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Client Logo



Embracing the New Mission Critical with Microsoft SQL Server 2012

Contoso

Microsoft Corporation

December 6, 2012

innovation²
frontline partnership



Executive Summary

Contoso Today

Microsoft are privileged to present this proposal to enable your IT and business organizations to increase productivity, reduce total cost of ownership, maximize operational efficiency and become more agile. To help illustrate the many advantages and significant cost savings from Microsoft solutions, we have included information about Microsoft SQL Server 2012 and how standardizing on Microsoft platforms can deliver value.

This report describes the TCO benefits of moving from SAP/Oracle to SAP/Microsoft SQL Server . With lower TCO through standardization on Microsoft platform you could enable your IT and business organizations to increase productivity, maximize operational efficiency and become more agile. To help illustrate the many advantages and significant cost savings from Microsoft Application Platform, we have included information about SQL Server and how migrating existing SAP/Oracle to SAP/Microsoft SQL Server delivers value.

Contoso - TCO Summary

- Estimated 5-Year NPV of **\$ 14.37 M**
- Migrating from Oracle to SQL Server can provide benefits with an estimated payback in about **7** months.
- Ongoing Software Maintenance Costs are estimated to be **\$ 1.60 M** lower with SQL Server (**57%** lower than Oracle)
- An Additional **\$ 2.85 M** (or **14%**) in saving may be seen in DBA and Developer lower salaries for repurposed and future hires.

Key Benefits of Microsoft SQL Server 2012 Infrastructure

Mission Critical Confidence

Enable mission critical environments including availability and performance at low TCO.

- Deliver required uptime and data protection, server to cloud without wasting time and money.
- Gain breakthrough and predictable performance backed by industry-leading benchmarks.
- Help enable security and compliance with built-in security and IT controls.

Breakthrough Insight

Unlock new insights with pervasive data discovery across the organization.

- Enable accessible intelligence across the organization through managed self-service BI, IT dashboards, and SharePoint collaboration.
- Quickly extract insight from ever greater volumes of data with rapid exploration and discovery using new tools and models.

Cloud on Your Terms

Create and scale solutions fast, on your terms from server to private or public cloud.

- Reduce complexity and accelerate time to solution through appliance and private or public cloud offerings.
- Optimize IT and developer productivity across server and cloud with common tools.
- Extend the reach of data virtually anywhere across server and/or cloud with expansive developer technologies.



Microsoft would like to offer no-cost migration services to **Contoso** to help realize the potential of moving Oracle to the Microsoft platform.

Microsoft and HP

Oracle customers have concerns about moving forward with Oracle/Sun, including the risks of getting locked into a single vendor with high licensing costs and a difficult path to tread when it comes to modernizing servers and software or, in some cases, no upgrade path at all. Microsoft SQL Server and HP have partnered to offer a software and hardware package that will support today's mission critical workloads and provide a clear roadmap for the future while keeping costs under control.

Microsoft & HP – Perfect Combination of Hardware and Software

Performance & Reliability

- Improved speed and memory capabilities with the power of Intel® Xeon® processor 7500
- Superior virtualization, availability, and reliability
- Simplified management and reduced management time
- Integrated platform for BI, database, analysis and reporting
- Ease of installation and use

Growth & Future Infrastructure

- Reduced infrastructure management costs put IT resources back into growing the business
- Upgraded enterprise applications plus HP Converged Infrastructure provide agility for innovation
- Industry-standard components provide architecture for maximum scalability

Choice & Risk Mitigation

- Technology and market leadership of HP, Microsoft, and Intel
- Freedom from single-vendor lock-in
- Standards-based infrastructure supports best-of-breed choice
- Rich Windows ISV ecosystem ensures strong solutions portfolio
- Strong alliances between HP, Microsoft and Intel

Cost Efficiency

- Lower Microsoft SQL Server database licensing costs
- Lower energy costs and reduced floor space
- Lower operational and staffing costs
- Reduced infrastructure management costs put IT resources back into growing the business
- Upgraded enterprise applications plus HP Converged Infrastructure provide agility for innovation
- Industry-standard components provide architecture for maximum scalability

“With the new Microsoft Application Platform and HP infrastructure, our SAP system performance is three times faster than our previous Sun/Solaris/Oracle solution.”

Ahmet Ihsan Ceylan, Chief Information Officer, Arçelik



“We did not need to switch from the Solaris UNIX-based environment. We were very comfortable in the UNIX environment, and we had a lot of knowledge and experience in UNIX. But we decided to go to Windows® and Microsoft SQL Server® because we determined that we could get the same performance in Windows® that we did in UNIX—with better overall costs.”

Adolpho Daher, It Infrastructure Manager, Suzano Pulp and Paper



Read the full case studies and other customer evidence at www.microsoft.com.

The New Mission Critical

Microsoft is setting new standard for mission critical platforms—helping you get the uptime and performance you need at a low TCO, backed by built-in enterprise security and support for virtually any data. Common architecture and tools enable Hybrid IT infrastructures which help move your business forward and unlock new business models. Microsoft SQL Server 2012 offers integration with Microsoft Office and better security, developer productivity, and business intelligence tools than Oracle Database

Key advantages of Microsoft SQL Server 2012 over Oracle 11g include:

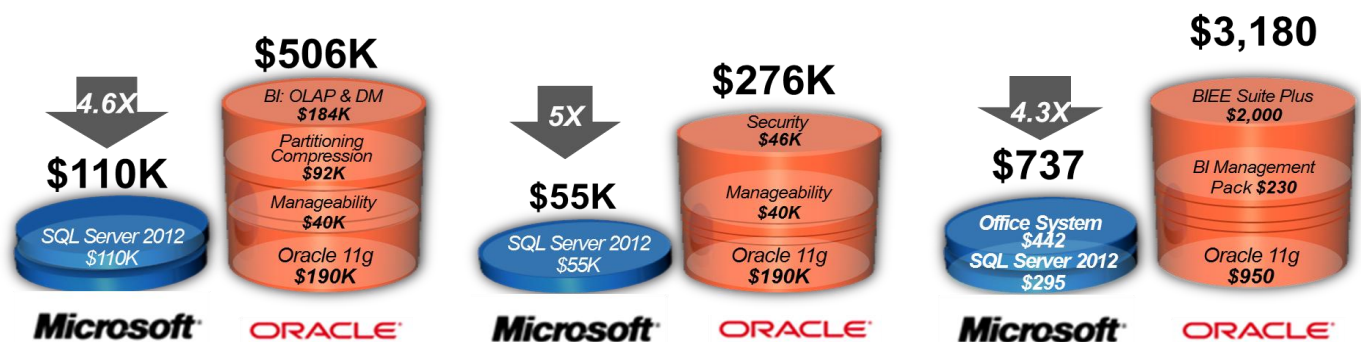
- Scalability and performance
- Fewer database vulnerabilities
- Self-service business intelligence tools

	Microsoft SQL Server 2012	Oracle 11g
Mission Critical Performance, Scalability and High Availability	✓	✓
Self-service business intelligence tools out-of-the-box	✓	
Flexible deployment across on-premise, private and public cloud	✓	
Native integration with Microsoft SharePoint and Microsoft Office	✓	
More Secure (Less Vulnerable)	✓	
Developer productivity with industry leading development tools	✓	
Total-Cost-of-Ownership	✓	

DATA WAREHOUSING (core licensing)

OLTP (core licensing)

BUSINESS INTELLIGENCE (core licensing)










1. For OLTP and DW scenario, the price comparison is based on a server with 2 proc, 4 core
2. For DW scenario, we assume two physical servers for SQL Server (1 for relational database and 1 for OLAP analytics running SSAS)
3. For BI scenario, the price comparison is based on per user licensing on 100 users
4. Comparison is between SQL Server 2012 Enterprise Edition and Oracle 11g Enterprise Edition

Microsoft SQL SERVER 2012 VS. ORACLE

ADVANTAGES OVER ORACLE 11g

- **TCO:** In a recent survey of Oracle customers in mid market SQL Server has advantage in TCO (+22%), and simplicity (+16%). (Source: Microsoft, survey of 100 Oracle users in mid market, December 2009)
- **Scalability:** SQL Server outperforms Oracle 11g at 100GB, 300GB, 1TB & 3TB TPC-H price/performance benchmark (Source: Transaction Processing Performance Council (www.tpc.org)).
- **Security:** SQL Server experienced fewer security vulnerabilities over the last four years, compared with over 375 critical security vulnerabilities in Oracle's database products. (Source: National Vulnerability Database (NIST) as of January 2009).
- **BI:** SQL Server is in the leader's quadrant in Gartner's Magic Quadrant for BI. (Source: Gartner, January 2011)

Get more value from Microsoft SQL Server 2012

Key Features	SQL Server 2012 (included)	Oracle 11g (extra cost)
Scalability and performance	<ul style="list-style-type: none"> • > 15,000 Partitioning (table and index) • Parallel Operations 	<ul style="list-style-type: none"> • Partitioning 
High availability (always on)	<ul style="list-style-type: none"> • AlwaysOn • Geo-clustering • Active Secondaries • Online Operations • Resource Governor • HA for StreamInsight • Windows Core support 	<ul style="list-style-type: none"> • Real Application Clusters • Total Recall • Active Data Guard 
Enterprise security	<ul style="list-style-type: none"> • Advanced 3rd Party Key Management • Transparent Data Encryption • Auditing on all SKUs • Audit Filtering/Resilience, User Defined Audit • User Defined Roles & Default Schema Group • Contained Database Authentication • Label Security Toolkit 	<ul style="list-style-type: none"> • Audit Vault • Advanced Security • Label Security 
Data warehousing	<ul style="list-style-type: none"> • ColumnStore Index • Data Compression • Query Optimizations • Change Data Capture (CDC) for Oracle • Partition Aligned Index Views 	<ul style="list-style-type: none"> • Advanced Compression • Partitioning 
Advanced business intelligence	<ul style="list-style-type: none"> • Power Pivot & Alerting • Power View, Semantic BI model • SSRS, SSAS, SSIS • Data Mining, MDS, DQS 	<ul style="list-style-type: none"> • OLAP • Warehouse Builder • Data Mining 
Non-relational	<ul style="list-style-type: none"> • Spatial, FileTable, FileStream 	<ul style="list-style-type: none"> • Spatial 
Enterprise manageability	<ul style="list-style-type: none"> • Performance Data Collection • Policy-Based Management • SQL Server PowerShell • Database Tuning Advisor • Database Replay • Auto Patching • SQL Server Data Tools 	<ul style="list-style-type: none"> • Management Packs • Diagnostic Packs • Real Application Testing 

Why Customers Migrate...

“One of the reasons for migrating from Oracle to SQL Server was a lower total cost of ownership. Our new platform is giving us a competitive advantage over our peers and puts us ahead of the game in our industry.”

Michael Enright, Chief Architect, Forest Oil

Top Reasons to Migrate to Microsoft SQL Server 2012

To read these reports, visit www.microsoft.com.

Microsoft SQL Server 2012 delivers an ROI of up to 189% with a 1 year payback period.

Source: Total Economic Impact Of SQL Server 2012 Upgrade, a commissioned study conducted by Forrester Consulting on behalf of Microsoft, March 2012

Microsoft DBAs run more mission critical databases, when compared to Oracle DBAs.

Source: Microsoft SQL Server and Oracle Database: A Comparative Study on Total Cost of Administration (TCA)

Microsoft SQL Server delivers six nines (99.9999%) uptime availability.

Source: Microsoft Case Study: Stratus Technologies

Microsoft SQL Server is the most secure of any of the major database platforms.

Source: ITIC: SQL Server Delivers Industry-Leading Security, Sept 2010

Microsoft SQL Server is the uncontested leader in TPC-E Performance Benchmarks.

Source: PC-E Top Ten Performance Results

Microsoft SQL Server delivers a 460% savings in annual cost of administration per database over Oracle.

Source: Microsoft SQL Server and Oracle Database: A Comparative Study on Total Cost of Administration (TCA)

Microsoft outpaced the Business Intelligence software market with 23.6% growth based on revenue in 2010.

Source: Gartner, Market Share: All Software Markets, Worldwide, 2010, March 30, 2011

Microsoft SQL Server overtakes IBM DB2 to claim no. 2 spot in 2009 RDBMS license revenue.

Source: IDC WW RDBMS 2009 Vendor Analysis: Top 10 Vendor License Revenue by Operating environment, August 2010

PowerPivot was voted one of eWeek's Top 10 Technologies of 2010.

Source: eWeek 2010 Products of the Year: Messaging and Collaboration

Microsoft SQL Server reduces downtime by over 20% by migrating an SAP ERP environment to Microsoft SQL Server.

Source: Microsoft SQL Server TCO Study for SAP ERP Customers

Microsoft enables Perfect Combination of Hardware and Software



Database Consolidation RA

- Private cloud for SQL
- Planning toolkit, dynamic provisioning, Chargeback, integrated management and smart updates

Universal Database Solution for Mission-Critical x86

- High performance OLTP solution
- 3x sustained IOPS (up-to 700k) than Exadata
- 10x faster time to production as compared to Exadata

Data Warehouse Appliance

- True MPP architecture
- Available in multiple form factors to suit your needs
- ½ the acquisition cost of Exadata and 1/3 the total cost over 3 years

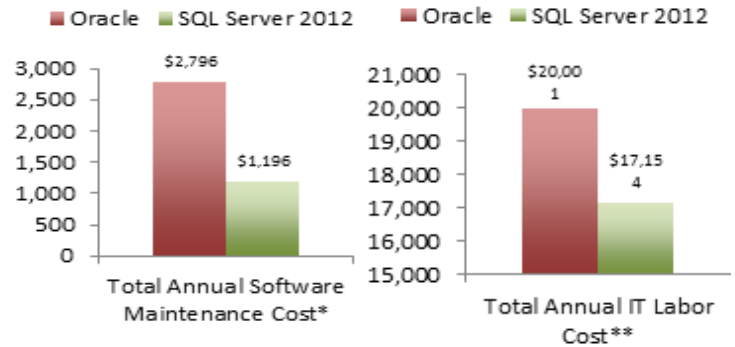
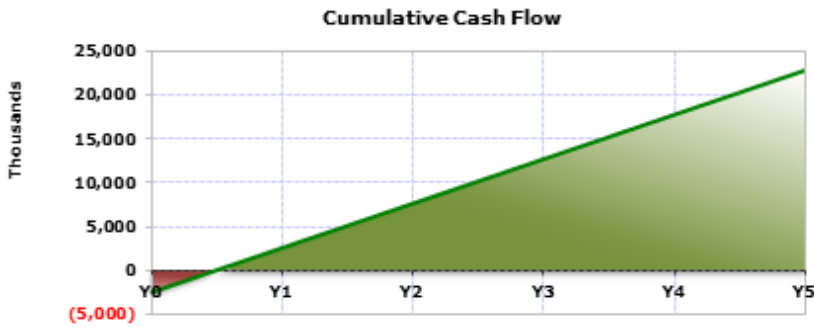
SQL Server Fast Track Data Warehouse

- Best in breed Microsoft solutions
- Highly scalable configurations
- Substantial performance improvement

Business Value (TCO) Report for Contoso

TCO Summary (Oracle to SQL Server Migration)

- Estimated 5-Year NPV of **\$ 14.37 M**
- Migrating from Oracle to SQL Server can provide considerable benefits with an estimated payback in about **7 Months**.
- Ongoing Software Maintenance Costs are estimated to be **\$ 1.60 M** lower with SQL Server 2008 (**57%** lower than Oracle)
- An Additional **\$ 2.85 M** (or **14%**) in saving may be seen in DBA and Developer lower salaries for repurposed and future hires.



Estimated Cumulative cash flow migrating from Oracle to SQL Server

TCO Component comparison(in Thousand \$)

Cost Savings Detail	Current	After Migration	Benefit (Cost)	% Reduction
Annual Database maintenance cost	\$ 2,365,125	\$ 453,000	\$ 1,912,125	81 %
Annual OS maintenance cost	\$ 15,000	\$ 15,000	\$ 00	0 %
Annual maintenance cost for remaining Oracle applications	\$ 416,240	\$ 728,420	\$ -312,180	-75 %
Total Annual Software Maintenance Cost	\$ 2,796,365	\$ 1,196,420	\$ 1,599,945	57 %
Annual DBA labor cost	\$ 763,000	\$ 687,000	\$ 76,000	10 %
Annual Developer labor cost	\$ 19,238,000	\$ 16,467,000	\$ 2,771,000	14 %
Total annual database support labor cost	\$ 20,001,000	\$ 17,154,000	\$ 2,847,000	14 %
Annual TCO savings	\$ 22,797,365	\$ 18,350,420	\$ 4,446,945	20 %

* Annual Software Maintenance Costs include Database, OS, and other Oracle Applications maintenance costs.

** Annual IT Staff Costs include DBA and Developer staff costs.

This report is based on the inputs provided and may not be 100% complete. For complete TCO report talk to your Microsoft representative about Deep Dive Business Value Assessment (BVA).

Special Migration Offerings

Microsoft would like to offer no-cost migration services to **Contoso** to help you realize the potential of moving to the Microsoft platform.

Offerings



Phone Consultation

An interactive phone discussion with migration experts.



Business Value Assessment (TCO Analysis) – 1-2 weeks

Includes in-depth analysis of existing TCO based on current infrastructure, software and labor cost and get the to-be TCO on Microsoft platform. ROM estimation of the one time migration cost with the pay back period.



Technical Migration Assessment – 1-3 weeks

Assessment of existing database, application, platform and infrastructure for Migration to Microsoft platform. Understand migration risks and estimations.



Portfolio Assessment

Assessment of >100 applications & infrastructure, define migration roadmap including estimations using migration factory approach. Execute end-to-end migration of up to 5 simple applications using SSMA tool to demonstrate database migration automation. Target Oracle ULA customers.



Customer References & Evidence (Tier1 Ref Net.)

Over 150 customers ready to share their positive experiences with prospect customers and over 1,000 case studies available to share with customers. Reference Desk services all requests within 24 to 48hrs!

Please talk to your Microsoft Account Manager, **<AM Name>** to get more details and discuss the next steps.



Conclusion and Next Steps

Our commitment is simple—to help **Contoso** derive the most value from information at the lowest total-cost-of-ownership.

Microsoft SQL Server is a comprehensive platform offering a complete set of enterprise-ready technologies and tools that help people derive the most value from information at the lowest total-cost-of-ownership. Enjoy high levels of performance, availability, and security; employ more productive management and development tools; and deliver pervasive insight with self-service business intelligence.

Reasons to Migrate to Microsoft SQL Server 2012

Ease of Migration

Performance, scalability, security, flexibility, and rich features are only some of the benefits customers are realizing by moving to Microsoft SQL Server. This value, coupled with deep technical guidance and no-cost migration tools, helps ease the transition.

Low Total Cost of Ownership

Microsoft SQL Server reduces costs by consolidating databases, virtualizing servers, compressing data, allocating resources more effectively, and managing with policies. With the self-service capabilities, organizations can reduce their dependency on IT.

Partner Ecosystem

The vast and diverse Microsoft partner ecosystem (that includes national and global SIs and OEM partners) can help you migrate Oracle smoothly and efficiently to Microsoft SQL Server with minimum to no impact to organizational continuity.

Next Steps

Thank you for your interest in learning more about the Microsoft SQL Server 2012 migration offerings.

We would be happy to work with you on each of the proposed actions below and look forward to hearing from you.

1	Next Steps 00/00/0000	2	Next Steps 00/00/0000	3	Next Steps 00/00/0000
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For Microsoft Field (Internal Use) - Safe Passage BIF Source

1. Create an opportunity in GSX
2. Create a nomination in SQL Accelerate
 1. Visit <http://SQLAccelerate> -> Nominate Now!
 2. Select Migrations
 3. Select TCO ([Business Value Assessment](#) - BVA) or [Technical Migration Assessment](#) (TMA)
3. For TCO Report, visit <http://sqlmigrationbva> (Available for Oracle, Sybase, SAP/Oracle and Cognos BI Migrations)
4. BVA services can be offered to customers where SQL Server revenue potential is >\$150k
5. TMA services can be offered to customers where SQL Server revenue potential is >\$320k
6. For any questions, write to - Safe Passage Desk
<safepsg@microsoft.com>

For HP Field (Internal Use) - FLP BIF Source

HP Team to review & update

1. <<<HP FLP Process for the Field>>>
2. BVA/TMA services can be offered to customers where SQL Server revenue potential is >\$250k
3. For any questions, write to - Safe Passage Desk
<safepsg@microsoft.com>

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