Hybrid server solutions for SMB customers

Messaging framework

Overview: This document is designed for Microsoft teams and partners that work with SMB customers. This document is intended to guide messaging for CDS partners looking to inform their customers of the features and benefits of a hybrid solution for file storage and SQL Server with Windows Server 2019. While many of the sections are copy ready, we recommend that you continue to adapt this copy to meet your particular market and communication needs. Any product feature claims described in this document should not be changed.

Market opportunity and target audience

Opportunity and context	While small- and mid-sized businesses (SMB) have been hearing about the cloud for some time, many of them run primarily older, on-premises servers such as Windows Server 2008 or Windows Server 2012. These customers have many reasons for wanting to keep their servers on-premises, including concerns around the security of their infrastructure, the need for control of their legacy data, or questions about the maintenance and cost of upgrading or moving away from the status quo. **Increasing interest in cloud and hybrid services** Despite the rationales for remaining on-premises, there are strong indications that SMBs are ramping up their knowledge and trial of cloud services. According to a recent internal Microsoft study of IT decision makers: • 69% of IT decision makers in SMB or lower mid-market say they have increased their cloud investments over the past 24 months. • 56% indicate they research cloud services on an ongoing basis. • 24% are conducting cloud trials on an ongoing basis, and 32% say they are conducting cloud trials every six months. • An offer to bundle cloud services with a hardware purchase from a manufacturer would motivate 88% to 95% of customers to consider cloud services. Also, cloud service credits and service-specific training are the top two incentives for SMBs to migrate to the cloud. To help our partners realize this opportunity to move their customers to hybrid environments, Microsoft is working with device partners to create preconfigured solutions, including credits through the distributor and reseller community. **Hybrid workload opportunity** A hybrid approach combining on-premises and cloud environments makes sense for SMB customers. It enables them to innovate their organization, ensure business continuity, and leverage Microsoft Azure services without disrupting their existing applications or infrastructure.

	As SMB customers begin to plan their hybrid solution and how it will fit their organization, two types of hybrid workloads and scenarios emerge as the most relevant to the needs of these customers: SQL databases and file hosting. SQL databases includes warm/cold storage, machine learning, and artificial intelligence needs at an organization. File hosting includes file storage, remote user access, and disaster recovery in the cloud. Working with SMB customers to move these workloads to a hybrid environment will provide an opportunity to test a cloud environment and see measurable business benefits.
Target audience	**Business decision makers (BDMs):** • Vice presidents, IT directors, general managers • BDMs are looking to balance smart technology investments with capabilities to help reach business goals. • Tone should focus on the business benefits and the expected performance improvements without using technical jargon. **Technical decision makers (TDMs):** • IT directors, database administrators, applicanntions engineers, IT managers, network engineers, systems analysts, network architects • TDMs are looking for cost-effective solutions that can easily integrate with the company's existing systems to help meet their business goals, all with a focus on security and compliance. • Tone should focus on real costs, end-user benefits associated with technical features, and expected business performance improvements. **IT pros:** • Network architects, database administrators, software developers, information security analysts, system engineers, programmers, systems analysts • IT pros are looking for high-quality, easy-to-deploy, and simple-to-manage solutions that help them do more with less budget and fewer resources. • Tone should focus on the technical solution and how it will work, including ease of implementation, management, and compatibility. **Business owners:** • Business owners recognize that technology can be a core differentiator for business success but need guidance and expertise to make that happen (often via outsourcing to a partner). • Like the BDM audience, tone should focus on the business benefits of a new technology solution without getting bogged down with technical jargon.

Key messages

Core value proposition	Hybrid cloud solutions enable a future-proof, long-term approach for businesses. Maximize your existing investments by bridging your on-premises environment with Microsoft Azure services.
Taglines	"The operating system that bridges on-premises and cloud."
Short message statement (25 words)	Build a long-term approach for your business and take advantage of future-ready technologies by bridging your on-premises environment with Microsoft Azure services, enabling mobility, innovation, and security across your business.
Medium message statement (50 words)	By extending your on-premises operations to Azure cloud, Windows Server 2019 gives you the best of both worlds with advanced hybrid capabilities across security, application innovation, and hyper-converged infrastructure. Through integration with Azure and centralized management for some of your most common workloads, including SQL Database and file hosting, Microsoft provides a truly consistent hybrid environment.
Long message statement (100 words)	Bridge your on-premises environment to the cloud with the latest Windows Server and modern hardware, designed to provide a unique hybrid platform. Grow your business and extend operations to the cloud with the security, innovation, and infrastructure capabilities of Windows Server and Microsoft Azure. Begin your hybrid cloud journey with a workload-focused approach. You get the flexibility to modernize workloads at your own pace by choosing the optimal path for your cloud journey. Seamless integration of Windows Server 2019 with Azure brings significant benefits, like increased storage and compute power, more control of your file storage and database systems, and enhanced security and compliance features in the cloud to protect your data while enabling mobility for employees.
Common objections to moving to a hybrid server solution	*I have complex security needs—customer data, sensitive employee information—and I can't risk that data being compromised.* By implementing a hybrid solution with Windows Server 2019, your business gets enhanced security features to help better protect from emerging threats and evolving security risks. Advanced controls let you designate what can run on your servers and detect when unauthorized users or machines are trying to connect. These upgrades help ensure your business can meet regulatory and compliance objectives. —including GDPR and HIPAA.

I'm comfortable with my on-premises server; it meets my needs, and my team understands how to manage it.

Evolve from older operating systems to a truly consistent hybrid cloud with Windows Server 2019 and Azure, enabling your business' growth with a future-ready approach. The newest version of Windows Server has been updated with a focus on user experience and adoption, helping the latest versions to feel more intuitive and easier to learn while delivering long-lasting gains in performance, reliability, and continuity.

I've been using this database for years, and I'm worried about the amount of data I would need to migrate.

Microsoft knows migration. Your huge data needs can be migrated to new servers in a cost-effective, straight-forward, expertly-managed way. For records that you don't access regularly, you'll see savings on storage by using Azure for "cold storage." With a hybrid solution, the data you own gives you intelligence and actionable insights, such as the ability to understand customer patterns, product performance, and maintenance issues with the computing power of the cloud. This information can help you innovate your business. You'll also save time and money with new programs and technology, including Internet of things (IoT) sensors, remote monitoring, and predictive analytics.

This system is working for my storage needs. I'm worried about the time and cost of making a change, especially if I don't need to.

Servers are no longer simply about storage. For your server needs, a hybrid solution enables scenarios that are impossible (to achieve? Missing words here?) solely on-premises. These scenarios didn't exist a few years ago. You can have total disaster recovery and backup of your data in the cloud to help ensure maximum business continuity. Support workers in the office, at home, or on the go with secure file access systems that can be reached from any device. Many employees already use third-party cloud solutions to enable mobility—solutions that are out of the control of the business. Access insights and analytics with advanced business intelligence capabilities, getting more from the data that you have so you can better serve your customers and your employees. Also, changing compliance regulations mean more and more that organizations must meet security standards that that upgraded systems can help to facilitate.

File hosting

Top-level messaging	Respond to increasing file storage needs with flexibility, control, and security. A hybrid approach to file storage enables mobility and business continuity while helping secure your organization and ensure compliance with regulatory standards.

Messaging pillars	Innovation	Control and flexibility	Security	Growth
Description	Unlock new possibilities with flexible, scalable hybrid file storage solutions. Access insights that can help you optimize operations, build sales, and streamline your business.	Bridge your existing infrastructure to the cloud with a hybrid solution that lets you maintain your existing investments while planning for your future growth and direction. You can also gain better control to reduce latency for instant access to your business data.	Elevate security posture for your business-critical application data and files across the hybrid environment whether data is in transit, at rest, or in use.	Hybrid cloud enables a future-ready, long-term approach to your ongoing infrastructure and data needs.
Key messages	**Get more from your customer data and historical data** with access to innovations and technology, including advanced analytics, business intelligence, and machine learning. **Enhanced data storage abilities unlock new possibilities** for organizations to gain better and faster business insights. **Meet increasing data and storage requirements**. The latest Windows Server offers increased storage and computing abilities to store large amounts of business data and gives you flexibility to move older or infrequently accessed data to Azure for better retention. **Control and manage your file storage** with the ability to back up	**Help ensure true business continuity** with backup and recovery capabilities in the cloud. **Protect files and data** against lost devices, damaged servers, electrical outages, and other disasters. Share files quickly while **enabling remote mobility and collaboration**, so employees can get more done from virtually anywhere. Synchronize shared folders and control access levels. With a hybrid approach to file storage, users can **access files on any device** through a secure cloud location with secure identity and access controls. Built for hybrid flexibility with capabilities to **access data the way**	**Users will no longer rely on less secure, uncontrolled, or self-monitored solutions,** including storing to personal cloud storage solutions or an unsecured file storage device like a flash drive. **Access and download files on any device** with full security protocols and company-controlled identity management through Azure Active Directory. **Help protect your data** to meet organizational security and compliance commitments. **Safeguard your workloads and data before and after disaster strikes.**	**Scale up and down quickly** with flexible cloud solutions that let you pay only for the storage you need. **Evolve your organizational infrastructure** to meet compute and storage needs on high-performant local disks with the flexibility to easily scale. **Save on computer power**—get faster performance and access to high-compute analysis and insights without increasing costs or slowing other processes. The latest Windows Server offers **increased storage and computing abilities** to enable your future growth and adaptability.

	and store older files in Azure while keeping regularly accessed files on-premises.	**you want.** Storing your business data near your preferred geographical location can help you minimize performance overheads, as this provides instant access to your business data with little to no latency. Regulated industries with on-premises data requirements can continue to store regulated data on-premises while moving application data and files to the cloud according to business needs, giving the organization **complete control over its data.** **Monitor the performance and availability of applications and workloads,** whether they are on-prem or in the cloud. **Secure your resources,** protect your data, and monitor app health.		
Proof points	Build software-defined storage using industry-standard servers with local storage that can scale up to 4 PB per storage pool and 64 TB per volume. With Azure, you can create a maximum of 200 storage accounts per region per subscription, including both standard and premium	Storage Migration Service (SMS) helps you migrate servers and their data without reconfiguring applications or users. Gain flexibility to choose between synchronous and asynchronous replication based on location and network latency.	Windows Server 2019 with the SMS proxy installed automatically opens and closes correct firewall ports during migrations. Azure file share is encrypted at rest using Azure Storage Service Encryption through 256-bit AES encryption, one of the strongest	Mirror-accelerated parity lets you create volumes that are part mirror and part parity for 2x better performance on Storage Spaces Direct deployments. Windows Admin Center delivers an elegant, browser-based HCI management interface for remote management, including software-

	accounts, with a limit of 5 PB of maximum storage for each account. Enhanced data storage abilities unlock new possibilities for organizations to optimize their business intelligence and data analysis with access to cloud-based advanced analytics, machine learning and artificial intelligence capabilities.	Storage Replica supports synchronous and asynchronous replication. Synchronous replication mirrors data within a low-latency network site with crash-consistent volumes, while synchronous replication mirrors data across sites beyond metropolitan ranges over network links with higher latencies. Centrally manage storage migration using SMS extension for Windows Admin Center and perform scalable migrations of many servers simultaneously to new targets running on-premises or in Azure. Add protection against failing servers and extend your on-premises file servers to Azure Files. Transform Windows File Server into an on-premises tier of Azure Files. Enable replication of volumes between servers or clusters for disaster recovery.	block ciphers available, and in transit using SMB 3.0 and HTTPS. Securely migrate unstructured data from anywhere into Azure and modern Windows Servers. Storage Replica supports industry-leading security technology, including packet signing, AES-128-GCM full-data encryption, support for Intel AES-NI encryption acceleration, and pre-authentication integrity man-in-the-middle attack prevention. Storage Replica utilizes Kerberos AES256 for all authentication between nodes. Storage Replica offers you the ability to switch workloads to safe locations before catastrophes (when granted a few moments' warning) and after a disaster strikes; all data will exist elsewhere without any possibility of loss.	defined network configuration and monitoring. It also seamlessly integrates with Azure. Windows Server 2019 includes support for a new generation of server hardware including Storage Class Memory, which drastically improves performance for server applications.

SQL databases

Top-level messaging	Extend your SQL Server databases to the cloud without changing your apps. Take advantage of innovation in the cloud, including artificial intelligence and machine learning, to transform and grow your business.			
Messaging pillars	Innovation	Flexibility and control	Security	Growth
Description	Gain better, faster business insights by extending your SQL Server databases to the cloud.	Enable SQL Server to seamlessly retrieve both on-premises and cloud-based data in response to queries with a true hybrid approach	Help protect and secure your data, on-premises and in the cloud, with end-to-end adherence to compliance requirements and security objectives.	Prepare your business for the next evolution in technology with access to advanced analytics and intelligence from SQL Server powered in the cloud.
Key messages	**Store large amounts of historical data in the cloud** with the ability to query that data and gain insights, without the cost of increasing your on-premises storage. Built-in intelligence improves **business application performance.** **Innovate across your organization** with access to machine learning and artificial intelligence.	Decide what data moves to the cloud and what stays on-premises. This **gives your business control over its data,** which is crucial to regulated industries. Low-cost Azure storage for historical data **eliminates the need to expand local storage while providing backup and recovery.** **Monitor the performance and availability** of applications and workloads, whether they are on-prem or in the cloud.	**Help to ensure protection for your business-critical application databases** from any kind of natural disaster or failure with orchestrated "single-click" application recovery in Azure. **Meet regulatory and compliance objectives** with enhanced security features that help to protect your business and your customers. Your application database on the modern data platform **protects your application data from suspicious database activities,** potential vulnerabilities, and SQL injection attacks.	**Bridge SQL Server to the cloud to unlock future technology** and new advances in machine learning, artificial intelligence, IoT, and analytics. Evolve your IT infrastructure to **achieve compute and storage needs at the same time** on high-performance local disks with the flexibility to easily scale. **Create inexpensive, space-efficient storage** without sacrificing performance using mirror-accelerated parity. Use a modern data platform to drastically **improve performance for**

				server applications and their databases.
Proof points	Build software-defined storage using industry standard servers with local storage that can scale up to 4 PB per storage pool and 64 TB per volume. With Azure, you can create a maximum of 200 storage accounts per region per subscription, including both standard and premium accounts, with a limit of 5 PB of maximum storage for each account. Microsoft SQL Server gives you enterprise-class scalability with a maximum database size of up to 524 PB. And in Azure SQL, you are allowed to create a maximum of 20 database servers per subscription in any region with a maximum limit of 5000 databases on each server. Optimize operations with access to artificial intelligence and machine learning run on the latest servers. Connect devices, streamline existing processes, and identify inefficiencies. Enhance data storage abilities to unlock new possibilities for organizations to optimize their	Simplified pre-migration assistance helps you upgrade to a modern data platform. Scale your application databases on the fly when demand for your app grows from a handful of devices and customers to millions. Stretch cold data to Azure for cost-efficient, nearly bottomless capacity using SQL Server Stretch Database. SQL Database Managed Instance provides the broadest SQL Server engine compatibility and native virtual network (VNET) support so you can migrate your SQL Server databases to SQL Database Managed Instance without changing your apps. The Data Migration Assistant (DMA) helps you upgrade to a modern data platform by detecting compatibility issues that can impact database functionality with the new version of SQL Server or of Azure SQL Database.	SQL Server Always Encrypted provides encryption for your data in motion. Row-Level Security (RLS) and other advanced SQL Server security features also work with Stretch Database to protect your data. The best-in-class disaster recovery capabilities of SQL Server Always On Availability Groups can be used to protect SQL databases, while Azure Site Recovery replication can replicate the web and app tiers. Azure SQL Server databases can be tightly secured to help satisfy most regulatory or security requirements, including HIPAA, ISO 27001/27002, and PCI DSS Level 1. SQL Threat Detection allows you to receive alerts upon suspicious database activities, potential vulnerabilities, and SQL injection attacks, as well as anomalous database access patterns. SQL Threat Detection alerts provide details of suspicious activity and recommend action on how to investigate and mitigate the threat.	Next-generation management tools let you manage and monitor hyper-converged infrastructure. Mirror-accelerated parity lets you create volumes that are part mirror and part parity for 2x better performance on Storage Spaces Direct deployments. Windows Admin Center delivers an elegant, browser-based HCI management interface for remote management, including software-defined network configuration and monitoring as well as seamless integration with Azure. Windows Server 2019 includes support for a new generation of server hardware including Storage Class Memory, which drastically improves performance for server applications.

	business intelligence and data analysis. Tune and protect your database with built-in intelligence to improve your business application performance and protection.	SQL Server Stretch Database lets you dynamically stretch warm and cold transactional data from SQL Server 2016 to Azure.		