

Battlecard at-a-glance: Windows Server 2022 for SMBs

This battlecard is intended to help Microsoft sales and field teams drive conversations with small or medium-sized businesses (SMBs) around adopting Windows Server 2022.

Get prepared

Familiarize yourself with Windows Server 2022 and how to position it.

- Windows Server 2022 ACOM page <TBD>
- Windows Server 2022 messaging and positioning framework <TBD>
- Windows Server 2022 customer pitch deck <TBD>
- Windows Server 2022 features comparison <TBD>

SMB sales techniques

Match your customer's goals to Windows Server 2022 capabilities. Connect to common business and IT challenges for SMBs.

- **Achieve greater infrastructure efficiency** with Windows Server software-defined (WSSD) datacenter capabilities.
- **Take advantage of multilayer security** to help protect sensitive data and proactively detect and respond to rapidly emerging threats.
- **Transform the workplace** and let people work from nearly anywhere by enabling more secure remote desktop and remote app capabilities.
- **Get the best of both worlds** with hybrid capabilities that bridge on-premises investments to the cloud.
- **Help reduce IT team cost, time, and effort** with centralized tools and features that simplify management of on-premises and cloud infrastructure.

How to win

- Understand your customer's objectives and challenges with their current hardware, including servers and storage, and find out if they're running older versions of Windows Server.
- Build the conversation around the features and benefits of Windows Server 2022 that best address the customer's identified pain points.
- Elaborate on how Windows Server 2022 can enable enhanced security, high performance, and flexibility to extend to the cloud.
- Note that remote working is now common and focus on how Windows Server 2022 enables a seamless remote user experience.

Questions to ask customers

- We hear a lot about how digital transformation (DT) takes business to the next level and is essential for staying competitive. How are you positioning your organization for the DT wave? What are your plans for technology adoption?
- How old is your existing server infrastructure, and what operating system are you using?
- Does your existing hardware and software give you the flexibility to interact with modern technologies?
- What level of scalability do your existing systems provide? Is it enough to meet your future growth?

- What applications are you currently running or planning to run in your server environment?
- Given the sharp increase in cyberattacks, what concerns do you have about security?
- As remote working continues to become standard across industries, how are you supporting your employees and users in this scenario?
- How rapidly is your business data growing? Is your existing infrastructure prepared to meet your future data requirements?

What to avoid

- Do not openly critique your customer's existing investments or the capabilities of older editions of Windows Server.
- Avoid comparing Windows Server 2022 to open source operating systems.
- Rather than positioning Windows Server 2022 as a way to migrate to the cloud, show it as a bridge that enables hybrid scenarios with Microsoft Azure.
- Do not lose focus on the specific needs of SMBs: primarily emphasize how Windows Server 2022 can operationalize business processes; it's okay to touch on innovative capabilities, but do so lightly.

Choose the right edition

	STANDARD	DATACENTER
Ideal for	Physical or minimally virtualized environments	Highly virtualized datacenters and cloud environments
Licensing model	Core-based	Core-based
CAL required	Windows Server CAL	Windows Server CAL
Virtualization	Two Windows Server 2022 Standard VMs, plus one Hyper-V host per license	Unlimited Windows Server 2022 Datacenter VMs, plus one Hyper-V host per license
Remote Desktop Services	RDS CALs and Windows Server CALs	RDS CALs and Windows Server CALs
Software-defined datacenter environments	–	Includes modern infrastructure for software-defined compute, storage, and networking
Hybrid	Windows Admin Center, Storage Migration Service	Windows Admin Center, Storage Migration Service
Security	Secured-core services, virtualization-based security, Windows Defender Exploit Guard, Trusted Platform Module 2.0, AES-256 encryption	Secured-core services, virtualization-based security, Windows Defender Exploit Guard, Trusted Platform Module 2.0, AES-256 encryption

Pitching points

If your customer could benefit from

Then you should say

Hybrid capabilities with Microsoft Azure

"Extend your datacenter to Azure using a cloud-ready operating system with hybrid capabilities."

You can achieve greater IT efficiency and cost savings by extending your datacenter to Microsoft Azure using a cloud-ready operating system with hybrid capabilities. Extend Azure services to on-premises environments with Azure Arc, and take advantage of improved tools for hybrid server management with Windows Admin Center.

Simplified server infrastructure management

"Simplify your day-to-day server infrastructure management activities and prepare to be cloud-ready."

With Windows Admin Center, you can manage all of your server environments with familiar yet modern tools—such as the reimaged Server Manager and streamlined Microsoft Management Console—all from a single, browser-based graphical user interface.

Advanced multilayer security

"Help protect data and apps at virtually every level of your business, starting with the operating system."

You can help protect your business apps and data with multilayer security capabilities, including Secured-core solutions, Windows Defender System Guard, virtualization-based security, Trusted Platform Module 2.0, and more.

More flexible and cost-efficient infrastructure

"Virtualization isn't expensive with Windows Server 2022."

With Windows Server 2022, you can consolidate physical servers and run multiple virtual machines (VMs), helping to promote agility and reduce capital and operating costs. It's also easy to manage virtualization with Windows Admin Center, which comes ready to use and at no additional cost.

Optimal end-user productivity

"Help ensure your employees stay productive while working in places that are convenient and safe for them."

Remote Desktop Services (RDS) is a platform built into Windows Server 2022. RDS enables more seamless and secure access to a full desktop experience and remote apps, giving users a sense of familiarity and helping them stay productive.

Objection handling

Our existing applications work fine on our current server infrastructure with older versions of Windows Server. Why should we invest in Windows Server 2022?

Response: When older server hardware and operating systems near or pass end of support, they can become complex and expensive to maintain. This can present a new opportunity to take advantage of modern technologies. Windows Server 2022 can help you streamline server infrastructure management, improve performance, and enhance security while also reducing infrastructure costs. This takes your organization to the next level, creating new ways to grow, help protect customers, and stay in step with a rapidly changing business and technology landscape.

Our IT budget is limited. How would Windows Server 2022 fit into it?

Response: Windows Server 2022 helps you maximize existing investments and reduce complexities because it is hardware-agnostic, with no requirement for a specific storage configuration like DAS or SAN. Windows Server 2022 helps ensure seamless deployment and steady-state operations, while reducing on-premises infrastructure costs and enabling improved performance, easily scalable virtualization, and high reliability.

How would Windows Server 2022 elevate our overall security?

Response: Windows Server 2022 enables modern security with enhanced features to detect and respond to new and emerging threats, prevent attacks, and reduce the risk of breaches. Multilayer security capabilities help to enable protection at the hardware, firmware, and operating system levels. Enterprise-grade security capabilities like integrated Windows Defender Advanced Threat Protection (ATP), shielded VMs, privileged identities, and Windows Defender Exploit Guard can help your business stay protected.

How would upgrading to Windows Server 2022 enable modernization of our server infrastructure?

Response: Employ Windows Server software-defined (WSSD) datacenter solutions for greater datacenter efficiency and better resource management. You can scale effectively and economically with high-performance software-defined storage and networking that's affordable for businesses of virtually every size. Plus, you can gain a competitive edge with app innovation enabled by a modern containerized platform that helps in building more secure, reliable, and powerful apps.

How are remote capabilities in Windows Server 2022 different from older editions?

Response: Windows Server 2022 enables remote users to run applications and desktops from almost anywhere with Remote Desktop Services (RDS)—so they can work effectively from places that are safe and convenient for them. RDS delivers secure and enhanced virtualized apps, remote desktop access, and simplified management for better security, VM isolation, and performance for intensive workloads.