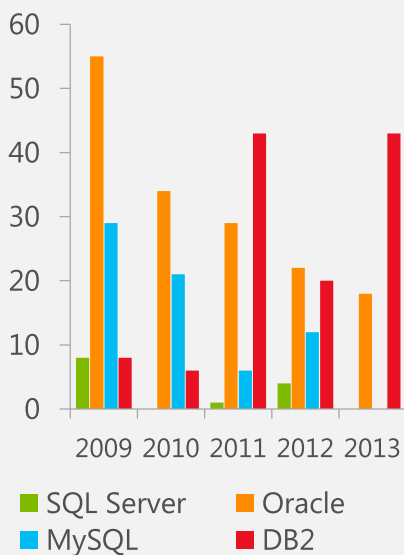


SQL Server 2014 & the Data Platform

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 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:** 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

- **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

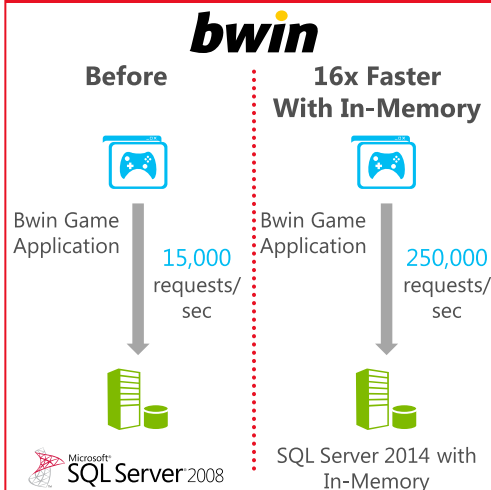
Powerful Insights with Familiar Tools

- **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

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

