

# Windows Server 2008 and Microsoft SQL Server 2008

Together on the Frontline to build a reliable and ready foundation for better business outcomes



## Overview

- Build a solid foundation for your business workloads
- Deliver rich web-based applications effectively
- Provide a highly secure level of protection for your network, data and business
- Consolidate and deliver information for better decision-making
- Count on HP, Microsoft® and our partners, Together on the Frontline, to deliver enhanced solutions that are reliable and ready to implement, so that you can focus on what matters most

## Get ready for a new generation

If you're like most companies, you have invested in your IT platform to boost competitiveness. But you also need a reliable and ready IT environment that aligns more closely with business goals—from desktop deployments to management and security—while maintaining a cost-effective and stable adaptive infrastructure.

Windows Server® 2008 and Microsoft SQL Server® 2008 can help you reach these goals. You can count on HP and Microsoft partners who are skilled on both technologies to get you there much faster.

## Why partner with HP and Microsoft?

Choosing the right partner is more critical than ever. As part of the extensive worldwide network, HP and Microsoft partners have the skills, expertise and certifications to help you successfully build or migrate to Windows Server 2008 and SQL Server 2008.

Windows Server 2008, with its built-in web and virtualization technologies, is a robust and reliable foundation on which to develop, deliver and manage rich user experiences and applications; provide a highly secure network infrastructure; and reduce costs while increasing technological flexibility and value within your organization.

SQL Server 2008 is a highly secure, reliable and scalable platform that reduces the time and cost of managing any type of data. SQL Server simplifies development of data-driven applications, while delivering the right information to virtually all users, anywhere.



FRONTLINE PARTNERSHIP

## Did you know?

- HP has several labs dedicated to testing key Microsoft applications and Windows Server 2008 on the latest HP hardware and software technology.
- HP works with companies like yours to customize training for your staff on Windows Server 2008 and related products and solutions.
- HP publishes technical white papers, sizing tools, reference architectures and recommended configurations to assist with the HP hardware and Microsoft software configuration selections.
- Microsoft and HP, respectively, represent the first and second largest Windows Server implementations in the world.
- HP sells more Windows®-based servers than any other company in the world, and is the number 1 platform for Microsoft Exchange Server, Microsoft Office SharePoint Server, Microsoft SQL Server, Oracle®'s PeopleSoft, SAP and Siebel applications, as well as JD Edwards and Oracle databases on Windows environments.

## Technology leadership

Confidently consolidate, virtualize and manage IT with Windows Server 2008 and SQL Server 2008 on world-leading server and storage platforms—HP ProLiant, BladeSystem, Integrity and StorageWorks. We offer a broad choice of rigorously tested and certified AMD and Intel®-based servers and storage, including Intel Itanium®, for Windows Server solutions.

The HP ProLiant platform is one of the industry's most complete platforms designed for virtualization with tools for easy deployment, unified server hardware and application management. And both HP ProLiant and BladeSystem servers are designed to be the most powerfully efficient computing platforms.

Plus, the HP StorageWorks Dynamic Capacity Manager (DCM) software for HP StorageWorks Enterprise Virtual Arrays will be among the first to support the new Grow and Shrink capability within Windows Server 2008, allowing you to set up automatically executed policies to reduce storage management time and costs, as well as power and cooling, while increasing storage utilization.

## Reliable and ready

You can count on HP, Microsoft and local technology partners, Together on the Frontline, to deliver enhanced solutions that are reliable and ready to meet your unique business needs. You can have the confidence that HP, Microsoft and our partners will continue to support your business each and every step of the way. We deliver uniquely valuable technology experiences for your business through impressive technologies, a complete portfolio of total care services and award-winning support.

HP and Microsoft have a global network of more than 22,000 joint channel partners who can help design, implement, manage and support Windows Server 2008 and SQL Server 2008-based solutions for your business. These Frontline Partners have the certification, skills and expertise to leverage HP and Microsoft technology to drive solid business results for your organization. To find one near you, visit [www.hpmsfrontlinepartners.com](http://www.hpmsfrontlinepartners.com) (in the U.S.).

## More than two decades of cooperation and collaboration

HP and Microsoft continue to combine our strengths to deliver integrated solutions to help you make smart IT decisions in changing business environments. Our engineers work side-by-side to research, develop and test innovation, such as server power management, embedded systems management, integrated virtualization and multi-core performance optimization.

We operate a global test network—now upgraded to Windows Server 2008—to help ensure that even the most complex scenarios are tested before deployment in your environment.

And because HP StorageWorks and Microsoft align technologies early in the development process, you will have the sizing and configuration tools to deploy your solutions simply and quickly with HP StorageWorks external arrays—all fully tested with Windows Server 2008 and SQL Server 2008 to enable better performance.

## Learn more

For more information about migrating and consolidating on Windows Server 2008 and SQL Server 2008, visit [www.hp.com/go/ws08](http://www.hp.com/go/ws08) and [www.hp.com/go/sqlserver2008](http://www.hp.com/go/sqlserver2008).

© 2008 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

Microsoft, Windows Server, Windows and Microsoft SQL Server are U.S. registered trademarks of Microsoft Corporation. AMD is a trademark of Advanced Micro Devices, Inc. Intel and Itanium are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries. Oracle is a registered trademark of Oracle Corporation, Redwood City, California.

4AA1-8270ENW, February 2008



FRONTLINE PARTNERSHIP