



**Hewlett Packard**  
Enterprise

# **HPE OEM Microsoft Windows Server 2016**

**Sales guide**

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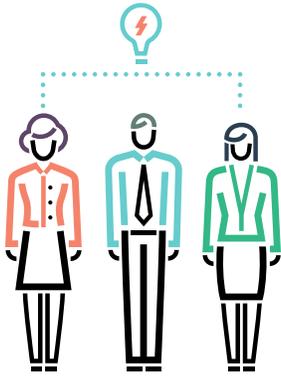
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# **Table of contents**

<b>3</b>	<b>Elevator pitch</b>
<b>3</b>	<b>What's in it for me?</b>
<b>4</b>	<b>Value proposition</b>
<b>5</b>	<b>Market drivers and trends</b>
<b>6</b>	<b>Identifying opportunities</b>
<b>6</b>	<b>Qualifying questions</b>
<b>7</b>	<b>What do I sell?</b>
<b>8</b>	<b>HPE full solution overview</b>
<b>9</b>	<b>How does HPE deliver OEM licenses?</b>
<b>9</b>	<b>HPE OEM Windows Server 2016 OEM SKU availability</b>
<b>10</b>	<b>Customer pain points and Windows Sever 2016 Features and Benefits</b>



Hewlett Packard Enterprise and Microsoft® have worked together for over 30 years, delivering innovative technologies, services, and support strategies designed to accelerate innovation, help transform your customers' businesses, and unleash new business value. **Now** with Microsoft Windows Server® 2016 on HPE Servers, IT can be more secure, easier to manage, and is hybrid cloud-ready, when you are.

**Quick facts: HPE-Microsoft Partnership<sup>1</sup>**



**\$55 million**

Annual investment in the HPE-Microsoft partnership.



**48,000**

Number of Microsoft-trained HPE employees.



**135 countries**

An extensive global reach.

**The advantage of partnership**

Our strategic relationships, alliances, and partners are critical components to the success of Hewlett Packard Enterprise. Whether investing through financial services or with our joint go-to-market strategies and solutions, such relationships offer additional access points and pathways meeting the unique needs of our customers.

**Elevator pitch**

Across industries and businesses of all sizes, customers want to take advantage of the growing number of hybrid cloud solutions that can benefit their businesses in five critical areas:

1. Increase business and IT agility
2. Enable faster IT service
3. Improve business continuity
4. Reduce infrastructure costs
5. Enable business innovation

Windows Server 2016, running on the complete portfolio of HPE Servers, storage, and networking options, offers enterprise-class security, scalability, and performance, combining the peace of mind found in on-premises, traditional IT with the flexibility of cloud enablement.

**What's in it for me?**

**The opportunity**

Not only are there millions of older servers running outdated legacy applications, but cumbersome manageability and support processes prevent customers from taking advantage of hybrid-cloud solutions. Scalability and accelerated delivery, modernization and consolidation, and enhanced security levels are all critical issues challenging organizations that are faced with shrinking budgets and limited resources. Combining HPE OEM Windows Server 2016 on HPE Servers, along with your migration services and cloud consulting expertise, can result in increased hardware margins, more profitable service revenue streams, and more strategic customer relationships. Whether promoting tiers of technical support, discussing financing options, or educational training, you can leverage the strength and technological leadership demonstrated by HPE products, services, and support—with every sale.

<sup>1</sup> [h22168.www2.hpe.com/us/en/partners/microsoft/](http://h22168.www2.hpe.com/us/en/partners/microsoft/)

## Value proposition

### Why Windows Server 2016?

The new features of Windows Server 2016 are designed to complement the wave of cloud-enabled and hybrid cloud technology, by enhancing operations, improving security, and maintaining flexibility by shifting toward an adaptive **cloud-ready** environment.

- **Safeguard data** across devices and apps, onsite or in the cloud—mitigate risk and quickly recover from unplanned business disruption.
- Benefit from **increased efficiency** and maximize IT investment with leading-edge enterprise tools.
- Experience **cloud enablement** with HPE Azure Tokens and Microsoft Azure—the ideal solution for exploring or building a hybrid-cloud environment.

**Additionally**, HPE OEM Windows Server licenses offer downgrade rights to previous Windows Server versions, allowing customers to **maximize their IT investment** by purchasing Windows Server 2016 now helping them bypass costly Microsoft Software Assurance.

### Is your customer unsure about migrating to Windows Server 2016 now?

**BUY** Windows Server 2016 now, **RUN** Windows Server 2012 R2 now if necessary (downgrade kit included with Windows Server 2016), and **MIGRATE** to Windows Server 2016 when ready.

### Is your distribution or reseller partner unsure of which version of Windows Server to stock?

By investing in HPE OEM Windows Server 2016, there is less of a need to stock separate SKUs for the Windows Server 2012 R2 and Windows Server 2016 editions. By purchasing Windows Server 2016 now, they are able to secure their new license, and have the flexibility to deploy and run an earlier version of Windows Server, such as Windows Server 2012 R2.

For 2P servers greater than 16 cores, Windows Server 2016 will be a bit more expensive than Windows Server 2012 R2, but if customers want the ability to upgrade to Windows Server 2016 in the near future, this SKU gives them everything they need. The slight increase in OS cost is a fraction of the customer's total server plus OS lifecycle.



**125 million** businesses worldwide with <250 employees<sup>2</sup>



According to Gartner, Global IT Spending expected to reach \$3.5 trillion in 2017, with Data center Systems (\$177 million), Software (\$357 million), and IT Services (\$943 million) making up a sizeable amount of the total spend.<sup>3</sup>



The 11th annual **Cost of Data breach** study found that the total cost of a security breach is estimated to be around \$4 million, averaging the cost of each record to be around \$154 to \$158.<sup>4</sup>

## Market drivers and trends

### Customer challenges

In an increasingly competitive business climate, your customers face a unique situation in their efforts to gain and maintain competitive advantage. The number of **cloud-ready** and **hybrid cloud** solutions continue to grow, introducing robust features such as automation and enhanced security. But their legacy environments and processes are unable to adapt fast enough to meet current business demands and market opportunity, and budget constraints don't allow them to benefit from emerging, transformative technology.

<sup>2</sup> [ifc.org](http://ifc.org)

<sup>3</sup> [gartner.com](http://gartner.com)

<sup>4</sup> [securityintelligence.com/media/2016-cost-data-breach-study/](http://securityintelligence.com/media/2016-cost-data-breach-study/)

### Current customer challenges

IT	Business
• Lean IT staff	• Security
• Lack of internal IT skills	• Customer satisfaction
• Tight IT budgets	• Operational efficiency
• Cloud and mobile computing	• Explosion of data
• Keeping pace with business needs—no time for innovation	• Risk management

### Customer needs

Considering the referenced challenges, deriving the maximum value from IT investments is paramount. Your customers are in search of vendors and suppliers that act as strategic partners and trusted advisors who can provide comprehensive integrated solutions, lower TCO, and the freedom to shift focus to their core business and strategic concerns. They desire to:

- **Enhance security and safeguard data**—increasing need to safeguard data across many users, devices, and apps on-premises and in the cloud
- **Improve IT efficiency and productivity**—require flexible, adaptive, and scalable solutions that address current workloads and offer scale on demand
- **Shift to hybridized technology**—growing preference for solutions that combine the innovation offered through cloud enablement, with the peace of mind found in on-premises resources
- **Connect with customers**—optimize experiences by quickly analyzing their customers' buying patterns, trends, and profiles
- **Grow efficiently**—increase revenue, adapt to change quickly, and get the most from technology investments
- **Do business anywhere**—work wherever customers need them and collaborate globally

### Identifying opportunities

#### Specific customer challenges

- **Managing diverse applications:** Finding new ways to accelerate app delivery while keeping IT simple. Some businesses may not have customized legacy applications, but due to budget constraints, they may have outdated software that needs to be migrated to the newest versions, for example, SQL Server 2005 and SQL Server 2008, Microsoft Office 2011, and more.
- **Accelerating infrastructure and operation:** Capitalizing on flexibility to move faster than the competition, meet business demands, and explore new opportunities.
- **Funding IT transformation:** A move away from CAPEX-only financial models that strain limited budgets and hinder businesses hoping to achieve speed and flexibility, and remain nimble.
- **Improving the user experience:** Satisfying user needs and customer demands for rich, seamless experiences.

## **Qualifying questions**

### **Server refresh**

- Are you planning to refresh or add new servers to your infrastructure in the near future?
- Is your organization currently running outdated or customized legacy applications? Do you plan to consolidate any of these applications?

### **Safeguarding your data**

- Are you looking for new ways to increase security against malware attacks or investigate higher levels of security?
- Do you feel you have an adequate backup and disaster recovery strategy?
- Are you interested in taking additional precautions against data breaches, missing mobile devices, hardware failure, and natural disasters?
- What is your current failover plan?
- How does your organization currently delivery fault resistance or resistance to disaster as part of business continuity and/or disaster preparedness?
- Are you currently taking advantage of high levels of virtualization? Are those levels driving the need for increased data security?
- Can you currently isolate or separate applications and workloads?
- In shared work environments with many roles and users, how do you currently protect your resources and secure your data?

### **Improving efficiency and productivity, and accelerating delivery**

- Do you feel you could benefit from higher levels of virtualization?
- How do you protect the data and information stored on your virtual machines?
- Do you currently use hybrid IT resources? How do you currently move applications and workloads between on-premises and cloud resources?

### **Cloud enablement and hybrid cloud**

- Do you have any applications, workloads, or storage hosted in a cloud or hybrid cloud environment? Are you interested in the benefits of a hybrid environment?
- Are you concerned that moving to the cloud will add a layer of management complexity?

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## What do I sell?

### HPE OEM Microsoft Windows Server 2016 Licenses and CALs Paired with HPE Servers and Storage Options.

Windows Server 2016 editions have been streamlined to better support today's changing business requirements. Windows Server 2016 now comes in the following editions:

- **Windows Server 2016 Datacenter:** For highly virtualized datacenters and cloud environments. Benefits companies of all sizes that have demanding IT workloads, require advanced storage, virtualization, and application deployment.
- **Windows Server 2016 Standard:** This edition is suitable for on-premises, physical environments or minimally virtualized environments that require a flexible path toward virtualization. Characteristic of SMBs that would benefit from advanced features and functionality.

**Client access licenses (CALs):** CALs are required to access the Windows Server Operating System and are available at the time of your server purchase or can be purchased in the future as your IT needs grow.

Feature overview and comparison		WS 2012	WS 2012 R2	WS 2016 Standard	WS 2016 Datacenter
<b>Identity, access, and security</b>	Active Directory Services	●	●	●	●
	Dynamic Access Control		●	●	●
	Just Enough Admin/Just In Time			●	●
	Windows® Defender built-in			●	●
	Trusted/Secure Boot			●	●
<b>Virtualization</b>	Hyper-V Clustering	●	●	●	●
	Hyper-V Replica		●	●	●
	Shielded Virtual Machines				●*
	Host Guardian Services (for virtual machines)			●	●
	Windows Containers			●	●
	Virtual Desktop Infrastructure (enhanced performance a graphic support)	●	●	●	●
<b>Storage</b>	Shared VHDX		●	●	●
	Storage Quality of Service (QoS)—enhanced		●	●	●
	Storage Spaces Direct and Storage Replica				●*
	Rolling Cluster OS Upgrades			●	●
	Site Aware Stretch Clusters				●
<b>Management and automation</b>	Multi-Server Management		●	●	●
	Windows PowerShell Enhancements		●	●	●

\* Windows Server 2016 Datacenter Edition only

## HPE full solution overview

Ultimately, by selling the total HPE solution, you can increase your margins while providing one point of seamless support.

- **HPE ProLiant Servers:** When engaging with your customer, determine the recommended HPE Server, drawing from our broad portfolio of HPE ProLiant Gen9 Servers and related solutions that are designed for businesses looking to move to more virtualized or cloud-enabled, hybrid environments.
  - **HPE ProLiant Rack Servers:** Enable the rapid deployment of core business workloads and work streams in less time, offering scalable and versatile additions to existing infrastructure
  - **HPE ProLiant Tower Servers:** A complete infrastructure solution that is flexible and adaptive—supporting business objectives and business growth
- **HPE Microsoft Azure Tokens:** Become cloud-enabled with HPE Microsoft Azure Tokens  
Recently, HPE introduced a new offering for Microsoft Azure subscription services. The HPE Microsoft Azure Token provides a \$500 value (or equivalent local currency) of subscription services.  
This is ideal for organizations looking to experience some benefits of a hybrid-cloud environment with minimal investment. When your customers express an interest in moving to the cloud, Azure Tokens from HPE are a low-cost and safe way to try the basic services that most customers are interested in—storage, backup, and disaster recovery, among others. For more information, go to [PSNow](#) and search for Azure Token.
- **HPE Microsoft OEM Software:** HPE provides all editions of Windows Server 2016—Standard, and two editions of Datacenter (with and without licensing reassignment rights). We highly recommend you suggest either Standard or Datacenter editions for an optimized hybrid environment.

### Why attach the HPE Microsoft Reseller Option Kit (ROK) to every HPE ProLiant sale?

Customers need tools that alleviate complexity and help them get servers quickly and inexpensively deployed. HPE Intelligent Provisioning (HPE IP) is a server-provisioning tool that eliminates media and time-consuming effort, as all required drivers and software tools are pre-loaded onto the HPE ProLiant Server. There are no configuration CDs to use, no drivers to find, no guesswork. HPE IP recognizes if the system software is out-of-date, and automatically downloads the latest updates directly from the Internet, eliminating extra server configuration steps and allowing faster server deployment.

- HPE Microsoft ROK are tested and optimized for HPE Servers
- Installing HPE Microsoft ROK licenses is a value-added service to your customers
- HPE Microsoft ROK is value priced for additional margins, plus there are additional ongoing sales incentives available
- You get 90-day free installation support direct from HPE, with the same support phone number as for all HPE ProLiant Servers and options

## How does HPE deliver OEM licenses?

Hewlett Packard Enterprise delivers OEM licenses in three distinct ways—each one tailored to the specific needs of the customer, business scenario, and desired outcome.

Delivery method	Description	Availability
<b>Pre-installed</b>	<b>OS licenses are pre-installed</b> and pre-activated in HPE factories on certified HPE Servers at the time of purchase. OS media is included and COAs are affixed to the server.	Direct from HPE from HPE Authorized Partners
<b>Drop in box or not pre-installed</b>	OS licenses are pre-activated in HPE factories on certified HPE Servers at the time of purchase. <b>OS licenses are not pre-installed</b> —media is in the box. COAs are affixed to the server.	HPE Authorized Partners
<b>ROK (Reseller Option Kits)</b>	Media and COA only. Must be sold with a new HPE Server (cannot be sold standalone). ROK enables partners to customize the install based on customer requirements as a value-added service.	HPE Authorized Partners

### Windows Server 2016 licensing change for Standard and Datacenter editions:

#### • Moved from processor-based licensing to core-based licensing

- All physical cores in the server must be licensed. Servers are licensed based on the number of processor cores in the physical server.
- A minimum of 16 core licenses is required for each server.
- A minimum of eight core licenses is required for each physical processor.
- Windows Server base licenses from HPE cover 16 cores, additional licenses for both Standard and Datacenter editions are available in packs of two, four, and sixteen cores.

## HPE OEM Windows Server 2016 OEM SKU availability

Available **November 28, 2016**

- Microsoft Windows Server 2016 Standard and Datacenter—16-core
- Microsoft Windows Server 2016 Additional Licenses for Standard and Datacenter editions, for 2, 4, and 16 cores
- Microsoft Windows Server 2016 Datacenter with reassignment rights
- Microsoft Windows Server 2016 RDS CALs for user and device—five packs
- Microsoft Windows Server 2016 CALs for user and device—1, 5, 10, and 50 packs

Available **February 13, 2017**

- Microsoft Windows Server 2016 Essentials. Features and selling scenarios will be available at that time.

## Customer pain points and Windows Server 2016 Features and Benefits

Pain: Enhanced security and control	Windows Server 2016 feature	Value statement
Need modernized IT Infrastructure and related technology. Old servers running old operating systems, legacy, and outdated apps.	<p><b>Windows Server 2016 solutions and features:</b> Windows Server 2016 includes a number of enhancements to improve infrastructure management, data security, and cloud enablement. Learn more <a href="#">here</a>.</p>	New tools and features designed to improve efficiency and productivity by modernizing IT infrastructure
Need higher levels of security—increasing <b>BYOD (Bring Your Own Device)</b> issues (missing mobile devices, malware attacks, increased levels of data need protection, increasing compliance regulation, etc.).	<p><b>Windows Defender:</b> Available at first initialization of OS and with Internet connectivity, provides automated updates of malware definitions for continuous protection.</p> <p><b>Trusted/Secure boot:</b> Safeguards OS against rootkits or other root-based malware. In the presence of a rootkit, the UEFI will not allow boot.</p>	Secures the server environment and data and ensures the OS is not compromised. Protects Windows Server against malware or other tampering
Increased virtualization results in increased need for data security. In need of a sophisticated way to protect data and information stored in virtual workloads.	<p><b>Shielded virtual machines:</b>* Enable you to create an additional layer of isolation between the underlying host and the virtual machine. The virtual machine will not unlock and cannot be accessed on or mounted off-premise, unless the required keys are provided.</p> <p><b>Host Guardian Services:</b> Helps identify trusted hosts, managing and authorizing the release of encryption keys, and validating the status of the Hyper-V host. Hyper-V host validation—encryption keys to start or live migrate a shielded VM are released through a secure layer controlled by the tenant only to the authorized Hyper-V host server(s) with a verified secure boot and untampered OS.</p>	<p>Improved admin security and access managed to applications and data (especially high security/regulated businesses)</p> <ul style="list-style-type: none"> <li>• Secure implementation between cloud infrastructure and guest OS layers</li> <li>• Simplified security and trust management for encryption key</li> </ul>
Highly stratified work environment with numerous users, cross-functional roles, and fluid roles. Need better ways to monitor number of administrators, limit access, and protect user accounts and information.	<p><b>Just-in-time and Just-enough administration:</b> Greater control and enhanced server management and administration. It enables you to leverage task-based or single-user rights and privileges—helping you set up and automate restrictions for IT personnel.</p>	<ul style="list-style-type: none"> <li>• Reduce the number of administrators on your machines</li> <li>• Enhance security control of particular tasks</li> <li>• Improved auditing and reporting of activities</li> </ul>

\* Windows Server 2016 Datacenter Edition only

Pain: Improve productivity and efficiency	Windows Server 2016 feature	Value statement
Difficulties moving workloads between on-premises resources/infrastructure and cloud resources—increased need for portability and ease of migration, as well as improved isolation between applications and instances.	<p><b>Windows Server Containers:</b> Provide application separation through process and namespace isolation; quickly scale new applications and workloads.</p> <p><b>Windows Hyper-V Containers:</b> Provide full application isolation.</p>	<ul style="list-style-type: none"> <li>• Increased performance by reducing resources needs of each instance</li> <li>• Increased security by isolating application environments</li> <li>• Enable greater workload flexibility and portability between on-premises and cloud deployment</li> <li>• Host Guardian Services (for virtual machines)</li> </ul>

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Data storage needs increasing; budget constraints—limited resources to purchase IT infrastructure dedicated to storage. Increased need for backup as part of business continuity and disaster-preparedness. Failover clusters and servers that can fail over to remote sites possible path for fault tolerance and resilience to disaster.

**Storage Replica:** Reduce downtime and increase reliability of business data. Cost-efficient data replication that provides business continuity as part of disaster preparedness or during recovery.

- Helps reduce downtime, and increase reliability of business data
- Introduction to basic file recovery into customer segments previously reluctant or unable to afford sophisticated replication solutions

**Storage Spaces Direct\* and QoS:** Help manage storage costs by using a broader range of storage options, leverage local and cloud storage that is available, scalable, and software-defined.

- Help manage storage costs by using a broader range of storage options
- Enables lower-cost, highly available and software-defined hyper-converged private and hybrid cloud solutions

**Site-aware stretch clusters:** Allow you to stretch nodes of a single cluster across multiple sites with replicated storage<sup>5</sup> in each locations

- High availability and replication of valuable data
- Technology cornerstone to implementing business continuity
- Ensures data is available to all nodes in a cluster

**Rolling clusters OS upgrades:** Seamlessly upgrade Windows Server 2012 R2. Upgrade server(s) or cluster(s) to Windows Server 2016 one by one.

- Eliminates server downtime
- Allows more time for upgrading and testing your mix-mode cluster
- Cost-effective since no additional hardware is required

\* Windows Server 2016 Datacenter Edition only

<sup>5</sup> Storage Replica is a feature of Windows Server 2016 Datacenter Edition only

**Note:** This does not work with versions older than Windows Server 2012 R2

**Pain: Hybrid cloud and cloud enablement**

Moving toward a cloud-enabled and cloud-ready environment and infrastructure—increased need for simplified management that encompasses on-premises and cloud resources.

**Note:** Not part of Windows Server 2016. Services mentioned require Azure subscription.

**Windows Server 2016 feature**

**Operations Manager Suite (OMS):** A single stop for management tasks and information. Can be used alone or can be used to extend existing System Center Deployment. Intuitive usability and functionality (search, dashboards, automation, etc.) simplifies cloud management and resource monitoring. Gives you the maximum flexibility and control for cloud-based management of your Azure infrastructure.

**Value statement**

- Simplifies cloud management with process automation and monitoring of resources
- A single portal for all your management tasks; no infrastructure to maintain

**RSMT Azure Remote Server management tools:** Server management tools offer a set of web-based GUI and command line tools to manage Windows Servers.

- Measure performance across various resources and services
- Simplify remote system management and reporting
- Manage both, cloud-based and local servers using common tools via a web browser

Learn more at  
[hpe.com/servers/ws2016](http://hpe.com/servers/ws2016)

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## Resources

[Windows Server 2016 OEM from HPE](#)

[PSNow](#)

[HPE OEM Reseller Option Kit \(ROK\)](#)

[HPE Information Library: Windows Server Documentation](#)

[HPE FAQ for Microsoft OEM licensing— Up to Windows Server 2012 R2](#)

[HPE FAQ for Microsoft OEM licensing— Windows Server 2016](#)

[HPE Servers Support & Certification Matrices: Windows Server](#)



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