

Aim high Reach for the cloud

HP Reseller Option Kit



Experience cloud-ready power and performance

 Windows Server 2012

Businesses today are looking beyond virtualization—to opportunities that exist in this modern era of IT. They want a new level of ease, efficiency, and performance. And now they can have it. HP and Microsoft® are enabling businesses to begin the transformation at their own pace—with the solid, intelligent foundation of HP ProLiant Gen8 Servers and the power and performance of Microsoft® Windows® Server 2012. Help these businesses soar—along with your sales—as you launch them on their journey toward a modern, more effective infrastructure.



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Modernize your IT

Whether customers have their sights on the cloud or they simply want to take advantage of today's modern applications, you can help them step up their IT with HP and Microsoft Technology. With Windows Server 2012, businesses can take advantage of a solution that offers hundreds of new features and enhancements that span virtualization, networking, storage, the user experience, cloud computing, automation, and more.

In addition to a great operating system, customers also want a reliable foundation that delivers best-in-class performance. By combining the solid foundation of HP ProLiant Servers, and specifically the automated intelligence of HP ProLiant Gen8

Servers, with Windows Server 2012, customers get the power and performance they demand.

Together HP and Microsoft make it easy for customers to optimize their IT. We offer one-stop access for purchase and support, including 90-day free telephone installation support. We also provide assurance with a solution that's been rigorously tested and certified.

But customers aren't the only winners. We also make it easier for you to sell—with increased attach opportunities, simplified stock management, and a lower purchase price for Windows Server 2012 from HP.

Your IT—make it more dynamic, available, and cost-effective

Customers want an infrastructure that lets them quickly and easily take advantage of business opportunities on the horizon. With Windows Server 2012, they get a solution that:

- Takes customers **Beyond virtualization** - Scale and secure workloads, cost-effectively build a private cloud, and securely connect to cloud services
- Delivers **the power of many servers, the simplicity of one** - Efficiently manage your infrastructure while maximizing uptime and minimizing failures and downtime
- Opens the door to **every app, any cloud** - Build on an open and scalable web platform that supports applications across premises
- Enables the **modern work style** - Support a mobile and flexible work style

Choose from four editions

One size does not fit all. That's why Microsoft offers different Windows Server 2012 editions. Help your customers identify the offering that best meets their IT needs today—and tomorrow.

	Foundation No virtualization	Essentials Small business, cloud enabled	Standard¹ Low density or no virtualization	Datacenter¹ High density virtualization
	Windows Server 2012 Foundation	Windows Server 2012 Essentials	Windows Server 2012 Standard	Windows Server 2012 Datacenter
License type	Per server	Per server	Processor + CALs	Processor + CALs
Features	– Limited to 1 processor only – Up to 15 users	– Up to 2 processors only – Up to 25 users	Full product features (parity with Datacenter)	No processor limit
Virtualization rights	Not supported	As guest OS only	Two virtual instances	Unlimited

¹Each license covers up to two physical processors. Windows Server continues to require Client Access Licenses (CALs)

See what's new with Windows Server 2012

Give customers what they want—an improved experience all around. The new Windows Server 2012 is simple, more economical, and cloud-optimized.

Features	Windows Server 2008 R2	Windows Server 2012
Enterprise-class scale and performance	<ul style="list-style-type: none"> – Scales to 256 LPs and 2 TB of memory – Supports 64 LPs, 1 TB of memory, and 512 active virtual machines on Microsoft Hyper-V hosts – Hyper-V guests can access four virtual CPUs, 64 gigabytes (GB) of memory, and 2-TB virtual hard disks (VHDs) – Clustering support for up to 16 nodes and 1,000 virtual machines 	<ul style="list-style-type: none"> – Scales to 640 LPs and 4 TB of memory – Supports 320 LPs, 4 TB of memory, and 1,024 active virtual machines with Hyper-V hosts – Hyper-V guests can access 64 virtual CPUs, 1 TB of memory, and 64-TB VHDs – Clustering support for up to 64 nodes and 4,000 virtual machines
Shared-nothing live migration	Not available	Ability to migrate virtual machines among Hyper-V hosts on different clusters or servers with no storage sharing, using Ethernet connection only—with virtually no downtime.
Hyper-V Network Virtualization	Not available	<ul style="list-style-type: none"> – Ability to isolate network traffic from different business units or customers on a shared infrastructure, with reduced need for virtual local area networks (VLANs) – Ability to move virtual machines as needed within virtual infrastructure, while preserving virtual network assignments
Hyper-V Replica	Not available	Storage-agnostic and workload-agnostic solution that replicates virtual machines efficiently, periodically, and asynchronously over networks to a remote site or location for failure recovery
Low-cost, highly available file-based storage	Server Message Block (SMB) 3.0 File Storage not available	New SMB 3.0 protocol enhancements and low-cost, “commodity” hardware with new File Services for storing server application data such as SQL databases and VHDs for Hyper-V on file shares

Features	Windows Server 2008 R2	Windows Server 2012
Windows PowerShell 3.0	Support for more than 200 cmdlets	<ul style="list-style-type: none"> - Comprehensive management platform for datacenter with 2,300+ cmdlets - Resilient remote server sessions for withstanding various interruptions - Simplified learning with improved cmdlet discovery and simplified, consistent syntax across cmdlets
Hybrid applications	Requirement of virtual private networks (VPNs) or other point-to-point connectivity for communication among geographically separated parts of an application	<ul style="list-style-type: none"> - Protection for existing investments in on-premises applications - Unified application management - Flexibility to build and deploy hybrid applications on-premises and in the cloud
Multitenant, high-density websites	<ul style="list-style-type: none"> - Challenging to gain high-density in web applications - 1:1 mapping of SSL certificates to IP addresses - Basic levels of isolation and resource control that are manual and reactive 	<ul style="list-style-type: none"> - Extensive support for web applications and cloud-based strategies with new and enhanced features - Improved website density to help organizations and hosting providers increase the number of sites they support with the same amount of hardware - Sandboxing, CPU Metering, and other features for isolating and securing multitenant environments while closely tracking resource usage
Dynamic Access Control	Not available	<ul style="list-style-type: none"> - New ways to control access to file data and improved compliance with regulations - Next-generation authorization and auditing controls - Classification capabilities for applying information governance to unstructured data on file servers

Sell it, your way

HP puts you in control. Sell Windows Server 2012 pre-installed or Drop in the box.

You can also take advantage of the Reseller Option Kit (ROK). All options are designed to flexibly align with your preferred selling motion.

Windows Server 2012 OS	Foundation ROK	Essentials ROK	Standard ROK	Datacenter ROK
English, French, German, Italian, Spanish	701591-A21	701587-A21	701595-A21	701600-A21
Dutch, English, Portugese, Swedish, Turkish	701591-021	701587-021	701595-021	701600-021
Czech, English, Polish, Russian	701591-421	701587-421	701595-421	701600-421

Windows Server 2012 OS	Foundation Pre-installed	Essentials Pre-installed	Standard Pre-installed
English, French, German, Italian, Spanish	701589-A21	701585-A21	701593-A21
Czech, Dutch, English, Polish, Portuguese, Russian, Swedish, Turkish	701589-A41		

Windows Server 2012 OS	Foundation Drop in the box	Essentials Drop in the box	Standard Drop in the box	Standard Additive License Drop in the box	Datacenter Drop in the box	Datacenter Additive License Drop in the box
English, French, German, Italian, Spanish	701590-A21	701586-A21	701594-A21	701596-A21	701599-A21	701601-A21
Czech, Dutch, English, Polish, Portuguese, Russian, Swedish, Turkish	701590-A41		701594-A41	701596-A41	701599-A41	701601-A41

Windows Server 2012 (WS2012) CALs	WS2012 5 users	WS2012 5 devices	WS2012 1 user	WS2012 1 device	RDS¹ 5 devices	RDS¹ 5 users
Czech, Dutch, English, French, German, Italian, Polish, Portuguese, Russian, Spanish, Swedish, Turkish	701606-A21	701607-A21	701608-A21	701609-A21	701604-A21	701605-A21

¹Remote Desktop Services



Questions and answers

As an HP/Microsoft reseller, what are my responsibilities in selling HP ROK?

First, you are in the best position to advise your customers to choose the right Microsoft Server OS with the right HP ProLiant server. To see which models of ProLiant support which versions of Windows Server OS, refer to HP's certification matrix at hp.com/go/wincert. Second, offering OS installation services is very beneficial to your customers. Finally, you must *affix the COA label on the server as part of your reseller agreement with Microsoft*. The specific location of the COA can be found in our Windows FAQ document at hp.com/go/windowsfaq.

Why should I sell HP Windows Server 2012 ROK with HP ProLiant servers?

- HP and Microsoft have been partners for more than 25 years. Together, we provide a solid and trusted solution for our customers. By purchasing HP ProLiant servers together with HP ROK products, you are choosing a convenient one-stop shop for purchase and support.
- HP provides 90-day free installation support via telephone on HP ROK products.
- In most cases, channel partners enjoy a more competitive price from HP ROK products.

How has the licensing model changed for Windows Server 2012 Standard compared to Windows Server 2008 R2?

WS2012 Standard is licensed per processor + CALs while WS2008 R2 is a server + CAL-based licensing model. With WS2012, each license covers 2 processors; so for a 4 way server, customers need to stack 2 x WS2012 Standard ROKs for that server and need to stick both COA labels on the server per instructions in Q above.

When do additive licenses need to be purchased?

One WS2012 Standard edition covers 2 CPUs or 2 virtual instances, so additive licenses need to be purchased whenever there are more than 2 virtual instances or more than 2 CPUs in the server. Please note that additive licenses are Factory Integrated Only (FIO). For ROK users, they can stack more than 1 ROK OS license against 1 server and affix all the COA labels on the server.

Does Windows Server 2012 Standard or Datacenter come with CALs?

No. WS2012 Standard and Datacenter editions come standalone, without any CALs. Customers will need a CAL for each user or device that accesses a server. You may purchase Windows Server CALs (which are available as HP OEM licenses) at the time of OS purchase, or later when adding new users or devices to the network.

Is there an upgrade path from previous versions to Windows Server 2012?

An OEM license or Volume License for WS2008 R2, which is currently covered by Software Assurance, may be upgraded to the equivalent edition of WS2012 (or next higher edition if there's no equivalent, as in the case of Windows Server 2008 R2 Enterprise), since "new

version right" is one of the benefits of Software Assurance. The Software Assurance licensee would be able to exercise this right and obtain WS2012 media and key from the Volume Licensing Service Center. For more information on Software Assurance, see www.microsoft.com/sa.

What is the downgrade path for Windows Server 2012?

Customers may re-use their media (and product key, if needed) from a previously licensed earlier version of an equivalent edition of Windows Server under downgrade rights. Note that the customer may not need a key if running a previously-activated VM image of Windows Server.

Microsoft's site for downgrade fulfillment to OEM customers ended 30 September (<http://www.microsoft.com/licensing/existing-customers/fulfillment.aspx>). However, Microsoft still offers OEMs the option of distributing a selected downgrade media/key to their OEM customers upon request. Each OEM chooses if and how they offer such a program. For example, HP's downgrade fulfillment program for their OEM customers is offered as an option when ordering a configure-to-order server with OEM license, or to their previous OEM customers via the HP site hp.com/go/wsdowngrade. HP will start offering downgrades for HP OEM WS2012 customers in the first quarter of 2013.

Can WS2012 CALs be used on WS2008 R2 or earlier version?

Yes, Windows Server CALs are downward compatible but not the other way around.

Do customers need to have more than one product key to activate several VMs?

No. Each Windows Server product key may be used to activate multiple VM images, and the customer may store any number of activated instances offline, with some limitations:

- The customer may only use their Windows Server product key to activate instances which the customer will run for their own use on their own hardware.
- Any server running Windows Server instances must have sufficient licenses for the maximum number of Windows Server instances that are running on it concurrently. For this reason, the Datacenter edition of Windows Server is an excellent value for any highly-virtualized server since it includes the right to concurrently run an unlimited number of Windows Server virtual instances on the server.
- Each Windows Server OEM product key allows a certain number of Internet activations. Once that number is reached, each additional time it is used the customer will be prompted to call a Microsoft Activation center. Provided the customer is complying with their license rights, the Activation Center analyst will provide them with an activation code for the additional instance.

If I'm a Microsoft and HP joint partner, do I get Microsoft credit by selling HP ROK?

For HP only partners, HP channel program policy applies.

The Microsoft Partner Network may provide benefits for MPN members who purchase Microsoft server products from Microsoft authorized distributors. If an MPN member purchases from a Microsoft authorized distributor an HP ROK license for a Microsoft product which currently offers MPN benefits, and if they provide the distributor their MPN number at time of purchase, and if the distributor reports to Microsoft the MPN number and product purchased, then the MPN member would receive the appropriate MPN benefit.

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To learn more about running Windows Server 2012 on HP ProLiant Servers, please visit:

HP Website: hp.com/go/ws2012

HP ESSN Windows: hp.com/learn/ws2012

HP ProLiant Server Certification: hp.com/go/wincert

HP ROK Website: hp.com/go/rok

HP Microsoft FAQ document: hp.com/go/windowsfaq

HP Microsoft Coffee Coaching program: hp.com/go/coffeecoaching

Microsoft Website: microsoft.com

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