Microsoft

Partner Guidance: SQL Server 2022 Launch
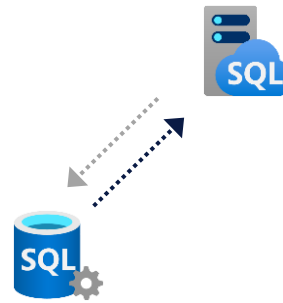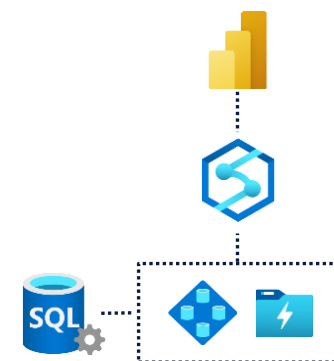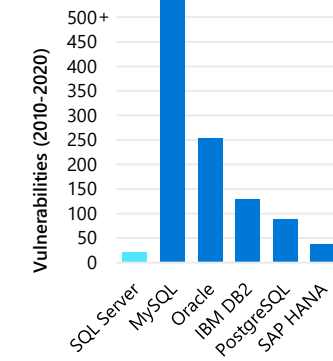
November 2022

SQL Server 2022

Azure-enabled with continued performance and security innovation

Business continuity through Azure	Seamless analytics over on-prem operational data	Visibility over your entire data estate	Most secure over the last 10 years[1]	Industry-leading performance and availability
		Microsoft Purview Insights Lineage Policies		#1 OLTP performance[2] #1 Non-Clustered DW performance on 1TB[3], 3TB[4], 10TB[5], 30TB[6], and 100TB[7]

Vulnerabilities (2010-2020): 500+, 450, 400, 350, 300, 250, 200, 150, 100, 50, 0 — SQL Server, MySQL, Oracle, IBM DB2, PostgreSQL, SAP HANA

Hero capabilities	Link feature for Azure SQL Managed Instance[8]	Azure Synapse Link	Microsoft Purview integration	SQL Server ledger	Built-in query intelligence Multi-write replication

Most consistent data platform ⟵ **Edge to Cloud** ⟶

Azure SQL Edge — Azure Arc-enabled data services — Azure SQL

Azure hybrid data manageability for SQL Server

Manage, govern, and protect your SQL Server from Azure

Manage all your SQL estate using Azure

- **Single view** of all SQL Servers deployed on-premises, in Azure and other cloud
- **Fully automated technical assessment** for SQL Server -- free

Control and govern your entire data estate

- **Centralized insights and governance** across all SQL Servers with Microsoft Purview
- Purview access policies readily available for SQL Servers on-premises

Protect all your data using Azure security

- Protect your on-premises data using **Microsoft Defender** for Cloud
- Secure identities with **Single Sign-On** and **Azure Active Directory***

Easy connection enabled by Azure Arc for existing SQL Servers without migration

SQL Server 2022 required for Azure Active Directory. All other features supported on SQL Server 2012, 2014, 2016, 2017, and 2019.

Upgrade to SQL Server 2022

Benefit from continuous innovation with cloud-connected features in Azure
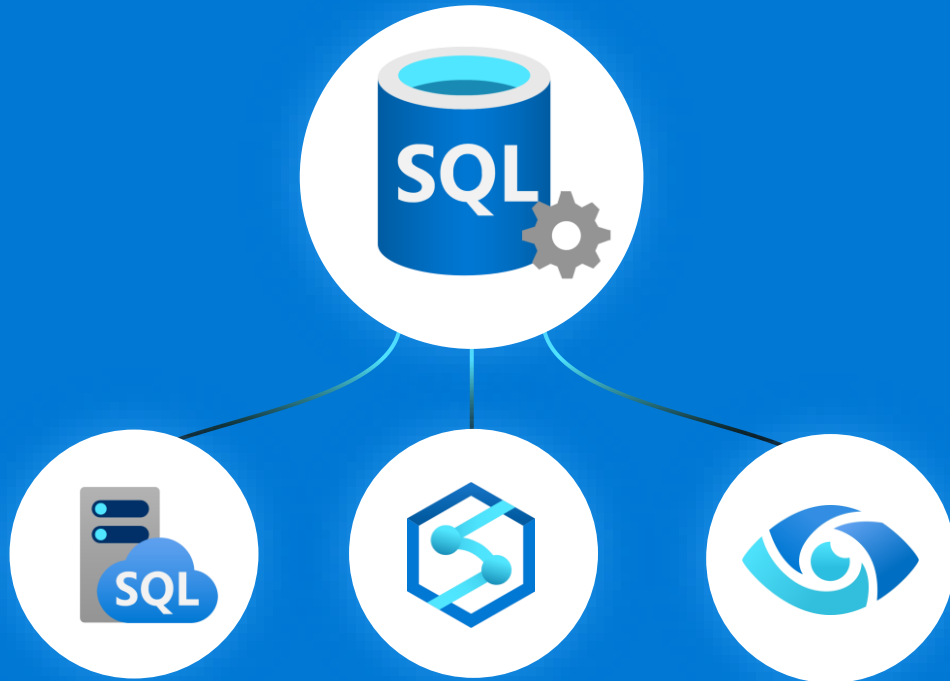
Ready to migrate?

Azure SQL is the best choice for SQL Server workloads

Up to 93% cheaper than AWS[1,2]

Built-in, real-time intelligent security

Fully-managed and always up-to-date

Get the same SQL experience in the cloud

1. Price-performance claims based on data from a study commissioned by Microsoft and conducted by Principled Technologies in April 2022
2. Price-performance claims based on data from a study commissioned by Microsoft and conducted by GigaOm in April 2022

SQL Server and Software Assurance value

SQL Server 2022

Cloud-connected
Migrate & DR to Azure SQL MI

Azure Synapse Link, Purview

Most secure
10 years least vulnerable database

SQL Server Ledger

Leading performance
Built-in query intelligence

#1 DW and OLTP TPC benchmarks

Innovation built-in & SA benefits

SQL Server Software Assurance benefits include the following

Continued benefits
- Azure Hybrid Benefit
- License Mobility
- Unlimited Virtualization for Enterprise edition
- New version (upgrade) rights
- Free HA/DR on-prem and DR to Azure SQL VM

New benefits
- Free DR to Azure SQL MI
- Unlimited Containerization
- Fully-automated technical assessment
- Centralized governance
- Microsoft Defender
- Single Sign On and AAD

Price

Landing **10% SQL Server price increase January 2023** across all licensing channels

New SQL Server 2022 updates build on a decade of consistent innovation

DECADE OF INNOVATION

Since 2012, we have continuously reinvested in driving unparalleled value in SQL Server and have developed 50 new capabilities into the product:

- **Released SQL Server 2016** with 14 new capabilities including support for PolyBase, JSON, Basic High Availability & Row Level Security

- **Released SQL Server 2017** with 10 new innovations including Support for Linux (RedHat, SUSE & Ubuntu), Python & R language capabilities, & support for Docker containers

- **Released SQL Server 2019** which included 12 additions Data Virtualization for external data sources and intelligent database enhancements

- **Releasing SQL Server 2022** with 14 new innovations including links to Azure SQL Managed Instance, Synapse & Purview, and a Pay-As-You-Go (PAYG) purchasing model

PERFORMANCE, SECURITY & GOVERNANCE

Performance, security & governance are critical concerns for most customers, and SQL Server 2022 addresses these in new product capabilities:

Microsoft Purview integration with SQL Server 2022 enables visibility over your entire data estate
- Automatically scan on-prem SQL Server to capture metadata across multiple SQL deployments edge to cloud
- Classify data using built-in and custom classifiers and Microsoft Information Protection sensitivity labels
- Set up and control specific access rights to SQL Server

Azure Synapse Link for SQL Server 2022 provides automatic change feeds that capture the changes within SQL Server
- Break the wall between operational & analytical stores
- New change feed capability reduces impact on OLTP workloads
- Near real-time latency between SQL Server and Synapse Analytics
- Analyze all your data using both Spark and SQL runtimes in Synapse

UPDATE TO LIST PRICE

Our first substantive change to the list price since SQL Server 2012

Starting January 1, 2023, all channels will have a price increase:

- Volume Licensing (VL): 10%
  - Includes EA, ESU, USG, ISV, EES (CC, SC), OLV, OVS, Select, Select+, NGVL
- CSP: 10%
- VSS: 10%
- MCPP: 10%
- MBS: 10%
- MS Store (Retail): 10%
- OEM & IoT: 10%
- SPLA: 8% on Ent. Edition, 10% on Std. & Web editions
- Please note this price change does impact all public sector customers, worldwide

There will be a 10% price increase on all SQL on-prem SKUs, *including* SA SKUs

There will be no change to Azure SQL IP pay-as-you-go pricing

Built-in SQL Server Innovation Growth (Details)

💡 Past and future innovation

2012
- Data Quality Services
- Statistical Semantic Search
- AlwaysOn Availability Groups
- FileTable storage
- Database Audit
- Columnstore indexes

2014
- In-Memory OLTP
- Spatial built-in types
- Updateable Clustered Columnstore
- AlwaysOn enhancements
- Buffer Pool Extension
- Backup encryption
- Resource Governance for I/O
- SQL Server Data Tools for Business Intelligence

2016
- Query Store
- PolyBase
- Always Encrypted
- Dynamic Data Masking
- Row Level Security
- Standard Edition surface area
- JSON support
- Enhanced multi-dimensional models
- Connectivity to R Open

2017
- Adaptive Query Processing
- Automatic Tuning
- Graph database
- Scale Out in SSIS
- Machine Learning Services
- SQL Server on Linux
- Containers
- Kubernetes
- New Availability Groups functionality
- In-memory enhancements

2019
- Data Virtualization
- Intelligent Query Processing
- Accelerated Database Recovery
- Free DR replicas in Azure and on-premises
- Data Classification
- Always Encrypted with secure enclaves
- Transparent database encryption
- Support for SQL Server Java extension
- Azure Data Studio to manage SQL Server including support for T-SQL using Notebooks

2022
- Built-in Query Intelligence
- Multi-write replication
- Contained availability groups
- BufferPool parallel scan
- Timeseries support
- SQL Server Ledger
- Link feature for Azure SQL MI
- Synapse Link for SQL Server
- Microsoft Purview policies
- JSON T-SQL Enhancements
- Modern T-SQL surface area

Future
- New scenarios for Link feature for Azure SQL MI
- Enhancements to Synapse Link for SQL Server
- New capabilities for Microsoft Purview policies

Legend:
- 🟢 Performance and availability
- ⚫ Security
- 🔵 Azure-enabled
- 🟤 Platform, languages, and miscellaneous

Partner Guidance for SQL Server 2022 (incl. price change)

The launch of SQL Server 2022 brings to market a host of new innovations and expanded capabilities including Azure connectivity, data security, performance, & governance! This launch also includes the first price change for SQL Server in a decade, in the form of a 10% price change affecting *only* the on-premises versions of SQL Server.
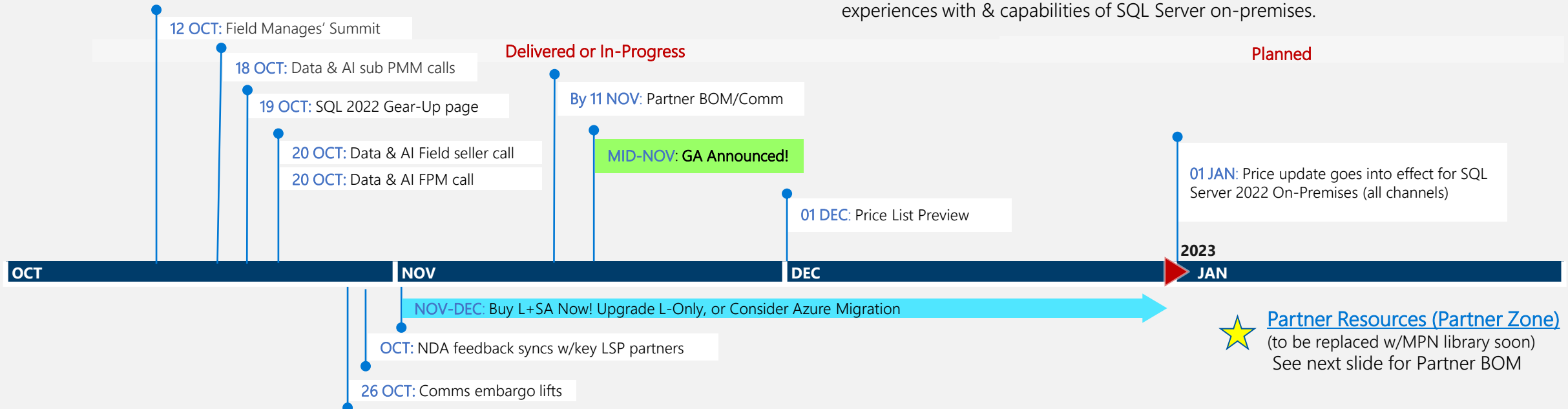
Guidance for Partners:
1. Reach out to your SQL Server customers right away and talk with them about purchasing/upgrading now (before the price change goes into effect on January 1, 2023)
2. Start your customer conversations with a focus on the business & technology requirements of their app/data platform – from this you can determine if they will choose to (or be required to) purchase or continue using on-premises versions of SQL Server. Land the value of SQL Server 2022 and new and existing Software Assurance benefits.
3. If price change becomes a customer issue/blocker, discuss migration alternatives such as migration to Azure SQL or PAYG via Azure Arc Enabled Data Services

① Oct 2022 – Jan 2023 – "L+SA Buy Now", upgrade L-Only, or consider Azure

- **Engage with customers with no Software Assurance (L-Only) or net new customers (L+SA)** <u>before Jan 1, 2023</u>. Use Q2 as time to upgrade L-Only customers to SA or drive new L+SA purchases of SQL w/price change as the sense of urgency.
- **Move on-prem customers to Azure SQL or new PAYG model** (neither of which will be affected by the price change).
- **Ensure all near-term customer quotes for SQL Server show Dec. 31, 2022 as the expiration date** (<u>and</u> include a note that the price will change as of January 1, 2023)

② After January 1, 2023 – Focus on new customers & Azure migration opps

- **Continue driving high value of SQL Server 2022 innovations w/new customers.** In recent surveys, SQL Server (on-prem) showed higher developer affinity than our Azure data services offerings, so don't overlook this opportunity to continue growing our base.
- **Leverage post-price change timeframe to drive customer consideration of data migration options.** Maintain strong sales focus on driving customer understanding of the value of cloud adoption, including hybrid scenarios (Arc) to enhance their experiences with & capabilities of SQL Server on-premises.

12 OCT: Field Manages' Summit

Delivered or In-Progress

Planned

18 OCT: Data & AI sub PMM calls

19 OCT: SQL 2022 Gear-Up page

By 11 NOV: Partner BOM/Comm

20 OCT: Data & AI Field seller call

MID-NOV: GA Announced!

20 OCT: Data & AI FPM call

01 JAN: Price update goes into effect for SQL Server 2022 On-Premises (all channels)

01 DEC: Price List Preview

2023

| OCT | NOV | DEC | JAN |

NOV-DEC: Buy L+SA Now! Upgrade L-Only, or Consider Azure Migration

OCT: NDA feedback syncs w/key LSP partners

26 OCT: Comms embargo lifts

[Partner Resources (Partner Zone)](#)
(to be replaced w/MPN library soon)
See next slide for Partner BOM

SQL Server 2022 Partner Resources

[CLICK HERE]

Audience	Asset	Description & Intended Use	Content Landing
Sales	**SQL Server 2022 Modernization & Pricing** *(this PPT)*	Comprehensive deck covering all the changes in SQL Server 2022 to be used by partners for enablement & sales readiness (31 slides)	Partner Only
	SQL Server 2022 Mod/Pricing Pitch Video *(coming soon)*	Video example of how to deliver the above deck (16:55)	Partner Only
	SQL Server 2022 Customer Pitch Deck	100-Level SQL Server 2022 awareness deck partners can use to educate & motivate their customers (38 slides)	Partner-to-Customer
	To-Customer E-Mail Template	Customizable e-mail template partners can use to communicate information about SQL Server 2022 to their customers	Partner-to-Customer
	SQL Server 2022 Customer Data Sheet	To-Customer datasheet (sales aid for partners)	Partner-to-Customer
	SQL Server 2022 Partner FAQ on Pricing *(coming soon)*	FAQ document to help partners answer questions both internally (as a partner) and externally (from customers) regarding the SQL Server 2022 price change	Partner Only
Technical	**SQL Server 2022 Webinar**	On-demand recording of a SQL Server 2022 webinar (incl. demos) to help partner pre-sales/service delivery teams better understand the new version	Partner & Customer
	What's New in SQL Server 2022	Video explaining the new innovations in SQL Server 2022 (13:28)	Partner & Customer
	SQL Server 2022: Data Exposed Series	Video series diving into each new feature of SQL Server 2022 (8 episodes)	Partner & Customer
	SQL Server 2022: Microsoft Build Session BRK20	Video of a deeper technical dive into SQL Server 2022 (51:26)	Partner & Customer
	SQL Server 2022: Technical Decks by Bob Ward	SQL Server 2022 deeper technical presentations w/demos	Partner & Customer
	SQL Server 2022: Demos	GitHub repository of SQL Server 2022 technical demos	Partner-to-Customer

Remember to lead with all the new innovations & related benefits of this new version of SQL – *then* **mention the price change**

Be sure to recommend the purchase of new SQL L+SA before Jan. 1, 2023 *<or>* **recommend they consider migration to Azure SQL**

Thank you

Microsoft