

Addressing the SMB retail crisis with Microsoft SQL Server 2017

Retail faces more cyberattacks than any other industry.¹ According to a 2017 study, the average cost of a data breach to smaller sized companies was over 125 thousand dollars and as much as 7 million dollars for larger organizations.²

Microsoft SQL Server 2017 is here to help

There have been close to 10 billion stolen records since 2013. However, only 4% of breaches were “Secure Breaches” where encryption was used and the stolen data was rendered useless.³

SQL Server 2017 provides an **Always Encrypted** feature that protects data at rest and in motion. SQL Server 2017 also arms retail organizations with row level security and Dynamic Data Masking.

SQL Server 2017 helps retail businesses gain competitive advantage with:

- Most secure platform with least amount of vulnerabilities – 7 years in a row⁴
- Advanced analytics with industry-leading price/performance
- Helping retailers increase profitability by enabling the use of sales, inventory, and customer data to help shape retail strategy.⁵

Why Lenovo servers with SQL Server 2017

- Lenovo, the first vendor to certify solutions for SQL Server 2017, offers Microsoft certified SQL Server DWFT and OLTP solutions to support a range of retail business needs
- #1 Servers in customer reliability and satisfaction⁶
- Lenovo servers have over 88 industry awards and benchmarks, many of which are top SQL Server scores⁷

Go to **Lenovo Solutions** page to see the latest certified configurations:

<https://www.lenovopartnernetwork.com/us/data-center-workloads/#bp-lpn-en-usen-ca-data-center-workloads-sql-server-solutions-panel>

1 Corinne Ruff, 5 numbers to know about retail cybersecurity, Feb. 13, 2017, RetailDive.com. 2 2017 NetDiligence Cyber Insurance Claims Study. 3 DATA BREACH STATISTICS, breachlevelindex.com. 4 NIST Vulnerability DB 2016. 5 Microsoft Whitepaper: Retail Insights Harnessing the Power of Data. 6 Lenovo Servers #1 in Reliability (ITIC Report 2016-2017), Lenovo Servers #1 in Customer Satisfaction (TBR Report 2016). 7 Randall Lundin, Lenovo Press, 8 Nov 2017 Form Number LP0810.

Avoid overpaying for Microsoft software

Purchase Microsoft software with your new server as a Lenovo part number with a Reseller Option Kit. ROK is a [software distribution model](#) that is a cost effective, install-ready kit to help you deploy Microsoft software on Lenovo hardware. [Watch video: http://bit.ly/lenovoROK](http://bit.ly/lenovoROK).

Lenovo ROK advantage

Lenovo ROK Advantage	Lenovo OEM ROK	Un-branded COEM	Microsoft "Open" Volume License
Price	Often best price*	Varies, but typically 3 to 5% more*	Varies, but typically 20 to 30% more
Free setup support	Yes	No	No
Downgrade media	Yes	No	Yes, from Microsoft
Lenovo HW certified	Yes, with tested drivers	No	No
Simplified ordering	Yes, with Lenovo part #	No	No
Portable license	Yes, with SA or reassignment rights options		Yes
Software assurance	Yes, can be purchased within 90 days		Yes, with license purchase
VM mobility	Yes		

Lenovo™


SQL Server 2017 streamlined purchasing

Lenovo SQL Server 2017 ROK comes in Standard edition and is bundled with Windows Server 2016 as a single part number. After selecting a Lenovo server, retail customers simply need to follow two steps:

Need your solution fast? **ThinkSystem TopSeller** models are pre-configured, stocked at Distribution, and ready for immediate shipment.


STEP 1

Choose OS + SQL Server 2017 bundle part number based on customer's virtualization requirements



WS 2016 Datacenter

- High density virtualization
- Unlimited virtual instances
- Supports failover / clustering




WS 2016 Standard

- Low density or no virtualization
- Two virtual instances
- Essentials GUI is a role in Standard

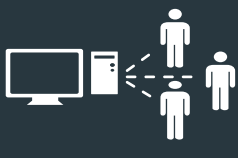
STEP 2

Attach CALs (SQL ROK requires both OS CAL & SQL CAL)



User CAL

- Single user with unlimited devices
- Ideal for companies with employees who need to have roaming access to the corporate network using multiple devices, as well as from unknown devices



Device CAL

- Single device with unlimited users
- Ideal for companies with multiple users for one device, such as shift workers

Note: The CAL must be the same version or newer – for example, to access SQL Server 2017 one must use a SQL Server 2017 CAL (CALs from older editions of SQL Server may not be used). This is true for OS also.

*Pricing varies by market and channel partner, Lenovo makes no guarantees to pricing estimates shown.
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