

Top Ten Reasons to Scale-Up Your Mission-Critical Platform

A New Generation of Scalable Server Platforms Powered by Intel® Xeon® Processor 7500 Series and Windows Server® 2008 R2 with SQL Server® 2008 R2

Scale-up to a new generation of server platforms powered by the Intel® Xeon® processor 7500 series and Windows Server® 2008 R2 with SQL Server® 2008 R2 to increase the performance of your applications while minimizing acquisition and operating costs. Tight integration of hardware and software help you realize the scalable performance, advanced reliability, and agility you need to ensure your most important applications meet the demands of your business.

1

Uncompromising Availability — Deliver the level of business continuity necessary for mission-critical applications while minimizing downtime caused by hardware or power failures or natural disasters by using SQL Server 2008 R2 support for Hyper-V™ Live Migration.

2

Advanced Reliability — Ensure uncompromising reliability for your critical applications that keep you in business, while driving unprecedented value from your infrastructure investments. Intel Xeon processor 7500 series-based servers offer more than 20 new reliability, availability, and serviceability (RAS) features, including dynamic reassignment of workloads across CPUs, interconnect error detection/recovery, and individual virtual machine recovery in virtualized environments.

3

Scalable Performance — Experience performance increases of more than 20 times over servers based on single core processors by scaling to 256 logical processors and 2TB of memory capacity on Windows Server 2008 R2. Directly connect multiple processors to each other with four advanced, high-bandwidth interconnect links and help your mission-critical applications harness the processing power of the multi-socket Intel Xeon processor 7500 series.

4

Flexible Virtualization — Build an agile, more energy-efficient data center and virtualize mission- and business-critical applications with confidence using a flexible, powerful virtualization infrastructure. Run virtualized mission-critical applications more efficiently with Intel Virtualization Technology FlexMigration and Hyper-V support for 64 logical processors in a host processor pool.

5

Faster Insight — Use SQL Server 2008 R2 to more effectively mine and analyze large volumes of data, creating continuous business insights and speeding innovation. Share and collaborate on rich analyses among end users using Microsoft Office Excel® 2007 and Microsoft Office SharePoint® Server 2007 in an IT managed environment.

6

Business Agility — Make it easier to deploy new business services and optimize the performance and flexibility of your application with the latest mission-critical processors from Intel combined with flexible and robust operating system and database software from Microsoft. Gain the agility to make business process changes and software upgrades on the fly, by moving running applications to other servers with no perceptible downtime.

7

Efficient System Management — Enable end user productivity with a familiar platform backed by more than twenty years of close technology partnership between Microsoft, Intel, and industry-leading hardware partners. Utilize Microsoft System Center to increase visibility across mission-critical applications and reduce the unique IT skills required to operate separate management tools.

8

Enhanced Platform Flexibility — Gain an enterprise-ready alternative to expensive and inflexible mainframe-based platforms. Servers with the Intel Xeon processor 7500 series give you a new choice for an industry standard platform that delivers the reliability, availability, serviceability, and scalability you need for your mission-critical applications at a fraction of the cost.

9

Dramatically Lower TCO — Reduce costs without sacrificing performance, manageability, or security by migrating from RISC/UNIX platforms to servers powered by Intel Xeon processor 7500 series and Microsoft software. Achieve substantial savings in software support and licensing costs without extra fees for OLAP, data mining, data compression, partitioning, encryption, and other features. Decrease server maintenance costs through server consolidation and virtualization initiatives.

10

Energy Efficiency — Reduce energy costs while boosting performance on multiple applications/user environments and data-demanding workloads while enabling denser data center deployments through improved performance-per-watt with Intel Xeon processor 7500 series and Windows Server 2008 R2.