

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 use ROK with?

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

Q: How many installation DVDs are in each ROK?

A: Three in standard editions and four in premium editions. The first DVD is BIOS locked, the rest are not.

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 Essential Business Server 2008

Language	Standard Edition w/5 CALs	Premium Edition w/5 CALs
English	505536-B21	505538-B21
German	505536-041	505538-041
French	505536-051	505538-051
Italian	505536-061	505538-061
Spanish	505536-071	505538-071

Additional client access licences (CALs)

Language	Product	Standard Edition	Premium Edition
English, German, French, Italian, Spanish	Device, 5-pack	505543-B21	505549-B21
	User, 5-pack	505540-B21	505546-B21

To place an order, please call your local distributor or HP Sales Representative.
To learn more, visit: www.hp.com/go/ebs2008

Technology for better business outcomes

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ROK your business for sweet results

HP Reseller Option Kit for Microsoft® Windows® Essential 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® Essential Business Server 2008.

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



A server solution for mid-sized businesses

Microsoft Windows Essential Business Server™ (EBS) 2008 combines management, messaging and security software into one integrated server solution. Businesses with 75 to 300 employees can use it to dramatically reduce IT complexity and improve business efficiency while creating a highly secure and reliable infrastructure.

Standard Edition:

Management Server

- Windows Server® 2008 Standard technologies
- Microsoft System Center Essentials 2007
- Windows SharePoint® Services 3.0¹

Messaging Server

- Windows Server 2008 Standard technologies
- Microsoft Exchange Server 2007 Standard Edition
- Microsoft Forefront™ Security for Exchange Server²

Security Server

- Windows Server 2008 Standard technologies
- Microsoft Exchange Server 2007 Standard Edition
- Forefront Threat Management Gateway, Medium Business Edition³

Premium Edition:

Database Server

- Windows Server 2008 Standard
- Microsoft SQL Server® 2008 Standard



Top 5 customer benefits

Windows Essential Business Server 2008 gives mid-sized businesses the technology that is “just right” for their business – not too big and not too small. Here, five reasons customers should migrate from Windows Server 2003, SBS 2003 R2 or another OS to EBS 2008:

- 1. Designed for mid-sized businesses**
Brings the Windows technology mid-sized businesses need most into a single solution with additional capabilities unique to EBS.
- 2. Priced for mid-sized businesses**
Provides a discount of approximately 30 percent compared to buying the individual components separately.

- 3. Simplified setup**
Reduces installation from days to hours.
- 4. Less complexity, more control**
Simplifies the IT environment and provides a centralised view of the network and its status for easier management.
- 5. Integrated security**
Premium anti-spam and industry-leading anti-virus engines help protect from threats.

5 ways to sell ROK for increased profits

Sell HP ROK for Windows EBS 2008 to mid-sized businesses – and deliver higher customer satisfaction, increase your sales opportunities and reinforce your role as a trusted advisor. Here’s how:

- 1. Sell the right solution to the right customer**
With ROK, you can sell mid-sized businesses a server and OS configured for their needs, not a server preinstalled with a too-complex or inappropriate OS.
- 2. Deliver a total server solution**
Why just sell an HP ProLiant server and ROK when you can sell both together with HP hardware, software, accessories, services and more?
- 3. Add on premium client access licences (CALs)**
Offer customers premium CALs for those users who require access to SQL Server, helping to bring down customer costs and increase your sales.
- 4. Earn up to 30 percent in advisor fees**
Earn Security Software Advisor fees when you renew Forefront Security for Exchange Server and Threat Management Gateway subscriptions: partner.microsoft.com/securitysoftwareadvisor
- 5. Drive memory attach**
EBS 2008 requires a minimum 4 GB of system memory, giving you the opportunity to attach more.

¹ Not shipped with EBS 2008 but can be added during setup for no additional cost

² One-year subscription included

³ One-year Web Antimalware subscription included