ROK frequently asked questions

Q: What are the requirements for selling ROK?

A: You can order ROK as a standalone option from your distributor, but you cannot sell it as a standalone OS to end customers. It must be sold with a new HP ProLiant server on which you install the OS and affix the COA label.

Q: Which servers are compatible with WS2008 Foundation?

A: All one-socket servers from HP: HP ProLiant ML110 G5, ML115 G5, ML310 G5p, DL120 G5 and DL320 G5p.

Q: How many DVDs are included in each ROK?

A: One BIOS-locked installation DVD.

Q: What is the service support telephone number?

A: The number is on the HP Customer Care Centre website: **welcome.hp.com/country/us/en/ wwcontact_us.htm**

Q: What warranty does HP offer?

A: HP offers a one-time replacement warranty for defective media during the 90-day warranty period.

Q: Why should I recommend ROK for HP ProLiant servers?

A: HP has rigorously tested HP ProLiant servers to ensure they are optimised to run and take advantage of all the features of certified Windows OS sold by HP. For more information, visit: **www.hp.com/go/ossupport**

HP Reseller Option Kits SKUs

Microsoft Windows Server 2008 Foundation

Language	SKUs
English	537100-B21
Spanish	537100-071
Turkish	537100-141

Additional client access licences (CALs)*

Language	5 device CALs	5 user CALs
English	537103-371	503105-371
Spanish	537103-071	503105-071
Turkish	537103-141	537105-141

* May not be available in all countries

To place an order, please call your local distributor or HP Sales Representative.
To learn more, visit: **www.hp.com/go/ws08foundation**

Technology for better business outcomes

FRONTLINE PARTNERSHIP

Windows Server 2008 Foundation

ROK your business for sweet results
HP Reseller Option Kit for Microsoft® Windows Server® 2008 Foundation

Want a hassle-free way to increase customer satisfaction while enhancing your margins? HP and Microsoft® have collaborated to bring you a solution that hits the spot: HP Reseller Option Kit (ROK) for Microsoft Windows® Server 2008 Foundation.

ROK is an alternative to selling HP ProLiant servers preinstalled with an operating system (OS). With ROK you can offer home offices and micro businesses a new HP ProLiant server, then sweeten the deal with a Windows OS created just for businesses of their size, and 90-day support.

With ROK you can:
- Enjoy value-pricing for HP servers and ROKs
- Benefit from one-stop ordering and one-stop support
- Improve your margins and attach opportunities
- Offer customers the right solution for their needs

Windows Server 2008 Foundation

FRONTLINE PARTNERSHIP

A micro-business server solution

Microsoft® Windows Server® 2008 Foundation is a new server OS created specifically to meet the demands of small/home offices or micro businesses with one to 15 users. Based on Windows Server 2008 (WS2008) Standard technology, this pared-down version gives users an affordable, reliable and easy-to-deploy foundation for running their business application and sharing information and resources.

With WS2008 Foundation, micro businesses can securely and efficiently:
- Run most small-business applications
- Share files and printers
- Enable mobility for their workforce
- Connect their business to the Internet

At the same time, they can enjoy the benefits of:
- A familiar Windows experience that is easy to use and compatible with their hardware
- The dependable functionality of Windows Server 2008 without the costs and complexities
- An easy upgrade path to Windows Server 2008 Standard

Product description

A single copy of WS2008 Foundation is to be used on a single server only. It only supports x64-bit systems and does not offer virtualisation support. There is a 15-user limit.

This special OS primarily targets emerging markets and will not be available in all regions/languages. It is currently only available to end customers through resellers like you.

How does Windows Server Foundation compare to Windows Server Standard?

Specifications	WS2008 Foundation	WS2008 Standard
X86 sockets		✓
X64 socket	✓	✓
X86 RAM		✓
X64 RAM	✓	✓
Network access connections (RRAS)	✓ 50	✓ 250
Network access connections (IAS)	✓ 10	✓ 50
Terminal services gateway	✓ 50	✓ 250
Virtual image use rights		✓ 1
Remote desktop admin connections	✓ 2	✓ 2

4 ways to sell ROK for increased profits

By offering WS2008 Foundation OS to your micro- and small-business customers, you can deliver higher customer satisfaction, increase your sales opportunities and reinforce your role as a trusted advisor. Here's how:

1. Sell a flexible, affordable solution
With ROK, micro businesses get a server and an OS configured for their needs, not a server preinstalled with an OS that may be too complex and costly for their business. WS2008 Foundation is available at a very low price point and its total cost of ownership is low – so convincing customers to buy should be easy.

2. Sell a total server solution
Offer micro businesses more than just a server and ROK. Create your own bundle that also includes RAM, management software and support, for example.

3. Attach support
Micro businesses usually don't have the expertise or staff to deal with IT issues. Offer them affordable support plans, such as HP Care Pack Services.

4. Offer customers an operating system upgrade
Follow up with customers with good growth potential. They may be ready to upgrade to Windows Small Business Server™ (up to 75 users) or Windows Server Standard before long – and require new hardware.