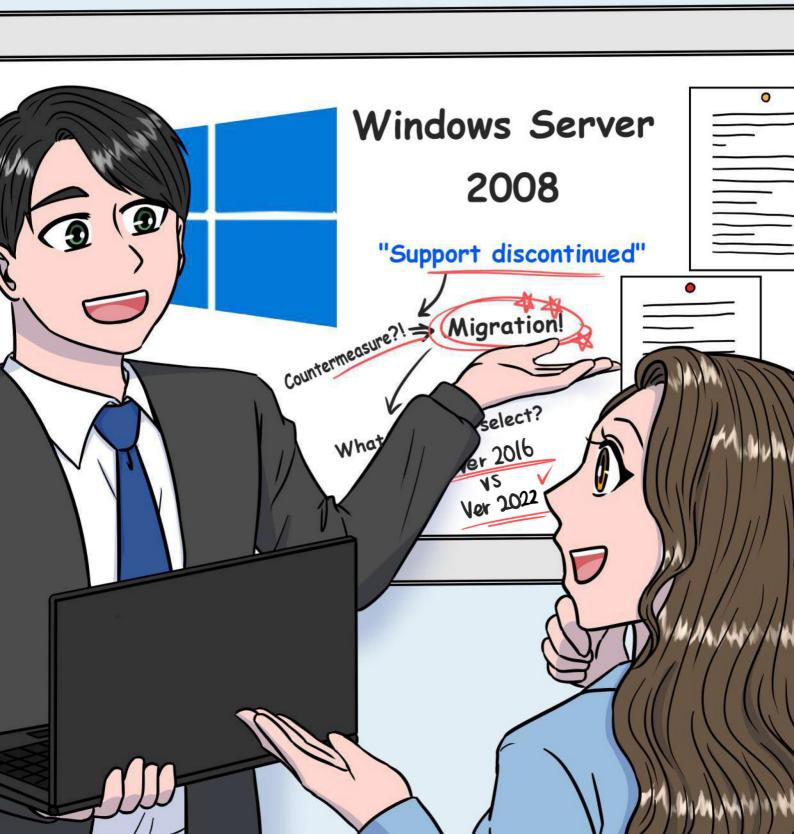
The Windows Server 2008 service has been discontinued.

We invite you to migrate to Windows Server 2022, featuring greater security!











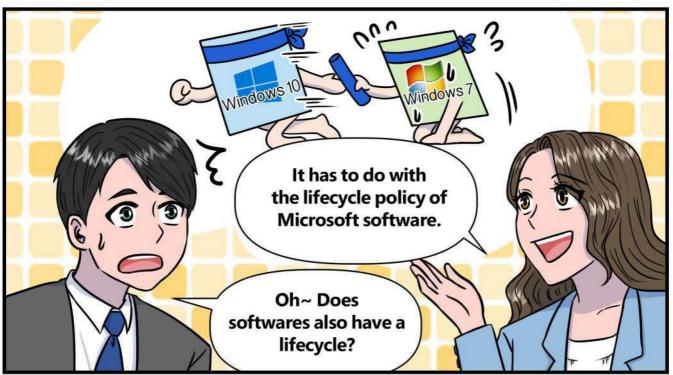


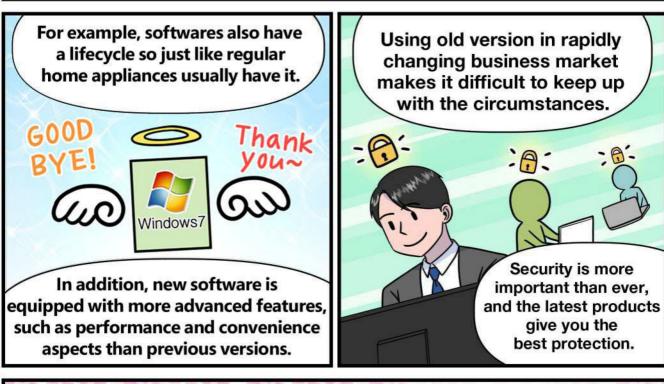
Exactly. You know
what we'll have to do
after that security service is
discontinued, right?

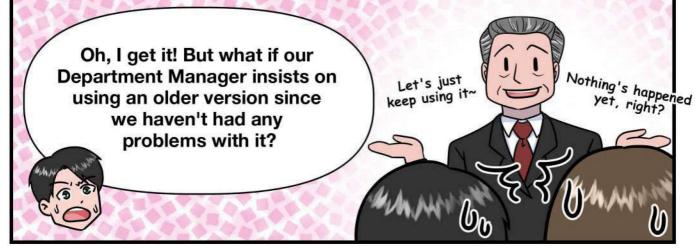












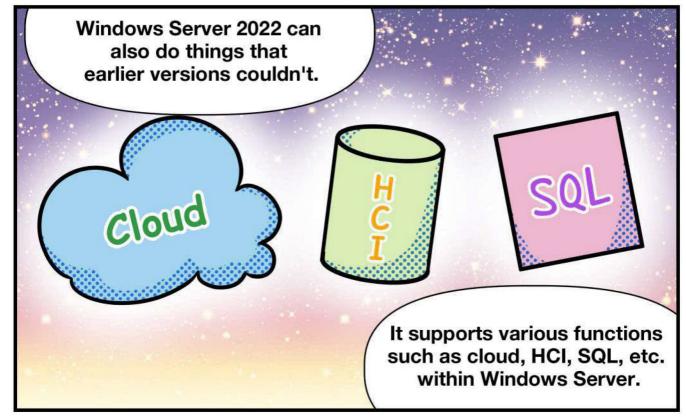
In the past, security issues were pretty simple.



But now we have complex viruses such as malware and ransomware and more frequent data security, leaks and regulations.

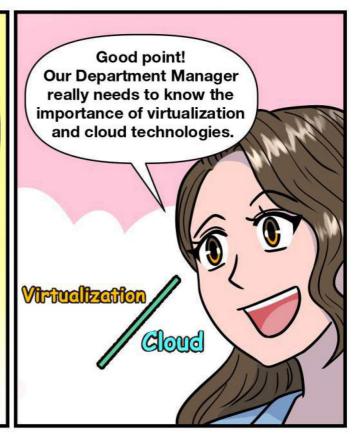
Windows Server 2022 is designed to handle all these complex security issues and company regulations with enhanced productivity.

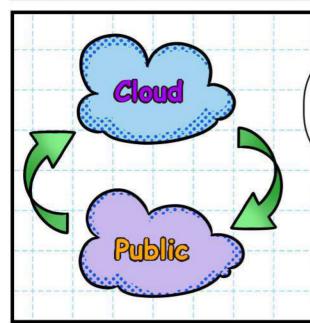












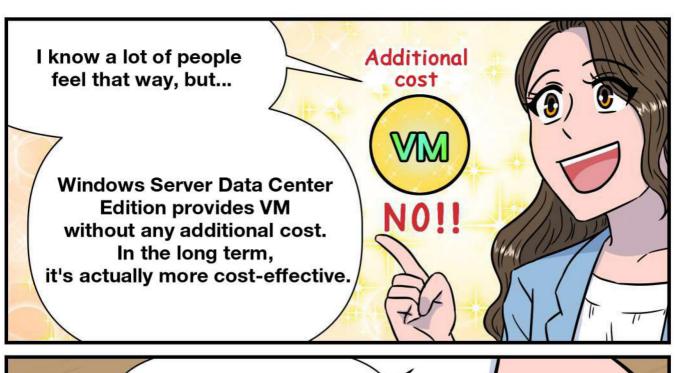
We should also let him know that the private cloud built in Windows Server 2022

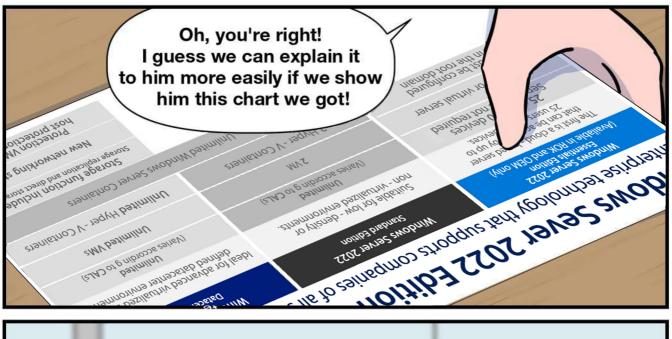
allows flexible connection with Azure, Microsoft's public cloud.



I'm a bit worried that he might think it costs too much to establish a virtualization system...













Emily!

The same goes for Windows Server 2019.



Battlecard At-A-Glance: Windows Server 2008 and 2008 R2 EOS

SMB sales tactics

- SMBs feel that their IT investments will make their data and Intellectual Property safe.
- SMBs need options to easily test the cloud to ensure it offers them benefits.
- SMB customers are heavily using server virtualization technologies, and a high percentage use Microsoft Hyper-V.
- SMBs often have small budgets, acknowledge the high price but insist that you get what you pay for with unrivaled features and capabilities.
- · SMBs recognize and trust the Microsoft Brand.

How to win

- Understand your customer's challenges and goals with their current hardware and software. Build conversation around how modern hardware with the latest version of Windows Server gives them faster performance, better security, and more storage.
- Identify and select features and benefits that resonate because they pertain to identified customer pains.
- Highlight how the latest version of Windows Server offers a complete on-premises to cloud solution.

Questions to ask your customer

- How old is your server hardware and what operating system are you using? Have you had to spend money to maintain them recently?
- Are you aware of the security risks associated with outdated hardware and software?
- . Do you have a plan for leveraging the cloud?
- What applications are you currently running or which ones do you plan to run in your server environment?
- Are your server storage needs increasing, and if so, how quickly?

What to avoid?

- Don't openly critique the capabilities of Windows Server 2008.
 Focus on the value and benefits of upgrading to modern hardware coupled with the latest version of Windows Server.
- Focus the conversation to Microsoft providing faster performance, better security, and more storage along with the flexibility of cloud on their terms.
- Make sure the customer understands the security and compliancy risk of using Windows Server 2008/2008 R2 beyond end of support on January 14, 2020.

If your customer's server is out-of-date, Then you should:

They can experience significant performance gains by moving to the latest server hardware and running the latest version of Windows Server.



Frame the story around Microsoft's long history of offering enterprise-grade security to SMBs. Show how upgrading to modern hardware and the latest version of Windows Server will help optimize operations, build sales, and prepare for the future through enhanced performance and increased storage.

They can better protect their business data by upgrading to modern hardware with the latest version of Windows Server.



Start by discussing how modern hardware and the latest version of Windows Server will help secure and protect their data, stay ahead of emerging threats, and help their regulatory and compliance demands.

They understand the importance of transitioning to the cloud, but they do not understand what it will take, nor do they understand what the business benefits will be.



Highlight that they can move to the cloud on their own terms with modern hardware and a cloud-connected operating system to ensure the continuity and flexibility they need to be prepared for the future.

They bought their server during a time when security concerns were much simpler – mostly avoiding viruses. Now they are worried about viruses, malware, ransomware, security/data breaches, and regulatory complain.



Showcase how the latest version of Windows Server offers enhanced end-to-end security and threat detection that will protect their entire organization.

Objection handling: Windows Server 2008 and 2008 R2

We like the hardware and operating system we have. Why should we invest in new hardware and the latest version of Windows Server?

My data is secure with my current server.

Getting to the cloud is too time consuming and complicated.

Isn't virtualization expensive?

I heard my data is less secure in the cloud.

Support for Windows Server 2008 and 2008 R2 ends on January 14, 2020, but end of support is a new beginning for your business. New servers running the latest version of Windows Server offer a range of performance, security, and business benefits that create new opportunities for businesses to grow, protect your customers, and stay in step with a rapidly changing business and technology landscape. With powerful new capabilities and the latest in threat detection intelligence, the cloud-ready operating system in the latest Windows Server version gives your business the flexibility to move to the cloud in a way that fits your business needs and goals.

Once Windows Server 2008 and 2008 R2 support reach end of support on January 14, 2020, you will no longer receive security updates, potentially leaving you vulnerable to security threats. With new hardware and the latest version of Windows Server you can help secure and protect your data, stay ahead of emerging threats, and help meet regulatory and compliance demands.

With the latest version of Windows Server you can move to the cloud on your own terms by investing in a cloud-connected operating system that provides the continuity and flexibility of needing to prepare for the future when you are ready.

The latest version of Windows Server includes support for virtualization and containers at no extra cost. More organizations are using virtual machines (VMs) than ever before. The latest Windows Server version enables you to create more VMs and support your growing business needs while preparing your workloads for future cloud initiatives.

The latest version of Windows Server has built-in security features to help you fight potential breaches. Your workloads are protected with multiple layers of built-in security, whether workloads run on-premises or in a hybrid or cloud environment.

Additional resources



Windows Server 2008 and 2008 R2 End of Support



Explore the latest Windows Server



Learn how to upgrade to the latest Windows Server

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