

# Exchange Server 2007 Quick Reference Card

## HOW TO USE THIS QUICK REFERENCE CARD

This quick reference card will help you quickly convey the benefits of Microsoft® Exchange Server 2007. It will also help you address customer objections, highlight new features, and identify resources, including the Microsoft Exchange Server 2007 Upgrade Ready-to-Go Campaign, to accelerate your selling cycle.

## OVERVIEW

Microsoft Exchange Server 2007 is the next version of Microsoft Exchange Server, the industry's leading server for e-mail messaging, calendaring, and unified messaging. Now you can offer your customers:

- **Built-in protection for the company.** Exchange Server 2007 offers built-in protective technologies to keep businesses moving, reduce spam and viruses, enable confidential communications, and help companies be compliant.
- **Anywhere access for employees.** With Exchange Server 2007, employees get anywhere access to their e-mail messages, voice mail, calendars, and contacts from a variety of clients and devices.
- **Operational efficiency for IT.** Exchange Server 2007 enables new levels of operational efficiency through capabilities that optimize hardware and networking investments and features that help make administrators more productive.

## PARTNER OPPORTUNITY

Messaging is mission critical for your customers. Increased reliance on messaging and communications, along with mobility and security pressures, drive demand for Exchange Server 2007 functionality. Previous versions cannot meet these demands and are ready to be retired. Mainstream support ended for Exchange 2000 Server on January 10, 2006. Software assurance has likely expired for Exchange 2000 Server customers. In addition, these customers are likely to have fully depreciated their existing hardware or be close to the end of the manufacturer's support. With 25 percent of the Microsoft Exchange Server installed base on Exchange 2000 Server, you have a great upgrade opportunity. There is a new, tiered client access license (CAL) structure for Exchange Server and other 2007 Microsoft Office system products. The Exchange 2007 Enterprise CAL is part of the Enterprise CAL Suite, and a significant driver in its purchase. Exchange Server provides great pull-through for sales of Microsoft Live Communications Server and the Microsoft Collaboration Platform.

**Trigger Buying Events** • Increased demand for advanced remote/mobile capabilities • Need to support compliance/legal discovery needs • Interest in new VoIP/PBX solution or replacing an existing, costly solution • Consolidation of systems acquired through mergers and acquisitions • Hardware investment that has been fully depreciated—most hardware is refreshed every four to five years, or it is reaching the end of its support by the manufacturer.

## FREQUENTLY ASKED QUESTIONS

**What's new in Exchange Server 2007?** Microsoft Exchange Server 2007 provides built-in protection technologies to help keep the e-mail system up and running and better protected from outside threats while allowing employees to work from wherever they are using a variety of clients, including Microsoft Outlook, Outlook Web Access, and mobile devices. Exchange Server 2007 makes it easier for IT departments to deliver these new capabilities to their organizations by making the messaging environment easier to manage and more cost efficient.

**How does Exchange Server 2007 integrate with Microsoft Office Outlook 2007?** Microsoft Office Outlook 2007 provides the most complete e-mail messaging, calendaring, contacts, and tasks functionality available in an Exchange-compatible client. When used with Exchange Server 2007, Office Outlook 2007 users benefit from the new Scheduling Assistant, which automates time-consuming meeting and resource scheduling, and the ability to plan and customize out-of-office

communications as well as managed e-mail folders to facilitate compliance with internal and regulatory policies. Microsoft Office Outlook 2007 and Exchange Server 2007 also combine to enhance security with approaches that are easy to use and let users confidently send and receive sensitive business communications using e-mail.

**What are the Exchange Server 2007 licensing options?** Customers can choose to purchase the Exchange Enterprise CAL or the Exchange Standard CAL. The Exchange Enterprise CAL is sold as an add-on to the Exchange Standard CAL. Two server editions will continue to be offered: Exchange Server Enterprise Edition and Exchange Server Standard Edition. Either CAL can be run against either server edition.

**What is the difference between the Exchange Enterprise CAL versus the Exchange Standard CAL?** In addition to the improvements and new capabilities of the Exchange Standard CAL, the Exchange Enterprise CAL includes unified messaging, advanced compliance capabilities, and antivirus and antispam protection (on-premises and hosted).

## CUSTOMER OBJECTION HANDLING

**Inertia: We are happy with Exchange 2000 Server, it's good enough.**

The world of work has changed extensively in the past few years, and the user demands placed on your communications infrastructure continue to grow rapidly. There are many new features in Exchange Server 2007 that will save you and your organization time and resources, including built-in messaging protection, mobile support, and automated administration.

**64-bit Exchange Server 2007 requires 64-bit servers, and we are just not ready to replace all of our hardware.**

Exchange Server 2007 was developed for 64-bit hardware because customers were pushing the limits with their current messaging solutions. 32-bit e-mail server systems have memory limitations (4 GB) that restrict the ability to cost-effectively support customer needs such as larger inboxes and larger demands for storage. 64-bit servers provide the system architecture required to accommodate new demands and to consolidate servers. 64-bit (x64) has already become the server standard, and it is quickly becoming the desktop and mobile standard. The transition from 32-bit to 64-bit has been the smoothest transition the industry. Nearly all 32-bit applications can run on 64-bit hardware/software platforms. Because of continuing advances in server consolidation and scalability, relatively modest servers can support thousands of Exchange Server users, so the cost of new hardware on a per-user basis is relatively small. Moving to 64-bit Microsoft Windows Server® is covered as part of the SA agreement.

**Pricing: I heard that the price is going up with Exchange Server 2007. Is that true?**

No. The current Exchange CAL will be offered to customers at the same price. This standard CAL includes a number of great feature and functionality improvements at no additional cost.

- The new Exchange Enterprise CAL will be an add-on to the standard CAL offering. This includes unified messaging, Exchange Hosted Services Filtering, and antivirus capabilities, and it will be a step-up in cost from the standard CAL.
- The Enterprise CAL makes especially good sense for customers who are interested in unified messaging or would purchase stand-alone licenses for two or more of the other features mentioned above. This will result in a more cost-effective overall price for messaging based on Exchange Server 2007.

**Unified Messaging: Why would a user want unified messaging?**

Users find great benefit in the ability to receive e-mail messages, faxes, and voice mail messages all in one place—their Microsoft Office Outlook® inboxes. Exchange Unified Messaging offers users access from any phone, giving them anywhere access to their inbox, calendar, contacts, and more. Finally, Exchange Server 2007 delivers this unified messaging solution built in, resulting in lower per-user costs, reduced maintenance costs, and less complexity.

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| Scenarios  | Conversation Starters   | Exchange Server 2007 Features / Key Enhancements  |
|--|---|---|
| <p><b>Built-in Protection</b><br/>Enterprise-class availability at lower cost<br/>Protection from internal and external threats<br/>Simplified compliance for the organization</p> <p><u>Addresses these concerns:</u><br/>Spam and viruses<br/>Regulatory compliance and legal discovery</p>  | <p>How do you currently handle spam and viruses?<br/>Do you have regulatory requirements for maintaining or archiving documents?</p>  | <p><b>Security</b></p> <ul style="list-style-type: none"> <li>• Edge Transport Server with industry-leading antispam functionality</li> <li>• Respect for Outlook-safe senders on edge via EdgeSync</li> <li>• Confidential messaging in transport without complicated key/certificate infrastructure</li> </ul> <p><b>Compliance</b></p> <ul style="list-style-type: none"> <li>• Flexible journaling (per-user capability now exists, versus per-server in 2000)</li> <li>• Transport rules to scan and modify, encrypt, journal, message</li> <li>• Retention rules via managed e-mail folders</li> <li>• Multi-mailbox search (across the organization) to isolate source of violation</li> </ul> <p><b>Business Continuity</b></p> <ul style="list-style-type: none"> <li>• Increased capabilities for clusters, continuous replication—local, clustered, or geoclustered</li> <li>• Less frequent backups to tape, backups from replica server, avoiding impact to primary server</li> </ul>  |
| <p><b>Anywhere Access</b><br/>Unified messaging solution<br/>Outlook experience from desktop to mobile devices<br/>Efficient collaboration: meetings and document sharing<br/><u>Addresses these concerns:</u><br/>Working from remote locations and mobile devices<br/>Users who want easy access to their e-mail, voice mail, and faxes—wherever they are<br/>Low-quality Internet-based messaging and calendaring</p> | <p>How do users currently handle remote access and mobile devices?<br/>How do you maintain security for remote and mobile users?<br/>What's the impact of the increase in remote and mobile workers?<br/>Do your users find it difficult to prioritize and stay on top of tasks when some originate from e-mail, some from voice mail, and some from faxes?<br/>Do your users need to stay productive while on the road or away from their desks?<br/>Would you like your Outlook experience over the Internet to be more like that on the desktop?</p> | <p><b>Mobility</b></p> <ul style="list-style-type: none"> <li>• Direct push, bandwidth savings</li> <li>• Device security, remote wipe, Personal Identification Number (PIN) pin requirements</li> <li>• Rich experience on device, including meeting schedules, free/busy, OOF setting, flags</li> <li>• Access to corporate data and documents</li> <li>• Document (SPS or UNC) access via LinkAccess (from OWA, mobile devices)</li> <li>• Web-ready doc viewing in OWA, translate attachments to HTML; no application requirements on kiosk</li> </ul> <p><b>Unified Messaging</b></p> <ul style="list-style-type: none"> <li>• Consolidation of messaging infrastructure, Outlook Voice Access, voice mail, and fax in inbox</li> <li>• Lower cost to own and operate due to consolidation of hardware and administration into one system</li> <li>• Auto-attendant</li> </ul> <p><b>Calendaring</b></p> <ul style="list-style-type: none"> <li>• Calendar attendant, more server-side logic to process calendar requests and reduce clutter</li> <li>• Resource booking attendant, self-manage resources, Schedule assistant, best times to meet</li> <li>• Free/busy Web service, up-to-date free/busy. Schedulable OOF</li> </ul> |
| <p><b>Operational Efficiency</b><br/>Optimized for performance and scalability<br/>Easier and more flexible deployment<br/>Greater administrator productivity<br/><u>Addresses these concerns:</u><br/>Managing tasks is tedious and not automated.</p>  | <p>How does lack of automation impact your system efficiency and performance?</p>   | <p><b>Deployment</b></p> <ul style="list-style-type: none"> <li>• Single migration engine moving data to Exchange Server 2007</li> <li>• Server roles for unique installation and management</li> <li>• Automated deployment via command line using Exchange Management shell</li> <li>• Auto-configuration of Outlook clients. ExBPA is integrated into setup to ease installation.</li> <li>• <b>Flexibility of Choice</b>a hosted provider</li> <li>• Manage compliance/security services in-house or use Hosted Services to offload tasks</li> </ul> <p><b>Scalability</b></p> <ul style="list-style-type: none"> <li>• Consolidation via x64, which supports a larger MB size for a server or more mailboxes per server</li> <li>• Reduction in storage cost via IO requirement reduction (75 percent+)</li> </ul> <p><b>Automation</b></p> <ul style="list-style-type: none"> <li>• Auto-discover Outlook clients</li> <li>• Web services for LOB integration</li> </ul>  |

### Microsoft Exchange Server 2007 Upgrade Ready-to-Go Campaign

Visit <http://www.mspartnerdirect.com/Exchange> to receive the sales and marketing support materials you need in one convenient place to accelerate your upgrade sales of Exchange Server 2007.

### Additional Resources

Visit the U.S. Partner Program Sales and Marketing home page for sales and marketing resources:

<https://partner.microsoft.com/US/salesmarketing>

Launch Central:

Microsoft Exchange Server 2007 Product Page: <http://www.microsoft.com/exchange/default.mspix>