



# Cloud Optimize Your IT

Windows Server 2012 captures the experience Microsoft has gained from building and operating public clouds to deliver a highly dynamic, available, and cost-effective server platform for your datacenter and your private cloud.

It offers businesses and hosting providers a scalable, dynamic, and multitenant-aware cloud infrastructure that connects more securely across premises and allows IT to respond to business needs faster and more efficiently.

Windows Server 2012 is an open, scalable, and elastic web and application platform.

For distributed and mobile workforces, Windows Server 2012 empowers IT to help ensure people's access to their personalized work environment from virtually anywhere.

Whether you are an enterprise, a small or medium-sized business, or a hosting provider, Windows Server 2012 will help you cloud optimize your IT.

*When it comes to building a private cloud, offering cloud services, or connecting more securely to clouds, the message is clear: Your organization wants a consistent, integrated approach that helps you solve fundamental business and IT challenges. You also want assurance that a growing set of devices can take advantage of new applications and services that can be deployed on-premises and in public cloud environments. Using Windows Server 2012 to **cloud optimize your IT** provides an optimal solution to meet these unique needs.*

## Windows Server 2012 takes you beyond virtualization

If you want the flexibility of a private cloud, implementing solutions in a virtualized environment is not enough. Windows Server 2012 lets you go beyond virtualization to deploy and more securely connect to private clouds in a flexible IT environment that adapts dynamically to changing business needs. New and enhanced features provide high performance and scalability to enable a truly multitenant infrastructure where networking, compute, and storage resources are isolated among tenants on the same host. Windows Server 2012 offers organizations and hosting providers:

**A complete virtualization platform** that delivers a fully isolated, multitenant environment with tools that can help ensure service level agreements (SLAs) are met, monitor resource use for reporting, and support self-service delivery.

**Improved scalability and performance** through a high-density, highly scalable environment that can be tuned to perform at an optimal level based on your needs.

**Connectivity to cloud services** using a common identity and management framework for more secure and reliable cross-premises connectivity.

Windows Server 2012 offers tools to help customers make the transition from on-premises to hosted or hybrid environments, and to continue providing the services and reliability demanded by enterprise, mid-market, and small businesses. Windows Server 2012 also meets needs specific to hosting providers, including the ability to isolate tenants, gain insight into how infrastructure resources are used, and provide new services to help create additional revenue streams.

## Windows Server 2012 delivers the power of many servers with the simplicity of one

Windows Server 2012 is designed for IT pros to optimize for the cloud while satisfying business needs faster and more efficiently by providing a highly available, easy-to-manage, multiserver platform that offers the following benefits:

**Flexible storage**, to offer diverse storage choices that deliver performance, efficiency, and innovation while taking advantage of industry-standard hardware.

**Continuous availability**, to provide cost-effective, highly available services, with protection against a wide range of failure scenarios.

**Management efficiency**, to automate a broader set of management tasks, simplify deployment of major workloads, and provide the path toward full lights-out automation.

With Windows Server 2012, you can manage systems better through software-based policy controls, take advantage of tools such as a comprehensive set of the Windows PowerShell command-line interface and scripting language for ubiquitous automation of your server environment, and increase the cost efficiency of your private cloud platform.

## Windows Server 2012 opens the door to every app on any cloud

Windows Server 2012 is a proven application and web platform that includes thousands of applications already built and deployed. It offers the flexibility to build infrastructure across premises on an open, scalable, and elastic web and application platform. Windows Server 2012 is:

**Flexible**, to enable hybrid and symmetrical applications across the datacenter and the cloud.

**Scalable and elastic**, to provide frameworks, services, and tools to increase scalability and elasticity for multitenant-aware applications and websites.

**Open**, to enable business-critical applications and to enhance support for open frameworks, open-source applications, and various development languages.

## Windows Server 2012 enables the modern workstyle

Cloud optimized IT supports a mobile and flexible work style that gives people access to information and data regardless of the infrastructure, network, device, or application in use. It also supports robust information governance and compliance with regulations—key areas that organizations need to control to expand globally.

Windows Server 2012 empowers IT to provide users with flexible access to data and applications from virtually anywhere, on popular devices—all with a rich user experience. It also simplifies management and improves data security, control, and compliance. Windows Server 2012 offers the following benefits to IT pros and end users:

**Access from virtually anywhere, any device**, with easier, on-demand access to a virtualized work environment, including from branch locations and public connectivity services.

**Full Windows experience anywhere**, with a personalized and rich user experience on popular devices, while adapting to different network conditions quickly and responsively.

**Enhanced data security and compliance**, where central audit and access policies enable fine control of access to data and corporate resources based on strong identity, data classification, and simplified administration for remote access.

### Windows Server 2012 editions

- **Windows Server 2012 Datacenter** is designed for highly virtualized private cloud environments.
- **Windows Server 2012 Standard** is designed for physical or minimally virtualized environments.
- **Windows Server 2012 Essentials** is ideal for small businesses that have as many as 25 users and 50 devices.
- **Windows Server 2012 Foundation** provides a Windows Server experience for as many as 15 users.

For more information about Windows Server 2012, visit

[www.microsoft.com/windowsserver2012](http://www.microsoft.com/windowsserver2012)