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| **SQL Server 2008 R2 Is Here!****Visit the Digital Tour:**[Take the tour, and test drive SQL Server 2008 R2 today!](http://www.microsoft.com/sqlserver/tour/en/default.aspx)**Read more about experiences with SQL Server 2008 R2:**[SQL Server 2008 R2 Resources](http://www.microsoft.com/sqlserver/tour/en/resources.aspx)**Learn more about Microsoft StreamInsight:**[Read](http://download.microsoft.com/download/3/F/3/3F3E32B3-F04D-44C8-9568-E36950AABA0D/Microsoft_CEP_Overview.pdf) the Whitepaper**See How We Rank Against the Competition:**[TPC Benchmarking](http://www.microsoft.com/sqlserver/2008/en/us/benchmarks.aspx) **See What the Experts Are Saying:**[Analyst Reports](http://www.microsoft.com/sqlserver/2008/en/us/news-reviews.aspx)**What Next? Try It For Yourself!** [Test Drive SQL Server 2008 R2](http://www.microsoft.com/sqlserver/2008/en/us/R2Downloads.aspx)  **Estimate Your Savings:**[SQL Server Value Calculator](http://www.microsoft.com/sqlserver/2008/en/us/value-calc.aspx) **Learn More About Microsoft SQL Server 2008 R2 on the web:**[Microsoft SQL Server 2008 R2 Homepage](http://www.microsoft.com/sqlserver/2008/en/us/R2.aspx)**Plan Transition:** [Assess Your IT environment and Get Migration Tools](http://www.microsoft.com/sqlserver/2008/en/us/assessment-tools.aspx)**Join the Community:** [SQL Server Community Center](http://www.microsoft.com/sqlserver/2008/en/us/community.aspx) **Microsoft PowerPivot for Excel 2010:**[Explore the power of Microsoft PowerPivot](http://www.powerpivot.com/)**Self-service reports in minutes:**[Learn more about SQL Server Report Builder 3.0](http://technet.microsoft.com/en-us/library/dd220460%28SQL.105%29.aspx)*“AMC used SQL Server 2008 R2 to aggregate data from diverse sources and display that information graphically”*Scott CarbaryBusiness Intelligence AnalystAMC Theaters[Read the AMC Theaters Case Study](http://www.microsoft.com/casestudies/Case_Study_Detail.aspx?casestudyid=4000007021)Get the latest news and info at the "Because It's Everybody's Business" expert blogs at <http://blogs.technet.com/sqlserverexperts/>  | **THE INFORMATION PLATFORM VISION**SQL Server 2008 R2 continues to build on the Information Platform Vision, a complete approach to managing, accessing and delivering near real-time information across your organization to accelerate and improve business decisions through rich applications. The release of SQL Server 2008 R2 offers organziaitons breakthrough capabilities to scale database operations with confidence, improve your IT and developer efficiency, and delvier scalable and well managed Business Intelligence to your end users through self services tools. **DELIVER DEPENDEBLE SCALABILITY****Monitor, Analyze, and Manage Data Real-Time** Data volumes are exploding with event data streaming from many different sources such as RFID, sensors, and Web logs. The size and frequency of the data explosion across many different sources make it challenging to store data for data mining and analysis. Utilizing Microsoft Stream Insight, one of the new capabilities of SQL Server 2008 R2 for complex event processing allows to improve business decisions and take immediate action based on insights derived by correlating multiple event streams from multiple sources with near-zero latency. Furthermore, companies can process high volumes of data and scale up as required. Microsoft StreamInsight Allows Software Developers To:* Create simplified and innovative complex event processing solutions along two scenarios:
1. Building packaged event-driven applications for low-latency processing
2. Developing custom event-driven applications for businesses with high-throughput, low-latency needs
* Make more informed business decisions in near real-time with the ability to monitor, analyze, and act on the data in-motion

**Deliver Trusted Data Assets Across Heterogeneous Systems**Master Data is the fundamental business data in an enterprise it is typically long lived and used across multiple applications. For many companies, it’s the language of doing business – the business objects and classifications that describe overall business information. 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. IT organizations can centrally manage critical data assets companywide and across diverse systems, enabling more people to securely manage master data directly, and ensure the integrity of information over time.**Scale Your Data Warehouse from Tens to Hundreds of Terabytes** Microsoft SQL Server 2008 R2 offers you scalability to meet the demands of growing data warehouses. With the introduction of Microsoft SQL Server 2008 R2 Parallel Data Warehouse business can have a highly scalable appliance for enterprise data warehousing. Microsoft Parallel Data Warehouse uses massively parallel processing (MPP) to deliver the high performance and scalability on SQL Server 2008 R2, Windows Server 2008 R2, and industry-standard hardware. The MPP architecture helps enable better scalability, more predictable performance, and reduced risk, at a lower cost per terabyte than other data warehouse solutions. *“By running one of its most important applications on SQL Server 2008 R2, Chevron will improve system uptime and performance. “ SQL Server 2008 R2 will help us improve…especially in terms of creating online analytical processing cubes for data analysis. We have already noticed a database performance improvement as it applies to dimension processing of cubes, and we expect that to increase.”*Stephen Walker, Enterprise Database Architect, Chevron Data Management Solutions[>> Read the full case study on how Chevron enhances BI with self-service analysis and reporting tools in SQL Server 2008 R2](http://www.microsoft.com/casestudies/Case_Study_Detail.aspx?casestudyid=4000007043)**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 their applications taking the guesswork out of database projects. SQL Server 2008 R2 SysPrep dramatically reduces 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.
* slide20_solution.pngEnabling rapid provisioning and configuration using prepared images stored in VHDMart for Hyper-V deployments

**DRIVE EFFICIENCIES THROUGH IT****Manage Applications and Instances Efficiently** Investments in Application and Multi-Server Management will help your organization proactively manage database environments 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. * Increase IT visibility and control with new wizards for fast and easy multiple server management setup and versioning information to control server sprawl
* Optimize your IT resources to quickly identify consolidation opportunities with dashboard viewpoints, data and log file utilization rollups, and utilization trends through adjustable capacity policies—helping eliminate underutilized servers
* Accelerate deployments and upgrades through a single unit of deployment that packages database schema with deployment requirements

*“At PREMIER Bankcard, corporate data is one of our largest assets, so our database system priorities are performance, data quality, data security and high availability … SQL Server 2008 R2’s enhanced database mirroring helps protect our data against corruption or in the event of a hardware failure. Additionally, SQL Server 2008 R2 application multi-server management will be our path to improved productivity without needing to add DBAs, with easy set-up and policy-based evaluation of our servers that help us deliver the optimum performance and availability we need”* Ron Van Zanten, Directing Officer of Business Intelligence, PREMIER Bankcard [>> See how SQL Server 2008 R2 helped the one of the largest VISA and MasterCard credit providers in the United States Scale and Secure Mission-Critical Systems](http://www.microsoft.com/casestudies/Case_Study_Detail.aspx?CaseStudyID=4000007028)**ENABLE SELF-SERVICE BI****Empower Users with Analysis and Reporting Tools**Microsoft SQL Server 2008 R2 expands on the value delivered in SQL Server 2008 with new technologies and capabilities designed to make business intelligence accessible to all employees in the enterprise leading to better, faster, more relevant decisions.* PowerPivot for Excel 2010 delivers unmatched computational power for data analysis directly within Microsoft Excel. End-users are empowered, on their own, to combine diverse data sources to create automatically updating reports and dashboards, and share easily with others in the organization through interoperability with SharePoint 2010.

Report Builder 3.0 (includes Report Part Gallery) delivers a unique self-service reporting experience for end users by empowering them to search, access, and reuse pre-built report parts stored on a SharePoint Server. Users can filter and search for specific content and through a drag and drop interface they can grab any of the desired components needed to further enhance their reports.*Traffic engineers and other MDOT employees can now search multiple data sources quickly and efficiently to find trends in accident statistics and reduce the time it takes to produce safety analyses “Information workers need business knowledge and facts to inform their strategy development and decision making. We wanted to tap into the value in our human assets and really use their on-the-ground knowledge.”* John Simpson, Chief Technology Officer, Mississippi Department of Transportation[>> See how MDOT is using SQL Server 2008 R2 to empower its employees with actionable and relevant information that can help improve safety](http://www.microsoft.com/casestudies/Case_Study_Detail.aspx?casestudyid=4000007073)**Learn more about what SQL Server 2008 R2 can do for your business, visit:**<http://www.microsoft.com/SQLServer> |

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