

## Which Server to Choose Partner Guidance

When it comes to providing the best server solution for small business organizations, Microsoft is now able to provide more than a “one-size-fits-all” approach and has offerings for a wide range of customer preferences. To help you choose the right server solution for your customer, Microsoft has created the **Which Server to Choose Selection Tool**.

Use the guidance included here to select the most appropriate server solution to meet your customers’ various business needs and help them transform their business to reach new heights.

To get started, set the presentation to slide show mode and follow these steps. Click on the blue arrows to navigate your way around the slides or the customer options and product logos to make on-screen selections.

### Step 1: Identify the Business Challenges and Priorities

Use slide 3 to help pinpoint the challenges your prospect may be facing today. Ask some of the following probing questions to help narrow down your prospects’ most urgent need.

- *How do you currently ensure your data is backed up and safe from theft or disaster?*
- *How do you monitor and ensure the health of all the PCs and servers in your network?*
- *Are you looking for ways to minimize the time you spend on IT issues?*
- *Have you considered connecting to the cloud to cost-effectively expand your business capabilities?*
- *Can your employees share resources, files, and printers to operate efficiently?*
- *Are you able to share and access business documents even when you are out of the office?*

### Step 2: Establish the Need for a Server Solution

Use slide 4 to showcase what a server can do to help your customer overcome business challenges and establish the need for a First Server deployment or Server Upgrade. Tailor the key points below to best align with their challenges.

- *Centralize file storage on your network with enhanced security for better organized document sharing and employee collaboration*
- *Enable virtually anywhere access to your business data and resources*
- *Protect your vital business information from loss by automatically backing up the data on your network, and enabling you to easily recover accidentally deleted files*
- *Proactively manage your IT environment with a single console and save time and money spent on server troubleshooting, management, and maintenance*
- *Run your business applications either on-premises or through the cloud*

### Step 3: Identify the Right Server Solution

Use the Server Selection Flowchart starting in slide 5 to find the most appropriate server solution based on your customers' needs and preferences.

#### Level 1 - Identify Number of Users

Select the number of users that your prospect needs to support and click on the appropriate range. Use some judgment and discretion if the number of users is close to the maximum threshold of a given range. For example, if the company currently has 14 users and plans to expand, then you may go ahead and select the 16-25 range.

#### Level 2 – Identify Preferred Email Deployment

This step is to find the solution based on the customer's preference for e-mail deployment.

- Select **None** for customers who currently have a POP3 or an existing e-mail solution that they don't need or want to upgrade.
- Select **Cloud** for customers that prefer a cloud-based deployment such as BPOS or Hosted Exchange.
- Select **On-Site** for customers that prefer to deploy an e-mail solution on-premises.

Ask some of the following questions to help narrow down the selection:

- *What email deployment best suit the needs of your workforce?*
- *Do you prefer paying a monthly subscription for email?*
- *If you want an on-site deployment, will you have a maintenance budget to support this?*

#### Level 3 – Identify Preferred Management & Flexibility Options

This step is to find the solution based on the customer's preference for management options.

- Follow the **Simplified Management** path for customers who prefer a fully configured server that provides near zero support requirements and low cost maintenance – with the understanding that they compromise some flexibility.
- Follow the **Flexible Role-Based** path for customers who want the ability to customize their solution and have the budget to support.

Ask some of the following questions to help narrow down the selection:

- *What maintenance budget do you have (or plan to have)?*
- *Does a fully configured environment set to best practices suit your business needs?*
- *Do you need the ability to customize your server solution?*
- *What solutions do you need to support?*
- *Do you need access to advanced server features?*

#### Level 4A – Identify the need for Application Support

This step is to find the solution based on the customer's need to support line of business or customized applications.

- Follow the **Yes** path for customers who require a server platform to run and support business applications.
- Follow the **No** path for customers who need server storage functionalities but don't have business applications to support.

Ask some of the following questions to help narrow down the selection:

- *What line of business applications are you currently using?*
- *Do you need the ability to run customized applications?*
- *What solutions do you need to support?*

#### Level 4B – Identify the need for Virtualization Capabilities

This step is to find the solution based on the customer's desire to have built-in Virtualization capabilities.

- Follow the **Yes** path for customers who are looking for ways to take advantage of virtualization to consolidate servers, reduce IT costs, and optimize the utilization of their IT infrastructure.
- Follow the **No** path for customers who don't require the need to consolidate servers through Virtualization.

Ask some of the following questions to help narrow down the selection:

- *What are your growth plans over the next six months to two years?*
- *Do you expect to add IT functions that would require new servers?*
- *Are you running servers that need upgrading to meet your needs? Have you considered consolidating servers on fewer physical machines with virtualization?*

### **Step 4: Select the Right Server Solution**

Once you have successfully guided your customer along the flowchart, click on the recommended solution logo to go to the detailed product page. From here, you can further explain the various benefits of the recommended server and navigate to the demo page to show your customer the solution in action.

## Step 5: Schedule Technology Assessment

Once you have presented a possible solution to help with your customer's challenge, present your value proposition and reasons why you are the best choice to deliver the solution. Present any customer incentives you may have or showcase any ongoing Microsoft customer promotions to help solidify a commitment to conduct a technology assessment.

### Additional Resources:

Follow the following links to learn more about the specific solutions

- [Windows Server 2008 R2 Standard](#)
- [Windows Server 2008 R2 Foundation](#)
- [Windows Storage Server 2008 R2 Essentials](#)
- [Windows Small Business Server 2011 Essentials](#)
- [Windows Small Business Server 2011 Standard](#)