



# SQL Server 2012 and Windows Server 2012/R2 have reached End of Support

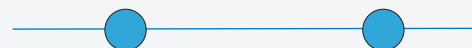
If you have customers running SQL Server 2012 and/or Windows Server 2012/R2, they have each reached the end of their support lifecycle.

In order to safeguard applications and data we recommend upgrading to the latest versions for the most advanced security, performance and innovation. Take this opportunity to review your options moving forward and explore extending your managed services for these customers to Azure.

## End of support (EOS) dates for Windows Server and SQL Server

July 12, 2022  
SQL Server 2012  
EOS

October 10, 2023  
Windows Server  
2012/R2 EOS



## Explore your options moving forward

Assess whether you should modernize, migrate or extend your security updates enabled by Azure Arc.

OPTION 1	OPTION 2	OPTION 3
<b>Modernize on Azure</b>	<b>Migrate to Azure</b>	<b>Extended Security Updates enabled by Azure Arc</b>
Modernize with PaaS platforms (ex. Azure SQL Managed Instance) to avoid end of support and always stay up to date	Get 3 additional years of Extended Security Updates (ESUs) at no cost. Save even more when combined with Azure Hybrid Benefit	Purchase Extended Security Updates enabled by Azure Arc for seamless and automated patching
Upgrade your OS or SQL Server version while migrating with Azure Migrate	Cost efficient consumption models with reserved instances and Azure savings plan for compute	Flexible, monthly billing model centralized in Azure
Offload cloud management to focus on delivering innovative apps and customer experiences	Take advantage of Azure Migration and Modernization (AMM) Program to simplify and accelerate your cloud journey	Extend Azure operations and management to hybrid and multi-cloud environments

Enhance protection with cloud-native security in Microsoft Defender for Cloud



# Elevate Your Managed Services

## Migrate EOS Systems to Azure

Future-Proof Your Business and Your Clients

### Take advantage of this opportunity to build and grow your Azure practice

The benefits of Microsoft Azure go beyond basic cloud computing. Discover the key benefits below.



#### Security and advanced threat detection

Microsoft Azure offers unparalleled security features, ensures data integrity and safeguards businesses from emerging threats.



#### Unlock data potential with modernized data analytics

Empower your clients to transform raw data into actionable insights with Microsoft Azure's cutting-edge analytics tools.



#### Grow as you go

Microsoft Azure's dynamic scaling options adapt to your business needs and provides room for growth without unnecessary expenses.



#### Lower total cost of ownership with cost-effective models

Microsoft Azure offers several cost-optimization features, which include reserved instances and hybrid use benefits. The goal of these features is to significantly lower total operational costs.



#### Endless possibilities with AI, machine learning and more

Microsoft Azure's plethora of services in AI, machine learning and IoT offer a future-proof path for your client's ever-evolving needs.

### Financial benefits for partners: Your road to profitability

Map out your revenue stream potential with Microsoft Azure migration and management.



#### PHASE 1

##### Initial Microsoft Azure consultation

Revenue impact: Low

Unlock revenue by initiating discussions about Microsoft Azure's capabilities.



#### PHASE 2

##### Microsoft Azure migration

Revenue impact: Moderate

Gain additional revenue streams during the actual migration process.



#### PHASE 3

##### Ongoing Microsoft Azure managed services

Revenue impact: High

Enjoy high-margin revenue from continuous Microsoft Azure-managed services.

*By migrating your clients to Microsoft Azure, you can help secure them from the risks associated with end of support timelines. This leads to new avenues for business growth and profitability.*

### Leverage Ingram Micro to capture this opportunity

Through Ingram Micro you will get support through every stage of the migration journey with sales, technical and service delivery capabilities. In addition we can help you capture funding toward your migration through the Microsoft Azure Migration and Modernization (AMM) Program.

These incentives serve as a steppingstone and provide the monetary and technical assistance you need to enhance your service offerings.



Ready to take the next step?

Click on the button below to start your Microsoft Azure migration journey.

Get Started