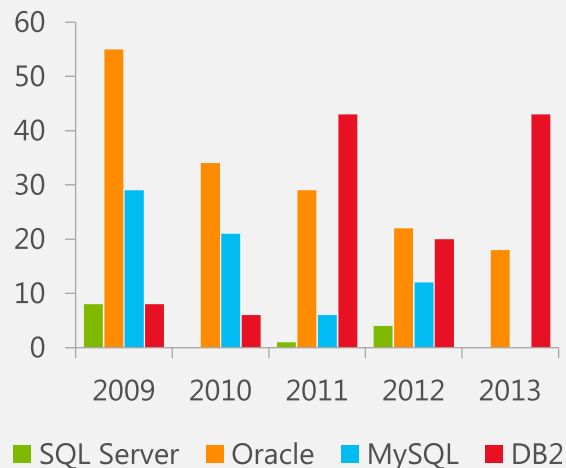


# SQL Server 2014 & the Data Platform

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

*10x performance gains*

Get in-memory built-in, with average performance gains of 10x 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 Office 365 and 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

Learn more about SQL Server 2014 <http://www.microsoft.com/en-us/sqlserver/sql-server-2014.aspx>

# The Power of SQL Server 2014 & the Data Platform

## MISSION CRITICAL PERFORMANCE

### In-Memory Built-In

- **In-Memory OLTP:** Avg 10x 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 INTO 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

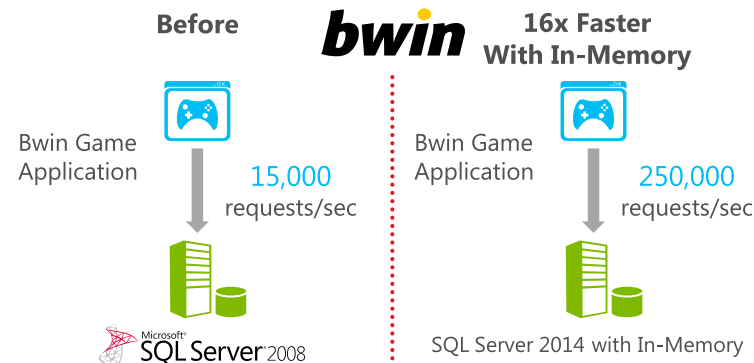
### Powerful Insights with Familiar Tools

- **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 (Validate with Darmadi)
- **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

