

A man with dark hair and glasses, wearing a yellow polo shirt, is shown in profile, looking intently at a server rack in a data center. He appears to be working on or inspecting the equipment. The server rack is filled with various components, including network ports and indicator lights. The background is a blue wall with a square logo.

Cloud Optimize Your IT with Windows Server "8"

Windows Server "8" brings Microsoft's experience from building and operating public clouds to deliver a highly dynamic, available, and cost-effective server platform for your private cloud.

Windows Server "8" Beta Release. The information contained in this document relates to a pre-release product which may be substantially modified before it is commercially released. Microsoft makes no warranties, express or implied with respect to the information presented here.



Cloud Optimize Your IT with Windows Server "8"

When it comes to building a private cloud, offering cloud services, or securely connecting to clouds, the message is clear: Your organization wants a consistent, integrated approach that helps you solve fundamental business and IT challenges. You also want a growing set of devices to take advantage of new applications and services, which can be deployed on-premises and in public cloud environments. Cloud optimizing your IT with Windows Server "8" provides the best possible solution to meet these unique needs.

Windows Server "8" brings Microsoft's experience from building and operating public clouds to deliver a highly dynamic, available, and cost-effective server platform for your private cloud. It offers businesses and hosting providers a scalable, dynamic, and multitenant-aware cloud infrastructure that securely connects across premises and allows IT to respond to business needs faster and more efficiently.

Windows Server "8" delivers value in four key ways:

1. It takes you *beyond virtualization*. Windows Server "8" offers a dynamic, multitenant infrastructure that goes beyond virtualization technology to a complete platform for building a private cloud. Going beyond virtualization lets you scale and secure workloads, cost-effectively build your cloud, and securely connect to cloud services.
2. It delivers *the power of many servers, with the simplicity of one*. Windows Server "8" offers you excellent economics by providing an integrated, highly available and easy-to-manage multiserer platform.
3. It opens the door to *every app on any cloud*. Windows Server "8" is a broad, scalable and elastic server platform that gives you the flexibility to build and deploy applications and websites on-premises, in the cloud and in a hybrid environment, using a consistent set of tools and frameworks.
4. It *enables the modern workstyle*. Windows Server "8" empowers IT to provide users with access to data and applications from virtually anywhere on any device with a rich user experience, while simplifying management and helping maintain security, control and compliance.



Beyond Virtualization



Whether your organization is a small company, government agency, hosting provider, or large enterprise, if you want the flexibility and scalability of a private cloud, implementing solutions in a virtualized environment is not enough. You must go beyond virtualization technology and lay the foundation for creating a complete platform for a private cloud. Windows Server "8" helps organizations and hosting providers go beyond virtualization by offering:

- Increased scalability and performance through a high-density, highly scalable environment that can be tuned to perform at the optimum level based on your needs.
- Connectivity to cloud services using a common identity and management framework for secure and reliable cross-premises connectivity.

- A complete virtualization platform that delivers a fully isolated, multitenant environment with tools that can guarantee service level agreements (SLAs), enable chargebacks through usage-based billing, and support self-service delivery.

With Windows Server "8", organizations can deploy private clouds in a flexible IT environment that adapts dynamically to changing business needs. New and enhanced features provide high performance and scalability to enable a truly multitenant infrastructure where networking, compute, and storage resources are completely isolated between tenants on the same host.



Windows Server "8" also meets needs specific to hosting providers, including the ability to isolate tenants, gain insight into infrastructure resource usage, and provide new services to help create additional revenue streams. It also offers tools to help transition customers from on-premises to hosted environments and to continue providing the services and reliability demanded by enterprise, midmarket, and small businesses.

The Power of Many Servers, the Simplicity of One



IT departments have to ensure that business applications and services are always available, respond to business users faster, drive operational efficiency, and do more with flat to shrinking budgets.

Windows Server "8" helps IT professionals cloud optimize IT while satisfying business needs faster and more efficiently by providing a highly available, easy-to-manage multiserver platform with the following benefits:

- **Continuous availability.** New and improved features offer cost-effective, high IT service uptime. They are designed to endure failures without disrupting services to users.
- **Management efficiency.** Windows Server "8" helps automate an even broader set of management tasks and simplifies deployment and virtualization of major workloads, which provides a path to full lights-out automation.
- **Cost efficiency.** Windows Server "8" leverages commodity storage, networking, and server infrastructure, and it offers increased power efficiency for superior acquisition and operating economics.

With Windows Server "8", you can manage systems better through software-based policy controls, leverage tools such as a comprehensive set of Windows PowerShell commands for ubiquitous automation of their server environment, and increase cost efficiency of your private cloud platform.

Every App, Any Cloud



Many enterprise applications are moving to a web-based platform. For this to happen successfully, IT professionals need a scalable web platform and the ability to build, deploy, and support hybrid applications that can run on-premises or in the cloud. They also want to be able to use a broad range of tools and frameworks for their next-generation applications, including open source tools.

Windows Server "8" is a proven application and web platform, with thousands of applications already built and deployed, and a diverse community of knowledgeable and skilled developers. Windows Server "8" offers the flexibility to build cross-premises on an open, scalable and elastic web and application platform.

- **Flexible.** By enabling symmetrical or hybrid applications between the datacenter and the cloud, and build applications that use distributed and temporally decoupled components.
- **Scalable and elastic.** By providing frameworks, services and tools to increase scalability and elasticity for multitenant-enabled applications. This platform also improves web site density and efficiency, while enabling service providers to better build, provision and manage a hosting environment.
- **Open.** By enabling mission-critical applications and enhanced support for open standards, open source applications and various development languages.





Modern Workstyle, Enabled



Cloud optimized IT supports a mobile and flexible workstyle that gives people access to information and data regardless of the infrastructure, network, device, or application in use. It also supports robust information governance and regulatory compliance—key control areas necessary for organizations to expand globally.

Windows Server “8” empowers IT to provide users with flexible access to data and applications virtually anywhere, on popular devices—all with a rich user experience. It also simplifies management and improves data security, control, and compliance. Windows Server “8” offers the following benefits to IT professionals and end users:

- **Access from virtually anywhere, any device.** Seamless, on-demand access to a virtualized work environment from virtually anywhere, including branch locations and public connectivity services.
- **Full Windows experience anywhere.** Personalized and rich user experience on popular devices while adapting to different network conditions quickly and responsively.
- **Enhanced data security and compliance.** Central audit and access policies enable granular access to data and corporate resources based on strong identity, data classification, and simplified administration for remote access..

Learn more

Whether implementing a private cloud is around the corner or over the horizon for you, Windows Server offers the best platform to prepare for and implement cloud optimized IT. To learn more about Windows Server, visit microsoft.com/server-cloud