



Tech Data SQL Server on Azure (Windows)

Battle Card

Elevator Pitch

Digital Transformation is driving the adoption of Next Generation technologies, which allow your business to be compliant, adapt and transform by migrating your SQL Server workloads to the cloud: a Windows SQL Server on any virtual machine size. Expand your operating system choice offering and accelerate your hassle-free SQL migration deployment in a highly secure and broadly compliance solution, while reducing your capital investments and optimising operational expenses.

Value Statement

Tech Data SQL on Azure is a fully compatible, secure and cost effective solution specifically designed to transform and secure your business. Now you can easily and confidently migrate your SQL workloads to the Cloud or extend and improve your on premises capabilities.

This solution is fully compatible with any SQL version and edition for any Virtual Machine size, Cloud or Hybrid environments. Making use of encrypted storage and private networks along with data protection and backup engines we make sure your workloads are fully secured and supported. Adherence to national, regional and industry specific compliance requirements has been met to make your business through this solution broadly compliance.

Task automation and real time business intelligence with machine learning capabilities have been included in this solution, along with fully flexible scaling options and a pay per minute model to offer you a cost effective and business improvement focused solution.

Having business continuity always in mind, 8 readable Always On high availability groups replicas have been deployed into a fast growing list of Azure regions around the world so your business is always safe in case of failure. You can also seamlessly manage disaster recovery in your on premises locations by leveraging the Cloud.

This solution offers you different options:

- SQL Server 2017 Enterprise Windows Server 2016
- SQL Server 2017 Standard on Windows Server 2016
- SQL Server 2017 Web on Windows Server 2016
- Free SQL Server License: SQL Server 2017 Express on Windows Server 2016
- Free SQL Server License: SQL Server 2017 Developer on Windows Server 2016

Partner/Customer requirements

- Azure Account
- CSP subscription
- SQL Server License (Optional)

Qualifying questions to discover end customer pain points

- Do your customers already have any SQL offering in place?
- Are your customers concerned about Microsoft's End of Support program?
- Do your customers already a Cloud Practitioner?
- Are your customers fully compliance?
- Do your customers have any SQL disaster recovery plan?
- Are your customers concerned about scaling capabilities and performance improvement costs?
- Are your customers concerned about migrating SQL workloads to the cloud?

Key Differentiators

End User customer

- Different options to enter or use the Cloud, no matter if you share workloads among on premise and the cloud or directly into the cloud
- Windows SQL Server into any Virtual Machine size
- On premise, Cloud and Hybrid compatibility and interoperability
- Free licenses available for development and testing
- Backup, Task Automation, Business Intelligence and Machine Learning built-in capabilities
- Broad choice of development languages and data types
- A Secure, broadly compliance and Business Continuity focused solution
- Optimise your costs by leveraging the cloud, avoiding duplication and obsolescence of resources and overall infrastructure optimisation.

Partners

- Seamlessly scale your SQL workloads to the cloud and choose from a range of fully tested and certified options
- Simplified subscription licensing options, so you can choose how you pay, and how much you pay
- No upfront investment required
- Fully supported by Tech Data Solution Center of Excellence and Azure experts on the field to assess, support and train you
- National, regional and industry specific compliancy requirements adherence
- High availability Disaster Recovery (DR) solution
- Assessed, tested and pre-deployed environment
- Deployment and performance best practices adherence.

Next Steps

Sign up to Microsoft Cloud Solutions Provider (CSP) program with Tech Data and gain access to our unique SMB focused products

Leverage StreamOne to easily provision and bill cloud to your customers, owning the relationship without having to invest in cloud infrastructure

Use Tech Data learning materials to train your commercial and technical resources up to sell Azure cloud based solutions.

For further information please contact your Microsoft specialist:

tdcloud@techdata.com

www.techdatacloud.com/solutions



Customer objection handling:

What is a preconfigured and click-to-deploy solution?

A pre-configured and click-to-deploy solution gives a vendor approved solution architecture, which is ready to use. After deployment of the solution, you can customise the solution using your own Microsoft credentials

We're concerned about the cost of a cloud solution?

Cloud solutions are cost-effective as they are based on a 'pay as you go' subscription model; your monthly bill is directly linked to your monthly usage, which is pre-determined and monitored continuously

How can I order this solution?

This solution blueprint can be ordered through Tech Data's StreamOne Cloud Marketplace. It requires a Microsoft CSP Tier-2 contract

How can I centrally monitor and report on my consumption?

Only Tech Data allow you to set usage limits and automatically notify you once usage thresholds have been reached. As a Microsoft CSP partner, Tech Data's StreamOne Cloud Marketplace provides you with an overview of Azure consumption and analytics.

Further Resources

Tech Data SQL on Windows Sales Leaflet

Tech Data SQL on Windows Solution Presentation

Tech Data SQL on Windows Step by Step Guide

Tech Data SQL on Windows Product Leaflet