



TELE DISCUSSION GUIDE: Maximizing SQL Value

SQL Server 2014 has come a long way. Business that use an older version or haven't yet upgraded to SQL Server 2014 Enterprise Edition are missing out on the latest features designed to help them achieve their maximum vision, innovation, savings, and competitive potential.

ASK:

Want to streamline performance for your critical apps?

Are your apps producing data faster than you can make use of it?

You can optimize your SQL environment to meet these needs!

As a SQL customer, you already know the value of SQL Server in your environment. Imagine taking that value even further. The latest features and enhancements in SQL Server 2014 Enterprise Edition make it a needed upgrade for businesses seeking the best data platform performance and BI capabilities.

Now is the time to upgrade.

With SQL Server 2014 Enterprise Edition, you get:

In-Memory OLTP	This new built-in, highly efficient design is unique in the market, allowing businesses to scale-up their data processing and analysis capabilities to match data production and produce faster insights from any data.
Improved Scalability	New capabilities in Windows Server 2012 and Windows Server 2014 enable SQL Server 2014 Enterprise Edition to scale beyond previous limits, including scalable network virtualization capabilities.
AlwaysOn Enhancements	The very popular AlwaysOn high availability design from Enterprise 2012 has been extended to include new flexibility and features, including multiple database failover and simplified deployment and management.
Improved BI Capabilities	As data volumes continue to grow, SQL Enterprise provides visualizations and complex graphical reports faster than ever before, eliminating bottlenecks and connecting end customers to their business vision.

These new features, built on the SQL foundation you know and trust, provide the mission-critical performance, faster insights from any data, and platform for a hybrid cloud that modern businesses require to be successful.

Answering Common Objections to SQL Server 2014 Enterprise Edition



TOPIC	OBJECTION	ANSWER
Performance and Scalability	We have a very large volume of data	SQL Server has built-in compression for improved performance and backup compression for faster restore. For 2014 Enterprise Edition, new advancements in data processing, including in-memory online transaction processing (OLTP) and new flexibilities with AlwaysOn high availability, provide the power and performance you need to keep pace with your applications.
Cost	SQL Server Enterprise:	
	... is too expensive	SQL Server continues to be significantly less expensive than Oracle or IBM, and offers top features and benefits. It's an insurance policy for your mission critical data and adds better performance.
	... is too complex	The tools are familiar, accessible, things you use every day. You don't need a complicated system—there are simple ways to get useful insights out of the data you already have.
	... is only for large enterprises	Can you afford not to understand how your business is performing? Deploying business insight solutions in smaller businesses gives everyone in the company access to the data they need to keep the company moving forward. Data can benefit everyone, and it can be easily pulled together for self-service analysis and shared insights.
	... is difficult to implement	When combined with Excel, it's easy to leverage BI features
	... requires specialized staff	With familiar tools, such as Excel, users at every level of the company can view, analyze, and make decisions based on data created in the organization.
Security	Security is of prime importance in our industry	SQL Server has extended protection and authentication and enhanced policy-based management
Developer Productivity	We don't want to make extra work for our developers	Microsoft provides an integrated development environment that connects seamlessly with client, mid-tier, and data tier systems. A range of new features makes SQL Server 2014 databases accessible to developers, reduces development time, and improves performance. Additionally, built-in in-memory OLTP and other data processing enhancements in SQL Server 2014 Enterprise Edition lessen the burden on your developers by helping you realize dramatic performance benefits without having to rewrite your SQL Server applications.
Office Interoperability	Our current solution works fine with Microsoft Office	Many organizations consider Microsoft Office the most important suite of software. The interoperability of SQL Server data with Microsoft Office brings the power of information to the masses, eliminating the need for users to learn a new suite of productivity tools.
MySQL	Why SQL Server vs. MySQL?	SQL Server 2014 offers more comprehensive features than MySQL, such as online backup, reporting, analysis, OLAP, etc. SQL Server is the most secure of any of the major database platforms: