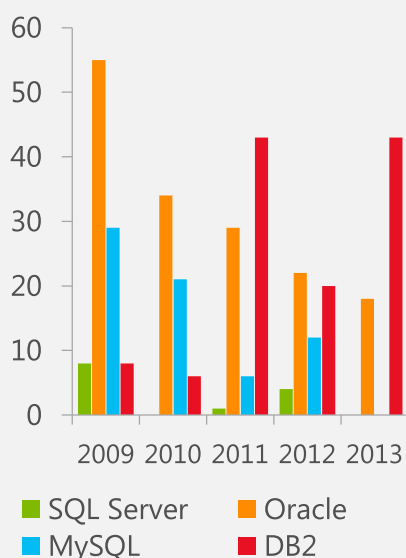


SQL Server 2014 & the Data Platform

SQL Server 2014 delivers mission critical performance across all workloads with in-memory built-in, faster insights from any data with familiar tools, and a platform for hybrid cloud enabling organizations to easily build, deploy, and manage solutions that span on-premises and cloud.

Least vulnerable database 5 years in a row

(Vulnerabilities 2009-2013*)



More than 600 businesses migrated from Oracle to SQL Server in 2012

MISSION CRITICAL PERFORMANCE

In-Memory Built-In

Up to 50x performance gains
Get in-memory built-in, with average performance gains of 10x and up to 50x for new and existing SQL Server apps

Enhanced Security & Scalability

Least vulnerable 5 years in a row
Trust the database ranked "least vulnerable" 5 years in a row! Scalable across compute, networking, and storage

High Availability

The 9's you need
Get greater high availability with AlwaysOn, now with even better availability and simplified management

Mission Critical Support

Highest-level coverage
Benefit from live support designed for mission critical solutions that includes solution validation, architectural reviews, and more!

FASTER INSIGHTS FROM ANY DATA

Easy Access to Data, Big & Small

Insights from any data
Search, access, and shape internal and external data, and combine with unstructured data to broaden insights

Powerful Insights with Familiar Tools

Enhanced self-service BI
Speed up analysis and time to insight with the familiarity of Excel in Office

Complete BI Solution

From data management to BI & Analytics
Scale your BI models, enrich and help secure your data and ensure quality and accuracy with a complete BI solution

PLATFORM FOR HYBRID CLOUD

Hybrid Cloud Scenarios

The best of on-premises and cloud
Enable new hybrid scenarios like cloud backup and cloud disaster recovery to reduce costs and improve on-premises business continuity

Easy On-Ramp to Cloud

Fast time to benefit
Easily and quickly migrate and run SQL Server on Windows Azure to get to the benefits of cloud computing faster

Complete & Consistent

Comprehensive data platform
Deploy a complete and consistent data platform that spans on-premises and cloud using a common set of tools across the entire application lifecycle

*National Institute of Standards and Technology Comprehensive Vulnerability Database 4/17/2013

The Power of SQL Server 2014 & the Data Platform

MISSION CRITICAL PERFORMANCE

In-Memory Built-In

- **In-Memory OLTP:** Average 10x and up to 50x performance gains
- **Enhanced In-Memory ColumnStore for DW:** Updatable, faster, better compression
- **In-Memory BI with PowerPivot:** Fast insights
- **Buffer Pool Extension to SSDs:** Faster paging
- **Enhanced Query Processing:** Faster performance without any app changes

Enhanced Security & Scalability

- **Redefined engineering security processes:** Least vulnerable DB
- **CC certification at High Assurance Level:** Improved compliance
- **Enhanced separation of duty:** Improved compliance & security
- **Transparent Data Encryption:** Better data protection
- **Encryption Key Management:** Store keys on a separate server
- **Support for Windows Server Core:** Reduced surface area for attack
- **Resource Governor adds IO governance:** Predictable performance
- **SysPrep at cluster level:** Faster deployment
- **Windows Server 2012 R2:** Predictable performance with tiering of compute network & storage

High Availability

SQL Server 2014:

- **Enhanced AlwaysOn, 8 secondaries, Replica Wizard:** Greater HA, easier to manage & deploy

Windows Server 2012 R2:

- **Clustered Shared Volume support:** Enterprise HA with tiered storage
- **VHDX support:** Resize VM without downtime

System Center 2012 R2:

Manage on-premises and cloud apps

Mission Critical Support

- **Premier:** 24 x7 support, access to tech training
- **PMC:** Solution validation, On-site expertise, fastest response times

Hardware and Software Requirements for Installing SQL Server 2014

Complete hardware and software requirements for installing SQL Server 2014 can be found at: <http://msdn.microsoft.com/en-us/library/ms143506.aspx>

FASTER INSIGHTS FROM ANY DATA

Easy Access to Data, Big & Small

- **Project Codename "Data Explorer":** Easy access to internal and external data
- **Windows Azure Marketplace:** Enhance with 3rd party data
- **Windows Azure HDInsight Service & Microsoft HDInsight Server (preview):** Access big data with the simplicity of Windows
- **Parallel Data Warehouse with Polybase:** Query big data with T-SQL

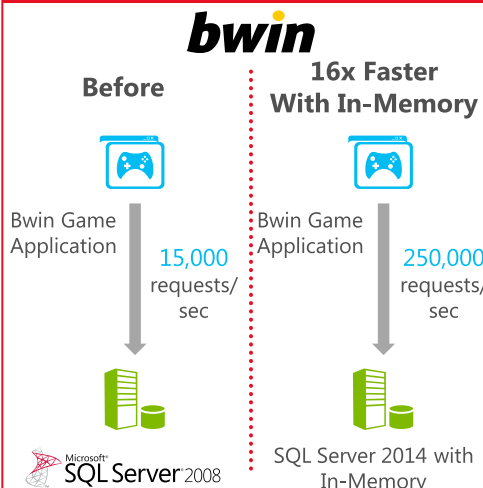
Powerful Insights with Familiar Tools

- **Excel in Office - PowerPivot & Power View:** Faster insights
- **Project Codename "GeoFlow" in Excel:** Richer insights with 3D visualization
- **Data Mining Add-ins for Excel:** Predictive analytics

Complete BI Solution

- **StreamInsight:** Access streaming data in near real-time
- **Data Quality Services:** Cleanse data
- **Master Data Services:** One source for the truth
- **Analysis Services:** Comprehensive, enterprise-scale analytic solutions
- **BI Semantic Model:** Simplify BI model deployment

16x performance with In-Memory OLTP



PLATFORM FOR HYBRID CLOUD

Hybrid Cloud Solutions

- **Simplified Cloud Back-Up:** Reduce CAPEX & OPEX
- **Cloud Disaster Recovery:** Reduce CAPEX & OPEX and improve business continuity
- **Extend on-premises apps to the cloud:** Gain cloud scale on demand

Easy On-Ramp to Cloud

- **New Cloud Migration Wizard:** Easily move on-premises SQL Server to Windows Azure
- **SQL Server in a Windows Azure Virtual Machine:** Reduce CAPEX & OPEX with full SQL Server functionality in the cloud
- **Windows Azure SQL Database service:** Develop new variable demand cloud apps quickly with HA built-in

Complete and Consistent from On-prem to Cloud

- Deploy with a comprehensive data platform across all database workloads with a consistent experience from on-premises to cloud

Reduce CAPEX & OPEX with Cloud DR

