



Microsoft® SQL Server® 2008 R2



Microsoft® SQL Server® 2008 R2 delivers several breakthrough capabilities that will enable your organization to scale database operations with confidence and improve IT and developer efficiency, as well as enable highly scalable and well-managed business intelligence on a self-service basis for your users.

Expanding on the value delivered in SQL Server 2008, SQL Server 2008 R2 provides a wealth of new features and capabilities that can benefit your entire organization.

Key Features

- Powerful end-user analytics and reporting via innovative Microsoft Excel® add-in and intuitive report design tools that integrate with Microsoft SharePoint® Server
- Centralized management and deployment of instances and applications from a single control point within SQL Server Management Studio
- Support for Windows Server® 2008 R2, including Hyper-V™ with Live Migration
- Data warehouse scalability from tens to hundreds of terabytes through massively parallel processing
- Enhanced data compression with support for Unicode UCS-2
- Master data hub for defining and managing master data across heterogeneous systems
- High-scale complex event processing

TRUSTED, SCALABLE PLATFORM

Scale your data warehouse from tens to hundreds of terabytes SQL Server 2008 R2 will offer customers scalability to meet the demands of growing data warehouses. Parallel Data Warehouse is a highly scalable appliance for enterprise data warehousing. It uses massively parallel processing (MPP) to deliver the high performance and scalability on SQL Server 2008, Windows Server 2008, and industry-standard hardware.

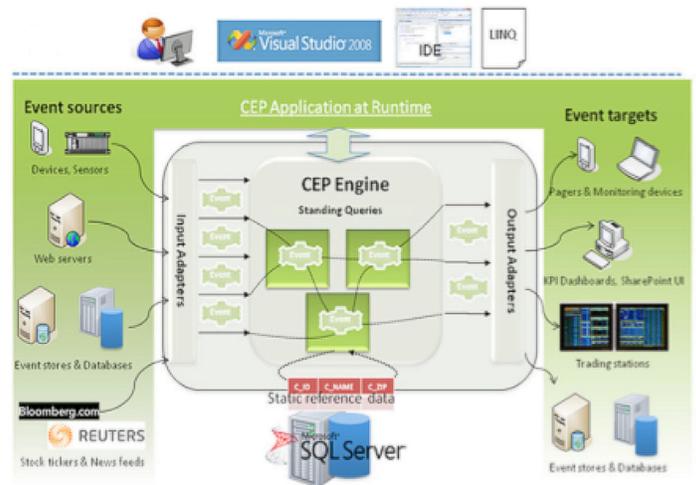
The MPP architecture helps enable better scalability, more predictable performance, reduced risk, and a lower cost per terabyte than other data warehouse solutions.

Process large volumes of events across multiple data streams

Data volumes are exploding with event data streaming from sources such as RFID, sensors, and Web logs across industries including manufacturing, financial services, and utilities. The size and frequency of the data make it challenging to store for data mining and analysis.

Use SQL Server StreamInsight to better manage your business through historical data mining and continuous insights. StreamInsight allows software developers to create complex and innovative CEP solutions along two scenarios: (1) building packaged event-driven applications for low-latency processing, and (2) developing custom event-driven applications for businesses with high-throughput, low-latency needs.

StreamInsight provides the ability to monitor, analyze, and act on the data in motion and offers significant opportunity to make more informed business decisions in near real time.



Deliver trusted data assets across heterogeneous systems

The increased emphasis on regulatory compliance, SOA, and mergers and acquisitions has made creating and maintaining accurate, high-quality master data a business necessity. IT is challenged with delivering high-quality master data to downstream data warehouse, analytics, and BI systems in consumable formats.

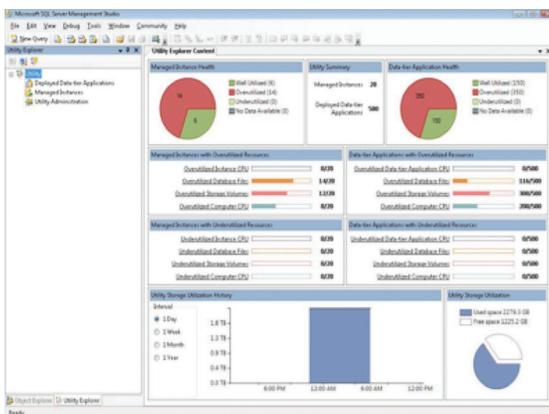
Master Data Services helps enterprises standardize the data people rely on to make critical business decisions. With Master Data Services, IT organizations can centrally manage critical data assets companywide and across diverse systems, enable more people to securely manage master data directly, and ensure the integrity of information over time.

IMPROVE IT AND DEVELOPER EFFICIENCY

Manage applications and instances efficiently at scale

Demand for IT organizations to provide additional value with existing budgets and resources has never been greater. To achieve this, they need tools and capabilities that help them maximize efficiency across the application lifecycle with streamlined management, rapid development, and predictable deployment.

Investments in application and multi-server management will help organizations proactively manage database environments efficiently at scale through centralized visibility into resource utilization. These innovations, along with improved support for virtualization through Hyper-V with Live Migration in Windows Server 2008 R2, help streamline consolidation and upgrade initiatives across the application lifecycle—all with tools that make it fast and easy.



Accelerate deployments and upgrades

The introduction of a single unit of deployment in SQL Server 2008 R2 enables organizations to accelerate and standardize deployment and upgrade of data-tier application deployment, taking the guesswork out of database projects.

Use SQL Server SysPrep to dramatically reduce the time required for SQL Server installs by creating prepared images of SQL Server standalone instances that can be copied and quickly installed on target systems. Additionally, enable rapid provisioning and configuration using prepared images stored in VHD Mart for Hyper-V deployments.

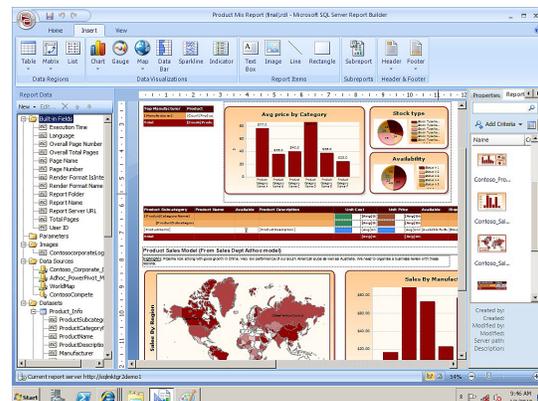
ENABLE MANAGED SELF-SERVICE BI

Empower users with tools they already know and use

SQL Server 2008 R2 introduces innovative self-service analysis tools that allow end users to quickly create solutions from disparate data sources using powerful extensions to Excel. PowerPivot gives users the power to create compelling self-service BI solutions, facilitates sharing and collaboration on user-generated BI solutions in a SharePoint Server 2010 environment, and enables IT organizations to increase operational efficiencies through SQL Server 2008 R2–based management tools.

Create new reports within minutes

SQL Server Report Builder provides a productive and intuitive design interface, new visualizations including maps and sparklines, and offers a new “grab and go” experience for creating new reports from existing content. The Report Part Gallery allows users to search for existing report parts and then drag and drop them onto the design surface while retaining all underlying definitions, queries, and so forth.



GET ADDITIONAL INFORMATION

For more information about SQL Server 2008 R2, visit:

www.microsoft.com/sqlserver