

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 can I sell ROK with?

A: Any new, supported HP ProLiant server. For a list of compatible servers, visit: www.hp.com/go/windowscert

Q: How many DVDs are included in each ROK?

A: One installation DVD with standard editions and two with premium editions. The first DVD is BIOS locked, the second isn't.

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 Small Business Server 2008

Language	Standard Edition w/5 CALs	Premium Edition w/5 CALs
English	504543-B21	504545-B21
German	504543-041	504545-041
French	504543-051	504545-051
Italian	504543-061	504545-061
Spanish	504543-071	504545-071
Portuguese	504543-131	504545-131
Turkish	504543-141	
Hungarian	504543-211	504545-211
Czech	504543-221	504545-221
Polish	504543-241	
Russian	504543-251	
Dutch	504543-331	504545-331
Swedish	504543-B71	504545-B71

Additional client access licences (CALs)

Language	Product	Standard Edition	Premium Edition
English, German, French, Italian, Spanish	Device, single	504550-B21	504556-B21
	Device, 5-pack	504562-B21	504568-B21
	User, single	504547-B21	504553-B21
	User, 5-pack	504559-B21	504565-B21

To place an order, please call your local distributor or HP Sales Representative.

To learn more, visit: www.hp.com/go/sbs2008

Technology for better business outcomes

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FRONTLINE PARTNERSHIP



ROK your business for sweet results

HP Reseller Option Kit for Microsoft® Windows® Small Business Server™ 2008

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® Small Business Server 2008.

ROK is an alternative to selling HP ProLiant servers preinstalled with an operating system (OS). With ROK you can offer small 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



FRONTLINE PARTNERSHIP

A small business server solution

Microsoft Windows Small Business Server™ (SBS) 2008 is a secure, reliable, all-in-one server solution designed and priced for small businesses with up to 75 employees. It gives small businesses the tools to operate at the same technology level as much larger organisations, but without the added costs and complexities of managing an intricate IT infrastructure.

Standard Edition:

- Windows Server® 2008 Standard technologies
- Microsoft Exchange Server 2007 Standard Edition
- Windows SharePoint® Services 3.0
- Windows Server Update Services 3.0
- Microsoft Forefront™ Security for Exchange Server^{1,2}
- Windows Live™ OneCare for Server^{1,2}
- Integration with Office Live Small Business²

Premium Edition:

- Includes everything from the Standard Edition, plus:
- Windows Server 2008 Standard technologies for SBS Premium
- Microsoft SQL Server® 2008 Standard for Small Business

¹ 120-day test version

² Not available in all markets and/or languages

5 reasons customers should upgrade

Windows SBS 2008 is an upgrade from Windows SBS 2003 R2, which HP will stop selling at the end of June 2009. Here, five updates and valuable new features that make it worthwhile for your customers to upgrade to Windows SBS 2008:

1. Latest versions of all technology components including Windows Server 2008, Exchange Server 2007, Microsoft SQL Server 2008 (in the Premium edition) and Windows SharePoint Services 3.0.

2. Easier to use management console
Now organised by business tasks.

3. Updated anti-spam protection for improved security.

4. New disaster recovery capabilities with PC and server backup and recovery.

5. Improved intranet capabilities for better list management plus wikis and blogs.

5 ways to sell ROK for increased profits

Sell HP ROK for Windows SBS 2008 to small businesses – and deliver higher customer satisfaction, increase your sales opportunities and reinforce your role as a trusted advisor. Here's how:

1. Sell a flexible solution

With ROK, small businesses get a server and OS configured for their size, not a server preinstalled with an OS that may be too complex and costly for them.

2. Upsell SBS 2008 Premium

The premium edition requires a second server, so you could upsell the premium edition and attach a second server to customers needing to run line-of-business applications.

3. Earn up to 30 percent in advisor fees

Earn Security Software Advisor fees when you activate the included Forefront Security for Exchange Server trial subscription. More info at:

[partner.microsoft.com/
securitysoftwareadvisor](http://partner.microsoft.com/securitysoftwareadvisor)

4. Attach support

Small businesses may not have the time or expertise to deal with IT issues. Sell them affordable support plans, such as HP Care Pack Services.

5. Drive memory attach

SBS 2008 requires a minimum 4 GB of system memory, giving you the opportunity to attach more memory.

