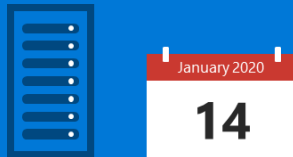


Prepare for Windows Server 2008 and SQL Server 2008 End of Support

Extended support for Windows Server 2008/R2 and SQL Server 2008/R2 is ending. Microsoft will no longer release security updates, which may expose you to security attacks or make you out of compliance with industry regulations such as GDPR. Avoid business disruptions and use this as an opportunity to modernize your application stack.



End of Support



Windows Server 2008
Windows Server 2008 R2



SQL Server 2008
SQL Server 2008 R2

Move to Azure and take advantage of the free extended security updates. Learn more about [End of Support offers](#).

WHAT THIS MEANS FOR YOU



Avoid Business Disruptions

Security updates rated "critical" protect against vulnerabilities. Microsoft recommends you apply these immediately

4.2 Bn records stolen by hackers in 2016¹

20% of organizations lose customers during an attack¹

\$8 Trillion expected cost of cybercrime to the global economy by 2022¹



Avoid Compliance Issues

Critical security updates are key to maintaining compliance and avoiding GDPR fines and penalties

New GDPR requirements, May 2018

Other regulations for protecting data (HIPAA, SOX, ISO, PCI, etc.)



Transform Your Business

Leaders that embrace digital transformation outperform the competition

2X Nearly double operating Margin²

\$40k More revenue per Employee²

50% higher average net income on revenue²

¹Risk Based Security Report, 2017; Cisco 2017 Annual Cybersecurity Report; Juniper Research Cybercrime & The Internet of Threats, 2017

²Data & Analytics Maturity Model & Business Impact, The Digital Business Divide, Keystone Strategy whitepapers, 2016

Choose Azure and stay with the technology leader you trust

Unparalleled cost savings	Easily plan migrations	First class, first party support	Modernize your apps beyond infrastructure
<p>Cut back infrastructure expenses associated with traditional on-premises.</p> <p>Assessment and TCO analysis tool to understand your next steps.</p>	<p>Enable rapid replication of your virtual machines with no downtime or interruption.</p> <p>Ongoing cost optimization reports ensure you're meeting the needs.</p>	<p>Support from one place, whether specific to workload or the all-up platform.</p> <p>Available 24x7 and multilingual.</p>	<p>Flexibility, high compatibility and hybrid capabilities.</p> <p>Secure and familiar platform which allows you to get the most out of your current investments.</p>

Windows Server

Move to the cloud faster, achieve more, and save money with a growing collection of integrated services. It can provide you an end-to-end cloud-based infrastructure services (compute, database, storage, web, analytics, network, and mobile, among others) that make it easy to run business-critical enterprise applications in the cloud in a reliable way.



Evolve existing infrastructure

Move workloads between on-premises and cloud without worrying about downtime



Application Innovation

Deliver faster time to value with agile apps and microservices



Save money with your move

Save up to 40 percent on Windows Server virtual machines in Azure

SQL Server

Make smarter decisions, redesign business processes faster, and fuel business growth using the cloud-based data platform solution built for, and on, Azure—bringing together business intelligence, AI, infrastructure, compute, and database services.



Made for hybrid cloud

Your on-premises application can access data in Azure SQL Database. Achieve bottomless capacity, continuous availability, and lower storage costs



Built for Azure

SQL Server offers users easier workload mobility between data centers, private clouds, and Microsoft Azure



At a reasonable cost

Get breakthrough in-memory performance across all workloads—all in one package at a low cost.

End of Support offers for Windows Server and SQL Server 2008 and 2008 R2

Save up to 85% with Azure Hybrid Benefit	Free Extended Security Updates in Azure	Extended Security Updates for on-premises environments
<p>Save even more when you migrate your Windows Server and SQL Server 2008 and 2008 R2 to Azure with the Azure Hybrid Benefit and Reserved Instances.</p>	<p>Lift and Shift your Windows Server workloads to Azure with no application code change right away. This gives you more time to plan your upgrade to newer versions running in Azure. Move SQL Server to Azure SQL Database Managed Instance (version free, fully managed, no patching needed)</p>	<p>Customers with Software Assurance or subscription licenses may purchase Extended Security Updates for 3 years of security updates for Windows Server and SQL Server 2008 and 2008 R2. Customers can purchase Extended Security Updates for only the servers they need to cover.</p>



[Learn more about end of support here](#)

