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Microsoft
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Bell Micro recommends genuine
Microsoft® software



Reach

Reach for success with Bell Micro and Microsoft



Open great new opportunities with Microsoft® Windows Server 2008



www.reachformicrosoft.com



Here's an **opportunity** you can't afford to miss

IDC forecast that over 265,000 units of Windows Server 2008 will be shipped this year alone. A significant opportunity for everyone involved.

With IDC estimating that for every £1,000 Microsoft makes on Windows Server 2008 and Windows Vista™, partners will make £18,000 revenue on related services, it's clear to see why Windows Server 2008 presents such a great opportunity for your business. This guide is designed to highlight the opportunities around Windows Server 2008 and how Bell Micro provides you with the tools to open these into sales.

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Drill down into fantastic Windows Server 2008 opportunities

Microsoft Windows Server 2008

As one of the most significant products in Microsoft history, many IT administrators are eager to upgrade their servers to Windows Server 2008 as it delivers significant functional improvements. Bell Micro's position as a leading distributor of Server Solutions means **we know what support you need to close these deals.**

In many ways, Windows Server 2008 is a brand-new server OS, with an improved architecture and a variety of significant new features including the new **virtualisation** hypervisor layer – Hyper-V, **improved security** and the IIS7 platform for developing and hosting **Web server applications.**

New business opportunities

With the market driving demand for faster, greener and higher capacity servers, Windows Server 2008 presents a number of opportunities to reach new customers and expand offerings to existing clients.

With servers sold today being **64-bit** capable, Windows Server 2008 is the best way to get the most out of this hardware. The 64-bit Windows Server 2008 version offers improved memory handling and faster, smoother, more reliable processing of large volumes of data – ideal for datacentre and large enterprise organisations.

The hottest topic at the moment is server **virtualisation**, expected to drive major change in IT infrastructure and operations in the next three years, Gartner analysts predict that more than 40% of new operating systems will be on virtual machines by 2009.

With Windows Server 2008, everything needed to support server virtualisation is available as an integral feature of the operating system, making it easier than ever to take advantage of the benefits of virtualisation.



Next Steps

Download the Windows Server 2008 cheat sheet and kick off your sales. Visit www.reachformicrosoft.com/ws2008cs today

Visit the Windows Server 2008 page on reach for more information, training, call scripts, and much more

Visit www.reachformicrosoft.com/ws2008 today

Cut through the competition with compelling benefits



Microsoft Windows Vista SP1

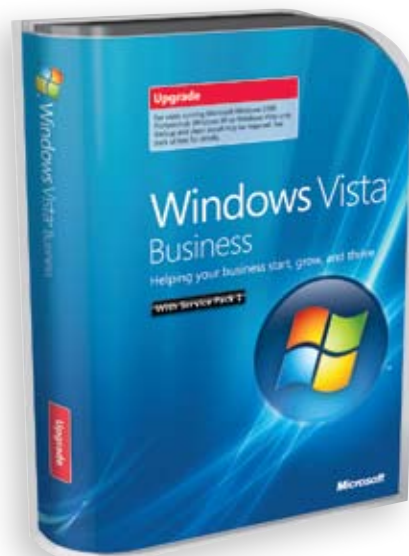
Did you know that Microsoft Windows Vista and Windows Server 2008 started out as a single development project? Due to this they have a significant number of common technologies between them, when they are deployed together, the combined client-server environment provides significant advantages, including more efficient management, greater availability and faster communication.

Because these gains are only achieved when both are installed, this presents a **great opportunity for you to upsell** your customers to joint server and desktop deployments. And with £18,000 of additional services revenue available for every £1,000 spent on Windows Server 2008 and Windows Vista, this is an ideal opportunity for you to discuss professional services. **Bell Micro has a range of professional services available for you to resell as your own** if you don't have the capabilities in-house.

Increased compliance and service level pressures are demanding that business infrastructures are as available and secure as possible. The reliability, scalability, and overall responsiveness of the client and server infrastructure are greatly increased by improvements made to both Windows Vista and Windows Server 2008.

Don't forget about hardware. Windows Vista has specific hardware requirements, and while most mid-sized businesses have PCs that are upgradeable, the few that don't represent an **opportunity for the sale** of a new Windows Vista-Ready PC.

Many businesses have held on for SP1 before committing to migrate, so now is the ideal time to reengage with them. **Windows Vista SP1 offers clear gains over Windows XP**, helping your customer to understand these is the easiest way to grow your Windows Vista SP1 sales.



Next Steps

Sell the value of SP1 with the Windows Vista SP1 cheat sheet
Download it now from www.reachformicrosoft.com/vistacs

Find all the sales tools and info you need to sell Vista SP1
Visit www.reachformicrosoft.com/vista today

Drive your sales with effective communication solutions

Microsoft Exchange Server 2007

With the recent release of Windows Server 2008 and Exchange Server 2007 Service Pack 1 (SP1), many organisations are re-visiting their migration plans as Windows Server 2008 features are providing critical Exchange performance enhancements.

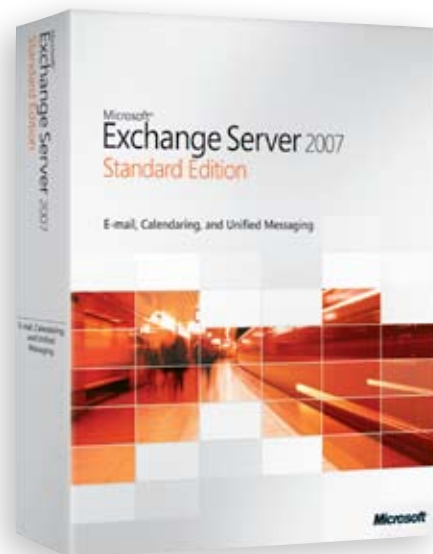
Aside from being a native 64-bit operating system, which is the ideal platform for Exchange Server 2007 SP1, improvements in Active Directory, enhanced disk management and storage, plus the ability to provide geographically dispersed failover clusters, are **presenting a strong argument for running Exchange Server 2007 SP1 in a Windows Server 2008 environment.**

Customers who are currently running Exchange Server 2007 in a Windows Server 2003 environment are the **ideal targets** for an upgrade message. They would see immediate performance gains and the benefit of moving to a supported platform. Mainstream support for Windows Server 2003 ended in 2006, and as Software Assurance is most likely to have expired, **these accounts provide the biggest revenue opportunities.**

Again, this presents an ideal opportunity for a professional services sell. Offer customers installation and configuration services to get their

Exchange server up and running. Resell Bell Micro's professional services as your own and **boost your sales margin on each deal.**

Perhaps one of the biggest market drivers for improved communications is the increasingly mobile workforce. Fully integrated with Windows Mobile 6.0 Exchange Server 2007 is the ideal solution. Remote access to communications and information is now a **business-critical function**, and this means that security is also an issue. Talk to your customers about ISA Server, as they could benefit from the increased security this offers.



Next Steps

Download the Exchange Server 2007 cheat sheet now
Visit www.reachformicrosoft.com today

Investigate professional services for Exchange installations
Visit www.reachformicrosoft.com/proservices today

Bring customers and their information together



Microsoft Office SharePoint Server 2007

With the fastest sales growth of any Microsoft product – ever! Microsoft SharePoint Server 2007 has taken the market by storm. Enjoying a 200% sales growth this year alone, **it's clear that there is a real need for the services this product has to offer.**

We're living in a digital age and now that documents, music, photos, video and even daily correspondence is created, stored and accessed in electronic format, **there is a growing need to manage the way we store data.** SharePoint helps organisations to find, share and collaborate on information quickly and securely.

These advanced document management capabilities make it the perfect solution to **dovetail onto the back of a Windows Server 2008 conversation,** especially if they are looking to benefit from improved file management.

Additionally, by supporting all intranet, extranet, and Web applications needed across an enterprise within one integrated platform, Office SharePoint Server 2007 removes the need to rely on separate fragmented systems.

Once again, the installation and configuration of SharePoint provides **another sales opportunity,** with the ability to discuss the provision of professional services. Offer customers full installation, configuration, usage guidance and 2-hours knowledge transfer. Bell Micro's professional services team will work for you, on site with your customers – resell their services as your own.

With the option to upsell to Intelligent Application Gateway – enabling ultra-secure access to data offsite, and Data Protection Manager – keeping records backed up and disaster proof, **there are plenty of opportunities to increase your revenue and margin on sales.**

Microsoft® **SharePoint** Products and Technologies

Next Steps

Collaborate with a partner that delivers – Bell Micro

Call us now

Investigate professional services for SharePoint installations

Visit www.reachformicrosoft.com/proservices today

Focus on the opportunities

Bell Micro support

With more than 15 years' experience of selling Microsoft products; we're the ideal choice if you need advice on licensing or specific product information. We understand the pressures of software sales, so we do everything we can to **support you at every stage of the sales cycle**, helping you to:

- Understand the sales opportunity
- Understand how the products answer the opportunity
- Generate sales leads
- Purchase and license quickly and simply
- Install and configure onsite for your customers
- Establish repeat revenue with your customers

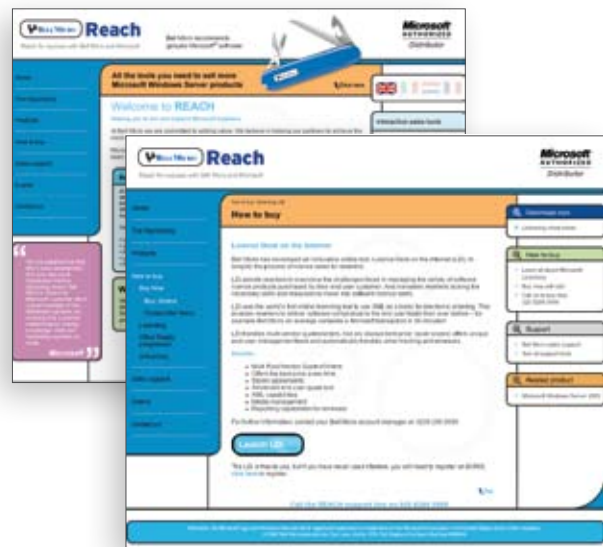
Every one of our sales people have an expert understanding of the core software offering, and is fully qualified and able to support our partners in understanding, selecting and buying the licensing option that best suits their customer's needs.

Ease of purchase

Our **award winning** operational excellence guarantees that it's easy to do business with us. Fast turnaround, support at every stage and tools that are designed to make the whole process simple – with no nasty surprises.

Our innovative online tool, Licence Desk on the Internet (LDi), **simplifies the process of licence sales for resellers**. Helping them to overcome the challenges faced in managing the variety of software licence products purchased by their end user customer. And it enables resellers lacking the necessary skills and resources to make the move into software licence sales.

When you know exactly what you need, then you can log onto our secure e-commerce site and buy online. Go to **www.myboris.com** and check it out!



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Reach out for more Microsoft sales with Bell Micro
Visit **www.reachformicrosoft.com** today

Increase revenue with value-added services

Bell Micro Professional Services

Server software sales can often be met with resistance due to perceived complicated installation procedures. Because professional services provide **higher margin** than software sales, many resellers are offering installation and configuration services to capitalise on the excellent margin opportunities.

Resellers not offering professional services may find themselves **exposed to increased competitive pressures**. Now the lack of in-house skills or resources is no longer a barrier to offering your customers the professional services they require – and reaping the rewards they provide.

Bell Micro's 65-strong team offers a portfolio of professional **services that you can resell to your customers**. Working on-site with your customers on your behalf, Bell Micro enables you to add value to your sales and make the most of every opportunity that comes your way. The Bell Micro Services team has a dedicated Microsoft Practice which focuses on the latest Microsoft technologies to enable resellers to more quickly adopt and implement new technologies. The Professional Services team has been successfully operating for more than 10 years and has refined its **channel-only engagement** model over this time to provide a range of commercial engagements covering time-only,

pre-defined packaged services and fixed-price projects (managed by PRINCE2 Project Managers) to fit into the reseller's own methodology. The team prides itself on the quality of its service delivery but to further de-risk engagements for resellers, it provides the relevant indemnity cover for its engineers, consultants and Project Managers.

From installation and configuration, through to infrastructure audits, the team engages with your customers on your behalf, **seamlessly representing your organisation with professional services that complement your core services and sales proposition**. And as the team only ever works through channel partners or vendors, never directly contracting to an End-User customer unlike alternative services organisations, there is reduced risk of conflict when engaging Bell Micro.

Next Steps

Get professional with the services you offer

Call us now

Find out what services are available around Windows Server 2008, and make specific requests

Visit www.reachformicrosoft.com/proservices today

All the tools you need to increase your sales

Bell Micro – here to support you

With up-to-date market guides, extensive market knowledge, understanding and programme support, Bell Micro **take the guess work out of breaking into new markets.**

If you're serious about selling Microsoft, take a look at our **dedicated Microsoft sales support site** – REACH. Packed full of useful information, sales tools, market information and more, this is the ultimate Microsoft sales support tool.

Customers prefer solutions, rather than just products. From product specific cheat sheets to interactive sales builder tools, our comprehensive range of sales tools help partners to **position products and solutions in relation to customer pain points**, and gain an understanding of the range of solutions in the context of a customer's business environment.

Build your sales

Download the interactive Sales Builder and get right to the bottom of your customer's business pain points. Once you've identified the needs, the tool then **helps you to identify and recommend the solution that's right for them.**

Illustrating the breadth and depth of the Microsoft Server Solution portfolio, it's an ideal way to get to know more about your customer's business and position you as a solutions-led advisor.



Next Steps

Find all the sales tools and guides you need to boost your server sales
Visit www.reachformicrosoft.com/salestools today

Reach out for more Microsoft sales with Bell Micro
Visit www.reachformicrosoft.com today

