and the transition toward open standards–based solutions continues to accelerate. The reason is no secret. Standards-based computing platforms offer comparable support at a substantially lower cost and with a far greater choice of vendors and solutions.

Get all the performance and RAS+S you need

Microsoft® Windows Server® 2008 R2, running on the latest Intel® Xeon® processor 7500 series–based servers, delivers a tremendous leap in mission-critical capability and can give you all the reliability, availability, serviceability and security (RAS+S) you need while reducing your costs. You'll save power, cooling and labor costs while delivering more capacity in the same footprint. Microsoft and Intel continue their platform leadership, with higher performance per processor to support more applications and users per server, so your business can grow without expanding your data center.

Take advantage of additional benefits

Microsoft and Intel offer cost benefits across key components—software licensing, maintenance and data center costs. Now you can realize savings through economies of scale, by moving toward a consistent operating environment across your enterprise. What's more, the widespread availability of people with Windows® skills will enable you to simplify and drive down the cost of recruiting by opening access to a larger pool of trained professionals. Finally, you'll have more choice and greater flexibility in selecting vendors, products and services.

Microsoft-Intel alliance

Microsoft and Intel have cultivated a strategic relationship to provide compelling options for platform modernization. This relationship will broaden the options available to customers and allow them to upgrade to a more powerful infrastructure that cuts costs while saving space.

Solution highlights

- Reduce your operational costs
- Respond faster to changing business requirements
- Improve application and database performance
- Lower data center space, power and cooling requirements
- Replace aging hardware and software

Step into the future with confidence

If you're ready to lower your costs and expand your options, Microsoft and its partners can assist you with a migration from your UNIX/RISC platform to the Microsoft Application Platform running on Intel Xeon processor 7500 series–based servers. With this support, migration often costs less than upgrading your UNIX/RISC platform and tends to deliver higher value. Finally, you can step into the future with confidence. Why wait any longer? The time to act is now.

Your next step

Contact your Microsoft account manager or the Microsoft Enterprise Platform Modernization organization.

For NA and LATAM, contact Michael Dee Hester (mihester@microsoft.com).

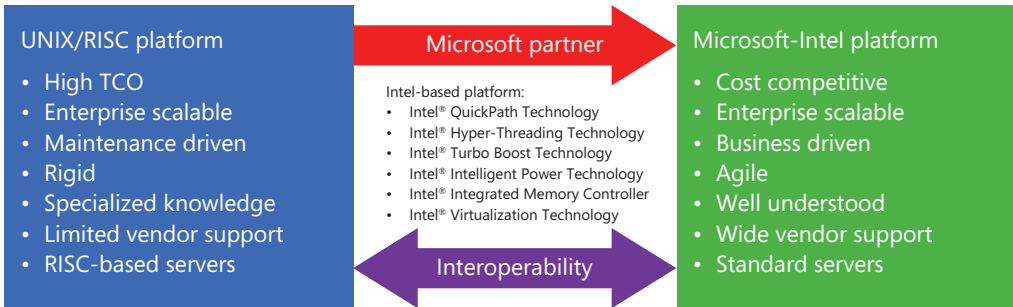
For EMEA, contact Lars Mikaelsson (larsm@microsoft.com).

"The cost savings that were projected at the beginning of the project turned out to be real. Everyone, including our CFO, was pleased with the move."

Brent Eckhout,
SAP Technical Systems
Manager, Lockheed Martin,
Missiles and Fire Control

How do Microsoft and Intel stack up to your UNIX/RISC platform?

Microsoft software running on Intel processor-based servers offers exceptional value for enterprise IT solutions and provides comprehensive support, all the way from client systems to mission-critical databases and applications. Microsoft and its partners can help you identify the appropriate migration strategy and ensure that your migrated applications are interoperable with your legacy applications until the migration is complete.



Microsoft-Intel platform and migration services

Benefits at a glance

- Lower your costs by consolidating more applications on fewer servers
- Ensure uncompromising RAS+S while deriving unprecedented value from your infrastructure investments
- Build an agile, energy-efficient data center by virtualizing mission, business and life-critical applications with confidence
- Scale to your most demanding, mission-critical, enterprise requirements with the Windows Application Platform running on Intel Xeon processor 7500 series-based servers at a fraction of the cost
- Increase high-load performance without increasing power consumption

Microsoft-Intel solution stack

Microsoft Application Platform



Microsoft Windows Server 2008 R2 Hyper-V™ and SQL Server® 2008 R2 are designed to work with the latest Intel Xeon processors based on the Intel® microarchitecture, code name Nehalem.

- Designed for business-critical (enterprise) applications and database workloads
- Ideal for businesses that want greater performance with a lower total cost of ownership (TCO) over UNIX/RISC

Intel Xeon processor 5600 series



The newest generation of intelligent server processors—automatically regulates power consumption, combining industry-leading energy efficiency with intelligent performance that adapts to your workload.

- Up to 6 cores
- 12 threads per socket
- 12-MB shared L3 cache
- 18 memory DIMM slots
- New Intel® AES-NI encryption instructions

Intel Xeon processor 7500 series



Combines intelligent performance that automatically adapts to the diverse needs of a virtualized environment with advanced reliability and scalability.

- 8 cores/16 threads per socket
- Up to 8 sockets and 64 cores
- 24-MB shared L3 cache
- 128-MB DIMM slots
- With node controllers, supports expandable servers up to 256 sockets

Intel Xeon processor 6500 series



Offers the mission-critical security features of the Intel Xeon processor 7500 series in a two-socket processor designed for highly threaded, memory-intensive database applications and virtualized workloads.

- 8 cores/16 threads per socket
- 18-MB shared L3 cache
- 32 memory DIMM slots

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