**SQL Server 2016 FAQ**

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# **SQL Server 2016 GA FAQ**

## When will SQL Server 2016 be generally available for purchase?

SQL Server 2016 will be available to purchase on Wednesday, June 1st.

## When and how will we be announcing SQL Server 2016 general availability on June 1st?

SQL Server 2016 GA will be announced on Wednesday, June 1st via public press and a Joseph Sirosh blog post on the [SQL Server Blog](https://blogs.technet.microsoft.com/dataplatforminsider/).

## Are there any pricing changes?

No, there are not any major pricing changes for SQL Server 2016 except the recent announcement that SQL Server Developer is now a free download we announced that SQL Server Developer Edition (currently available for Windows and Windows Server) is [now free via our Visual Studio Dev Essentials program](http://emails.microsoft.com/x0G0020N0fv0qWQ0TElhJEP). We are making this change so that all developers can easily get access to and leverage the capabilities that SQL Server has to offer. SQL Server Developer Edition has all of the feature capabilities of Enterprise Edition so you can develop anything you want, but it is for development and testing only, not for use in production environments or with production data. To learn more, read our announcement [blog post](https://blogs.technet.microsoft.com/dataplatforminsider/2016/03/31/microsoft-sql-server-developer-edition-is-now-free/).

# **Editions FAQ**

## What are key feature additions in SQL Server 2016 Enterprise compared to SQL Server 2014 Enterprise?

SQL Server 2016 Enterprise continues to be our edition for enterprise workloads needing high scale, high performance, high availability and advanced security, including mission-critical applications and data warehousing. SQL Server 2016 Enterprise also includes advanced business intelligence capabilities including mobile business intelligence and advanced analytics, new as a workload in the latest release.

* 1. Mission critical OLTP
  + Operational Analytics: Insights on operational data, works with in-memory OLTP or on disk
  + In-memory OLTP enhancements: Greater T-SQL surface area, terabytes of memory supported and greater number of parallel CPUs
  + Enhanced AlwaysOn:

Up to 3 synchronous replicas for auto failover across domains

Round-robin load balancing of replicas

DTC & SSIS support

Automatic failover based on database health

* 1. Most secure database
* Always Encrypted: Help protect data at rest and in motion with no application changes required
* Row Level Security - Limit a user's access to only certain rows of data in a database, thus satisfying compliance standards, internal regulations or basic security principles.
* Dynamic Data Masking - Control how the data appears in the output of database queries by filtering sensitive data.  For example, hide certain digits of PII information such as credit cards or social security numbers (xxx-xx-9012).
  1. Highest performing data warehouse
* In-memory columnstore: Improve query performance with batch mode and push downs to hardware layer
* PolyBase: Query and join data from multiple sources using simple T-SQL commands
  1. Business Intelligence
* Mobile BI: Business insights for your on-premises data through rich visualizations on mobile devices with native apps for Windows, iOS and Android
* Enhanced Reporting Services: Modern, paginated reports with rich visualizations for consumption on modern browsers and mobile devices
* Enterprise-scale Analysis Services:   
  Enhanced tabular capabilities for easier modeling of complex business data and optimized in-memory technology to gain faster business intelligence from your data

DirectQuery: Connect Excel, Power BI or other visualization tools to rich semantic SQL Server Analysis Services models for real time insights. Retrieve up-to-date data directly from the relational data source using DirectQuery mode without the need to move any data.

* Enhanced SSIS: Designer support for previous SSIS versions & support for Power Query
  1. In-database Advanced Analytics
* Built-in Advanced Analytics: Enterprise grade R whereever your data lives. Build intelligent apps that help you discover insights, predict results and make decisions
* In database analytics: Bring in Advanced Analytics and eliminate data movement
* Scale R: Optimized algorithms for parallel execution on big data
* Distribute R: Parallel execution framework to enable ScaleR for communications, storage integration and memory
* ConnectR: Versatile access to any data source
  1. Hybrid cloud
* Stretch Database - Stretch database tables in a secure manner into Azure for cost-effective historic data availability; 1/2 the cost of an Enterprise SAN.
* Simplified Add Azure Replica Wizard: Simplified HA & DR with AlwaysOn

## What are key feature additions in SQL Server 2016 Standard compared to SQL Server 2014 Standard?

SQL Server 2016 Standard offers enhanced performance with basic availability and greater scalability up to 24 cores, and is the most secure SQL Server Standard ever released, with multiple layers of protection, allowing you to control access to your sensitive data.  Scale out queries across structured and unstructured data with the simplicity of T-SQL using PolyBase technology in conjunction with Enterprise, and import and export diverse data, including JSON.  Bring your data to life with modern reports, stunning data visualizations, and go beyond insights to foresights with open-source R integration.  Easily backup or migrate your database to cloud and keep more historical data at your fingertips by dynamically stretching tables to cloud.

Specifically, the following features are among the key feature additions and enhancements to Standard:

* **24 cores maximum** - Greater utilization of hardware, increased from 16 cores with SQL Server 2014.
* **Row Level Security** - Limit a user's access to only certain rows of data in a database, thus satisfying compliance standards, internal regulations or basic security principles.
* **Dynamic Data Masking** - Control how the data appears in the output of database queries by filtering sensitive data.  For example, hide certain digits of PII information such as credit cards or social security numbers (xxx-xx-9012).
* **PolyBase** - Query and join data from multiple sources, including Hadoop big data, using simple T-SQL commands (requires single Enterprise edition as head node with scale out with Standard for compute).
* **JSON Support** - JSON is currently one of the most commonly used data exchange formats.  Most modern services return information formatted as JSON text; web browsers use information formatted as JSON.  SQL Server can process JSON text retrieved from other systems or to format information retrieved from SQL Server tables as JSON text.
* **Basic tabular modeling** – Easier modelling with SQL Server Analysis Services Tabular modeling
* **Modern paginated reports** - Updated tools and new features, view reports on modern browsers, new reports types, and export to PowerPoint capability.
* **Basic advanced analytics** – Build and test predictive models with Standard via connectivity to R Open; operationalize models at scale using in-database advanced analytics with Enterprise Edition.
* **Stretch Database** - Stretch database tables in a secure manner into Azure for cost-effective historic data availability; 1/2 the cost of an Enterprise SAN.

## (FIELD-ONLY) What is happening to the Business Intelligence edition?

There will be no Business Intelligence edition for SQL Server 2016.  There are transition plans in place for customers which have active SA on BI edition licenses.  Transition plans should not be shared with customers that do not have active SA on existing BI edition licenses.  See Editions [slide deck](https://microsoft.sharepoint.com/sites/infopedia/pages/layouts/kcdoc.aspx?k=G01KC-1-14309) for additional detail.

# **Partner Benchmarks Performance FAQ**

## What Benchmarks Performance information was shared on May 2nd?

On May 2nd, via our SQL Server Blog post, joint marketing with partners, and public press, we announced SQL Server 2016’s strong partner benchmark performance, including the following:

SQL Server 2016 provides incredibly fast performance on all applications. SQL Server 2016 owns the top TPC-E benchmarks for transaction processing, the top TPC-H benchmarks for data warehousing, the top benchmarks with leading business applications, and tremendous performance improvement upon upgrade.

* SQL Server 2016 holds two new TPC-E world record price/performance benchmarks[[1]](#footnote-2)
* SQL Server 2016 holds no. 1 [TPC-H 30TB](http://www.tpc.org/tpch/results/tpch_perf_results.asp) benchmarks using 12TB RAM support in [Windows Server 2016](http://download.microsoft.com/download/0/4/A/04A4A3E9-7FFC-423A-B9C8-26D5412A5DE4/SQL_Server_2016_and_Windows_Server_2016_Better_Together_White_Paper_EN_US.pdf).[[2]](#footnote-3)
* SQL Server 2016 holds top benchmarks for key industry applications (10X faster with PROS, 2.5X faster with KPMG)[[3]](#footnote-4)
* SQL Server 2016 provides tremendous [performance gains upon upgrade](https://blogs.msdn.microsoft.com/psssql/)[[4]](#footnote-5)

# **Data Driven Top 10 FAQ (**[**3/15/2016 blog post**](https://blogs.technet.microsoft.com/dataplatforminsider/2016/03/15/data-driven-top-10/)**)**

## What’s the biggest challenge customers face today in managing their data strategy and how is what you announced helping them?

Customers want to be more agile to use and respond to new data and data sources as they are available.  But they can’t completely replace their IT environment so those new solutions needs to work with what they already have and be deployed where their data lives.  Our commitment is to help customers turn data into intelligent action with solutions that meet them where they are today – with the tools and languages they use most and the platform and applications they need, on-premises or in the cloud.  On the day we talked about:

* How, the rapid release model of the cloud enables us to quickly iterate on new capabilities and test features at scale.  SQL Server is truly the **first “born in the cloud” database** where features such as Always Encrypted and Role Level Security – were first validated in Azure by hundreds of thousands of customers and billions of queries.
* Why, our consistent model across on-premises and cloud delivers **unique hybrid scenarios such as Stretch Database** for customers who are on-premises so they can take advantage of the economics of the cloud by keeping terabytes of historical data online at a fraction of a cost of a SAN on premises.
* We also discussed how SQL Server continues to deliver the performance customers want with the applications they need as evident by holding the **#1 SAP benchmark on Windows**.\*\*
* We announced our future plans for **SQL Server on Linux** which is part of our strategy to meet customers where they are.

## Can you help better define what you mean by the core relational database being available on Linux?

We’ll first release the core relational database capabilities on Linux targeting mid calendar year 2017 and will work with customers to prioritize the additional capabilities.  The core relational database capabilities, inclusive of transaction processing and data warehousing, are the core foundation of building intelligent applications and will enable customers to get started quickly with their deployments. To find out more about SQL Server on Linux, [you can sign up to get regular updates and provide input to the team](http://www.microsoft.com/sqlserveronlinux).

## When SQL Server is available on Linux, how will customers license it?

A customer who buys a SQL Server license (per-server or per-core) will be able to use it on Windows Server or Linux. This is just part of how we are enabling greater customer choice and meeting customers where they are.

## Why SQL Server is available on Linux, what if customers have Software Assurance on their existing SQL Server licenses?

For customers who have made an investment in Software Assurance, as always, they will have rights to the future releases of SQL Server as we make them generally available.

## What can customers expect in the future for SQL Server on Windows?

We have a 23-year history of Windows Server and SQL Server joint engineering and proven innovation.  Windows Server and SQL Server today are the most widely deployed database and operating system pairing on the planet, with industry leading price/performance, unparalleled security, and simply-configured and powerful high availability and disaster recovery.  We will continue to invest in helping SQL Server customers take advantage of the latest innovations in Windows Server to increase cost efficiencies and maximize performance.

## Why should customers migrate off Oracle to use SQL Server today?

SQL Server 2016 is the database built for mission critical intelligence.  It is the biggest leap forward in Microsoft's data platform history with real-time operational analytics, rich visualizations on any mobile device, built-in advanced analytics, new advanced security technology to encrypt data at rest, in motion and in-memory, and new hybrid cloud scenarios. All of these capabilities are built-in into this latest release offering mission-critical capabilities at significantly lower TCO.

Microsoft is a leader in the Gartner Operational Database Management Systems Magic Quadrant with the execution score furthest to the top for execution and furthest to the right on strategy, which is a strong proof point for SQL Server 2014 as well as SQL Server 2016.

Customers can also choose to deploy SQL Server 2014 today or any supported version of SQL Server. Customers who take advantage of the Oracle migration offer with SQL Server 2014 today will have rights to deploy future versions of SQL Server once generally available during the term of Software Assurance.

## Given this event celebrated the launch of SQL Server 2016, when is the general availability of SQL Server 2016?

Customers can expect SQL Server 2016 to be generally available this calendar year (2016).  Last week we shipped the [first release candidate](https://www.microsoft.com/en-us/evalcenter/evaluate-sql-server-2016) (RC0) in which the core database is feature complete.  With the new rapid release model, customers can expect multiple release candidate prior to general availability so stay tuned for future updates.

## When does the competitive migration offer expire?  Is it only for Oracle?

To take advantage of the offer, customers would need to purchase by June 30th, but have flexibility on the deployment timeline.  For more details on the offer you can go [here](https://www.microsoft.com/en-us/server-cloud/sql-license-migration.aspx). Customers can use the migration offer to move off of all commercial databases including Oracle, IBM DB2 and SAP Sybase ASE to any supported release of SQL Server.

## What are early adopter customers saying about SQL Server 2016?

Hear what DocuSign had to say about SQL Server 2016 and how they help organizations build entire approval workflows without a single sheet of paper or filing cabinet in sight. DocuSign partnered with Microsoft to help secure their customers’ data, realize insights with SQL Server analytics and BI capabilities and receive world-class support. Hear directly from their Chief Architect and Vice President of Platforms, Eric Fleischman: [link](https://www.youtube.com/watch?time_continue=1&v=3NjSUPleiXU)

## How are partners responding to SQL Server 2016?

Partners are excited about the capabilities of SQL Server 2016.  At the Data Driven event, SQL Server partner OpenText shared that they are piloting use of the Stretch Database feature with Content Suite 16.  Stretch Database will address OpenText’s customers’ hot and cold data storage and compute needs and enable customers to better leverage the mission critical data that powers their businesses.  According to Adam Howatson, CMO, “The Stretch DB capability in SQL Server 2016 addresses this need and allows us to stretch information to the cloud to optimize their spend and the way that they manage information.”

Likewise, Royce Kallesen, Sr. Director Data Science at PROS says of their pricing management software, “Getting data to the customers as soon as possible is vitally important. SQL Server with R Services is a big step forward for us and a great opportunity in the fact that we can have that Advanced Analytics embedded in with our database.”

\* Annualized pricing based on Oracle US commercial list price & SQL Server open ERP EE price, assuming 16 core servers (2 procs with 8 cores each) running OLTP, BI, DW, AA and ETL Tools, 1000 BI users. <http://www.oracle.com/us/corporate/pricing/technology-price-list-070617.pdf> \*\*Benchmark Certification #2016002: Two-tier configured SAP SD Standard Application Benchmark. Using SAP ERP 6.0 Enhancement Package 5, achieving the results of 100000 SD benchmark users using HPE Integrity Superdome X, 16 processors/288 cores/576 threads Intel E7-8890 v3 with 4096GB of main memory. Operating System: Windows Server 2012R2 with SQL Server 2014 Enterprise Edition as DBMS. For more details see: <http://www.sap.com/benchmark>.

# **Data Driven – event overview**

## What was the Data Driven event?

Data Driven was an in-person [customer event](http://www.microsoft.com/datadriven) hosted on March 10 in New York City and features keynotes from **Satya Nadella, Scott Guthrie, Joseph Sirosh, and Judson Althoff.** The in-person event was livestreamed for worldwide viewing and was also supported with a set of new technical and engineering online content to engage the SQL Server community.

## Why did you host the Data Driven event?

The Data Driven event is to showcase how customers are using data to transform their businesses and their industries, how Microsoft is the new leader in data and delivering the capabilities customers need, and to celebrate how Microsoft SQL Server 2016 is enabling some of those transformations. Microsoft SQL Server 2016 is the next release of SQL Server, Microsoft’s business analytics and data management platform.

## Where can I find more information?

The more recent update can be found [here](https://microsoft.sharepoint.com/sites/Infopedia_G01/Pages/SQLServer.aspx) on the SQL Server 2016 Infopedia Site and by visiting the [Data Driven webpage](https://www.microsoft.com/en-us/server-cloud/data-driven.aspx).

# **Oracle Compete Offer**

## What is the SQL Server Competitive Migration Offer?

The Competitive Migration Offer is a new program to help offset the costs of licensing, migration planning and training to help customers modernize their existing applications. Visit the [Break free from Oracle webpage to learn more](https://www.microsoft.com/en-us/server-cloud/sql-license-migration.aspx).

## Which applications is SQL Server Competitive Migration Offer targeting?

Customers who are currently running applications / workloads on non-SQL Server paid commercial relational database platforms such as Oracle, SAP Hana and DB2 or other paid, commercial solutions with similar licensing and deployment characteristics as SQL Server can migrate their applications to SQL Server without rebuying the SQL Server Standard Edition and/or Enterprise Edition licenses.

## Who is this offer available to?

This offer is only available for customers renewing an existing Server-Cloud Enrollment (SCE) or signing a new SCE. Standard SCE terms and conditions apply.

## How do customers qualify for this offer?

In order to qualify, the customer must have applications / workloads currently running on non-SQL Server paid commercial relational database platform such as Oracle, SAP Hana, DB2 or other paid commercial solutions with similar licensing and deployment characteristics as SQL Server (MySQL, MongoDB and other open source vendors would not qualify, nor would niche small database providers) and must be willing to migrate these applications to SQL Server within the term of their SCE enrollment.

Customers are required to present proof of migration at renewal or earlier.

## When is this offer available?

This offer is available for customers today.

## What competitive databases customer needs to be running, in order to qualify for the offer?

Oracle, SAP Hana, DB2, Sybase or other paid, commercial solution with similar licensing and deployment characteristics as SQL Server. MySQL, MongoDB and other open source vendors would not qualify, nor would niche small database providers.

## How will this offer be transacted?

Customers with a new or existing Server-Cloud Enrollment (SCE) will sign aa standard amendment and a Customer Price Sheet (CPS) for this offer.  This amendment requires customers to list the applications/workloads they plan to migrate and to specify their SQL Server licensing needs for these applications including the editions of SQL Server and the number of SQL cores they require.

The customer can then purchase the associated lead status SQL Server migration SKUs:

|  |
| --- |
| * SQLSvrStdCore ALNG LicSAPk MVL 2Lic Migr |
| * SQLSvrEntCore ALNG LicSAPk MVL 2Lic Migr |

These will be L&SA added at signing SKUs with the L cost discounted out.

As these SKUs are lead status and an aamendment is required, please work with your LSS on potential deals. If the opportunity exceeds 100 SQL EE cores, it needs to be transacted mid-term on an SCE, or needs to be transacted prior to blue level empowerment being enacted for this offer, please engage the Business Desk.

## (FIELD ONLY) Is this a promo?

As of April 1, 2016, the Competitive Migration Offer is setup as a lead status SKU with no specific end date, but it can be removed in the future. There is an additional incentive in business investment funds (BIF) for customers to take advantage of his offer by June 30, 2016.

## (FIELD ONLY) Can I offer additional discounts?

Due the large discount already being offered customers, please refrain from further discounting these SKUs.

## (FIELD ONLY) Are we granting customers free licenses?

Customers will receive license grants in return for committing to 3 years of Software Assurance. Customer will own the licenses at agreement end and have the option to renew them as SA only. When customers purchase the offer, they are purchasing discounted L&SA SKUs priced the same as SA only.

## (FIELD ONLY) An Oracle install for a specific App requires X cores but when migrated to SQL it requires Y cores (either +/-). What amount will be granted to the customer?

We will be granting the amount of cores necessary to support the application on SQL Server.

## (FIELD ONLY) What should I do if my customer wants this now?

Please work with the Business Desk to evaluate a potential offer.

## (FIELD ONLY) Will Public Sector customers be eligible?

The offer should be positioned only as a discount to avoid violating government policies. A government specific amendment will be made available. Please do not include references to “free” licenses in any documentation for government customers.

## (FIELD ONLY) A customer already has a Server-Cloud Enrollment (SCE) and wants to participate in this offer, is this possible?

The customer must have a SCE for SQL Server in order to qualify. If a customer has a SCE that does not involve commitment to SQL Server (e.g. SCE for VSO), then they must comply with the SQL Server minimum requirements in the SCE.

This offer is limited to ‘added at signing’ meaning that customer can only take advantage of this offer at renewal or a new signing event. 3 years of SA commitment is required for this offer. If you require an exception for a mid-term deal, please contact your business desk to discuss.

## (FIELD ONLY) If the customer is already on a Server-Cloud Enrollment (SCE), do we still impose the 50 core (or 5 servers x 250 CALs) min order requirement?

If the customer is already on a SCE for SQL Server, then they satisfied the 50 core (or 5 servers x 250 CAL) min order requirement. If a customer has aa SCE that does not involve commitment to SQL Server (e.g. SCE for VSO), then they must comply with the SQL Server minimum requirements in the SCE, in order to qualify for the offer.

## (FIELD ONLY) Are there any other SQL Server offers that customers can take advantage of in addition to this offer?

We highly recommend utilizing BIF migration funding in conjunction with this offer, as licensing costs are not typically the primary roadblock to a competitive migration. Please work with your local subsidiary marketing teams to evaluate options.

There is also a Server-Cloud Enrollment (SCE) SQL Server Subscription promotion (available March 1st) that provides 25% discount on SCE Server subscription SKUs. Subscription SKUs provide customers flexibility for how they license on premise, and also when moving to the cloud.

For larger competitive opportunities, please work with the Business Desk to evaluate other potential options to offer your customers. For some situations, a Custom SCE may be a better solution for both Microsoft and the customer.

## (FIELD ONLY) The Amendment states that the customer needs to show proof of migrating workloads. What qualifies as proof of migration?

Customers just need to show that they migrated their application to SQL Server. Examples of this may include:

(1) MAP Tool report or any other equivalent inventory report;

(2) SOW for migration execution with Microsoft or third party;

(3) Internal documentation such as data migration reports; and

(4) Official migration report or letter of execution signed by CIO.

## (FIELD ONLY) Is a customer required to sign a PR agreement or participate in a case study?

It is not required but we highly recommend encouraging customers to sign a PR agreement to create marketing collateral and support the Competitive Migration motion. Please work with your local subsidiary PMM.

## (FIELD ONLY) What happens at renewal if a customer signed this offer but did not migrate their workloads?

If a customer requires additional time to migrate beyond enrollment term, they can renew these licenses and re-sign the Amendment that gives them additional time to migrate.

If a customer does not migrate and does not renew Software Assurance, Microsoft reserves the right to void the core licenses that customer purchased under this offer.

## (FIELD ONLY) Can customers run any applications (other than specified in the Amendment) on these discounted cores?

No. These cores are offered at a discounted price and reserved for the applications / workloads that are migrated from competitive platforms. Customers may not use them for any other applications / workloads within the term of the first enrollment. Once customers show proof of migration and renew Software Assurance on these licenses, they may use these licenses for any applications / workloads.

## (FIELD ONLY) Are there additional SI / Channel incentives to support this motion?

Not at this time.

# **SQL Server on Linux**

## What did Microsoft announce on March 7th?

On March 7th, Microsoft announced plans to make SQL Server available on Linux. Additionally, we are announcing that a private preview for SQL Server on Linux is starting today. The relational database capabilities of SQL Server are targeted to be available on Linux in mid-CY2017.

## What is motivating Microsoft to extend SQL Server to Linux?

Customers and partners have been asking us to support SQL Server on additional development and production environments. By bringing SQL Server to Linux, Microsoft is enabling customers and partners to build and deploy more of their applications on a single data management and business analytics platform, including the next generation of intelligent applications that will further innovation and business transformation. Customers and partners will be able to leverage existing tools, talents, and resources for more of their applications as well as take advantage of SQL Server’s mission critical capabilities at a low TCO.

## How can customers’ sign-up for the private preview?

Customers can sign-up to be considered for the private preview at [www.microsoft.com/sqlserveronlinux](http://www.microsoft.com/sqlserveronlinux).

## What will customers experience in the private preview?

In the private preview, customers will be able to use the core relational database capabilities of SQL Server on Linux to develop and test applications and take advantage of some of the new features of SQL Server 2016.

## When will SQL Server on Linux be in public preview?

Today we are focused on the private preview, and we have no additional information to share at this time.

## When will SQL Server on Linux be available?

We are targeting the relational database capabilities of SQL Server to be available on Linux in mid-calendar year 2017.

## Is this a preview of a future version of SQL Server?

This is a private preview of the core relational database capabilities of SQL Server on Linux. We will provide more information on the product details in the future.

## What version of SQL Server is this preview built on?

This code for the private preview is based on SQL Server 2016.

SQL Server 2016 at general availability will only be available on Windows Server and does not have a Linux option for broad development or production workloads.

## When will all the workloads/services/roles of SQL Server be available on Linux?

We announced core relational database capabilities at GA. We’ll also be driven by customer demand and feedback for the other components that ship with SQL Server.

## What capabilities will be available at general availability?

We are targeting the relational database capabilities of SQL Server to be available on Linux in mid-calendar year 2017. We announced core relational database capabilities at GA. We’ll also be driven by customer demand and feedback for the other components that ship with SQL Server.

## Will SQL Server on Linux be priced the same as SQL Server on Windows Server?

No information on pricing or licensing is available at this time.

## What OS support will you have in the near-term?

We want SQL Server to be the best business analytics and data management platform for any data, any application, on any platform, and thus we intend to bring SQL Server to multiple platforms. Today, the private preview supports Ubuntu and we intend to support Red Hat Enterprise Linux as well as other platforms over time.

## Will Microsoft support SQL Server on Apple Mac OS X?

For the private preview, SQL Server can be run in a Docker Machine on OS X. More information about supported operating systems will be provided at a later time.

## What can developers do today if they are not a part of the private preview?

For developers, we want to make sure they can build any app across the platforms of their choice. If they’re building applications on Linux we want them to be able to use the tools they’re familiar with and use the most. Today, they can already leverage Node.js, Python, Ruby, Java, and .NET drivers to connect to Azure SQL Database to harness the benefits of SQL Server.

## Why would a customer want to run or build a new application on SQL Server on Linux?

Customers will be able to build and deploy more of their applications on a single data management and business analytics platform. They will be able to leverage existing tools, talents, and resources for more of their applications as well as take advantage of SQL Server’s mission critical and hybrid capabilities at low TCO.

## Why would a partner want to run or build a new application on SQL Server on Linux?

Partners with applications built on SQL Server will be able to serve more of their customers’ environments, expanding their addressable market. Partners with Linux-based solutions can take advantage of SQL Server’s proven enterprise capabilities at low TCO for their applications, as well as the ability to build and deploy databases easily on-premises or the in cloud.

## Why would I want to use SQL Server if I am currently using PostgreSQL?

SQL Server is the most widely deployed database on the planet. The majority of customers are already running SQL Server in their environment. Customers using PostgreSQL can leverage existing SQL Server tools, talents, and resources for more of their applications as well as take advantage of SQL Server’s proven enterprise and hybrid capabilities at low TCO, as well as enterprise grade support.

(FIELD ONLY) Compete content can be found on the [SQL Server 2016 Infopedia Page](https://microsoft.sharepoint.com/sites/Infopedia_G01/Pages/SQLServer.aspx)

## Why would a customer want to use SQL Server if they are currently using Oracle?

SQL Server 2016, the next version of SQL Server, is the biggest leap forward in Microsoft's data platform history with real-time operational analytics, rich visualizations on mobile devices, built-in advanced analytics, new advanced security technology, and new hybrid cloud scenarios. Customers using Oracle can take advantage of SQL Server’s proven enterprise capabilities at low TCO, as well as the ability to build and deploy databases easily on-premises or the in cloud.

[FIELD ONLY: Given the recent SKU and licensing changes with Oracle’s Standard editions, robust SQL Server 2016 capabilities and future support for Linux, this is a great opportunity for Oracle customers to re-evaluate SQL Server for more or all of their database applications. See the Competitive Migration Offer section to learn more.]

## Why should an Oracle customer migrate off Linux to use SQL Server today?  Why won’t they wait for SQL Server on Linux?

SQL Server 2016, the next version of SQL Server, is the biggest leap forward in Microsoft's data platform history with real-time operational analytics, rich visualizations on mobile devices, built-in advanced analytics, new advanced security technology, and new hybrid cloud scenarios. All of these capabilities are built-in into the latest release offering mission-critical capabilities at low TCO. Customers using Oracle can take advantage of these enterprise capabilities immediately by migrating existing or building new applications on SQL Server today.

## How should customers think about the SQL Server on Linux announcement relative to the upcoming SQL Server 2005 End of Support milestone? Should they wait to upgrade if new capabilities will be available in mid-CY2017?

As customers approach SQL Server 2005 end of support, it is a great time for them to look at modernization opportunities across their platform. For applications on SQL Server 2005 today, customers can take advantage of the industry-leading mission-critical and business intelligence capabilities available in SQL Server 2014 and Windows Server 2012 R2. Customers can also take advantage of software assurance to benefit from the additional investments in SQL Server 2016 and Windows Server 2016 including real-time operational analytics, higher availability, advanced security, mobile business intelligence, new hybrid scenarios and advanced analytics – with advanced analytics as new as a workload only available in the new release. For applications not on SQL Server today and new applications, customers can look to take advantage of these industry-leading capabilities at low TCO for more applications in their Windows Server and Linux environments.

## Is the move to Linux a response to the growth of the Linux market?

As developer and IT landscapes become increasingly complex, we want SQL Server to be the best platform for any data, any application, on any platform. Extending SQL Server to Linux will provide customers and partners with the flexibility and the ability to leverage existing tools, talents, and resources for more of their applications. Customers and partners can also take advantage of proven lower capabilities TCO for their Linux environments.

## Is this move to Linux a direct focus on taking share from Oracle?

SQL Server is the most widely deployed database on the planet. The majority of customers are already running SQL Server in their environment. Extending SQL Server to Linux will provide customers and partners with the flexibility and the ability to leverage existing tools, talents, and resources for more of their applications as well as take advantage of proven low TCO. *[FIELD ONLY: Given the recent SKU and licensing changes with Oracle’s Standard editions, robust SQL Server 2016 capabilities and future support for Linux, this is a great opportunity for Oracle customers to re-evaluate SQL Server for more or all of their database applications.]*

SQL Server 2016, the next version of SQL Server, is the biggest leap forward in Microsoft's data platform history with real-time operational analytics, rich visualizations on mobile devices, built-in advanced analytics, new advanced security technology, and new hybrid cloud scenarios. All of these capabilities are built-in to the latest release offering mission-critical capabilities and at proven low TCO. Customers using Oracle can take advantage of these enterprise capabilities immediately by migrating existing or building new applications on SQL Server today.

## What type of applications do you expect customers to run with SQL Server on Linux?

We expect a variety of applications to be build and deployed with SQL Server on Linux, including packaged applications, new custom applications, and applications currently running on other database management systems. Applications built on SQL Server on Linux could also be deployed to the cloud via Azure Virtual Machines or Azure SQL Database.

## What organizations are you targeting with SQL Server on Linux?

SQL Server is the most widely deployed database on the planet. The majority of customers are already running SQL Server in their environment. These customers can take advantage of their existing SQL Server talent, tools and resources for more of their applications and environments. Partners with applications built on SQL Server will be able to serve more of their customers’ environments, expanding their addressable market. New and existing applications will benefit from proven enterprise capabilities and support. Applications running on other database management systems will benefit from Microsoft’s proven enterprise capabilities, support, and low TCO.

## What organizations are you targeting with the private preview?

For the private preview, we are targeting developers who would like to develop and test applications on SQL Server on Linux, and provide feedback to Microsoft to support and accelerate bringing these new capabilities to market. This could include developers who build on SQL Server today or those who would like to work with SQL Server on Linux in the future.

## Is Microsoft still committed to Windows Server?

Yes, Microsoft remains committed to Windows Server and bringing new capabilities to market for our customers to succeed using our flagship operating system and data platform. Windows Server and SQL Server share a long history of joint investment and innovation. Customers have developed specific skillsets for building and running applications on this data platform and have come to rely on the combination. Microsoft will continue to invest in Windows Server and SQL Server as a first class combination.

With SQL Server 2016 and Windows Server 2016, the innovation continues with Microsoft’s market leading price-to-performance with massive scale, simplified HA and DR across domains, and unparalleled security for your database platform. (Look for the “SQL Server and Windows Server Better Together” section in this FAQ for more.)

## (FIELD-ONLY) How will customers be selected for the private preview?

Customers will be selected for the private preview based on the information requested on the sign-up page including organization, the role of the person requesting entry into the preview, the scenarios described and the preferred development language. Customers may be contacted for additional information to be qualified for the preview.

## (FIELD-ONLY) How many customers be selected for the private preview?

The initial private preview will be open to a limited number of customers. The private preview will be expanded over time based on customer feedback and as additional capabilities or additional platforms are supported.

## (FIELD-ONLY) How can I nominate my customer for the preview?

You should direct your customers to sign-up for the private preview at [www.microsoft.com/sqlserveronlinux](http://www.microsoft.com/sqlserveronlinux). Specific customer requests can be sent to: [sqlprivatepreview@microsoft.com](mailto:sqlprivatepreview@microsoft.com).

## (FIELD-ONLY) Can the Microsoft field join the private preview?

Employees who would like to join the private preview should register online at [www.microsoft.com/sqlserveronlinux](http://www.microsoft.com/sqlserveronlinux) and identify themselves as from Microsoft. Employees who gain access to the program will not be allowed to share any information with customers (even under NDA) about the preview. Any information on the preview is MS Confidential.

## (FIELD-ONLY) With SQL Server on Linux, can I now begin to speak to my customers that previously asked me about this? What can I offer them today?

You can point customers who previously inquired on Linux support to the external announcement and encourage then to register for the private preview at [www.microsoft.com/sqlserveronlinux](http://www.microsoft.com/sqlserveronlinux). For near-term application decisions, you should still be recommending SQL Server 2016 on Windows Server 2016 for the best experience.

## (FIELD-ONLY) Are there any changes the FY16 targets based on this announcement?

There are no changes to FY16 targets based on the SQL Server on Linux announcement. Customers using SQL Server with Windows Server can continue to expect a high degree of integration and joint integration. SQL Server customers should consider this announcement as part of their future planning knowing that SQL Server capabilities will be available for more of their applications including their Linux environments. Customers should continue to focus on SQL Server 2014 and 2016 on Windows Server 2012 R2 and 2016 for their current applications.

## (FIELD-ONLY) What impact do you see this announcement having on our FY17 Windows Server and SQL Server targets?

FY17 targets are still underway, and market and competitive dynamics will be considered as part of the targeting process*.*

## (FIELD-ONLY) How do we mitigate customers shifting from Windows Server to Linux?

Customers using Windows Server should continue to use SQL Server on Windows Server. Existing customers should continue to focus on SQL Server 2014 and 2016 on Windows Server 2012 R2 and 2016 for their current applications.

# **SQL Server and Windows Server Better Together**

## Can customers run SQL Server 2016 on Windows Server 2012 R2?

SQL Server 2016 can be deployed on Windows Server 2012 R2. Windows Server 2016 offers even more innovation (see below), so customers should factor it in to upgrade strategies where possible.

## Why is SQL Server 2016 best on Windows Server 2016?

With SQL Server 2016 and Windows Server 2016, Microsoft brings to the market number one price-to-performance with massive scale, simplified HA and DR across domains, and unparalleled security for your database platform.

 **Price/performance with massive scale** – When you use SQL Server 2016 on Windows Server 2016, in-memory database scenarios are accessible to you and they come optimized for every workload, from mission critical OLTP to data warehousing and advanced analytics. In Windows Server 2016 we’ve increased the memory maximum to 12TB, allowing for 3x more data in-memory. Windows Server 2016 support for recent industry developments in non-volatile memory technology (NVDIMM for RAM and NVMe for storage) make OLTP workloads perform even faster.

 **Simplified HA and DR across domains** – Customers can now create SQL Always On Availability Groups in traditional single-domain environments, in multi-domain environments, or deploy to environments without Active Directory so that the availability stance of the data platform is insulated from complexity at the endpoints.

 **Unparalleled security for your database platform** – In addition to the new security features in SQL Server 2016 like Always Encrypted, Dynamic Data Masking, and Row Level Security, customers who run their SQL Server database on Windows Server have access to layers of security features starting with “Just Enough Admin”, which enables a very fine-grained control of what specific admins can and cannot control, along with auditing at the server level and in-box anti-malware features.

# **SQL Server 2016 product overview**

## What is SQL Server 2016?

SQL Server 2016, the next major release of SQL Server, is the foundation of Microsoft’s industry-leading business analytics and data management platform with which customers can build the next generation of intelligent applications.

SQL Server 2016 delivers breakthrough mission-critical capabilities with in-memory performance and operational analytics built-in. Comprehensive security with new Always Encrypted technology protects your data at all times, and a world class high availability and disaster recovery solution adds new enhancements to AlwaysOn technology.

Deliver business insights to more people across the organization with mobile BI.

Organizations will gain deeper insights into all of their data with new capabilities that go beyond business intelligence to perform advanced analytics directly within their database and present rich visualizations.

You can also gain the benefits of hyper-scale cloud with new hybrid scenarios enabled by new Stretch Database technology that lets you dynamically and securely stretch your warm and cold transactional data to Microsoft Azure so your data is always at hand for queries, no matter the size. In addition, SQL Server 2016 delivers a complete database platform for hybrid cloud, enabling you to easily build, deploy and manage solutions that span on-premises and cloud.

Please see the [SQL Server 2016 datasheet](https://microsoft.sharepoint.com/sites/infopedia/pages/layouts/kcdoc.aspx?k=G01KC-1-14456) for the full list of capabilities.

## What are the key features included in SQL Server 2016?

SQL Server 2016 is the foundation of Microsoft’s industry-leading business analytics and data management platform. New hero features & benefits include:

* Enhanced in-memory performance and operational analytics provide up to 30x faster transactions, more than 100x faster queries and real-time operational analytics.
* New Always Encrypted technology protects your data at rest and in motion, on-premises and in the cloud, with master keys sitting with the application, without application changes.
* Built-in advanced analytics– provide the scalability and performance benefits of building and running your advanced analytics algorithms directly in the core SQL Server transactional database
* Deliver business insights to more people across the organization with mobile BI. Easily create responsive, interactive reports with rich visualizations that are optimized for touch and mobile devices. With native apps for Windows, iOS and Android.
* Tackle Hadoop and relational data with the simplicity of PolyBase technology to simplify management of relational and non-relational data with ability to query both through standard T-SQL.
* Stretch Database technology keeps more of your customer’s historical data at your fingertips by transparently and securely stretching your warm and cold OLTP data to Microsoft Azure on-demand without application changes.
* Faster hybrid backups, high availability and disaster recovery scenarios to backup and restore your on-premises databases to Microsoft Azure and place your SQL Server AlwaysOn secondaries in Azure.

## Why should customers be excited about SQL Server 2016?

SQL Server 2016 is the foundation of Microsoft’s industry-leading business analytics and data management platform. New features & benefits include:

* 1. Industry leader in mission critical OLTP
  + Operational Analytics: Insights on operational data, works with in-memory OLTP or on disk
  + In-memory OLTP enhancements: Greater T-SQL surface area, terabytes of memory supported and greater number of parallel CPUs
  + Query store: Monitor and optimize query plans with full history of query execution
  + JSON: Parsing & storing of JSON as relational data & exporting relational data to JSON
  + Temporal database: Track historical changes
  + Enhanced AlwaysOn:

Up to 3 synchronous replicas for auto failover across domains

Round-robin load balancing of replicas

DTC & SSIS support

Automatic failover based on database health

* + - Performance and scale: Spatial, memory management, maintenance, auto soft-NUMA, TempDB optimization
    - Support for Windows Server 2016
  1. Most secure database
* Always Encrypted: Help protect data at rest & in motion with no application changes required
* Row level security: Apply fine-grained access control to table rows based on users' rights
* Dynamic data masking: Real-time obfuscation of query results based on user permissions
  1. Highest performing data warehouse
* In-memory columnstore: Improve query performance with batch mode and push downs to hardware layer
* PolyBase: Query and join data from multiple sources using simple T-SQL commands
  1. Business Intelligence
* Mobile BI: Business insights for your on-premises data through rich visualizations on mobile devices with native apps for Windows, iOS and Android
* Enhanced Reporting Services: Modern, paginated reports with rich visualizations for consumption on modern browsers and mobile devices
* Enterprise-scale Analysis Services:   
  Enhanced tabular capabilities for easier modeling of complex business data and optimized in-memory technology to gain faster business intelligence from your data

DirectQuery: Connect Excel, Power BI or other visualization tools to rich semantic SQL Server Analysis Services models for real time insights. Retrieve up-to-date data directly from the relational data source using DirectQuery mode without the need to move any data.

* Enhanced SSIS: Designer support for previous SSIS versions & support for Power Query
* Enhanced MDS: Excel add-in 15X faster, more granular security roles, archival options for transaction logs and reuse entities across models
  1. In-database Advanced Analytics
* Built-in Advanced Analytics: Enterprise grade R anywhere our data lives. Build intelligent apps that help you discover insights, predict results and make decisions
* In database analytics: Bring in Advanced Analytics and eliminate data movement
* Scale R: Optimized algorithms for parallel execution on big data
* Distribute R: Parallel execution framework to enable ScaleR for communications, storage integration and memory
* ConnectR: Versatile access to any data source
  1. Hybrid cloud
* Stretch Database: Stretch cold data in a secure manner into Azure for cost-effective historic data availability. It works with Always Encrypted and row level security
* Power BI with on-premises data: Connect to your on-premised data (SQL Server Analysis Services, SQL Server, and others) without the need to move the data to the cloud. Benefit from your existing investments in SQL Server Reporting Services by pinning report elements to your Power BI dashboard
* Hybrid scenarios with SSIS: Azure Data Factory integration with SSIS, package lineage and impact analysis as well as connect SSIS to cloud data sources
* Enhanced backup to Azure: Faster restore and 50% reduction in storage, support large DBs with Block blobs and customer backup schedule with local staging
* Easy migration of on-premises SQL Server: Simple point and click migration to Azure
* Simplified Add Azure Replica Wizard: Simplified HA & DR with AlwaysOn
* Common development, management and identity tools: Including Active Directory, Visual Studio, Hyper-V and System Center
* Consistent experience from SQL Server on-premises to Azure IaaS and PaaS

## Where are we in the release cycle for SQL Server 2016?

## As part of our new rapid release model, customers have been able to test and provide feedback on 8 monthly previews for SQL Server 2016, first publicly available last June. There will be multiple release candidates prior to release.

## Will there be any pricing and licensing changes for the SQL Server 2016 release?

We do not plan on any major changes to pricing or licensing for SQL Server 2016.

## Will there be any SKU/editions changes for the SQL Server 2016 release?

For SQL Server 2016, Microsoft will releasing the Express, Standard and Enterprise Editions. For SQL Server 2016, Microsoft will be releasing the Express, Standard and Enterprise Editions. Business Intelligence Edition will no longer be offered.

## How does SQL Server 2016 better position you to compete with Oracle?

We have unique and better approach to in-memory than both Oracle and SAP for following reasons:

TCO – SQL Server delivers industry leading value and at a fraction of the price of competitors. We did a comparison on a 2 proc server with 8 cores each and enabled all workloads from OLTP to Advanced Analytics and you can see the dramatic difference in price relative to Oracle.

Even with initial discounts at 50% or 60%, you are much cheaper with SQL Server. More importantly it is not what you are paying for now, but what you will pay in the future with Oracle. With SQL Server we have a proven track record of adding value to what you are already buying, Oracle cannot say this and those of you with Oracle today know this to be true. As you take advantage of more capabilities, these come at an addition price. For example, in-memory is an add-on with Oracle at $10k/core - that is more expensive than the entire Enterprise edition of SQL Server. Advanced analytics is another $10k/core with Oracle and built-in with SQL Server.

We know Oracle has the ULAs (unlimited use rights), but anything outside the ULA is an add-on. If you look at the trend from Oracle, the recent innovations are all add-ons. Oracle could have added in-memory to their enterprise suite which most Oracle customer have covered in their ULA, but they didn’t. They could have added Advanced Analytics to their enterprise suite, but they didn’t.

This is not Microsoft’s approach and we want to make sure you know that. We are building-in innovation verses requiring expensive add-ons! This will benefit you now and in the future.

## What are the key product differentiators relative to competitors?

Below are a list of key differentiations:

* **Most secure database—**SQLServer continues to be the least vulnerable database 6 years in a row. NIST (National Institute of Standards and Technology) tracks database vulnerabilities and shows SQL as the lowest even though we have more units deployed in production than both Oracle and IBM combined. So what does that mean, if you look at the chart you will see Oracle has many more vulnerabilities, this doesn’t mean that Oracle didn’t address them, but until the vulnerability patch is released and you implement it your data is at risk. Fewer vulnerabilities means fewer patches and your data is less exposed to attack.

In addition, SQL Server 2016 delivers layers of protection with capabilities that can protect your data at rest and in motion, even in the memory buffer pool, without impacting database performance, along with the ability to control access and monitor threats. This multi-layered approach combined with proven track record of being least vulnerable provide you with the most secure database on the planet.

* **Highest performing data warehouse**—From a performance perspective, looking at TPC-H a standard benchmark particularly for Data Warehousing workloads, SQL holds the number #1, #2, and #3 spots for non-clustered scale up performance on multiple hardware platforms including HP, Lenovo and Cisco and for multiple data sizes including 3TB and 10TB. Oracle comes in at #4 and #6 for the 3TB and 10TB respectively. This not only showcases SQL Server performance, but performance at scale for data warehousing.

SQL Server 2016 can scale from data marts to the biggest DW workloads. With SQL Server 2016 enterprise you also get the rights to deploy our scale out MPP (massive parallel processing) data warehousing appliance, so again incredible value out of a single SKU.

* **End-to-end mobile BI on any device—**Many of you may have heard about the Datazen acquisition we made to provide our customer with mobile BI on any device. Well in SQL Server 2016 this will be integrated into Reporting Services, which we are enhancing in a big way. What this means is you can now bring business insights to more people across the organization and deliver stunning visualizations and reports that are optimized for touch an any major mobile device (iPhone, Android phone, as well as Windows phone). Best of all its built-in so no need to buy a separate product. With the new integration of Power BI and SQL Server you can enable self-service BI in addition to mobility. Even if you choose to enable self-service BI you are doing it at a fraction of the cost of Tableau and Oracle. Even though Tableau has added mobile it’s only iOS and not Android, which is important outside of the US and Tableau is only a point solution for BI, whereas SQL Server can tackle all data workloads give you BI and Advanced Analytics built-in. This is not part of the standard Oracle BI tools; we are still trying to determine if this option is even available as another costly add on (tbd).
* **In database Advanced Analytics—**Many customers are exploring going beyond BI into predicative analytics where they want to proactively pave their businesses future with data rather than react to data. With SQL Server 2016 you can now accomplish this with built-in in-database advanced analytics. Again the key here is in-database, because when you talk to customers trying to implement advanced analytics the number one challenge is moving the data out of your database to do perform open source R models. In addition, customers want to perform analysis using R models on the latest data which you can do quickly by combining R with SQL Server in-memory technology. With 2016 you can perform R models directly in the database. In addition, customer want to run their R models on the latest data and you can do this quickly with SQL Server 2016 by combining the power of open source R with SQL Server in-memory technology for incredibly fast reads and writes.
* **In-memory across workloads—**In addition to these top 5 reasons, our optimized in-memory technology is fueling performance across all workloads from our in-memory OLTP that provides up to 30x transactional performance to our in-memory columnstore that give over 100x faster queries for data warehouse and BI workloads. Now with SQL Server 2016, you also have the ability to combine in-memory technologies to give you super-fast reads on top of super-fast writes to enable real-time operational analytics.
* **Consistent experience from on-premises to cloud—**In addition to in-memory across all of these workloads, we can also deliver these capabilities with a consistent experience both on-premises and cloud with common development and management tools and common T-SQL. Our goal is to provide you a great experience with data no matter where you choose to implement it!

The combination of dramatic differences in TCO and product differentiation puts us in a great position to continue to share from Oracle particularly for Tier 1 workloads.

# **Datazen FAQ**

## What is Datazen?

Datazen is a mobile business intelligence (BI) solution that is implemented on-premises and provides insights through rich, interactive data visualizations on any major mobile platform. Business users can easily get access to up-to-date information whether they are in the office or on the go. Customers who have a SQL Server 2008+ Enterprise Edition license and active SA can download Datazen Server here: <http://www.microsoft.com/sqlmobileBI>

## Datazen Server is currently available as a standalone product. Will Microsoft continue to offer Datazen?

Datazen technology is being integrated into Microsoft SQL Server 2016 Reporting Services as “mobile reports”. At general availability of SQL Server 2016, customers will no longer be able to download the Datazen Server as a stand-alone product. New customers can install SQL Server 2016 Reporting Services to use mobile reports and benefit from several other enhancements to Reporting Services.

Do we have any customer case studies for Datazen?

Yes, the Elizabeth Glaser Pediatric AIDS Foundation is using Datazen and they plan to move to SQL Server 2016 Reporting Services for their mobile BI needs. The written case study and the customer video are available here: <https://customers.microsoft.com/Pages/CustomerStory.aspx?recid=26503>

## How can a customer download Datazen Server, Datazen Publisher and the Datazen mobile apps after general availability of SQL Server 2016?

Datazen Server will no longer be available for download (download center and MSDN) after general availability of SQL Server 2016; however, the Datazen Publisher and Datazen mobile apps will continue to be publicly available for download from the respective app stores until support for Datazen is discontinued for existing customers. Existing customers can contact support if they need to get access to the Datazen Server product or any service packs/updates/fixes.

## A customer has already installed Datazen and is currently using the functionality in a production environment. Will Microsoft still offer support for Datazen?

Yes, customers who have deployed Datazen (aka legacy Datazen code) into production prior to general availability of SQL Server 2016 can continue to contact support. Support for Datazen customers is planned to be available for 1 year following general availability of SQL Server 2016.

## How long will Microsoft offer support to Datazen customers?

Microsoft will provide support for 1 year to offer Datazen customers more flexibility on when to transition to SQL Server 2016 Reporting Services. This means that Datazen customers can contact support for 1 year after general availability of SQL Server 2016. Support for legacy Datazen code will continue to be offered only via-email. Premier support or onsite PFE support for Datazen products will not be available. Once customer transition to SQL Server 2016 they have the option to use Premier and onsite support. While Microsoft is committed to provide support to Datazen customers, Microsoft may choose to not fix certain issues in the Datazen products and in certain scenarios the best option may be ‘to upgrade to SQL 2016’.

## Can I talk to my customer about end of Datazen support?

Yes, you can share the information with customers. Please also point customer to the official blog on Datazen end of support. <http://www.datazen.com/blogs/post/announcing-end-of-support-for-datazen-products>

## When are you publically announcing end of Datazen support?

We are published a [blog post](http://www.datazen.com/blogs/post/announcing-end-of-support-for-datazen-products) announcing end of support on April 21, 2016.

## One of my customers is currently evaluating Datazen - What guidance should I give?

Customers who are looking into deploying a mobile BI solution and are considering Datazen for their on-premises implementation should evaluate the mobile reporting capabilities in SQL Server 2016 Report Services.

## How does a Datazen customer get support?

Datazen support is currently offered only via e-mail with no mission critical or onsite assistance offered. Customers who e-mail [DatazenQ@microsoft.com](mailto:DatazenQ@microsoft.com) will receive up-to-date top issues and FAQs with a link to submit a support ticket for additional questions via support.microsoft.com. The same model will continue for (legacy) Datazen codebase post general availability of SQL Server 2016 for one year.

## What are the benefits of upgrading from Datazen to SQL Server 2016? Why should a customer upgrade?

With the introduction of mobile reports in SQL Server 2016 Reporting Services, customers can benefit from the proven scalability of Reporting Services, share data sources and data sets across all reports (paginated and mobile), manage permissions based on Active Directory groups, use a single modern web portal to access KPIS and all their reports (including the ability to set favorites), and use the Power BI mobile apps to consume their mobile reports in a consistent and secure manner. In addition to these benefits, customers can access support through their existing SQL Server support channels. To learn more about reasons to upgrade and features available in SQL Server 2016 please read the Datazen End of Support blog [here.](http://www.datazen.com/blogs/post/announcing-end-of-support-for-datazen-products)

## Will mobile reports in SQL Server 2016 have feature parity with Datazen, or are there any features that won’t be available at general availability?

Customers who plan to upgrade to SQL Server 2016 should evaluate its mobile reporting capabilities. Certain features such as Active Directory Federation Services (ADFS) and social activity streams will not be available at general availability of SQL Server 2016. Customers who plan to implement public facing BI content should consider Power BI publish to web capabilities.

## My customer is currently using Datazen and is planning to upgrade to SQL Server 2016 Reporting Services – what are the licensing implications?

Mobile reports is a feature of SQL Server 2016 Reporting Services. The server that Reporting Services runs on needs to be licensed for SQL Server EE.

## My customer is currently using Datazen and is planning to upgrade to SQL Server 2016 when available. Are you planning to provide any tools that help customers migrate to SQL Server 2016?

To help customers migrate their Datazen solution to Reporting Services we plan to provide a content migration assistant which is planned to be available shortly after general availability of SQL Server 2016.

## My customer is asking if we can provide any help migrating to SQL Server 2016.

We don’t have any plans to share at this point – please do not actively discuss this top with your customers. If you receive this question, please let us know. You can send your input/comments via email to [yvonne.haarloev@microsoft.com](mailto:yvonne.haarloev@microsoft.com).

## My customer is upgrading Datazen to SQL Server 2016 for mobile reporting. How many additional SQL Server core licenses are required?

Guidance for Datazen deployments was 8 cores. We anticipate that mobile reports in SQL Server Reporting Services requires the same number of cores. Every customer should evaluate number of cores based on their specific requirements such as number of users, reports and transaction volume.

1. Using SQL Server 2016, Lenovo posted the [#1](http://www.tpc.org/tpce/results/tpce_result_detail.asp?id=116032901) and [#2](http://www.tpc.org/tpce/results/tpce_result_detail.asp?id=116032402) TPC-E world records on price/performance for this important OLTP industry-standard benchmark. [↑](#footnote-ref-2)
2. Lenovo sets #1 TPC-H 30 TB world record using SQL Server 2016 and Windows Server 2016 on Lenovo System x3950 X6: Using SQL Server 2016 to full take advantage of 12TB RAM support in Windows Server 2016, Lenovo achieved [new world record](Link%20Later) with 1,056,164.7 QphH (144 cores) on the 30TB configuration. This benchmark is in addition to Lenovo’s #1 [3TB world record](http://www.tpc.org/tpch/results/tpch_result_detail.asp?id=116030902) using SQL Server 2016 on Lenovo System x3850 X6 (72 cores), beating Oracle’s previous best result for the same configuration and 38% performance gain vs. [SQL Server 2014](http://www.tpc.org/tpch/results/tpch_result_detail.asp?id=115050102) using the same hardware. Hewlett Packard Enterprise also set #1 TPC-H [1TB world record](http://www.tpc.org/tpch/results/tpch_result_detail.asp?id=116032401) using SQL Server 2016 on HP Proliant DL380 G9 (44 cores). [↑](#footnote-ref-3)
3. PROS, a world leader in revenue and profit realization solutions, posted 1,000% faster end to end scoring with their solution that has built-in machine learning capability, while KPMG, a leader in audit, tax, and advisory solution, posted 2.5X faster execution time with 10X table compression with their solution using SQL Server 2016. [↑](#footnote-ref-4)
4. Based on internal tests from Microsoft, customers who upgrade to SQL Server 2016 will also experience tremendous performance gain including faster real-time analytics with up to 34X performance on in-memory columnstore queries, faster synchronization and greater availability with up to 7x faster AlwaysOn throughput, and 3.6X faster reporting on AlwaysOn replicas. [↑](#footnote-ref-5)