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*)

<table>
<thead>
<tr>
<th>Year</th>
<th>SQL Server</th>
<th>Oracle</th>
<th>MySQL</th>
<th>DB2</th>
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<tr>
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</tr>
</tbody>
</table>

**MISSION CRITICAL PERFORMANCE**

**In-Memory Built-In**
*Up to 30x performance gains*
Get in-memory built-in, with average performance gains of 10x and up to 30x 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 and Power BI in Office 365 as well as access via mobile devices

**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 30x performance gains
- **Enhanced In-Memory ColumnStore for DW:** Updatable, faster, better compression
- **In-Memory BI with Power Pivot:** 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 with no downtime

**System Center 2012 R2:**
- Manage on-premises and cloud apps

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

**Hardware and Software Requirements for Installing SQL Server 2014**

See [documentation](http://msdn.microsoft.com/en-us/library/ms143506.aspx)

**FASTER INSIGHTS FROM ANY DATA**

**Easy Access to Data, Big & Small**
- **Power Query:** 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 and Power BI in Office 365 – Power Pivot and Power View:** Faster insights, on-premises and in the cloud
- **Power Map Preview for Excel:** Richer insights with 3D visualization
- **Data Mining Add-ins for Excel:** Predictive analytics
- **Mobile BI Apps:** Access insights on iPad & Windows 8 devices

**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**

- **Run backups**
- **VPN Tunnel (Windows Azure Virtual Network)**
- **Asynchronous Commit**
- **On-Premise Network**
- **Synchronous Commit**

Learn more about SQL Server 2014 [here](http://www.microsoft.com/en-us/sqlserver/sql-server-2014.aspx)

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