Microsoft | Partner Program

Licensing Reseller Handbook for Microsoft® Partners

A how-to guide to drive your licensing business
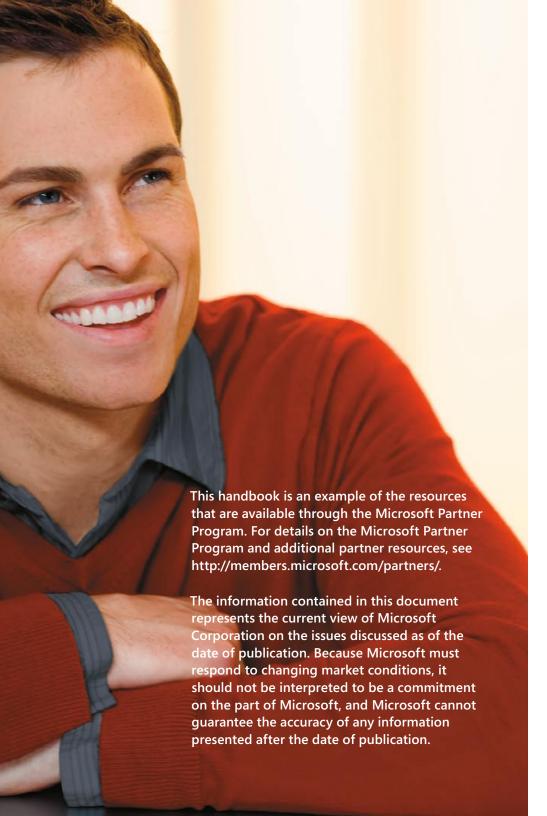
March 2008

https://partner.microsoft.com/licensinghandbook

This handbook is an example of the resources that are available through the Microsoft Partner Program. For details on the Microsoft Partner Program and additional partner resources, see http://members.microsoft.com/partners/.

The information contained in this document represents the current view of Microsoft Corporation on the issues discussed as of the date of publication. Because Microsoft must respond to changing market conditions, it should not be interpreted to be a commitment on the part of Microsoft, and Microsoft cannot guarantee the accuracy of any information presented after the date of publication.

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Introduction

WHAT'S IN THIS HANDBOOK?
The Microsoft® Licensing Reseller Handbook is a one-stop partner resource to help you understand Microsoft licensing options and complete more Microsoft solution sales.

It enables you to:
° Understand and discuss Microsoft Volume Licensing programs with your customer.
° Reference Volume Licensing program and product licensing facts at a glance.
° Formulate and support licensing recommendations.
° Understand licensing requirements for key Microsoft software.

HOW DO I USE THIS HANDBOOK?
The handbook has overview information on most aspects of Microsoft software licensing. Go directly to the reference you need by selecting one of the four main sections:

° **Partner Resources**—Description of recent licensing changes and details on tools to help you learn about and leverage specific programs.
° **Volume Licensing Programs**—Two-page descriptions for core Microsoft Volume Licensing programs with the key information to make and support a licensing recommendation.
° **Maintenance and Services**—Including Software Assurance, Online Services, and Anti-Piracy.
° **Product Licensing (Applications, Systems, and Servers)**—Relevant product licensing details for key Microsoft products.

WHEN DO I USE THIS HANDBOOK IN THE MICROSOFT SALES PROCESS?
The handbook helps you develop effective strategies for incorporating licensing into the sales process. You'll learn how to ensure that you have the necessary customer information. You'll also learn how to effectively illustrate to your customer the value of your licensing recommendation in conjunction with your technology recommendation.

Solution Selling® Sales Process Steps

PROSPECTING	QUALIFYING	PROPOSAL	DECISION	REPEAT BUSINESS
▪ Generate new prospects (via referrals, networking, trade associations, and conferences). ▪ Look at existing customer base for opportunities.	▪ Probe and assess needs with decision maker. ▪ Qualify the buyer. ▪ Create a buying vision that maps product/service to business needs.	▪ Demonstrate to decision maker your ability to meet his or her needs. ▪ Ask for the business. ▪ Issue the proposal.	▪ Negotiate. ▪ Close the sale.	▪ Complete the work (deliver the product/service). ▪ Follow up with the customer.
Initial sponsor identified	**Buying vision and access to decision maker**	**Value demonstrated and proposal submitted**	**Signed contract**	**Satisfied customer (repeat business, reference)**

Qualifying:
▪ Ask questions that will help you identify and position your licensing recommendation for the technology solution.
▪ Bring up salient aspects and advantages of Microsoft Software Assurance for Volume Licensing (SA) to the technical decision makers who will support your technology solution recommendation.
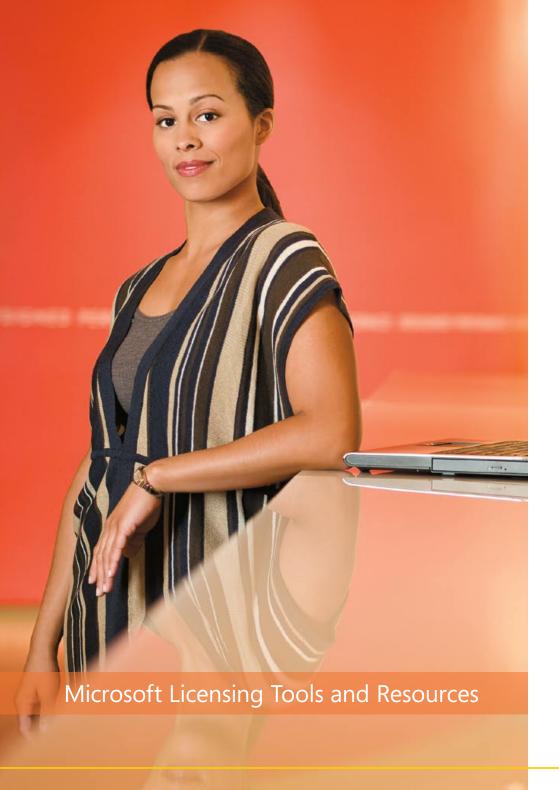
Proposal:
▪ Review the software sections for licensing requirements of the specific software in your solution.
▪ Compare the Software Assurance benefits and program availabilities to match your customer's needs.
▪ Incorporate the program recommendations and needs to prepare the licensing recommendation for the technology solution.
▪ Incorporate the program comparison and customer talking points to support your licensing recommendation to your customer.

> **⊘ Questions?**
> Please direct any questions or feedback to your Regional HQ contact or partners@microsoft.com *(English language only)*. Your comments will help improve the next release of the Handbook.

Note: Some content and resources mentioned in this handbook require authentication. In order to have access to this you must sign up for membership in the Partner Portal and may be required to complete competency training to have access. More information can be found at https://partner.microsoft.com/40032585.

How to Become a Microsoft Reseller

Sign up to be a partner on the Microsoft Partner Websites:
- Partner Website: https://partner.microsoft.com/
- System Builder Website: https://oem.microsoft.com/
- Microsoft Small Business Specialist Website:
  https://partner.microsoft.com/40016343

Establish a relationship with at least one of the Microsoft distributors:
Authorized distributors (Retail/OEM/Volume Licensing):
https://partner.microsoft.com/global/40014697

The Microsoft Partner Program licensing pages
https://partner.microsoft.com/40019020 is the partner licensing information home page that helps you identify, position, and sell licensing programs by giving you access to the following resources:

- Customer-ready presentations
- Sales resources
- Volume Licensing program guidance

Most countries have a local version of this site linked from the Website. For complete Microsoft Partner Program benefits, visit: https://partner.microsoft.com/40013572.

Microsoft Partner Tools and Resources

Open License price lists help you identify the Microsoft products and pricing your customers need: https://partner.microsoft.com/40014692.

Volume Licensing essentials: Provide an online foundation-level Volume Licensing course suited to field sales, telesales, technical specialists, and new hires.
Visit https://partner.microsoft.com/40029101.

Microsoft Licensing Tools and Resources

HELPFUL PHONE NUMBERS AND CONTACTS

Volume License Keys

Volume License Keys (VLKs) are available on the eOpen and MVLS Websites, or customers may call their local activation center. Partners may call on a customer's behalf, but will need the license agreement number for the software order that needs the VLKs.

Visit the Microsoft worldwide fulfillment Website to find country-specific phone numbers: www.microsoft.com/licensing/resources/vol/numbers.mspx.

Volume Licensing questions

Visit: www.microsoft.com/licensing/index/worldwide.mspx to find links to the Website of a Microsoft subsidiary office near you.

Contact Your Authorized Distributor Help Desk.

Go to https://partner.microsoft.com/40014697 to find an authorized distributor near you.

To Report Piracy

- Send an e-mail message to piracy@microsoft.com.
- Fill out an online reporting form at: www.microsoft.com/piracy/reporting.mspx.

OTHER MICROSOFT PARTNER RESOURCES

Media and Documentation Kits for Volume Licensing Customers:

- **Open License customers,** visit https://eopen.microsoft.com/EN/default.asp to access a secure sign-in page for which you must be a registered user. For most products, media must be ordered through the distributor–reseller channel.
- **Open Value, Select License and Enterprise (Subscription) Agreement customers,** visit https://licensing.microsoft.com/. Media kits for most products ordered through these Volume Licensing agreements can be downloaded.

Information about the terms and conditions that apply to Volume Licensing:

Microsoft Licensing site—Provides customer-facing licensing program information at www.microsoft.com/licensing/default.mspx.

Microsoft Product list—Provides list of products available through Volume Licensing programs at http://www.microsoftvolumelicensing.com/userights/PUR.aspx.

Product Licensing Website—Searchable product list and product use rights details at www.microsoftvolumelicensing.com/userights.

Microsoft LicenseWise and Microsoft License Advisor

MICROSOFT LICENSEWISE

Microsoft LicenseWise (MLW) is a one-stop shop that can help partners recommend products and licensing solutions for their customers, optimize the sales process, and build new revenue opportunities. Microsoft LicenseWise helps simplify the licensing configuration and quote processes, assists partners with quote assembly, and reduces overall sales cycle times. Additionally, Microsoft LicenseWise is designed as a companion product to the Microsoft License Advisor (MLA), an online customer licensing advisor, to create an end-to-end scenario involving customers and partners.

MLW provides:

- Up-to-date comprehensive product and licensing information.
- A reliable platform to build quick quotes, find program comparisons, and find broad product information.
- Helps maximize sales through better awareness of product prerequisites and program details, such as Microsoft Software Assurance.
- Increases partners' sales team productivity by reducing quote-creation cycle time.

MICROSOFT LICENSE ADVISOR

Microsoft License Advisor (MLA) is an easy-to-use, online resource for customers that can help them find and select Microsoft products, choose the right licensing program, and determine estimated retail pricing (ERP) based on software needs[1]. License Advisor helps Microsoft Partners and customers create accurate customer Volume Licensing quotes containing part numbers, product descriptions, and estimated retail price (ERP).

MLA provides:

- Volume Licensing program comparisons and guidance.
- Simplifies Microsoft product selection through a series of questions.
- Produces a downloadable report and ERP quote in Microsoft Office Word or Excel®.
- Enables reports to be reviewed offline and quotes to be saved or sent.

Visit https://www.microsoft.com/licensing/mla.

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[1]*Some countries have customized license configurator tools available on local sites. To see if your region has a local license configurator, visit the Microsoft Partner Program site for your country (linked from the main Website) or contact your regional Microsoft lead.*

eOpen

eOpen enables online access to agreement, license, and Software Assurance benefit information for Open License (Open Business and Open Volume). For details on managing eOpen for your customers, see the Open License FAQ on page 18.

Access the eOpen Website at https://eopen.microsoft.com/.

Microsoft Volume Licensing Services

Microsoft Volume Licensing Services (MVLS) allows online access to agreement, license, and Software Assurance benefit information, enabling Select License, Enterprise Agreement, and Open Value customers to manage licenses and administer SA benefits. For details on managing MVLS for your customers, see page 9. Access the MVLS Website at: https://licensing.microsoft.com.

Partners can help customers manage their license agreements to relieve them of the burden of license administration. For steps to access and manage eOpen and MVLS for your customers, see the Open License FAQ on pages 17–18.

Microsoft Volume Licensing Service Center

Microsoft Volume Licensing Service Center (VLSC) is Microsoft's new portal that provides access to software downloads, Volume License Keys and Microsoft License Statement, a consolidated overview of a customer's licenses across all his agreements: Open License, Open Value, Select, Enterprise Agreement, etc. Customers get access to VLSC through both eOpen and MVLS. Alternatively, they can directly browse to https://www.microsoft.com/licensing/servicecenter/selfauth.aspx.

eAgreements for Open Value and Open Value Subscription 6.6 Corporate and Government

Partners, resellers, and distributors can complete and validate Open Value 6.6 and Open Value Subscription 6.6 Corporate and Government license agreements online with pre-formatted templates that customers can accept electronically.

eAgreements offers:

- A simplified process: eAgreements is now less resource-intensive for partners to use, and users can transparently view their agreement status and tracking information.
- Increased reliability: With its automated processes, eAgreements helps increase the number of valid agreements, reduce duplicated work, and shorten the time required to complete agreements.
- Faster turnaround: eAgreements features improved integration with database systems,providing higher quality information, faster response times, and improved reporting.

Access the eAgreements Website at https://eagreements2.microsoft.com.

Partner Training and MCP Certification for Volume Licensing

Microsoft offers a range of licensing training and certification resources to help individuals and partner organizations stay current on Volume Licensing information and position themselves as licensing experts. New additions of preparation resources function as a simplified learning path and make it easier and more convenient than ever to keep up with the changes and attain the Microsoft Certified Professional credential for Volume Licensing. Free online tutorials, preparation guides and localized practice tests and MCP exams, can help partners build their licensing knowledge and gain the expertise needed to attract clients and shorten the sales cycle.

Why get certified?

Customers want to work with partners who have proven expertise. The Microsoft Certified Professional (MCP) credential is recognized worldwide as the highest standard of proven expertise. Employing MCP's for Volume Licensing helps customers recognize your skills and experience in enabling customers to maximize the long-term value of their software investment and distinguishes you and your business from the competition. The MCP certification for licensing is unique in that it is the only certification that addresses the needs of the sales professional, as opposed to those of an IT professional. New preparation resources to attain the MCP for licensing include:

- Free access to updated licensing information
- Free online tutorials
- Free localized practice tests (in six languages)
- Free preparation guides
- Localized MCP exams available in six languages

Steps to certification

Obtaining the MCP certification has never been easier:

- **Step 1:** Prepare with the free online prep courses.
- **Step 2:** Take a Practice Test. Once you pass with 75%+, you are ready to take the exam.
- **Step 3:** Schedule your exam.

Limited time: Take advantage of the Licensing Solutions *"Certified for Success"* Offer.
Agree to take one of the Licensing Solutions competency MCP exams and you'll receive a voucher for 50 percent off the regular exam fee. The more exams you register for, the more you save. Partner organizations may request up to five – 50 percent off vouchers Encourage sales executives and consultants to take their exams now!

Go to https://partner.microsoft.com/40047814 for more information.

SIMPLIFIED LEARNING PATH FOR PREPARING FOR YOUR VOLUME LICENSING MCP EXAMS

MCP Exam 70-121: Designing and Providing Microsoft Licensing Solutions to Small and Medium Organizations
Use the following resources to learn more about Volume Licensing and prepare for this exam:

Online Tutorials:
- Volume Licensing Essentials
- Volume Licensing for Small and Medium Business

Preparation Guides:
Find information about MCP exam news, audience profile, additional preparation tools and resources, and skills being measured:
- Preparation Guide for Microsoft Exam 70-121

Practice Tests:
Test your skills before taking the exam by taking a practice test in an environment similar to the exam:
- Practice Test for Microsoft Exam 70-121

Languages Available: English, French, German, Spanish, Brazilian-Portugese, Japanese
Coming Soon! – Simplified Chinese and Korean

MCP Exam 70-122: Designing and Providing Microsoft Licensing Solutions to Large Organizations
Use the following resources to learn more about Volume Licensing and prepare for this exam:

Online Tutorials:
- Volume Licensing Essentials
- Volume Licensing for Large Organizations

Preparation Guides
Find information about MCP exam news, audience profile, additional preparation tools and resources, and skills being measured:
- Preparation Guide for Microsoft Exam 70-122

Practice Tests
Test your skills before taking the exam by taking a practice test in an environment similar to the exam:
- Practice Test for Microsoft Exam 70-122

Languages Available: English, French, German, Spanish, Brazilian-Portugese, Japanese
Coming Soon! – Simplified Chinese and Korean

Additional Resources
Further develop your licensing expertise with basic, intermediate, and advanced training resources:

Basic Volume Licensing Training

Intermediate Volume Licensing Training

Advanced Volume Licensing Training

Inside Licensing Webcast Series

Access the most current licensing information at the Licensing tab of the partner portal: https://partner.microsoft.com/40019020.

Microsoft Licensing Solutions Competency
Your customers may find acquiring and managing software licenses complex and daunting. If you have proven expertise in designing or implementing complex Volume Licensing or software asset management (SAM) solutions, we encourage you to apply for the Microsoft Licensing Solutions Competency today. You'll gain access to valuable customized resources, tools, and information. Help your organization deliver long-term solutions that better suit customer needs, and strengthen your business by being recognized for your unique skills and expertise by peers, customers, and Microsoft.

Solutions Covered
The licensing and software asset management skills gained by achieving the Microsoft Licensing Solutions Competency can help you promote your company's expertise to customers and peers while accessing additional service opportunities. The Licensing Solutions competency is a great fit if you have proven proficiency in one or both of the following specializations:

The License Delivery specialization was established because customers need partners who can simplify their licensing decisions and help them realize the most long-term value for their software investment. Volume Licensing represents the "How-to-Buy" component of the sales cycle. Partners in this specialization have proven expertise in assessing, recommending, and distributing Volume Licensing solutions for Microsoft technology that meet the needs of small, mid-size, and enterprise customers. Attain this specialization and join a unique group of Microsoft licensing experts in the industry.

How can Joining the License Delivery Specialization Help Your Company?

Differentiate and Attract New Customers: Customers need partners who can simplify their licensing decisions and help them realize the most value for their software investment. Attain this specialization and join a unique group of Microsoft licensing experts in the industry.

Increase Customer Satisfaction and Loyalty: Become a trusted advisor by saving your customers time and money with certified employees that provide consistent and accurate licensing solutions that fit their needs.

Stay Ahead of the Competition: Customers prefer to work with partners who can provide solutions for a range of needs. Offering services for software acquisition as well as deployment can help keep your customers working with you.

Get Recognized and Increase Your Revenue—
Become a Member **Today!**

Go to the Preparation for License Delivery Specialization MCP Exams page on the partner portal for more information and to access these resources online:
https://partner.microsoft.com/40029167.

Software Asset Management (SAM) is gaining momentum industry-wide as an analyst-endorsed best practice. SAM aims to help customers significantly reduce the total cost of software ownership, improve operational efficiency, and manage assets. As a SAM solutions partner, you can provide software asset and license management services to organizations of all sizes, from small businesses to very large enterprises. SAM Competency gives you the skills to:

- Review policies and procedures
- Use SAM tools
- Perform license and software inventories
- Match deployments to licenses
- Develop SAM plans

ADDITIONAL RESOURCES
For more information on the Licensing Solutions Competency:
https://partner.microsoft.com/40023305

Microsoft Financing

Microsoft Financing enables you to help your customers acquire the software, services, or hardware they need without tying up their credit lines. The Microsoft Financing solution allows customers to pay in predictable installments, so you can help them work within their budgets to get what they need from a technological and an economic perspective.

For partners, Microsoft Financing makes even more sense. In addition to it helping preserve your price points, it also positions you with a lender whose mission is to finance a complete IT solution, whether that includes software or a more comprehensive IT solution. By simply offering financing, you can shift the focus to your customers' needs and increase the amount they can spend to secure bigger, better, and smarter deals.

Enhancing your profitability has never been easier or more advantageous. Let Microsoft Financing go to work for you and your customers in more ways than you ever thought possible.

RESELLER BENEFITS	CUSTOMER BENEFITS
▪ Top-line revenues increase.	▪ Hardware purchased is owned outright.
▪ Bottom-line profits improve.	▪ IT budgets are used more efficiently.
▪ Cash flow is enhanced.	▪ Fixed payments are low.
▪ Deal sizes grow.	▪ Financing process is streamlined.
▪ Win ratios grow.	▪ Capital is conserved.
▪ Long-term business ties strengthen.	▪ Financing credit lines are preserved.
▪ Customer satisfaction increases.	▪ Payments are matched to use.
▪ Price points are preserved.	

Microsoft Financing offers financing for a variety of IT purchases*:
*Subject to customer credit approval and must include Microsoft software. Limited availability.

- Microsoft software
- Microsoft Software Assurance
- Authorized Microsoft Solutions ISV software, including enhancements and maintenance
- Installation and implementation services by Microsoft Certified Partner and Microsoft Registered Members
- Third-party software
- Hardware required to implement the solution

Customer financing helps:
- Reduce total cost of ownership by taking advantage of affordable rates.
- Simplify budgeting and planning by combining Microsoft software, hardware, and partner services into a single contract with a single monthly invoice.
- Preserve cash flow and other lines of credit.
- Improve return on investment for technology.

OFFER FLEXIBLE CHOICE, CLOSE FASTER, EARN MORE

1. **Price the deal**—Use the payment calculator and deliver a financing proposal to your customer.

2. **Complete and submit the application**—Help the customer complete and submit the online credit application. The customer will typically receive a decision within one business day. Larger deals may require additional time.

3. **Invoice and install**—For Microsoft Business Solutions: first order the product from MBS, indicating that it will be financed, and submit an invoice before installing the software. For all other offerings: ship, install, and deliver services to your customer per the arrangement and submit your invoice. FAX invoices to 866-836-4276 or send an e-mail message to MSFSalesSupport-US@delagelanden.com.

4. **Get paid up front**—You will be paid within 24 hours after Microsoft Financing receives the signed and completed financing documents.

For partner information and resources, visit https://partner/microsoft.com/global/40044593.

Why Sell Volume Licensing?

Partner Opportunities

"We're seeing a 20–30 percent growth in service revenue that we can trace back directly to the software included in Open Value."

—**TOM RASH, PRESIDENT, NORTHWEST COMPUTER SUPPORT**

Decreased license costs can help increase your services revenue

When customers spend less on software licenses, a greater share of their IT budgets can be spent on larger deployments and additional services you can provide.

Build ongoing relationships

Volume Licensing encourages customer engagements that can lead to long-term relationships. Your ongoing dialogue enables you to connect with your customers frequently, giving them a better experience and helping you become a trusted advisor. The benefits of this relationship include seeing more technology opportunities and selling more service contracts, thereby increasing your total revenue with each customer.

> *"Knowing that we'll be collecting payments on an Open Value agreement in years two and three makes it easier to forecast our budgets and develop plans to keep growing our business."*

—**LES GREEN, DIRECTOR OF MARKETING, VLSYSTEMS**

Become a more valuable resource

Volume licensing enables you to learn more about your customers' business. The more you know the better service you can provide. You can also discover new opportunities for customer engagement.

Volume Licensing has many additional benefits you can leverage in your solution and the management and maintenance of customers' software. For example:

- Microsoft Office licenses acquired through Volume Licensing allow use of a second copy of Office for a mobile computer for each licensed desktop.[1]
- Volume Licensing provides additional productivity use rights, including software reimaging rights that can facilitate deployment, downgrade rights, and the right to transfer licenses to new hardware.[2]

[1]*FPP licenses also allow use of a second copy of Office on a mobile computer for each licensed desktop.*
[2]*OEM Windows® licenses may not be transferred to new hardware.*

Volume Licensing Programs

"Almost 80 percent of our sales generate a support contract. This recurring revenue is the name of the game for our business."

—TOM BARNES, SALES AND MARKETING MANAGER, NSPI

Secure additional revenue streams

Introduce additional opportunities for you to step in as a trusted advisor. Offer software license administration and management services that deliver peace of mind to your customers.

Licensing your customers' software through Volume Licensing enables electronic license management of your customers' software and their transaction history through the eOpen and Microsoft Volume Licensing Services (MVLS) software license management Websites. Your customers can establish you as an administrator to monitor, manage, and administer their licensing information. This provides you with both a revenue-generating service and a new window to better understand your customers' information technology landscape and buying timeline, which will help your sales planning and prospecting efforts.

Ensure future revenue streams

Software Assurance (SA) purchases can help drive an ongoing relationship with your customers as well as provide the opportunity for customization and deployment project revenue. Show your customers the value of SA for their business strategy and how SA can help them cost-effectively budget to meet their future technology plans and IT budget.

"When you combine our service business with our increased sales in Open Value, our divisional profitability has increased 2,700 percent in just over two years."

—MATT SCHEROCMAN, DIRECTOR, IT ADVISOR GROUP

Help your customers maximize the value of their technology investments

Software Asset Management (SAM) helps customers reduce the total cost of software ownership and improve operational efficiency by providing the infrastructure and processes necessary to manage, control, and protect an organization's software assets throughout the lifecycle. To learn more about SAM consultancy, visit: www.microsoft.com/resources/sam/partnerguide/.

LICENSING BASICS

What are the Microsoft licensing programs?

Full Packaged Product (FPP)

- Boxed, shrink-wrapped, retail software.
- Paper license management may be required.
- Deployment through limited-use product ID key or Web or telephone activation.

Original Equipment Manufacturer (OEM)

- OEM software may be licensed and preinstalled only on the PC or server hardware.
- Deployment with limited-use product ID key or Web or telephone activation.
- Any Volume Licensing (Open License) reseller may order SA for OEM server, Office, and Windows software.

Microsoft Volume Licensing Programs

- A set of licensing programs that provide customers with options for acquiring software.
- Often the right choice for customers needing multiple copies of Microsoft software.
- Use Volume License Keys (VLKs) for deploying, thus enabling disk imaging and software distribution.
- Include Open License, Open Value, Select License, Enterprise Agreement, Enterprise Subscription Agreement as well as other Volume Licensing programs—overviews follow. For details, see the appropriate program pages.

WHY SHOULD MY CUSTOMER TO ORDER THROUGH VOLUME LICENSING?

Volume Licensing is cost-effective for your customers because it provides:

- Attractive pricing and predictable cost options.
- Software reimaging rights, downgrade rights, new hardware[1] license transfer rights, and additional productivity use rights.
- Desktop application licenses (such as licenses for the 2007 Office release) that enable you to use a second copy of the application on a portable device for the exclusive use by the primary user of the license.
- Software Assurance, which keeps you up to date on the latest software versions, provides home use rights for applications, and offers E-Learning and many other benefits.
- Reimaging and prior version rights to facilitate internal deployment of Volume Licensing software and standardization.
- Cross-language use rights to use any language versions of software licensed as long as language versions in use are priced the same as or less than the original version.
- Platform independent licenses allow for the same or lower than the original version product to be used on an Intel system-based or Macintosh computer platform. Excel, Office Standard, Office Professional, PowerPoint®, Project, SQL Server™, Word, and Works are "platform independent" licenses. Please refer to the Product List (which can be found on www.microsoftvolumelicensing.com) for an up-to-date listing of platform independent licenses.
- Software transferability—Customers may reassign licenses and SA within the organization from one PC to another.[1]

[1]*Sized Right: OEM Windows licenses may not be transferred to new hardware even if upgraded through a Volume Licensing agreement. Windows XP Professional and Windows Vista™ Business licenses obtained through Volume Licensing cannot be transferred.*

Customer and Partner Benefits by License Program

Primary drivers for Microsoft licensing options. Please see specific program pages for further details.

OEM

- OEM software may be licensed only on a complete PC or server.
- OEM software may not be transferred from one PC or server to another, even if the original PC is no longer in use. Applications and server OEM licenses may be reassigned if Software Assurance is added within 90 days of the OEM license purchase.
- OEM software may be deployed with limited-use product ID key or Web or telephone activation (OEM software is usually preactivated by the OEM or System Builder).
- OEM licenses with SA may be licensed under the Volume Licensing program that the SA is ordered through, with the use rights of the OEM or Volume Licensing program.

PARTNER BENEFITS/IMPACTS	CUSTOMER BENEFITS/IMPACTS
▪ Save time by leveraging preconfigured software to match the hardware and standard setup—ensuring each installation looks and behaves the same. ▪ Sell OEM software with hardware as part of your server and desktop solutions ▪ Generate additional revenue with Software Assurance for OEM software. ▪ Product Activation requirements limit deployment capabilities through software distribution or reimaging.	▪ Microsoft software comes preinstalled and ready to use right out of the box. ▪ Your customers can save time and money by combining purchase orders for server products, desktop applications, and desktop operating system. ▪ Software Assurance can be added at the time of system purchase or within 90 days. ▪ If customers add Software Assurance, then most Volume License rights (such as reimaging and previous version rights) apply. ▪ OEM licenses are nontransferable (except applications and server products for which SA has been obtained). ▪ OEM licenses are invisible to Microsoft software asset management tools (eOpen and MVLS).

FULL PACKAGED PRODUCT (FPP)

- Boxed, retail, shrink-wrapped software.
- Deployment requires Web or telephone Product Activation of desktop applications, Windows Vista, Windows Server®, and Windows Small Business Server.
- Paper license management may be required.
- Windows, most Office applications, and Windows Small Business Server 2003 R2 Premium Edition are available not only as a full version but also as an upgrade license.

PARTNER BENEFITS/IMPACTS	CUSTOMER BENEFITS/IMPACTS
▪ Immediate access to media. ▪ Additional revenue: Any Volume License (Open) reseller may order Software Assurance for FPP server and Windows software. ▪ Lowest customer commitment. ▪ Product Activation requirements limit deployment capabilities through software distribution or reimaging.	▪ Immediate access to media. ▪ Lowest customer commitment. ▪ Most expensive option[1]. ▪ Licenses are not managed in the Microsoft software asset management tools (eOpen and MVLS).

[1] *Resellers may set their own pricing.*

OPEN LICENSE (OPEN BUSINESS AND OPEN VOLUME):

- Can offer savings on estimated retail prices.
- Can be opened with any five licenses or one server processor license (Open Business) or 500 points in the applications, systems, or server pool (Open Volume).
- Additional orders may be for as few as one license.
- Uses Volume Licensing Keys for deploying.
- Customer resource: Open License Program Overview at www.microsoft.com/licensing/programs/open/default.mspx.

PARTNER BENEFITS/IMPACTS	CUSTOMER BENEFITS/IMPACTS
▪ Most customers qualify. ▪ By setting pricing level for two-year term, you can establish your company as the order source. ▪ Cross-sell Software Assurance. ▪ Simplifies software asset management for you and your customers. Manages customer software licenses by tracking licenses and transactions online at the eOpen Website. ▪ Volume License Key provides simpler deployment, upgrading, and patching. ▪ SA can be added at the time of order, building your revenue streams, customer relationships, and service opportunities. When the two-year Open License agreement expires, the customer can renew SA and drive additional revenue with a new Open License or Open Value agreement, or continue using the licensed software.	▪ Your customers can acquire licenses with discounts instead of retail pricing. ▪ Two-year agreement establishes price level for additional acquisitions. ▪ Electronic license management with eOpen simplifies compliance management. ▪ Customers get a quick and easy transaction with minimal paperwork. ▪ If customers need media, they must order media in addition to licenses. ▪ SA for all licenses in any agreement ends when the agreement term ends. ▪ Customers must order licenses before they are allowed to deploy the software. ▪ The software may only be used by the organization whose name appears on the Open License. Sharing the agreement with any other legal entity is not allowed. ▪ Lower pricing is available for governments through Government Open License, and for schools and universities through Academic Open License

OPEN VALUE, OPEN VALUE WITH COMPANY-WIDE OPTION, OPEN VALUE SUBSCRIPTION

- The ability to spread payments annually.
- **Open Value:** Any set of five licenses with Software Assurance.
- **Open Value Company-wide:** Reduced pricing, price protection, and easier license management for customers who have five or more PCs and who want to standardize.
- **Open Value Subscription:** Enhanced flexibility through nonperpetual licenses for customers who have five or more PCs and who want to standardize.
- **Customer resource:** Open Value Program Overview at www.microsoft.com/licensing/programs/open/openvalue.mspx.

PARTNER BENEFITS/IMPACTS	CUSTOMER BENEFITS/IMPACTS
• Generate recurring revenue by offering an annuity agreement to your customer. • Facilitate customer software purchases by stretching their costs out over the three-year agreement term, freeing up cash for software deployment and additional services. • Offer customers more SA benefits than other Open programs—driving your revenue and service opportunities. • Can reduce immediate profit if customers opt for spread payments instead of the upfront payment that comes with other Open programs. • Opportunity to offer the customer Information Work Solution Services, funded by Microsoft (refer to Software Assurance on page 30). • Less hassle than with Open License because Microsoft sends media kits directly to the customer. • Ability to include affiliates in the agreement increases volume and strengthens the relationship with the customer. • Lower overhead costs than with Open License because customers are allowed to order licenses at the end of the month or in some cases on each anniversary of their agreement.	• Can provide significant savings when covering all PCs with one of the full Microsoft platforms. • Help your customers maximize the value of their technology investments. • Enable flexible payments that spread out your customers' licensing costs over three annual installments. • Include media for all software ordered. • Include Software Assurance, giving your customers access to latest technology and providing them with an extended level of productivity support and tools. • Maximize license value with Home Use Rights, E-Learning, training vouchers, and TechNet subscription services. • Track licenses and transactions online at the Microsoft Volume Licensing Services Website. • Offer Company-wide and subscription options for customers who want the benefits associated with standardizing their desktops. • Ability to include affiliates located in the same territory maximizes economies of scale and reduces overhead costs. • Monthly, and in some cases annual, ordering increases flexibility and reduces overhead costs. • Ability to subscribe to software rather than buying licenses reduces initial cost and enables a reduction of the number of licenses if the customer's number of PCs decreases.

SELECT LICENSE[1]

- For corporate, government, and academic customers with 250 or more desktops.
- **Customer resource:** Select License Program Overview at www.microsoft.com/licensing/programs/sel/default.mspx.

PARTNER BENEFITS/IMPACTS	CUSTOMER BENEFITS/IMPACTS
• Available only from Large Account Resellers (LARs), so if you are not a LAR, consider partnering with one. • Billing, licensing agreements, and fulfillment responsibilities are transferred to a LAR. • Your customer satisfaction is dependent on your relationship with the LAR.	• Ability to enter into one global agreement for all affiliates maximizes economies of scale. • Your customers qualify for volume discounts based on volume forecasts. • Optional Software Assurance, providing an annual payment plan, new version rights, E-Learning, etc. • Microsoft Volume Licensing Services provides your customers with a self-managed asset management system. • Deploying additional licenses requires a purchase order that must be placed before the end of the month of installation.

ENTERPRISE AGREEMENT AND ENTERPRISE SUBSCRIPTION AGREEMENT

- For corporate customers with 250 or more desktops standardizing on Microsoft software.
- Customers standardize on their choice of the Microsoft platform products (Office Professional Plus or Office Enterprise, Windows Vista Enterprise, and Core CAL Suite[2] or Enterprise CAL Suite[3]).
- Savings on a three-year agreement term and platform products.
- Choice between perpetual licenses (Enterprise Agreement, which is similar to Open Value Company-wide) and subscription (Enterprise Subscription Agreement, which is similar to Open Value Subscription).
- Customer resource: Enterprise Agreement Program Overview at www.microsoft.com/licensing/programs/ent/default.mspx (Enterprise Agreement) and www.microsoft.com/licensing/programs/esa/default.mspx (Enterprise Subscription Agreement).

PARTNER BENEFITS/IMPACTS	CUSTOMER BENEFITS/IMPACTS
• Available only from Enterprise Software Advisors (ESAs, and in some geographies from LARs). If you are not a LAR or ESA, consider partnering with one. • Depending on the geography and the customer situation, billing is done by Microsoft, or by a LAR or ESA. • Your customer satisfaction is dependent on your relationship with LAR/ESA.	• Great benefits for large customers (250 or more PCs) who deploy Microsoft technology as their enterprise standard. • Standardized platform enabling management and support efficiencies. • Ability to enter into one global agreement for all affiliates maximizes economies of scale. • Your customers qualify for volume discounts based on the number of PCs among participating legal entities. • Includes Software Assurance, providing an annual payment plan, new version rights, E-Learning, Training Vouchers, etc. • Microsoft Volume Licensing Services provides your customers with a self-managed asset management system. • Decreases overhead costs through annual ordering.

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[1]*Select License is not available in some geographies.*

[2]*The Core CAL Suite consists of the Windows CAL, Exchange Server Standard CAL, Office SharePoint® Server Standard CAL, and System Server Configuration Manager CML.*

[3]*The Enterprise CAL Suite consists of the Core CAL Suite, Exchange Server Enterprise CAL, Forefront™ Security Suite, Office Communications Server Standard and Enterprise CAL, Office SharePoint Server Enterprise CAL, System Center Operations Management Client OML, and Windows Rights Management Services CAL.*

Licensing Program Facts

OPEN LICENSE

Number of Initial Licenses Purchased : 5 or more

Organization Benefits: Open License has the minimum license requirements and offers customers volume pricing with the flexibility to pay as they go. It allows them to acquire additional software products as needed to grow with their changing business needs. Open Business offers volume pricing with minimum license requirements. Open Volume offers a greater discount for a larger upfront order.

Products Included: All commercially available Microsoft software products on the product list

Licensing Offerings: License, License and Software Assurance, (L&SA) and Software Assurance for renewals or eligible original equipment manufacturer (OEM) and full packaged product (FPP) purchases

Software Maintenance Option: Software Assurance is available at the time of license acquisition (License and Software Assurance). Software Assurance coverage is in effect until the end of the two-year term of Open License.

Pricing:
- **Open Business:** Requires only five licenses to enter the program
- **Open Volume:** Each product offering (License, Software Assurance, and License and Software Assurance) is assigned specific point values to determine price levels. Points are calculated based on three product pools, with a minimum entry acquisition level of 500 points; one in each chosen pool.

Agreement Term: Two years, not renewable

Payment Options: Upfront payment only

How to Buy: A broad reseller channel

Product Fulfillment: Media must be acquired separately from Microsoft Worldwide Fulfillment or through authorized distributors (depending on the geography).

Software Assurance: Option to add Software Assurance at the time of acquiring the license

Online Services:[1] Not offered

OPEN VALUE NON-COMPANY-WIDE

Number of Desktop PCs: 5 or more

Organization Benefits: Open Value Non-Company-wide offers simplified license management for more control over your customer's IT investment and better management of software costs with the advantages of Software Assurance.

Products Included: All commercially available Microsoft software products on the product list

Licensing Offerings: License and Software Assurance (L&SA), and Software Assurance renewals

Software Maintenance Option: Each License and Software Assurance order counts as one order toward initial minimum of five License and Software Assurance orders. Subsequent orders can be as small as one License and Software Assurance order. Renewal of Software Assurance coverage acquired through any Microsoft Volume Licensing program also qualifies for participation in Open Value Non-Company-wide and Open Value Company-wide.

Pricing: Minimum of five License and Software Assurance or Software Assurance–only orders

Agreement Term: Three years, renewable

Payment Options: Annual payments or up front

How to Buy: A broad reseller channel

Product Fulfillment: One copy of media is shipped free upon the initial order of every product. Additional media must be obtained separately at an additional cost. Customers can also download software from Microsoft Volume Licensing Services (https://licensing.microsoft.com/).

Software Assurance: Software Assurance is included at the time of acquiring the software license and can be used immediately throughout the term of the licensing agreement.

Online Services:[1] Offered

OPEN VALUE COMPANY-WIDE

Number of Desktop PCs: 5 or more

Organization Benefits: Open Value Company-wide offers substantial cost savings over Open Value Non-Company-wide pricing, as well as simplified license and budget tracking through standardization on the latest Microsoft technology across the enterprise.

Products Included: Microsoft Professional Desktop Platform Products: 2007 Microsoft Office Professional Plus, Windows Vista Enterprise, and Core CAL Suite, or Small Business Desktop Platform Products: 2007 Microsoft Office Small Business, Windows Vista Enterprise, Small Business CAL Suite. Additional software products are available as needed.

Licensing Offerings: License and Software Assurance (L&SA), and Software Assurance renewals

Software Maintenance Option: Each License and Software Assurance order counts as one order toward initial minimum of five License and Software Assurance orders. Subsequent orders can be as small as one License and Software Assurance order. Renewal of Software Assurance coverage acquired through any Microsoft Volume Licensing program also qualifies for participation in Open Value Non-Company-wide and Open Value Company-wide.

Pricing: Minimum of five License and Software Assurance or Software Assurance–only orders. In EMEA, a volume discount applies to customers who order licenses for at least 250 PCs through their initial order.

Agreement Term: Three years, renewable

Payment Options: Annual payments or up front

How to Buy: A broad reseller channel

Product Fulfillment: One copy of media is shipped free upon the initial order of every product. Additional media must be obtained separately at an additional cost. Customers can also download software from Microsoft Volume Licensing Services (https://licensing.microsoft.com/).

Software Assurance: Software Assurance is included at the time of acquiring the software license and can be used immediately throughout the term of the licensing agreement.

Online Services:[1] Offered

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[1]*Online Services refers to applications hosted at Microsoft Data Centers whose client bits may or may not be installed locally. They are priced monthly and billed annually for the term of the agreement, for example, Office Live Meeting, Microsoft Exchange Hosted Services, Forefront (formerly Antigen).*

OPEN VALUE SUBSCRIPTION

Number of Desktop PCs: 5 or more

Organization Benefits: Open Value Subscription offers the lowest upfront costs of all Open programs with the flexibility to reduce the licensing costs in years when the customer's PC count declines.

Products Included: Microsoft Professional Desktop Platform Products: 2007 Microsoft Office Professional Plus, Windows Vista Enterprise, Core CAL Suite or Small Business Desktop Platform Products: 2007 Microsoft Office Small Business, Windows Vista Enterprise, Small Business CAL Suite. Additional software products are available as needed.

Licensing Offerings: License and Software Assurance and Buy-out Option

Software Maintenance Option: Each License and Software Assurance order counts as one order toward initial minimum of five License and Software Assurance orders. Subsequent orders can be as small as one L&SA order.

Pricing: Minimum of five License and Software Assurance orders. In EMEA, a volume discount applies to customers who order licenses for at least 250 PCs through their initial order.

Agreement Term: Three years, renewable

Payment Options: Annual payments for License and Software Assurance (not for Buy-out)

How to Buy: A broad reseller channel

Product Fulfillment: One copy of media is shipped free upon the initial order of every product. Additional media must be obtained separately at an additional cost. Customers can also download software from Microsoft Volume Licensing Services (https://licensing.microsoft.com/).

Software Assurance: Software Assurance is included at the time of acquiring the software license and can be used immediately throughout the term of the licensing agreement.

Online Services:[1] Offered

SELECT LICENSE

Number of Desktop PCs: Organizations with fewer than 250 PCs are unlikely to purchase enough software to meet minimum purchase requirements.

Organization Benefits: Select License recognizes the customer upgrade cycle and allows for the potential of a greater point forecast. Volume price levels are established for each pool of products (applications, systems, or servers) based on a three-year software forecast that makes it easier to adapt a customer's technology strategy and evolving business needs.

Products Included: All commercially available Microsoft License and Software Assurance software products on the product list

Licensing Offerings: License, License and Software Assurance, and Software Assurance for renewals or eligible original equipment manufacturer (OEM) and full packaged product (FPP) purchases

Software Maintenance Option: Ability to acquire Software Assurance throughout the three-year agreement term and renewals, but only at the time of license acquisition (License and Software Assurance) or renewal of Software Assurance. Coverage runs to the end of the agreement term.

Pricing: Each product offering (License, Software Assurance, and License and Software Assurance) is assigned specific point values to determine price levels. Points are calculated based on three product pools, with a minimum three-year forecast of points to be acquired for each price level:

- **Level A:** 1,500–11,999 points
- **Level B:** 12,000–29,999 points
- **Level C:** 30,000–74,999 points
- **Level D:** 75,000 plus points

Agreement Term: Three years, renewable

Payment Options: Annual payments for License and Software Assurance and Software Assurance only

How to Buy: Microsoft Authorized Large Account Resellers only

Product Fulfillment: Each enrollment receives one introductory Product Fulfillment Kit that contains an initial set of media for the product pools and language groups selected. Updates are provided throughout the agreement term. Customers can also download software from Microsoft Volume Licensing Services (https://licensing.microsoft.com/).

Software Assurance: Option to add Software Assurance at the time of acquiring the license

Online Services:[1] Offered

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[1] *Online Services refers to applications hosted at Microsoft Data Centers whose client bits may or may not be installed locally. They are priced monthly and billed annually for the term of the agreement, for example, Office Live Meeting, Microsoft Exchange Hosted Services, Forefront (formerly Antigen).*

ENTERPRISE AGREEMENT

Number of Desktop PCs: 250 or more

Organization Benefits: The Enterprise Agreement offers substantial cost savings over standard license pricing, as well as simplified license and budget tracking through a single agreement. With the Enterprise Agreement, a customer can easily deploy the latest Microsoft technology across the enterprise to help enable IT standardization.

Products Included: Microsoft Enterprise Desktop Platform Products: 2007 Microsoft Office Enterprise, Windows Vista Enterprise, and Microsoft Enterprise Client Access License Suite or Microsoft Professional Desktop Platform Products: 2007 Microsoft Professional Plus, Windows Vista Enterprise, and Microsoft Core Client Access License Suite. Additional software products are available as needed.

Licensing Offerings: License and Software Assurance (L&SA), and Software Assurance renewals.

Software Maintenance Option: Software Assurance is included as part of the Enterprise License. Software Assurance coverage runs to the end of the agreement term.

Pricing: Price levels based on the number of qualified computers in the enterprise:

- **Level A:** 250–2,399 computers
- **Level B:** 2,400–5,999 computers
- **Level C:** 6,000–14,999 computers
- **Level D:** 15,000 plus computers[1]

Agreement Term: Three years, renewable

Payment Options: Annual payments for all items (L&SA, SA-only) ordered initially only. True-up payments for growth.

How to Buy: Direct relationship with Microsoft, supported by Authorized Enterprise Software Advisors. In some geographies through Microsoft Authorized Large Account Resellers.

Product Fulfillment: Each enrollment receives one introductory Product Fulfillment Kit that contains an initial set of media for the product pools and language groups selected. Updates are provided throughout the agreement term. Customers can also download software from Microsoft Volume Licensing Services (https://licensing.microsoft.com/).

Software Assurance: Software Assurance is included at the time of acquiring the software license and can be used immediately throughout the term of the licensing agreement.

Online Services:[1] Offered

ENTERPRISE SUBSCRIPTION AGREEMENT

Number of Desktop PCs: 250 or more

Organization Benefits: The Enterprise Subscription Agreement offers substantial cost savings over standard license pricing on a subscription basis, allowing customers to acquire only what they need when they need it, as well as simplified license and budget tracking through a single agreement. With the Enterprise Subscription Agreement, customers can easily deploy the latest Microsoft technology across their enterprise to help enable IT standardization.

Products Included: Microsoft Enterprise Desktop Platform Products: 2007 Microsoft Office Enterprise, Windows Vista Enterprise, and Microsoft Enterprise Client Access License Suite or Microsoft Professional Desktop Platform Products: 2007 Microsoft Professional Plus, Windows Vista Enterprise, and Microsoft Core Client Access License Suite. Additional software products are available as needed.

Licensing Offerings: License and Software Assurance and Buy-out Option

Software Maintenance Option: Software Assurance is included as part of the Enterprise License. Software Assurance coverage runs to the end of the agreement term.

Pricing: Price levels based on the number of qualified computers in the enterprise:

- **Level A:** 250–2,399 computers
- **Level B:** 2,400–5,999 computers
- **Level C:** 6,000–14,999 computers
- **Level D:** 15,000 plus computers[1]

Agreement Term: Three years, renewable.

Payment Options: Annual payments for License and Software Assurance (not for Buy-out).

How to Buy: Direct relationship with Microsoft, supported by Authorized Enterprise Software Advisors. In some geographies through Microsoft Authorized Large Account Resellers.

Product Fulfillment: Each enrollment receives one introductory Product Fulfillment Kit that contains an initial set of media for the product pools and language groups selected. Updates are provided throughout the agreement term. Customers can also download software from Microsoft Volume Licensing Services (https://licensing.microsoft.com/).

Software Assurance: Software Assurance is included at the time of acquiring the software license and can be used immediately throughout the term of the licensing agreement.

Online Services:[1] Offered

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[1]*Online Services refers to applications hosted at Microsoft Data Centers whose client bits may or may not be installed locally. They are priced monthly and billed annually for the term of the agreement, for example, Office Live Meeting, Microsoft Exchange Hosted Services, Forefront (formerly Antigen).*

Open License

There are several types of Open License program options—Open Business, Open Volume, Academic Open License, and Government Open License (where available).

- Open License programs map to the needs of corporate, small, and medium-sized businesses.
- The Open License programs share many of the same features but provide organizations with additional options.
- Software Assurance (SA) is optional in all flavors of the Open License program. Customers who wish to obtain SA are in many cases better off choosing Open Value (discussed below).

Open Business:
- Offers savings on estimated retail prices of full packaged products.
- Can be opened with any combination of five licenses or one server processor license; a license with SA counts as two licenses.
- Additional orders against the Open Business may be for as few as one license.

Open Volume:
- Offers additional savings to organizations that can meet the initial license order quantities in one or more product pools (applications, systems, servers).
- Uses product pools and points to establish the entry minimum of 500 points.

Software Assurance is available for licenses at the time of order. All Software Assurance begins at the time of order and ends when the Open License agreement term ends.

Details on academic, charity, government, and other Open License programs are on page 27.

Open License Program Overview

OPEN BUSINESS	OPEN VOLUME
Customer Profile: Organizations[1] that need five or more licenses	**Customer Profile:** Organizations[1] that need licenses worth at least 500 points[2]
Software License Options: • License • Licenses with Software Assurance	• SA, which can be used for enhancing an OEM license, for enhancing an FPP (Windows or server product), or as an SA renewal
Agreement Term: The two-year agreement term begins with each new initial order.	
Payment Options: Full two-year payment due upon order	
Minimum Order: Initial order of five software licenses or one server processor license	**Minimum Order:** Initial order of 500 points[3] in each product pool for which the customer wishes to enter into an agreement • Applications: Office family products, development tools • Systems: Windows Vista Business upgrade licenses and SA • Servers: all server-related licenses including CALs and Processor Licenses
Renewal Options: Open License agreements are nonrenewable. Customers may start a new Open License Business or other Volume License agreement at any time.	
Renewal Period: To renew SA coverage, customers must place a new order for SA within 90 days after their Open License agreement term expires.	
Reorder Minimums: One license and/or SA throughout the two-year agreement term	**Reorder Minimums:** One license and/or SA within the initial product pool at the same price level throughout the two-year agreement term
Software Media: Media is separate from licenses and may be ordered with the initial order or acquired later. Please see the following page for details.	
Order/License Tracking: Microsoft assigns an authorization number and posts order confirmations on the eOpen Website at https://eopen.microsoft.com/, and sends an authorization number and physical order confirmations directly to the customer in many regions.	

[1]*Entities cannot combine their initial license requirements when placing the initial order. Parent companies (or other related entities) must place the initial orders to set the price level (Open Business or Open Volume). All affiliated companies under the parent company and in the same territory may use the same Open License authorization number for reorders.*

[2]*See point values overview for details on Open Volume at www.microsoft.com/licensing/programs/open/default.mspx.*

[3]*For details on points and pools, see www.microsoft.com/licensing/programs/open/default.mspx. For an up-to-date list of products that are available through Open License as well as the number of points of each product, refer to the Product List which can be found on www.microsoftvolumelicensing.com.*

PARTNER OPPORTUNITY FOR OPEN LICENSE

Why recommend Open License?

Offer Volume Pricing to your customers—Open Business and Open Volume can extend your customers' software procurement budget in comparison to retail options, freeing more IT budget for your services and deployment opportunities. Note that Open Value can further reduce initial cost through spread payments.

Cross-sell Software Assurance (SA)—Include SA benefits in the needs and solution discussion, make SA an indispensable part of the solution. SA is available through (not automatically included with) the acquisition of a license in Open Business and Open Volume. Adding SA to licenses can strengthen your solution proposal, but should be discussed early in the sales cycle. (See page 30 for complete SA details.)

Establish your company as the order source—The Open License program allows additional orders at the same price level under the initial authorization number, which is tracked in eOpen. Make sure your customer understands how easy the procurement process and transaction tracking are under a single Open License authorization number, which becomes the source for all additional license acquisitions.

Simplify Software Asset Management for you and your customers—eOpen provides an electronic record of your customers' Microsoft software transactions that cannot be lost or misplaced. eOpen allows viewing of each Open License transaction within an authorization number, including licensee data, transaction/return details, Open License authorization numbers, Volume License Keys, access to SA benefits such as the Home Use Program for desktop applications, and other Open License information. Your customers may designate you to view and manage their licensing information on eOpen.

Provide simpler deployment, upgrading, and patching with Volume Licensing Keys (VLKs)—Deployment, upgrading, and patching software can be easier with the use of VLK, rather than FPP media, which requires a product ID code for each license. VLKs allow you to perform multiple installations without having to enter a unique product ID code each time, saving you time and facilitating centralized deployment with disk imaging and software distribution.

Customer Profile

OPEN BUSINESS	OPEN VOLUME
Best for customers who: ▪ Are acquiring five or more licenses ▪ Appreciate the advantages of Volume Licensing, such as downgrade rights and easier license management ▪ Don't mind paying upfront for their software licenses ▪ Want increased savings over retail prices ▪ Want the option to acquire licenses without having SA added on automatically **Customer Talking Points:** ▪ One license contract for all orders ▪ Ability to acquire licenses with savings over retail ▪ Two-year agreement term with the ability to obtain more licenses during the two-year term ▪ Easier compliance management with electronic license management	**In addition to the Open Business profile, customers who:** Need a large volume of software* **Customer Talking Points in addition to the ones for Open Business:** ▪ One license contract for all orders (in qualifying pools) ▪ Ability to acquire licenses with additional savings over Open Business ▪ Two-year agreement term with a price level established for additional acquisitions over the two-year term *See point values overview for details on Open Volume at www.microsoft.com/licensing/programs/open/default.mspx.*

Step-by-step Order Process

Open Licenses are ordered through a distribution channel.

For details on how to become a reseller, see page 3. Steps to order in the Open License program are:

1. Determine which licenses (and SA, as appropriate) are required for the customer solution.

2. Identify license part numbers for the Open License program.

3. Place an order for licenses with a distributor.

4. The distributor places an order electronically with Microsoft.

5. Microsoft posts customer information, license confirmation, and VLKs to the eOpen Website.

6. The lead customer contact is sent a notification of the order within 48 hours.

7. The customer may go to eOpen to get VLKs for software and administer SA benefits.
   ▪ eOpen help may be accessed from the drop-down menu.
   ▪ Customer may give a partner eOpen access and administration rights.

8. Many distributors have sites where the reseller may review the transaction.

If the customer needs media for Open Licenses, he or she must order media for an additional cost.
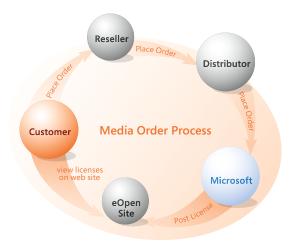
INTERNATIONAL ORDERING

Central and Latin America, the Caribbean

Once the customer has received a notification of his or her Open License order from Microsoft, he or she may order Volume Licensing media through a Customer Services Center. See www.microsoft.com/latam/contactenos.asp for Customer Services Center telephone numbers and hours of operation.

Upon placing the order, the customer receives an invoice. Upon receipt of the payment, Microsoft sends the media to the customer within seven days. Customers may contact their Customer Service Center for the status of their media order or other questions.

Europe, Middle East, and Africa

- Media should be ordered with the licenses in the initial order, but can also be ordered up to one month after the end date of the Open License agreement.
- Media and documentation part numbers are available from distributors.
- Both current and downgrade license media may be ordered. Current (N) and next prior (N-1) versions are maintained; older versions than N-1 may not be available.

Media Order Process

OPEN LICENSE FREQUENTLY ASKED QUESTIONS

Where can my customer get Volume License Keys?
Please see page 3 for details on Volume License Keys.

How do I determine if my customer qualifies for Open Volume?
Open Volume incorporates product pools and points to determine eligibility.

1. Aggregate customer license needs by pool.

2. Calculate points by pool.

3. Compare pool points for minimum qualification of 500 points.

If my customer acquires new licenses with SA during the term of the Open License agreement, when does the Software Assurance for the licenses end?
The SA for all licenses in an agreement ends when the agreement term ends, regardless of when the SA was acquired. Many customers find the best value for L&SA acquisitions through the Open Value program or by initiating new Open License agreement authorizations with each major L&SA acquisition.

If a customer's Open Business or Open Volume agreement expires, how soon must the SA for the licenses on the expiring agreement be renewed?
To renew SA coverage, customers must submit a new Open License order for Software Assurance for all copies of all software for which they wish to renew coverage within 90 days after their authorization number expiration date.

What does the Open License agreement authorization expiration signify?
The two-year Open License agreement term covers an order authorization during which customers may acquire additional licenses at the same price level without having to initiate a new agreement. Open License customers own their licenses and have perpetual use of the software licensed under the Open License agreement as of the time the licenses are acquired.

What is media and why do I have to acquire it separately in some instances and not others?
Volume License (media) CDs—Microsoft software CDs ordered through resellers or direct—will be the only media available for multiple installations under the terms of an Open License agreement. Volume License media for Windows Vista and XP, the 2007 Office release and Office 2003, Windows Server 2003 and 2003 R2, and for Windows Small Business Server 2003 and 2003 R2 do not include a product key. To use Volume License media kits for these products, Open License agreement customers will need to acquire licenses and then receive a Volume License Key. Please note that retail media will not accept Volume License Keys.

What is eOpen?

The eOpen tool is used to access agreement, license, and benefit information for Open License. eOpen provides:

- Online access to the license agreement and Product Use Rights (PUR).
- Easier software asset management with easy access to transaction history, including acquisitions, reorders, and returns.
- Access to Volume License Keys.
- SA benefits viewing and management.

When Microsoft accepts an Open License order, the authorization number and license number are created and posted to eOpen within 24 hours, reflecting the updated license status. The customer will receive an e-mail message when an initial order is processed. Customers need their authorization number, license number, and a Microsoft Live ID or Passport to access eOpen. For details on and steps to managing eOpen for your customer, see the SA FAQ beginning on page 33.

Can customers reach the Open Volume price level by combining products from different product pools?

No, for a new Open Volume agreement, an initial purchase order must be placed of at least 500 points in the product pool for which the customer wishes to enter into an agreement.

Can customers reach the Open Volume price level by placing sufficient reorders on their Open Business agreement?

No, only the initial purchase order determines the customer's price level.

When must customers order licenses through Open License?

Licenses must be ordered prior to installation.

Are customers notified before SA ordered through Open License expires?

Yes, Microsoft sends an e-mail message to the notices contact that the reseller specified on the initial purchase order. This message may be discarded by a spam filter, or the contact person might have changed, so Microsoft cannot guarantee that the customer receives such a notification.

Can SA be added to licenses that were bought through Open License without SA?

No, the choice between a license-only or a license with SA must be made when purchasing the license.

ADDITIONAL RESOURCES

To find out more about Microsoft products, services, and support options, or to find further details on any Microsoft Volume Licensing offering, visit https://partner.microsoft.com/40012008.

For partner information and resources on Open License, visit https://partner.microsoft.com/40012008.

Open Value

Open Value is the most cost-effective way for small and medium-sized organizations to purchase Microsoft software. The Open Value program is available with three options:

    1. Open Value Non-Company-wide

    2. Open Value Company-wide

    3. Open Value Subscription

OPEN VALUE NON-COMPANY-WIDE

Open Value Non-Company-wide provides a simplified license update process that enables customers to:

Place an initial purchase order for at least five Licenses with Software Assurance (L&SA) or SA-only if the customer wishes to renew SA or enhance OEM licenses or FPP as discussed in the next two paragraphs.

Renew SA through Open Value until 90 days after the previous SA coverage ends.

Add SA to an OEM license or to a Full Packaged Product (FPP—desktop operating systems and server products only) that was purchased fewer than 90 days ago.

Perform a monthly count of installed copies and then order additional licenses if needed.

Pay the initial installment upon ordering the licenses, and pay subsequent installments once per annum on the anniversary of the three-year agreement ("spread payments").

Benefit from Software Assurance, which helps customers keep their costs low and can provide additional business opportunities (see page 30 for SA partner opportunities). Retain the licenses at the end of the third year ("perpetual licenses").

OPEN VALUE COMPANY-WIDE

Open Value Company-wide enhances Open Value in several ways because it allows customers who have at least five PCs to:

Standardize software across their qualified PCs.

Choose from the Small Business Platform (Windows Vista Business Upgrade with the right to install Windows Vista Enterprise, Office Small Business 2007, Windows Small Business Server 2003 Client Access License–CAL) and/or from the Professional Desktop Platform (Windows Vista Business Upgrade with the right to install Windows Vista Enterprise; Office Professional Plus 2007; and Core CAL, which combines the Windows CAL, Exchange CAL, Office SharePoint® Server CAL, and Systems Management Server CML).

In the Open Value agreement (Non-Company-wide and Company-wide use the same agreement, which you can find on https://eagreements.microsoft.com), choose the Company-wide Option for any of the platform components listed earlier.

Receive savings for platform components on which they want to standardize.

Receive additional platform savings if they choose the entire Small Business or Professional Desktop Platform.

If they choose Office Small Business 2007: Step up any number of Office licenses to Office Professional Plus.

If they choose Office Professional Plus 2007: Step up any number of Office licenses to Office Enterprise.

EMEA only: Receive an additional volume discount if they enter into the agreement for at least 250 PCs.

Receive additional Software Assurance benefits.

Receive complimentary media kits for all products ordered through the Open Value agreement.

OPEN VALUE SUBSCRIPTION

Open Value Subscription is similar to Open Value Company-wide. For many customers, though, Open Value Subscription can be more cost-effective and easier to manage because it:

Provides a nonperpetual license valid for the three-year agreement term (rented licenses) and hence offers substantially lower license costs throughout the duration of the agreement.

Offers customers platform savings if they choose the entire Small Business or Professional Desktop Platform.

Includes a license buy-out option at the end of the agreement term allowing customers to turn nonperpetual licenses into perpetual ones.

Requires annual instead of monthly ordering for the Small Business or Professional Desktop platform products.

Provides the ability to not only increase but also decrease the number of licenses if the number of PCs diminishes (licenses must be ordered for at least five PCs).

Includes a significant Up-to-Date Discount (UTD) for the first year invoice for any license for the current (N) or previous (N-1) version of the selected Small Business or Professional Desktop platform product.

PARTNER OPPORTUNITIES

"Open Value helps us get new clients and gives us a three-pronged opportunity to build our business: recurring license revenues, larger immediate sales, and incremental service contracts."

—**MATT SCHEROCMAN, DIRECTOR, IT ADVISOR GROUP**

Enhance customer relationships

Open Value programs provide ongoing opportunities to connect with your customers. As a result, you can develop stronger, deeper value-added relationships. You also gain better visibility into future projects, enabling you to sell deeper solution stacks, additional service contracts, and other services that you provide.

Decreased license costs can help increase your services revenue

When customers spend less on software licenses, a greater share of their IT budgets can be spent on larger deployments and additional services you can provide. Open Value can spread payments, facilitating larger deployments your customers may not have previously budgeted.

Increase total revenue with each customer

The three-year Open Value agreement can map to your three-year service contract. Adding services to Open Value increases your visibility to your customer and strengthens your customer's relationship and mutual commitment, allowing you to see more technology opportunities with your customer.

Open Value comes with Software Assurance that enables you to offer additional consulting services, creating opportunities for long-term relationships. An ongoing relationship helps you better understand your customers' technology landscape, and buying timeline—helping your sales planning and prospecting efforts.

"We have deepened our relationships with customers, raised training deliveries by 200 percent, tripled our asset services revenues, and noticed a sharp increase in customers signing up for Software Assurance."

—**DARREN SPENCE, IT SOLUTIONS PRODUCT MANAGER, BYTES TECHNOLOGY GROUP**

Better facilitate software acquisition by your customers

Open Value flexible payments reduce customer price barriers and allow you to close deals faster. You also free up your customer's budgets for a wide array of other products and services that you can provide.

Maintain compliance

Open Value can help ensure customer compliance. However, compliance can prove challenging for your customers to manage. This challenge introduces additional opportunities for you to step in as the customer's trusted advisor. By offering your software license administration and management services, you can deliver peace of mind to your customers.

Read how other partners have incorporated Open Value into their businesses at https://partner.microsoft.com/40032367.

OPEN VALUE SUBSCRIPTION PROMOTION

Open Value Customer Profiles and Talking Points
Profiles:
- Initially needs at least five licenses (L&SA or SA-only for renewal or recent purchase of OEM licenses)
- Prefers to streamline license management through monthly ordering, and upgrade and downgrade rights
- Prefers to make spread annual payments or upfront payments
- Prefers to own the rights to the software even after the license agreement term has expired
- May need to license across multiple legal entities within the same territory (see www.microsoft.com/licensing/programs/open/openregional.mspx for a list of territories)

Customer Talking Points:
- We can simplify your license management with a single three-year agreement for all your purchases within the territory.
- With Open Value, you can minimize your upfront costs by spreading payments.
- Convenient monthly ordering helps facilitate your purchases and acquisitions.
- To start the program, you only need to obtain five licenses with Software Assurance (L&SA or SA-only).
- Open Value comes with multiple Software Assurance benefits such as E-Learning, the Home Use Program for Office and other applications, Cold Backup Servers, and training vouchers.
- Open Value includes complimentary media kits.

Open Value Company-wide Customer Profiles and Talking Points
Profiles:
- Has at least five PCs and wants to standardize on the Small Business Platform, Professional Desktop Platform, or parts thereof
- Wants to reduce license costs through standardization and the Platform Discount
- Prefers to streamline license management through monthly ordering, and upgrade and downgrade rights
- Has the option of paying upfront or making spread annual payments
- Prefers to own the rights to the software even after the license agreement term has expired
- May need to license across multiple legal entities within the same territory (see www.microsoft.com/licensing/programs/open/openregional.mspx for a list of territories)

Customer Talking Points:
Same talking points as Open Value, plus:
- We can streamline license management through desktop standardization.
- Open Value offers you a choice between Small Business Platform and Professional Desktop Platform.
- You can add any number of licenses for additional products.
- We can help save you money through spread payments and Platform savings.
- We simplify your budgeting for platform products and previously ordered additional products.

Open Value Subscription Customer Profiles and Talking Points
Profiles:
- Has at least five PCs and wants to standardize on the Small Business Platform, Professional Desktop Platform, or one or two platform components
- Prefers to streamline license management through annual ordering of Company-wide products, monthly ordering of other products, or upgrade and downgrade rights
- Wants the flexibility of nonperpetual licenses, such as the ability to reduce the number of licenses if the customer's number of PCs decreases
- Wants to reduce three-year license cost through the use of nonperpetual licenses, the Platform Discount, and the Up-to-Date Discount
- Prefers to make spread annual payments
- May need to license across multiple legal entities within the same territory (see www.microsoft.com/licensing/programs/open/openregional.mspx for a list of territories)
- Prefers to lease the software for a period of three years

Customer Talking Points:
Same talking points as Open Value Company-wide, plus:
- Nonperpetual licenses and the Up-to-Date Discount minimize your upfront costs.
- Annual ordering of platform products helps simplify license management.
- You can reduce your number of licenses when your number of desktops decreases.
- We simplify your budgeting for platform products and previously ordered additional products.

STEP-BY-STEP PROCESS TO ORDER[1]
Open Value is ordered through a distribution channel. For details on how to become a reseller, see page 3. To order in the Open Value program, follow these steps:

1. Use the License MPLA (see page 3) for defining the customer's solution and identify licenses required.

2. **EMEA-only:** For Open Value Company-wide and Open Value Subscription, determine the price level based on the initial number of PCs. Customers who have at least 250 PCs at the start of their agreement qualify for a volume discount on the Company-wide products they select.

3. Configure and complete the agreement electronically on the eAgreements tool at https://eagreements.microsoft.com/. A Passport is required. At this stage, the reseller and distributor details must be entered.

4. Complete the agreement and submit it to the end customer to sign electronically online on the eAgreements tool. During this process the Open Value agreement number is assigned.

5. Place an order for licenses with a distributor quoting the Open Value agreement number.

6. The distributor places an order electronically with Microsoft.

7. Microsoft posts customer information, license confirmation, and Volume License Keys (VLKs) to the MVLS Website at https://licensing.microsoft.com.

8. Microsoft sends Volume Licensing media kits directly to the customer.

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[1]*Australia and New Zealand use a different channel. For details visit: www.microsoft.com/australia/licensing/byorg/smallmedium.aspx.*

Spread Payments[1]

Open Value Non-Company-wide and Open Value Company-wide:

The reseller sends invoices to the customer for licenses on the initial order at the start of the first, second, and third years.

For licenses that are ordered during the first or second year, the reseller sends an invoice to the customer for the first installment upon receipt of the customer's purchase order. Payments for the second (for orders in year one) and third year are included in the anniversary invoices for the initial set of licenses.

For licenses that are ordered during the third year, the reseller sends an invoice to the customer upon receipt of the customer's purchase order. No spread payments are offered for licenses ordered in the third year. Payments be due at the end of the third year of the agreement for licenses added in the last month of the agreement.

Open Value Subscription

Customers indicate the number of qualified PCs and additional products to license. All qualified PCs must have at least one platform product as indicated on the agreement.

Open Value subscription option licenses are invoiced annually. Company-wide products such as Office Professional Plus are invoiced for all qualified PCs based on an annual count. Additional products are invoiced according to the quantity of software ordered to date. Additional products such as Visio® must be ordered in the month they are put in use.

At the end of the agreement term:

- Licenses may be renewed into another subscription.
- The customer may opt to "buy out" his or her licenses.
- The customer may discontinue using the software and remove it from his or her hardware.

Invoicing

For Open Value, the invoices are generated after receipt of a purchase order.

- **The customer places purchase orders with you** as his or her reseller, you place a purchase order with your distributor, and your distributor places a purchase order with Microsoft.
- **After Microsoft invoices your distributor,** you receive an invoice from your distributor, and you send an invoice to your customer.

Notifications—Annual and Anniversary

Open Value customers will receive several notifications during the term of the agreement.

The reseller will be copied and distributor blind-copied on all notifications, except the MVLS invitation letter.

Anniversary and expiration notification include part numbers and quantities according to their last order

Notifications may be e-mail messages or hard-copy letters as required.

Anniversary notifications from Microsoft reminding Open Value customers that the annual purchase orders are sent:

- 45 days prior to the agreement's anniversary.
- On the agreement anniversary date if no purchase order has been received.
- 30 days after the agreement anniversary date if no purchase order has been received.
- 60 days after the agreement anniversary date if no purchase order has been received. This notification is only sent as a hard copy and explains that the agreement has been terminated.

Renewal notifications from Microsoft reminding Open Value customers of the renewal are sent:

- 180 days prior to the agreement expiration date if no purchase order has been received.
- 60 days prior to the agreement expiration date if no purchase order has been received.
- 30 days prior to the agreement expiration date if no purchase order has been received.
- Expiration date if no purchase order has been received.
- 30 days after expiration if no purchase order has been received. This notification is only sent as a hard copy and explains that the agreement has been terminated.

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[1]*For each purchase order that is placed initially or during the first or second year, a customer can decide to pay upfront instead of using spread payments. The price list contains different prices for licenses ordered in years 1, 2, and 3. Prices are shown for spread payments and for upfront payments.*

Open Value Non-Company-wide only provides price protection for subsequent payments—that is, if a customer chooses spread payments, the price on the second and, if applicable, third invoice will be the same as the one on the first. Open Value Company-wide also provides price protection for the Company-wide products that the customer selects. In both cases, Microsoft guarantees pricing to its distributor, and it is assumed that the distributor guarantees pricing to the reseller, and the reseller guarantees pricing to the customer.

Program Comparison Chart

OPEN VALUE SUBSCRIPTION	COMPANY-WIDE	NON-COMPANY-WIDE
Customer Profile:		
Organizations with as few as five PCs that are interested in standardizing on (components of) the entire Small Business Platform or Professional Desktop Platform, and want the advantages of SA, the ability to spread payments annually, and the flexibility and short-term cost reduction of nonperpetual licenses	Organizations with as few as five PCs that are interested in standardizing on (components of) the Small Business Platform or Professional Desktop Platform, and want the advantages of SA, and the ability to spread payments annually	Organizations that need five or more licenses
Entities: Entities within a territory can share an agreement.*		
Software License Options:		
▪ L&SA ▪ License buyout option at end of agreement term	▪ Licenses with Software Assurance ▪ SA *(used for SA renewal, for enhancing OEM licenses, or for enhancing FPPs other than applications)*	
Agreement Term: Three years		
Price Levels: 1 (EMEA, plus a price level C for Company-wide products)		1
Discounts:		
▪ Company-wide savings ▪ Significant first year Up-to-Date discount	▪ Company-wide savings ▪ Additional savings with the entire platform	None
Payment Options:		
Annual subscription payment	Payments spread annually *(optional upfront payment)*	
Minimum Order:		
Minimum of five desktops with L&SA	Minimum of five desktops with L&SA or SA-only	Minimum initial order of five licenses (L&SA or SA-only)
Standardization:		
Must cover all qualified desktops		No mandatory standardization
Renewal Options: Renewable for a three-year term		
Renewal Period:		
To renew license and SA coverage, customers must submit a renewal order for L&SA within 30 days after the previous term expires.	To renew Software Assurance coverage, customers must submit a renewal order for SA within 30 days after the previous term expires.	
Reorder Minimum/ True Up or True Down		
▪ L&SA for one software item ▪ True-down or true-up. ▪ No true-up limit ▪ True-down to as few as five PCs	▪ No reorder minimum ▪ No true-down ▪ No true-up limit	No reorder minimum
Software Media: Microsoft provides platform software media, such as CDs, for all products ordered.		
Order and License Tracking: Microsoft assigns an agreement number and posts order confirmations on the MVLS Website.		

Legal entities X and Y can share an agreement if X owns Y, Y owns X, or X and Y are under common ownership. "Ownership" is defined as having more than 50 percent of the controlling stock.

ADDITIONAL LINKS

Read more about Open Value on www.microsoft.com/licensing/programs/open/openvalue.mspx.

Complete the electronic Open Value agreement on https://eagreements.microsoft.com.

Read more about Software Assurance on www.microsoft.com/licensing/programs/sa/default.mspx.

Visit MVLS at https://licensing.microsoft.com/.

OPEN VALUE FREQUENTLY ASKED QUESTIONS

Can customers use multiple resellers for an Open Value agreement?
No, for every Open Value agreement one reseller and one distributor are set.

Can customers change their reseller for an Open Value agreement?
Yes, a form is available to change a customer's reseller or a reseller's distributor.

Can the Company-wide option be added to an existing Open Value Non-Company-wide agreement?
No, the Company-wide option and any applicable savings may only be selected when initiating the agreement. Open Value Company-wide and Open Value Subscription are based on entity-wide standardization.

What happens if the customer acquires or founds a new entity?
When entering into an agreement based on entitywide standardization (Open Value Company-wide and Open Value Subscription) customers have three options:

- Not to include any affiliates
- Include only a specific set of affiliates
- Include all affiliates within the territory plus all affiliates that will be founded or acquired during the agreement term

If the customer chooses the third option, then new affiliates are automatically covered by the Open Value agreement. Depending on the type of agreement, licenses for the selected Company-wide products must be ordered at the end of the month (Open Value Company-wide) or on the next anniversary of the agreement (Open Value Subscription).

Can customers who choose Open Value Company-wide or Open Value Subscription mix Small Business and Professional Desktop platform products?
Yes, a customer may, for instance, decide to standardize on Office Professional Plus (a Professional Desktop platform product) and the Windows Small Business Server CAL (a Small Business platform product). Customers who mix platform components would not be eligible for any the platform savings. The server license for Windows Small Business Server (WSBS) is always sold with five CALs.

Can customers who choose Open Value Company-wide or Open Value Subscription order fewer WSBS CALs in order to avoid overlicensing?
No, under the current program rules customers must order the SBS CAL for each qualified desktop. Customers who want to benefit from the saving offered with standardization must order Small Business or Professional Desktop Platform component products for all desktops.

Can Open Value customers order ingredients of the Core CAL, for instance the Windows CAL plus the Exchange CAL?
Customers who choose Open Value subscription option can choose to license the Core CAL or the Windows Small Business Server CAL. The components of the Core CAL (Windows CAL, Exchange Standard CAL, Office SharePoint Server Standard CAL and Systems Management Server CML) are only available through Open Value Non-Company-wide.

Can Open Value customers who wish to standardize on Office choose a mix of Office editions, for instance Office Enterprise and Office Professional Plus?
Yes, customer can select an Office edition such as Office Professional Plus as a Company-wide product and then obtain Office Enterprise step-up licenses for any number of PCs.

What determines the number of desktops for customers who have chosen to standardize through Open Value Company-wide or Open Value Subscription?
Customers who wish to standardize must order licenses for the Company-wide products that they have chosen for all qualified devices that can run any of these products. Customers can however decide not to order licenses for:

- PCs that are used as servers.
- Devices that contain an embedded operating system such as thin clients and Pocket PCs.
- Devices that are only used for a line of business application, for instance a hotel management system.

If customers decide not to order licenses for devices that fall into one of the aforementioned categories, then required licenses for these devices (if any) such as Windows CALs must be ordered through another type of agreement such as Open License or Open Value Non-Company-wide.

Can customers who choose Open Value Company-wide use OEM licenses in order to meet the standardization requirement?
No, however at the start of the agreement, customers with OEM licenses only need to acquire SA for those licenses if:

- The OEM license was acquired within 90 days.
- The OEM license was acquired more than 90 days ago and SA was added through an agreement that has not yet expired or expired fewer than 90 days ago.

If the number of the customer's PCs increases, PCs with OEM licenses meeting the above criteria can be used to satisfy the requirements of the agreement if the customer orders Software Assurance to maintain entitywide standardization before the end of the month the PC is placed

in service. For example, for Windows Vista Business and Office Professional 2007 or Office Small Business 2007 OEM licenses, the customer should order Software Assurance before the end of the month in order to maintain entitywide standardization for those products. Customers may not use Office Small Business OEM licenses with SA if their Company-wide product is Office Professional Plus.

Can Open Value customers who have licenses with Software Assurance renew SA through Open Value and avoid having to pay for licenses again?
Yes, Open Value Non-Company-wide and Open Value Company-wide offer SA-renewal part numbers for customers who have licenses with unexpired Software Assurance.

Can Open Value customers reduce the number of licenses during their agreement?
Only Open Value Subscription allows a license "true-down" for platform products on qualified PCs and additional products in the organization covered by the agreement.

- **Platform products:** an annual purchase order for a smaller number of licenses is allowed if the amount of qualified desktops has diminished. The minimum number of licenses is five.
- **Additional products:** an annual purchase order for a smaller number of licenses is allowed if the number of installations has decreased. There is no minimum number of licenses.

Under Open Value Non-Company-wide and Open Value Company-wide the number of licenses cannot be reduced, for platform products or for additional products.

If a customer chooses Windows Vista Business upgrade as a Company-wide product in his Open Value Company-wide or Open Value Subscription agreement, for which operating system must his PCs be licensed?
When entering into the agreement, the customer's PCs must be licensed for Windows Vista Business, Windows Vista Ultimate, Windows XP Professional, Windows XP Tablet PC Edition, Windows 2000 Professional, Windows NT® Workstation 4.0, Windows 98 (including Second Edition), IBM OS/2, or Apple Macintosh. Once the agreement has been signed, new or replacement PCs must be bought with Vista Business, Windows Vista Ultimate, Windows XP Professional, or Windows XP Tablet PC Edition. Please refer to the Product List (available through www.microsoftvolumelicensing.com) for details.

If a customer orders additional licenses between anniversaries, must he or she then pay for the entire year?
Yes, in order to keep the Open Value program easy to sell, licenses and Software Assurance are priced in one-year increments.

Can Open Value customers order products that were not previously ordered?

Yes, under Open Value Company-wide and Open Value Subscription, the set of Small Business Platform and Professional Desktop platform products is set at the start of the agreement. Any platform products ordered for Open Value subscription agreements must be ordered Company-wide. Any Enterprise Products or additional products for Open Value Company-wide can be added until the agreement expires. Any savings for Company-wide standardization and platform are only available when initiating the order.

Allowable Additions to Existing Agreement

LICENSE TYPE	PLATFORM PRODUCT	ADDITIONAL PRODUCT
Open Value Subscription	No	Yes
Open Value Company-wide	No	Yes
Open Value Non-Company-wide	Yes, customers can add any product. No distinction exists between Company-wide and additional products.	

Can Open Value Subscription customers who don't wish to renew their agreement keep their licenses?

Yes, Open Value Subscription customers can turn their nonperpetual licenses into perpetual ones by using the buyout.

What is the cost of the buyout, when can this be done, and for how many licenses must this be done?

If the customer wishes to use the buyout, he or she must place a purchase order within 30 days before the agreement expires. The buyout fee is 1.75 x the annual fee that the customer paid for the nonperpetual licenses. Platform savings also apply to the buyout fee. For Small Business and Desktop Professional platform products, the customer must buy out licenses for all desktops on the agreement end date. If the number of desktops has increased in the third year, the customer will first have to pay the annual fee one time before they can buy out. For additional products, the customer can buy out any quantity covered by the orders placed during the final year of the agreement.

Is it true to say that Open Value replaces Open License Value? If so, should customers who have an Open License Value agreement consider an early renewal?

Yes, as of January 1, 2006, new Open License Value agreements cannot be entered into. Open Value replaces all annuity-based agreements (Open License Value and several other programs that were offered in Europe and Asia) and is offered worldwide. Customers do not need to renew early into the new Open Value program. For customers that are nearing renewal:

- **Customers who wish to renew their Open License Value agreemen**t are advised to do so through Open Value Non-Company-wide or consider standardization through Open Value Company-wide. In both cases, customers only need to obtain SA-renewal and do not have to buy licenses again.
- **Customers who wish to renew their Open License Value agreement with Company-wide option** are advised to do so through Open Value Company-wide and only need to obtain SA-renewal.

Customers with OLV agreements will be supported through the term of their agreement. There are no reasons for considering an early renewal.

EMEA Only: Is it true to say that Open Value replaces Multi-Year Open License (MYO) and Open Subscription License (OSL)? If so, should customers who have a MYO or OSL consider an early renewal of their agreement?

Yes, as of January 1, 2006, new OSL and MYO agreements cannot be entered into. Open Value replaces all annuity-based agreements (OSL, MYO, and Open License Value, which was offered outside EMEA) and is offered worldwide. Customers do not need to renew early into the new Open Value program. For customers that are nearing renewal:

- **MYO Volume customers** who wish to renew their agreement are advised to do so through Open Value Non-Company-wide or consider standardization through Open Value Company-wide. These customers only need to obtain SA-renewal and do not have to buy licenses again.
- **MYO Enterprise customers** who wish to renew their agreement are advised to do so through Open Value Company-wide. These customers only need to obtain SA-renewal and do not have to buy licenses again.
- **OSL customers** who wish to renew their agreement are advised to do so through Open Value Subscription.

Customers with OSL or MYO agreements will be supported through the term of their agreement. There are no reasons for considering an early renewal.

EMEA Only: Will customers who choose an Open Value Company-wide or Open Value Subscription agreement qualify for level C pricing when they grow to 250 PCs?

Level C pricing only applies if a customer enters into an agreement for 250 or more desktops.

Can Open Value be used for acquiring licenses that will be used for an Application Service Provider (ASP) or for some other kind of commercial hosting?

No, all Microsoft Volume Licensing agreements disallow the right to use licenses for hosting. The Services Provider License Agreement (SPLA, see page 35) is the appropriate agreement for hosting.

Select License and Enterprise Agreement

Microsoft Select License
- Available only from Large Account Resellers (LARs).
- For corporate, government, and academic customers with 250 or more desktops who can forecast an appropriate license consumption.
- Volume pricing levels for each pool of software selected (applications, systems, or servers) based on a three-year software needs points forecast.
- Select License agreements can cover one, two, or all three of the pools.
- Requires a purchase order as additional licenses are deployed. Such an order must be placed before the end of the month in which the software is installed.
- Provides savings for volume and three-year agreement term forecast.
- Renewal for an additional one- or three-year term.
- Optional Software Assurance Membership (SAM) provides a higher level of support and benefits to customers who wish to obtain all licenses with SA.

Microsoft Enterprise Agreement (EA)
- Available only from Enterprise Software Advisors (ESAs) and in some geographies from Large Account Resellers (LARs).
- For corporate customers with 250 or more desktops making a strategic decision to standardize on Microsoft software.
- Customers are able to license Microsoft software to standardize on their choice of the Microsoft enterprise software (Office Professional Plus, Office Enterprise, Windows Vista Business Upgrade, Core Client Access License, and Enterprise CAL Suite, which includes the Core CAL plus seven additional CALs: Office SharePoint Enterprise CAL, Office Communications Server Standard and Enterprise CALs, Exchange Enterprise CAL, Forefront™ Security Suite, Operations Manager Client OML, and Windows Rights Management Server CAL).
- Savings for a three-year agreement term and platform software.
- Requires only a single annual true-up order for new platform software licenses used in the year.
- SA included providing the most comprehensive benefits offering available.
- Renewal for an additional one- or three-year term.

Microsoft Enterprise Subscription Agreement
- Available only from Enterprise Software Advisors (ESAs) and in some geographies from Large Account Resellers (LARs).
- For corporate customers with 250 or more desktops. It is the most comprehensive benefits offering available if they prefer to subscribe to, rather than acquire, Microsoft software licenses.
- Has the same benefits as EA (above).
- Renewal or license buyout options are available.

Please refer to the Volume Licensing overview on for general benefits of Volume Licensing, including additional use rights, downgrades, and transferability.

Training and Evaluation Licenses
- The Select License, Enterprise Subscription Agreement, and Enterprise Agreement programs offer a limited number of training and evaluation software license use grants.
- Twenty copies per software title for use in a dedicated in-house training facility.
- Ten copies per software title for 60-day evaluation.

FREQUENTLY ASKED QUESTIONS

What is the minimum customer size for a Select License?

Select License requires a minimum of 250 PCs, plus a three-year forecast of at least 1500 points for every product pool for which the customer wishes to enter into an agreement. This equates to, for instance, 750 Office licenses without SA (or 300 Office licenses with SA) for the applications pool, 750 Windows Vista Business update licenses without SA, and 750 Windows CAL and Exchange CALs without SA. As such, there is no firm minimum number of PCs.

What is the minimum customer size for an Enterprise (Subscription) Agreement?

An Enterprise (Subscription) Agreement requires a minimum of 250 PCs and entitywide standardization.

Select License is based on the customer's forecast. Will each forecast be accepted at face value?

No, Microsoft assesses forecasts before entering into a Select License agreement.

What if a Select customer does not meet his or her forecast?

If a Select customer does not meet his or her forecast, the price level may be adjusted (which won't affect previously bought licenses); or if the purchase history is too small for 1500-point entry level, the Select License agreement may be terminated for the product pool where license consumption fell short.

Am I always better off offering Select License to customers that may seem to meet the volume criteria?

No, early terminations may negatively impact your relationship with the customer. In case of doubt, another program like Open Value Non-Company-wide may very well be a better choice.

PARTNER OPPORTUNITY

What should I know about Select License and EA programs?

Select License and EA can be a significant partner revenue opportunity to:

- **Advise and assist** in architecting, deploying, and standardizing on the Microsoft platform in the organization.
- **Negotiate** shared revenue on "partnered" Volume Licensing programs.
- **Continue to build and add value** to your customer relationship.
- **Focus on the solution**—hand off billing and license fulfillment to a reputable partner.
- **Provide** software asset management services.

In any engagement with another partner, you may want to have a written sales relationship agreement outlining customer contact rules, pricing information, any fee schedules, etc.

Why should I discuss Select License and EA with my customers?

As customers approach the EA size or Select License point thresholds through growth or acquisition, your customer relationship can be at risk if your customer becomes aware of the benefits and savings that Select License and EA offer. Having customer licensing discussions can strengthen your value to the customer.

What are some of the benefits and drivers of the Enterprise Agreement?

License management and license compliance become more important as customers grow. An EA provides tools and processes to simplify license compliancy and management by:

- Consolidating all desktops under one agreement.
- Providing access to license details through MVLS.
- Facilitating a single, annual true-up of desktop licenses.
- Consolidation process for licenses and SA—customers can move SA and consolidate many of their other licenses into an EA.

ADDITIONAL RESOURCES

- See an overview of the EA program for customers at: www.microsoft.com/licensing/programs/ent/default.mspx.
- See an overview of Enterprise Subscription Agreement for customers at: www.microsoft.com/licensing/programs/esa/default.mspx.
- See an overview of the Select License program for customers at: www.microsoft.com/licensing/programs/sel/default.mspx.

Microsoft Volume Licensing Services

A site for Select License, Enterprise (Subscription) Agreement, and Open Value customers to:

- Manage licenses.
- Administer Software Assurance benefits.

Customers and partners can use MVLS to:

- View the number of licenses acquired under a specific Volume Licensing agreement.
- View Volume License Keys.
- Download software.
- Manage Microsoft Developer Network and TechNet subscriptions.
- View and activate SA benefits:
- Assign and administer training vouchers.
- Review details on benefits, including E-Learning.

Access to MVLS requires:

- Microsoft Live ID or Passport
- Agreement number
- Enrollment number (Select and Enterprise (Subscription) Agreement)

Partners must be designated by the customer to have access to MVLS tools:

- For access to the MVLS Website or MVLS training, visit https://licensing.microsoft.com/.
- For the steps to access and manage MVLS for your customer, see the Open License FAQ on page 17.

Additional Microsoft Licensing Programs

Microsoft has additional licensing programs geared toward specific types of customers that are licensed through specialized reseller channels.

ORIGINAL EQUIPMENT MANUFACTURER

Microsoft OEM partners build, sell, and support PCs and server systems preinstalled with licensed genuine Microsoft OEM or OEM System Builder software.

OEM software is available only to equipment manufacturers and system builders that sell hardware with OEM software.

All OEM software must be licensed with a fully assembled system, that is, an enclosure with a power supply, main board, processor, RAM, and hard disk. For PCs licensed with a desktop operating system, the OS must be pre-installed by the OEM or system builder.

For PCs or systems licensed with a desktop or server operating system, the hardware must include a Certificate of Authenticity (COA) to be adhered on the PC or server hardware.

For PCs or systems licensed with applications software, the COA is adhered to the software packaging.

OEM PC and server systems licensed with OEM software are available through much of the distribution channel.

Full Windows Desktop Operating System licenses are only available through OEM or FPP—not through Volume Licensing. Windows OEM licenses cost much less than FPPs, making the OEM license very attractive to customers.

All Microsoft Volume License programs, including Open, provide Windows Desktop Operating System upgrades only.

An underlying OEM or FPP Windows license is required to deploy a Windows desktop operating system Volume Licensing upgrade. See the Windows FAQs for exceptions.

OEM software is governed by the End User License Agreement (EULA) that is between the hardware manufacturer and the end user.

OEM software may not be transferred from one PC or server to another, even if the original PC is no longer in use. The only exception is an OEM license for Office or a server product that has been enrolled into SA within 90 days.

OEM software deployment may require a product ID key with a limited number of uses or Web or telephone activation within 90 days.

> (i) **For more information**
> on the OEM program, visit: www.microsoft.com/oem/.

PARTNER OPPORTUNITY

Save Time—Get your customers up and running quickly with preconfigured software to match the hardware and standard setup that ensures each installation looks and behaves the same, with a certified, tested installation from the OEM hardware vendor.

Lower Acquisition Costs—Acquiring server or desktop and software combinations usually provides savings over acquiring the hardware and software separately.

Cut Support Costs—A single point of contact for both hardware and software technical support enables you to resolve customer issues quickly and efficiently.

License OEM software with hardware sales as part of your server and desktop solutions.

Sell SA for OEM Software:

- Enroll OEM into SA within 90 days of acquisition by adding to any existing Volume Licensing agreement or to a new Open agreement. Only Professional 2007 or Small Business 2007 versions of Office can be enrolled into SA.
- Ordering SA for OEM licenses follows the same steps as ordering the licenses. Please see the appropriate program page for instructions.

Customer Benefits of OEM Licensing

Enhance Simplicity—Delivers everything your customers need—preinstalled, integrated, and optimized to work right out of the box.

Improve Convenience and Value—Saves time and hassle by combining server or PC and operating system—often resulting in lower on-site configuration costs.

Lower Cost—Server or desktop hardware with OEM software may cost less than acquiring the hardware and software separately.

ACADEMIC LICENSE PROGRAMS

- Provide simpler, yet flexible volume-based pricing for academic customers.
- **Include three types of academic license programs.** Campus and School Agreements and Academic Open Licenses are available through Authorized Education Resellers. Academic Select is sold through regular Large Account Resellers.

Academic License Programs Types

CAMPUS & SCHOOL AGREEMENT	ACADEMIC OPEN LICENSE	ACADEMIC SELECT LICENSE
Customer Profile: Looking for easier, flexible subscription licensing - Higher-education Institutions - Elementary and Secondary Schools - Preschools - Public Museums - Public Libraries	**Customer Profile:** Any academic institution needing easier, one-time transactions and flexibility to acquire licenses in small quantities	**Customer Profile:** Medium to large institutions with 250+ computers and the ability to forecast license acquisitions

See additional details and an academic program comparison at:
https://partner.microsoft.com/40011622.

MICROSOFT OPEN LICENSE FOR GOVERNMENT
- Available to eligible small and medium-sized government entities
- Ideal for government entities that need to order in smaller quantities and need a simple and flexible model

The Open License for Government has the same features and benefits as Open Business, plus:

- **Only a minimum order size of five licenses is required.**
- **Pricing that is similar to Select License level D,** the most attractive Select License price level.
- **Language-independent licenses.**

MICROSOFT OPEN VALUE FOR GOVERNMENT
- Available to eligible small and medium-sized government entities.
- Provides simplified license management through a single license agreement that can be managed online.

Additional features of Open Value for Government include:

- **More control over software investments** through new version rights, and special prices when upgrading software organization-wide.
- **Better management software costs,** with the option to spread payments over three years.
- **Software Assurance benefits,** including extensive training options, home use rights for employees, and comprehensive technical support.

MICROSOFT SERVICES PROVIDER LICENSE AGREEMENT
Microsoft Services Provider License Agreement (SPLA) enables services providers and independent software vendors (ISVs) to license Microsoft licensed products on a monthly basis over a three-year agreement term, and use these products to provide software services and hosted applications to customers.

While other Microsoft Volume Licensing programs, such as Enterprise Agreement, Select License, and Open License do not allow hosting of Microsoft licensed products, the Services Provider License Agreement does give you the right to license Microsoft products for hosting.

What is a Services Provider?
Services providers offer a variety of services to customers including direct or indirect access to Microsoft server licensed products, such as hosted websites or line-of-business (LOB) applications or software services that interact with Microsoft licensed products. Direct and indirect access occurs when one of the following two situations takes place:

- You facilitate your customer's business (including business transactions with third parties) through software services.
- You provide your customers with access to and use of any application (Microsoft or otherwise), and the application is running on a server and interacts with a Microsoft licensed product on that server.

Business models and scenarios for which the SPLA may be appropriate include:

- Application services providers
- Business process outsourcers (BPO)
- Franchisees and franchises
- IT outsourcers that provide software licenses
- Independent software vendors that provide hosted applications
- Platform infrastructure providers
- PC Rental companies
- Streaming media providers
- Web hosting providers
- Messaging or collaboration services providers
- Web or Internet services providers

SPLA BENEFITS

Flexibility	▪ Manage the services and Microsoft product use rights for your customers when licensing Microsoft products to customers in a dedicated hosting environment or shared hosting environment. ▪ A flexible cost structure allows the services provider to pay for only what customers were authorized to use the previous month. ▪ Use the licensed products to provide software services to prospective customers on a trial basis for up to 60 days.
Access	▪ Access a wide range of Microsoft licensed products, including server and desktop PC applications. ▪ Install Microsoft licensed products on servers under the day-to-day management and control of an outsourcing company. ▪ Install Microsoft licensed products on devices the services provider owns or leases and that are located on the customer's premises.
Improved Sales/Service	▪ Use Microsoft licensed products to sell services to customers in any part of the world. ▪ Rent desktop PCs with certain Microsoft licensed products installed. ▪ Internally test and evaluate the Microsoft licensed products for up to 90 days.

PROGRAM REQUIREMENTS
In order to join the program, a services provider must:

- Enroll in the Microsoft Partner Program as a Microsoft Certified Partner (https://partner.microsoft.com/US/40011313) or as a Registered Member (https://partner.microsoft.com/US/40011561). If a Registered Member, the partner must also enroll in the Microsoft Hosting Program (https://partner.microsoft.com/global/40011651).
- Enroll in the SPLA program. The services provider must contact a SPLA reseller if they currently have an indirect agreement or are new to the SPLA program (http://www.microsoft.com/licensing/programs/spla/resellers.mspx).
- Report monthly on all software licenses that the services provider authorized their customers to use.
- Comply with the Services Provider Use Rights (SPUR). The SPUR describes the product use rights for products licensed under the SPLA. The SPUR specifies use rights and conditions applicable to a customer's use of the licensed products. The SPUR is located at http://www.microsoftvolumelicensing.com/userights /DocumentSearch.aspx?Mode=3&DocumentTypeId=2
- Provide technical product support for the Microsoft licensed products the services provider delivers to their customers.

How do I sell the SPLA?

There are two licensing models, and the end customer's licensed product needs determine whether to license licensed products per subscriber or per processor.

- **Per Subscriber:** A Subscriber Access License (SAL) is required for each unique individual user or device that is authorized to access or otherwise use the licensed products. When using the SAL option, there is no need for a separate Server License.
- **Per Processor:** Each Processor License allows an unlimited number of users to access the software that is installed on that processor for products licensed through a per processor model.

Identifying Opportunities

The SPLA provides a fast, easy way for you to give your customers access to fully licensed Microsoft products. Because the services provider—not the customer—is the licensee, the SPLA reduces the complexity of offering software services.

FREQUENTLY ASKED QUESTIONS

What products are available through the SPLA?

The Microsoft SPLA offers access to a wide selection of Microsoft licensed products. The list of available products is available through the SPUR.

Can you use an Enterprise Agreement, Select License, or Open License to provide software services?

No. There are four key terms and conditions of Microsoft's Volume Licensing agreement:

- You can acquire licenses only for your internal use and your own benefit
- There is a prohibition on hosting, renting, and leasing (among other prohibitions)
- Licenses and use rights under volume licensing generally cannot be transferred to third parties
- The end customers are not licensed to access the server software used by an organization to deliver software services

If you want to use Microsoft products to deliver software services to your customer (or third parties) – and if your customers do not want to acquire their own licenses in a dedicated service environment – you need to sign a Services Provider License Agreement. The SPLA expressly allows for delivering software services and gives you the tools required both for you to license the server software for commercial purposes and for your customers to access these servers.

Who is responsible for acquiring licenses for customers who are using software services?

Two options are available for acquiring the licenses for customers using software services:

1. If you provide the services, you may acquire the licenses through the SPLA program and must ensure that your customers are using licenses in compliance with the SPUR.

2. The customer may acquire license through Microsoft Volume Licensing programs and ask the service organization to manage the licenses if the following requirements are met:
   - The customers acquire both the server licenses and CALs
   - These licenses are used only for the customer
   - License use complies with the Product Use Rights (PUR)

What is the difference between the PUR and the SPUR?

The Product Use Rights (PUR) document provides the use rights for products currently offered under the Microsoft Volume Licensing programs, such as the Enterprise Agreement, Select License, and Open License. The Services Provider Use Rights (SPUR) document provides product use rights specific to the licensed products offered under the SPLA.

What types of licenses are acquired under the SPLA program?

Licenses acquired under the SPLA are non-perpetual monthly licenses that can be used during the term of the agreement.

What are the license rights under the SPLA?

The license rights under the SPLA are:

- The right for the licensee to provide software services
- The right for the licensee's customers (end users) to access or use the Microsoft licensed products running your server
- The right for the licensee to provide multi-tenancy – or provide to more than one customer- to use the same Microsoft server licensed products
- The right to report and pay for the licenses you authorize your customers to use on a monthly basis
- The right to pay for limited internal use
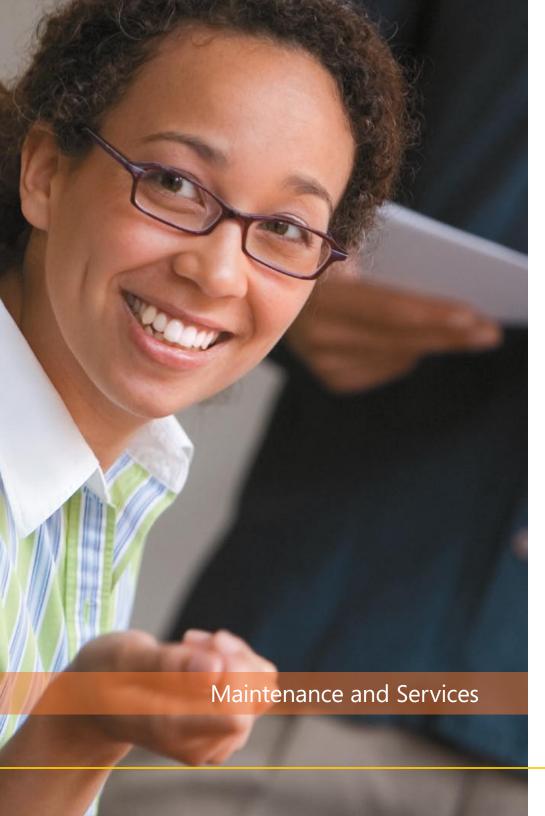- The right to no up-front license fees and no minimum commitments

ADDITIONAL RESOURCES

Services Provider License Agreement Program:

http://www.microsoft.com/licensing/programs/spla/default.mspx

Microsoft Hosting Solutions:

http://www.microsoft.com/serviceproviders/hostingproviders.mspx

Software Assurance

WHAT IS SOFTWARE ASSURANCE?

Microsoft Software Assurance for Volume Licensing (SA) delivers the industry-leading, comprehensive maintenance offering that helps organizations maximize the business value of their technology investment. With Software Assurance, customers have access to resources and tools to help them boost productivity, align IT with business strategies, and solidify their technology infrastructure as a strategic asset. By activating and using Software Assurance customers benefit from:

- Better budget predictability
- Lower operating expenses
- Improved productivity
- Minimized downtime

Software Assurance benefits

When customers purchase Software Assurance, they gain access to a comprehensive set of benefits designed to help them stay current, manage costs, and increase productivity. Benefits include:

- Maintenance
- Technical support
- Deployment assistance
- Software
- Training

The types and levels of benefits customers receive vary depending on their licensing programs, which products they purchase, how many licenses they have, and how much they spend. For a complete guide to eligibility, terms, and conditions for Software Assurance benefits, see the latest Microsoft Product List, available at http://www.microsoftvolumelicensing.com/userights/.

PARTNER OPPORTUNITY

Being a Microsoft Software Assurance partner is a great business opportunity. As a partner you will be able to:

- **Increase services revenue:** Get paid to deliver Desktop and Microsoft Office SharePoint® Deployment Planning Services.
- **Build stronger relationships:** Customer satisfaction increases with Software Assurance. More satisfied customers means more repeat customers for you.
- **Position yourself as a Microsoft expert**: With the current wave of Microsoft product releases, the demand for training, support, and deployment services is high. Software Assurance helps you respond to and take advantage of this demand.

Maintenance and Services

Suggested ways to take advantage of this opportunity include:
- Offer to manage your customers' benefits through eOpen or Microsoft Volume Licensing Services (MVLS).
- Sell Software Assurance to customers who have new PCs with OEM software.
- Point out that OEM licenses acquired with Software Assurance may leverage Volume Licensing use rights.
- Let your customers know that they can enroll into Software Assurance up to 90 days from the date of purchase of any new PC that comes with pre-installed Microsoft software.

Software Assurance can help you develop your business in the following ways:
- Promote complementary software. Customers with more current versions of software are more likely to buy deeper solution stacks.
- Take advantage of the additional margin SA has on OEM software (countering low margins on hardware).
- Discuss the value of SA to help simplify your customers' renewal processes and stabilize their revenue.

Counsel your customers on how to maximize their Software Assurance benefits.
- Offer services that fulfill your customers' new SA benefits.
- Offer additional maintenance and deployment opportunities.
- Position SA as an extended/next version offering. Customers with the latest software tend to be more loyal.
- Help design and maintain an infrastructure that fully leverages your customers' new SA benefits.

HOW TO SELL SA TO THE CUSTOMER

Discuss SA benefits early in the sales cycle. Otherwise, SA becomes an add-on obstacle to finalizing the order.

Integrate SA benefits value into the needs collection and solution discussions. Identify the customer's unique needs and communicate how you will incorporate SA value into the solution.

Position SA benefits as an indispensable part of the solution. SA is more than just an upgrade product; it is an integral part of the total package solution that provides deployment, maintenance, and training.

Focus the solution on specific SA benefits that will be important to your customer. Demonstrate to your customer how each applicable benefit will add to productivity and efficiency.

Talk about the values of SA benefits that are relevant to your customer's solution, focusing on these important steps:
- **Address the unique relationship** between SA benefits and the size and particular needs of your customer's organization.
- **Identify the top three most valuable benefits** for each customer and demonstrate how each benefit adds to the software solution.

Emphasize return on investment (ROI). SA can provide a long-run, cost-effective path for the upgrade solution with an equally attractive ROI.

Talk about SA in longer time frames. Use a six-year example to show the value during the relationship relative to the cost of repurchasing licenses. For an example, see page 3 of The Yankee Group SA review at http://download.microsoft.com/download/c/4/6/c467bb4c-526b-4892-9250-17d77e74bb4a/Yankee_Report.pdf.

Use the talking points to facilitate discussion with your customers about how to put SA to work for their organizations.

WHAT'S IN IT FOR MY CUSTOMER? (KEY TALKING POINTS)

Business decision makers (BDMs) make the hard choices of where to spend money and for what purpose. Use these talking points with BDMs:

Software Assurance is one part of a larger business solution. Without it, your software investment won't perform as effectively or efficiently.

With Software Assurance, you can better control your costs. You can extend payments over three years, instead of all at once, and you have the option to deploy new software versions when you are ready.

The Home Use program, incident support benefits, and training benefits can reduce your current support costs, helping you realize your ROI faster.

Software Assurance helps increase employee productivity. Home use rights provide your employees with the ability to work at home using the latest Microsoft Office technology. And with Microsoft E-Learning and training benefits, your employees can learn the best ways to use the new software.

Technical decision makers (TDMs) serve as a key influence in the decision-making process to purchase new technology. Use these talking points with TDMs:

- **Software Assurance lets you access the most current versions** of Microsoft software and the latest resources, enhancing control of your IT environment.
- **With our training tools,** such as Microsoft E-Learning and Microsoft Certified Partners for Learning Solutions (CPLS) training vouchers, your staff can quickly get up to speed on the technology, increasing productivity.
- **Support tools,** such as Problem Resolution, Cold Backups for Disaster Recovery, and Extended Hotfix Support, simplify IT management.

USING AND MANAGING SOFTWARE ASSURANCE BENEFITS
Customers can activate and manage their Software Assurance benefits through one of two
Websites:

- **eOpen for Open License agreements:** https://eopen.microsoft.com
- **Microsoft Volume Licensing Services (MVLS) Website for all other agreements:**
https://licensing.microsoft.com

Both sites are secured by means of a Windows Live ID (formerly Microsoft .NET Passport) and can
also be used for viewing agreement and license information and Volume License Keys.

> **To access eOpen,** customers need their Open License authorization number and
> license number.

> **To access MVLS,** the notices contact of a customer who signed the agreement with SA
> can use the agreement number in order to access MVLS and thereby become an MVLS
> administrator for that agreement. This administrator can then assign additional administrators
> and users. Documentation and online training can be found on the MVLS Website.

SOFTWARE ASSURANCE BENEFITS SNAPSHOT
Cold Backups for Disaster Recovery—Customers with SA and related Client Access Licenses
(CALs) can use complimentary "cold" backup server licenses for disaster recovery.

E-Learning—Uses simulations, demonstrations, animations, hands-on exercises, and assessments
to provide an engaging, effective learning experience for employees who need to upgrade
their skills.

Enterprise Source Licensing Program—Eligible customers with 1,500 or more licensed
desktops can access Windows source code for internal development and support.

Home Use Program—Employees can get licensed copies of select Microsoft Office desktop
programs for their home computers.

Employee Purchase Program—Gives customers' employees significant discounts off retail
pricing on popular Microsoft productivity and consumer products. Employees can order directly
through a secure, Microsoft-hosted e-commerce site.

New Version Rights—SA customers are eligible to upgrade to new versions of licensed software
released during their term of Software Assurance coverage.

Spread Payments—Gives customers the flexibility to spread payments annually (available across
all programs except Open License Business and Volume) instead of making one upfront payment,
reducing their initial costs and improving their ability to forecast annual software budgeting.

Packaged Services—Customers are eligible to receive one to 15 days of on-site services
with through pre-qualified partners who provide hands-on training and experience within the
customer's environment.

- **Desktop Deployment Planning Services** partners work with customers to create a
deployment plan for evolving to a more secure, well-managed, and cost-effective desktop
environment that supports organization agility.
- **Microsoft Office SharePoint Deployment Planning Services** evaluate how SharePoint can
help lower costs, enhance collaboration, and optimize infrastructure.

Windows Vista Enterprise—Available exclusively as a Software Assurance benefit, Windows Vista
Enterprise offers security and management features that help large organizations significantly
lower costs and improve the efficiency of their IT resources.

Microsoft Desktop Optimization Pack for Software Assurance—The Desktop Optimization
Pack for Software Assurance is available as an annual paid-for subscription for customers who
have Windows Software Assurance (except Open License). It is a suite of five technologies designed
to drive down the cost and provide additional flexibility when managing a Windows Desktop.

24x7 Problem Resolution Support—Provides non-stop online and business-hour telephone
support resources for business-critical outages on all Microsoft-supported products. Partners
can call on behalf of customers. Software Assurance customers receive unlimited Web support
(available during business hours) for Microsoft servers covered under their agreement. Customers
who chose not to migrate before June 30, 2006, will accrue incidents as of their migration date or
Software Assurance agreement renewal date.

Extended Hotfix Support—Extended Hotfix Support is a benefit for older software versions that
have transitioned from Mainstream to Extended Support. For eligible customers, the annual fees
normally charged as part of an Extended Support contract are now waived during the term of
their Software Assurance coverage.

TechNet Subscription through Software Assurance
Customers with Software Assurance for server licenses have access to TechNet benefits. Depending
on their Volume Licensing Program and the products covered by Software Assurance, customers
will receive either TechNet SA Subscription Services or TechNet Plus Direct. The respective
benefits for each are as follows:

- **TechNet SA Subscription Services** provide access to over 100 managed newsgroups
where IT pros can exchange ideas and experiences with other professionals and get expert
answers to their technical questions within the next business day—guaranteed.
- **TechNet Plus Direct** is an essential Web-enabled and live support resource that provides IT
professionals with fast and convenient online access to Microsoft experts and software.

Training Vouchers—Eligible SA customers will receive vouchers for training from Microsoft
Certified Partners offering instructor-led and online courses, self-paced courses, and consultative
learning services, which are available to IT professionals and developers from more than 1,600
Microsoft Certified Partners for Learning Solutions worldwide. Training vouchers may be
exchanged for Information Work Solution Services days at a rate of two vouchers for each day
of services.

Windows Fundamentals for Legacy PCs
A Windows-based operating system designed for customers with legacy PCs who are running
previous operating systems and are not in a position to purchase new hardware. Windows
Fundamentals provides the same security and manageability as Windows XP Service Pack 2 while
providing a smooth migration path to the latest hardware and operating systems.

Step-up License
Eligible Software Assurance customers may migrate from a lower-level edition to a higher-level
edition of certain products with a Step-up License. For more details, see the Enterprise Edition
Step-up License Volume Licensing Brief: http://www.microsoft.com/licensing.

MSDN Professional and Premium

Customers with Software Assurance coverage for Microsoft Visual Studio® Team System are eligible for MSDN® Professional or MSDN Premium, allowing them access to a wide range of tools, software, and knowledge for developing applications on Microsoft platforms. For more information, go to http://msdn2.microsoft.com.

Retired Benefits

As of November 2007, the following benefits are no longer available as part of Software Assurance:

- Windows Pre-installation Environment, now called Windows Automated Installation Kit (AIK), is available to all customers as a free download.
- Virtual PC Express is being replaced by Microsoft Virtual PC 2007, which is available to all customers as a free download.
- Exchange Server, a.k.a. Exchange Intelligent Message Filter (IMF), is now available to all customers as part of Exchange Server 2003 Service Pack 2.
- Corporate Error Reporting will no longer be available through SA.

MICROSOFT DESKTOP OPTIMIZATION PACK FOR SOFTWARE ASSURANCE

The Desktop Optimization Pack for Software Assurance is available as an annual paid-for subscription for customers who have Windows Software Assurance (except Open License). It includes the following five technologies:

Microsoft Application Virtualization. Customers can deploy software applications that are never installed and never require regression testing, yet follow users anywhere, on demand. With Application Virtualization, turn Windows applications into centrally managed virtual services that are delivered to any workstation or portable computer client worldwide; integrate and manage within Microsoft System Center Configuration Manager (formerly Microsoft Systems Management Server).

Microsoft Asset Inventory Services. Customers can reduce application management lifecycle TCO through advanced software inventory scanning and by translating inventory data into useful, administrator-friendly information available on demand. It is delivered as an easily administered, hosted service.

Microsoft Advanced Group Policy Management. Helps IT take control of the desktop through effective change management, versioning, and roll-backs through Group Policy Objects (GPOs) and a robust role-based administration and delegation model.

Microsoft Diagnostics and Recovery Toolset. Customers can quickly repair systems that won't start or are locked-out, restore lost data, remove malware from infected systems while the system is safely offline, and diagnose system and network issues.

Microsoft System Center Desktop Error Monitoring. This tool provides IT with awareness and insight into the application and operating system failures that cause your live PCs to hang or crash. This tool makes it easy for IT administrators to collect, aggregate, report, and manage such failures through an enterprise-ready, scalable, and low-cost deployment solution for granular error filtering and alerting.

SOFTWARE ASSURANCE FREQUENTLY ASKED QUESTIONS

How do my customers track and manage SA?

Customers may review their SA transactions through MVLS or eOpen. MVLS and eOpen are also the benefit management tools for SA. Customers will receive communication from Microsoft, letting them know when their agreements with SA will expire and how to renew.

Partners need to:

- Inform their customers about improvements in the value of the SA program, including software releases available for deployment or SA benefits available to the customer.
- Outline deployment options to help customers realize the value of their investments.
- Follow up with customers for their renewal orders.

How do customers manage their SA benefits?

A customer notice contact will need to assign a benefits administrator responsible for activating and managing benefits. This role can be fulfilled by customers directly, or they can assign this responsibility to a channel partner. The notices contact will receive an e-mail message from Microsoft with SA benefits details. SA benefits administration training is available at www.microsoft.com/licensing/sa/mvls/launcher.htm.

What steps should customers take to designate their partner access to eOpen or MVLS as SA benefit administrators?

- **eOpen:** The designated notices contact will receive an e-mail message with eOpen access details. The notices contact accesses eOpen and designates permission for others to access eOpen and manage SA benefits.
- **MVLS:** The designated notices contact will receive an e-mail message with MVLS access details. The notices contact must access MVLS and establish the partner as a benefits administrator for one or more of the SA benefits. The partner will then receive an e-mail message with details on how to access MVLS and manage the SA benefits assigned.

Can customers consolidate licenses and SA from multiple agreements and expiration dates?

Volume Licensing customers can consolidate their Software Assurance coverage from one or more expiring program agreements into another existing active program agreement. Some benefits of consolidating Software Assurance may include:

- Continuous Software Assurance coverage with fewer agreements.
- Improved license management (fewer agreements to manage with different terms and expiration dates).
- Increased flexibility and greater pricing predictability by eliminating the need to have different volume licensing agreements at different price levels.

How do customers track licenses and SA as new versions are released and deployed?

MVLS and eOpen detail license transactions. As new software versions are made available, the underlying transaction record will not change. Customers' SA transactions and agreement end dates can be used for documenting version rights qualification through SA.

How do partners manage their customers' SA expirations?

Microsoft regional operations centers send expiration notices to customers between 60 and 90 days before the coverage/agreement expires, depending on the program the customer is enrolled in. However, Microsoft does not send notices directly to the channel partners. Partners should track their customers' SA transactions.

When does SA expire?

Coverage begins at the same time your customer and Microsoft both accept the agreement or add new licenses with Software Assurance to the agreement, and it expires with the Volume Licensing agreement term.

What SA options are available for OEM and Full Packaged Product (FPP) software?

SA is not an option in the OEM and FPP channels. However, customers may acquire SA for OEM and most FPP software from any authorized Volume Licensing reseller. Customers may choose any Volume Licensing program to acquire SA that they are qualified for, according to the program rules. Then OEM and FPP software with SA coverage and underlying licenses have the Product Use Rights and SA benefits of the Volume Licensing program under which the SA coverage was acquired.

Is SA available and consistent worldwide?

SA is available worldwide. Specific offerings and language availability vary from region to region.

How does my company track SA benefits?

Open Value, Select License, and Enterprise Agreement customers can access and manage SA benefits through Microsoft Volume Licensing Services. Open License Business and Volume customers can access and manage SA benefits through eOpen. New software releases are listed in the Microsoft Product List at www.microsoftvolumelicensing.com/userights.

My customer has SA on its server. Does the customer need SA for its CALs in order to receive server support benefits?

Yes. For server software licensed using the server/CAL model, the customer needs to acquire SA for both the server license and for all CALs accessing that server.

What support issues can my customer contact Microsoft about for licenses covered with SA?

The types of issues covered by SA are characterized as responsive, technical operational problems. Issues that are more proactive and consultative in nature are not covered under SA, but are still available from Microsoft under the Premier Support program.

Can anyone from my customers' organizations call for support on a server covered by SA?

There are limits to the number of callers that can call for support. The limits are based on the type of Volume Licensing program and discount level through which you acquired your SA. Technology partners can be listed as parties that can access support under SA.

How do my customers who have an expiring SA agreement move from their current Volume Licensing program to another?

Customers may move expiring SA coverage into another Volume Licensing program by purchasing SA for their covered license on a new agreement in the Volume Licensing program of their choice. The order will need to be processed according to the rules of the new program, and customers may need details about their expiring agreement(s) to complete the order.

Which Volume Licensing rights do customers receive if they add SA to Office OEM?

When SA is bought for Office OEM licenses, all Volume Licensing rights apply, including the downgrade right, the right to move a license to another computer, and reimaging rights.

SOFTWARE ASSURANCE RESOURCES AND TOOLS

Software Assurance is constantly evolving. For the latest updates, refer to the following resources:

Marketing Resources

For resources, including presentations and reference sheets on Software Assurance benefits, visit https://partner.microsoft.com/softwareassurance.

Administration

Microsoft has published extensive tutorials and guides to administering Software Assurance benefits. To learn more, go to https://partner.microsoft.com/softwareassurance.

RESOURCES

Online Partner Resources

Partner Portal: https://partner.microsoft.com/softwareassurance

Training: https://partner.microsoft.com/40019020

Partner University: http://www.msreadiness.com

Gear Up U.S. and U.K.: http://www.ms-gearup.com

Microsoft LicenseWise for Volume Licensing: https://partner.microsoft.com/global/40011368

Customer-facing Resources

Microsoft Volume Licensing Website: http://www.microsoft.com/licensing/programs/sa

Benefits Entitlement Chart: http://www.microsoft.com/licensing/programs/sa

Microsoft Licensing Advisor: http://www.microsoft.com/licensing/mplahome.mspx

Benefits Support Center

E-mail: mvlshelpa@msdirectservices.com

Phone: 1-866-230-0560 for benefits assistance. downgrade right, the right to move a license to another computer, and reimaging rights.

Microsoft Online Services

Microsoft Online Services (OLS) are a subscription-based feature-rich portfolio of enterprise software services in which a critical portion of the software resides outside a customer's IT environment with Microsoft. As the service provider, Microsoft is responsible for managing the operation, upkeep and maintenance of software used by Online Service customers.

Microsoft Online Services provide customers all the benefits of the latest technology with reduced costs. Many services in the Online Services portfolio are Software-as-a-Service (SaaS) applications. Unlike traditional software that is installed, used, managed, and supported locally on a computing device, these services offer the following benefits:

- A critical portion of the software resides outside the customer's IT environment.
- Applications are hosted at Microsoft Data Centers.
- Microsoft, not the customer or partner, is responsible for managing the operation, upkeep, and maintenance of the software.
- The version of software running is the most current—so customers can benefit from the latest software functionality without complex IT management.
- Services are billed, prior to being used, either upfront or annually for the term of the agreement.

Online Services Customer Profile:
- Customers who look for enterprise-class reliability without the associated hardware and IT management costs.
- Customers who see the competitive value of running the latest versions of software.
- Customers who want to enhance existing business-critical applications while reducing upfront licensing and maintenance costs.
- Customers who do not want to manage specific software solutions in-house. Small and mid-sized businesses are more likely to commit business-critical operations to Online Services.
- Customers with existing Volume Licensing agreements (almost any agreement except Open License, Open Business, Open Volume, Government Open License, or Open Charity).
- Customers seeking new Volume Licensing agreements or approaching renewal.

Volume Licensing Programs for Online Services

Online Services are available only to Volume Licensing customers. Online Services are available immediately for customers with most current Microsoft Volume Licensing agreements, including:

- Enterprise Agreement
- Select License
- Open Value
- Campus Agreement and School Agreement

Note: Online Services are not available through Open Business, Open Volume, or Open Charity.

Service Provider Licensing Programs
- Microsoft Forefront® client security available through Service Provider License Agreement (SPLA) and HVS.
- Microsoft Exchange Hosted Services and Microsoft Office LiveMeeting available through SPLA and UC Managed Service License.

Agreement Term:	Three-year agreement
Payment Options:	Three upfront annual payments, or all upfront
Minimum Order:	Five licenses through Open Value
License Tracking:	Track licenses online using the Microsoft Volume Licensing Services (MVLS) Web tool at https://licensing.microsoft.com

PARTNER OPPORTUNITY FOR ONLINE SERVICES

Why Recommend Online Services?

Increase your deal size—Purchasing Microsoft Online Services means less upfront investment in perpetual licenses and hardware costs. This leaves customers positioned to invest more of their IT budgets in your higher value support, deployment, training, and other value-added service offerings.

Subscription pricing—Per-seat flexibility, and prorating across contract terms all create better economics for customers and up-sell opportunities for additional hosted services.

Secure recurring revenue—Subscription pricing also creates attractive payment options for customers and a predictable revenue stream for you. Because Online Services agreements can be coterminous with Volume Licensing agreements, you can easily align your maintenance contracts to the term—resulting in less license management effort.

Shorten your sales cycle—Online Services are easy to attach to existing solutions for a short sales cycle. Implementation and deployment are also simple, facilitating a more rapid sales process and reducing your per-sales investment.

Licenses for Online Services

These four types of licenses are required in different ways, depending on which service category they fall into. Not every type of license is required for each Online Service.

Services Subscription License (SSL)—Required to enable the functionality of an Online Service across your entire organization.

Add-on Subscription License (Add-on SL)—Required to enhance or "add on to" the functionality of an Online Service across your entire organization.

User Subscription License (USL)—Required to enable the functionality of an Online Service for a particular user.

Device Subscription License (DSL)—Required to enable the functionality of a service for a particular device.

Categories of Online Services
- Organization-based
- Organization and User-based
- User-based
- Device-based

ONLINE SERVICES PORTFOLIO

Microsoft offers enterprises products in three broad categories: Communication and Collaboration Services, Security Services, and Reference Services. The following is a summary of the products in the OLS product portfolio and their features.

> **ⓘ For more information**
>
> Please refer to the *Microsoft Online Services Guide* for details of the current software services as well as the licensing model for the purchase of services, located at http://www.microsoft.com/licensing/resources/volbrief.mspx

Communication and Collaboration Services

Exchange Hosted Filtering — Antivirus and anti-spam filtering of e-mail and other data in the cloud (outside firewall).

Exchange Hosted Archive and Archive Extra Storage — Storage of e-mail and other data for backup and regulatory compliance. Exchange Filtering must be purchased to purchase this service.

Exchange Hosted Continuity — Storage of e-mail and other data for backup and business continuity. Microsoft Exchange Filtering must be purchased to purchase this service.

Exchange Hosted Encryption — Automatic encryption and decryption of e-mail and other data in the cloud (outside firewall). Exchange Filtering must be purchased to purchase this service.

Office Live Meeting Standard and Professional — Online presentation, meeting, and collaboration space.

Office Live Communications Server Public Instant Messaging Connectivity (LCS PIC) — Online interface between different public instant messaging (IM) services.

Office Groove™ Enterprise Services* — Automatic synchronization within teams that are collaborating — provides dedicated relay service to facilitate synchronization.

Automated Service Agent — Provide an automated conversational interface that can intelligently answer support questions without human interaction.

Security Services

Forefront™ Security for SharePoint — Protects Microsoft Office SharePoint® Server 2007 and Microsoft Windows® SharePoint Services 3.0 environments against viruses, worms, spam, and inappropriate content.

Forefront Security for Exchange Server — Antivirus and antispam filtering of e-mail and other data on a mail server (inside firewall) — continuous update of engines, signatures, and spam lists.

Forefront Client Security — Unified malware protection for business desktop PCs, laptops, and server operating systems that is easy to manage and control.

Forefront Server Security Management Console — Centralized management of Forefront Security for Exchange Server and Forefront Security for SharePoint.

Microsoft Antigen for Instant Messaging — Blocks IM viruses and malicious content in real time.

Reference Services

Virtual Earth™ — Customized map/direction/location services for businesses to provide to their customers on their Web sites.

Microsoft Learning Solutions — Reference content and courses.

MSN Encarta® Academic and Premium — Encyclopedia and other content for academic institutions, libraries, etc.

SOFTWARE + SERVICES SUITES

Microsoft OLS products are licensed through the following Volume Licensing suites. For more information about Microsoft Volume Licensing, please visit http://www.microsoft.com/licensing.

Enterprise CAL (Client Access License) Suite
- Microsoft Windows Server® CAL
- Microsoft Exchange Server Standard CAL
- Microsoft Office SharePoint Server CAL
- Microsoft System Server Configuration Manager CML
- Microsoft Exchange Server Enterprise CAL
- Microsoft Office SharePoint Server Enterprise CAL
- Microsoft Office Communications Server Standard CAL
- Microsoft Office Communications Server Enterprise CAL
- Microsoft Windows Rights Management Services CAL
- Microsoft System Center Operations Manager OML
- Microsoft Forefront Security Suite*

Exchange Enterprise CAL
- Exchange Server
- Forefront Security for Exchange Server*
- Exchange Hosted Filtering*

Forefront Security Suite
- Forefront Client Security*
- Forefront Security for Exchange Server*
- Forefront Security for SharePoint Server*
- Antigen for Instant Messaging*
- Exchange Hosted Filtering*

*Indicates "Sold as an Online Service within a Software + Services Suite."

ONLINE SERVICES FREQUENTLY ASKED QUESTIONS

How does licensing for Online Services differ from traditional software orders?
Unlike most traditional software licenses, licenses for Online Service subscriptions and the software that comes with them are not perpetual. Instead, you have the right to access and use the Online Service and install and use the related software only during your subscription term.

Do some Online Services require other Online Services in order to work properly? Is there a "required stack" for Online Services?
Yes — for some Online Services. Just as an operating system (such as Windows Vista®) is required in order to run an application (such as Microsoft Office Word), some Online Services are required in order to run other Online Services. For example, to use Microsoft Exchange Hosted Services Encryption, customers are also required to subscribe to Microsoft Exchange Hosted Services Filtering. Filtering is required for encryption.

How does my customer with an Enterprise Agreement (EA) or Enterprise Subscription Agreement purchase Online Services?
Orders for subscription services can be placed at the time of agreement signing, in the middle of their term, or on their anniversary date. Customers just need to add the products of their choice to their existing EA under the "Additional Products" section of the agreement. Due to the flexibility of Volume Licensing Online Services, this addition is simply prorated for the remainder of the agreement term.

Can other Online Services be added to the sale of an integrated Volume License suite?
Yes, Online Services not included in a suite can also be added to an agreement.

ADDITIONAL RESOURCES

General Information
- Licensing Information for Partners: https://partner.microsoft.com/40019020
- Online Services Guide: https://partner.microsoft.com/40045691
- Microsoft License Advisor:
  www.microsoft.com/licensing/mlahome.mspx
- Sales and Marketing Tools and Support:
  https://partner.microsoft.com/40030095
- Security Software Advisor Program:
  https://partner.microsoft.com/40029032

Microsoft Products Information
- Microsoft Forefront:
  www.microsoft.com/forefront/default.mspx
  https://partner.microsoft.com/40029211
- Microsoft Exchange Hosted Services:
  www.microsoft.com/exchange/services/default.mspx
  https://partner.microsoft.com/40028007
- Exchange Hosted Services Pricing and Licensing Overview:
  https://partner.microsoft.com/40028222
- eOpen Training and User Guide:
  https://partner.microsoft.com/40029923
- Microsoft Learning Solutions: www.microsoft.com/learning/mls
- Microsoft MapPoint Web Service: https://partner.microsoft.com/40014678
- Microsoft Office Live Meeting:
  https://partner.microsoft.com/40029315
- Microsoft Office Live Communications Server Public IM Connectivity:
  https://partner.microsoft.com/40043916
- Microsoft Office Groove Services: http://office.microsoft.com/en-us/groove/default.aspx

Anti-Piracy

Software counterfeiters often take advantage of businesses seeking to cut their software-acquisition costs. Do your part to ensure the software industry maintains a level playing field that benefits everyone. Don't let your customers be fooled. As their trusted advisor, you can help them by identifying the different kinds of software piracy and the associated risks they pose, and then present them with the solutions they need.

Copying or distributing copyrighted software without license is one kind of piracy, but it's not the only kind. Simple possession of unauthorized software is also piracy. Familiarity with these and other forms of piracy can help protect you and your customers from the potential repercussions of intellectual property theft. Software piracy includes:

- End-user piracy. It is illegal to copy or possess software without licensing for each copy. Individual users and companies alike must acquire enough licenses to cover their software installations. Volume Licensing applies only to Windows® desktop upgrades, not to the full Windows operating system.
- Manufacturer piracy. It is illegal for a computer manufacturer to copy software and preinstall it without including an appropriate license ("hard disk loading").
- Mis-channeling. It is illegal to sell an OEM license without a complete system to an end customer, as explained in the System Builder Agreement.
- Internet piracy. It is illegal to offer unauthorized copies of software for download over the Internet. If software is available on the Internet, make sure the software publisher has authorized this distribution.
- Counterfeiting. It is illegal to manufacture unauthorized copies of software and distribute those copies in packaging that reproduces or resembles that of the manufacturer. Counterfeit registration cards with unauthorized serial numbers are often included in these packages.
- Online auction piracy. It is illegal to resell software in violation of the original terms of sale, to resell software marked not for resale (NFR), or to resell OEM software that is never authorized for resale by a third party.
- Online distributor piracy. Software counterfeiters will sometimes promote "special deals" they've made with the software publisher, advertise "liquidated inventories," or try to generate interest in software they acquired through "bankruptcy Software sales." Watch out for phrases like these. They can lead customers to think they're getting genuine software at a discounted price.

GENUINE MICROSOFT SOFTWARE INITIATIVE

Unlicensed and pirated software threatens the entire software industry. Communicate the benefits of genuine software to your customers. The Microsoft Genuine Software Initiative can help you demonstrate the long-term value of your solution built on genuine licensed Microsoft software.

Microsoft Get Genuine Kit for Windows XP Professional

Help your customers get genuine Windows on their existing PCs

The most cost-effective way to acquire Windows software is preinstalled on a new PC. However, more customers are becoming aware that they are running non-genuine Windows XP on their PCs. The Get Genuine Kit gives you a cost-effective solution to help them get legal, deepen your customer relationship, and be there as a trusted advisor.

The Get Genuine Kit is only available for use on fully assembled PCs with a previously installed counterfeit, pirated, or otherwise illegal or unlicensed copy of Windows XP Professional software.

How It Works:

1. Acquire the Get Genuine Kit from an authorized Microsoft OEM distributor.
2. Affix, or instruct the end user to affix, the enclosed certificate of authenticity (COA) label to the PC.
3. Microsoft recommends, but does not require, that on the end user's computer system you either:
   - Run the Windows Product Key Update Tool
   - Perform a re-install of Windows XP
   - Perform a clean install of Windows XP

How to get it:

The Get Genuine Kit is available from an authorized Microsoft OEM Distributor in packs of 1 or 10.

LICENSE	PACK CONTAINS
1	1 COA label, 1 media, and 1 end user license agreement (EULA)
10	10 COA labels, 1 media, and 1 EULA (for legalization of multiple PCs)

- 10-packs must be used for a single customer and must not be divided among multiple customers.
- Bits are similar to full packaged product bits in that they will not wipe clean the hard drive upon installation.
- Microsoft provides product support for the Get Genuine Kit. This differs from OEM system builder software, which the PC Manufacturer supports.
- The license is NOT transferable to another PC.

Get Genuine Windows Agreement

The Get Genuine Windows Agreement (GGWA) is a new solution available through Volume Licensing for Microsoft's reseller channel to offer customers who want to correct licensing deficiencies in Windows XP Professional operating systems on the desktop. There are two types of Get Genuine Windows Agreements, designed to accommodate customer size and compliance needs: GGWA for Small and Medium Organizations, and GGWA for Large Organizations.

You have an opportunity to capture otherwise lost revenue by providing a compliance solution to customers who have been victims of piracy. GGWA can help you:

- Grow your business by offering a scalable legalization solution for unlicensed copies of Windows XP Professional on your customers' desktops.
- Up-sell Microsoft Software Assurance for Volume Licensing within 90 days of GGWA acquisition.
- Provide additional software asset management consulting services.
- Help strengthen your customer relationships and create ongoing value for your business.

Organization benefits: The Get Genuine Windows Agreement (GGWA) for Small and Medium Organizations allows customers to correct Windows XP Professional desktop licensing deficiencies on their PCs.

Products Included: Windows XP Professional

Licensing Offerings: GGWA offers customers the license only and is not combined with Software Assurance, which can only be purchased separately.

Pricing: Five license purchase minimum for GGWA for Small and Medium Organizations; license acquisition minimums and corresponding discounts for GGWA for large organizations will vary by subsidiary.

Agreement term: Two months, non-renewable

Payment options: Upfront payment only

Installation and Activation: If your customers already have genuine software, no installation or activation is required. If your customers are running non-genuine software, they will need to install the genuine version with media and activate it using the volume license key.

GGWA FREQUENTLY ASKED QUESTIONS

What are the GGWA requirements resellers need to tell their customers about?

Both GGWA for Small and Medium Organizations and GGWA for Large Organizations have the following customer requirements in common:

- A pre-signed legalization agreement that includes an acknowledgement of legalization and an audit clause
- A commitment that future Windows software acquisitions will contain legal software
- Placement of a one-time only order
- Non-transferability of GGWA licenses

GGWA for Large Organizations has these additional requirements:

- Customers must commit to legalizing all of their out-of-compliance Windows PCs.
- A signed Master Business and Services Agreement (MSBA) if one is not already in place.

Is software legalized through GGWA eligible for Software Assurance enrollment?

Yes. Software Assurance can be acquired within 90 days of the GGWA acquisition via another Volume Licensing program (Open, Open Value, Select, Enterprise Agreement).

Can customers order media? If so, how is this done?

Customers may order media as a separate purchase through their LAR or reseller. Standard media fulfilment and shipping fees apply.

How do I help my customer get GGWA?

All Microsoft resellers may order GGWA for Small and Medium-size Organizations. You must be a Microsoft Large Account Reseller to order GGWA for Large Organizations. To Order GGWA for Small and Medium-size Organizations:

1. Determine the number of licenses your customer needs. (Minimum purchase is five.)

2. Request the Get Genuine Windows Agreement and pricing information for the GGWA SKU (EA5-05204 Microsoft Windows XP Professional Get Genuine Windows Agreement) from your Microsoft Authorized Distributor.

3. Learn about customer financing options available through Microsoft Financing.

4. Present the agreement and price to your customer.

5. Once your customer reviews, signs, and returns the Get Genuine Windows Agreement to you with the quantity of licenses desired, place the order with your Microsoft Authorized Distributor.

To Order GGWA for Large Organizations:

1. Determine the number of licenses your customer needs. (Minimum purchase varies by market; contact your PAM for more information.)

2. Download the Get Genuine Windows Agreement.

3. Request pricing information from your PAM for the GGWA SKU (E85-05204 Microsoft Windows XP Professional Get Genuine Windows Agreement).

4. Learn about customer financing options available through Microsoft Financing.

5. Present the agreement and price to your customer.

6. Once your customer reviews, signs and returns the Get Genuine Windows Agreement to you with the quantity of licenses desired, place the order with your ROC.

HELPFUL RESOURCES:

Microsoft Genuine Software: http://www.microsoft.com/genuine/

Making choices about Microsoft Licenses:
https://partner.microsoft.com/40032366

Microsoft Licensing Programs—acquiring licenses:
https://partner.microsoft.com/40032361

Microsoft Partners and Resellers:
https://partner.microsoft.com/40029354

Microsoft Partner Anti-Piracy efforts: http://www.microsoft.com/piracy/partners/default.mspx

The 2007 Microsoft Office System

APPLICATIONS	OFFICE BASIC 2007	OFFICE HOME AND STUDENT 2007[1]	OFFICE STANDARD 2007	OFFICE SMALL BUSINESS 2007	OFFICE PROFESSIONAL 2007	OFFICE ULTIMATE 2007	OFFICE PROFESSIONAL PLUS 2007	OFFICE ENTERPRISE 2007
Office Word 2007	●	●	●	●	●	●	●	●
Office Excel 2007	●	●	●	●	●	●	●	●
Office PowerPoint 2007		●	●	●	●	●	●	●
Office Outlook® 2007	●		●				●	●
Office Outlook 2007 with Business Contact Manager				●	●	●		
Office Accounting Express 2007[2]				●	●	●		
Office Publisher 2007				●	●	●	●	●
Office Access™ 2007					●	●	●	●
Office InfoPath® 2007						●	●	●
Office Communicator 2007[3]						●	●	●
Office OneNote® 2007		●				●		●
Office Groove 2007						●		●
Integrated Enterprise Content Management						●	●	●
Integrated Electronic Forms						●	●	●
Advanced Information Rights Management and Policy						●	●	●
Channel Availability	OEM	FPP OEM	VL FPP	VL FPP OEM	FPP OEM Academic	FPP	VL	VL

[1] Microsoft Office Home and Student 2007 is limited to students, teachers, and noncommercial use at home. It may not be upgraded. For information on earlier versions of Office, visit www.microsoft.com/office/editions/prodinfo.

[2] Microsoft Office Accounting Express 2007 is available in the United States only.

[3] Microsoft Office Communicator 2007 is scheduled for release in the second quarter of 2007. International versions of Office Communicator 2007 are scheduled for release in the second half of 2007.

Product Licensing — Applications

SELL SOFTWARE ASSURANCE WITH THE 2007 MICROSOFT OFFICE SYSTEM

- Discuss Software Assurance benefits early in the sales cycle.
- Integrate SA benefits value into the needs collection and solution discussions.
- Position SA benefits as a valuable part of the solution.
- Focus the solution on specific SA benefits important to your customer.
- Talk about SA value over longer time frames.

For more information on the partner business opportunity for SA, see page 30 of this guide.

2007 Microsoft Office System SA Benefits by License Program

BENEFIT	OPEN LICENSE	OPEN VALUE NON-COMPANY-WIDE	OPEN VALUE COMPANY-WIDE & OPEN VALUE SUBSCRIPTION
New Version Rights	●	●	●
Spread Payments		●	●
Home Use Program	●	●	●
Employee Purchase Program			●
Corporate Error Reporting			●
E-Learning	●	●	●
Training Vouchers		●	●

TARGET YOUR CUSTOMER

Office Basic 2007[1]—The entry-level version of the Office suite. It is available only as a preinstalled option from participating OEMs. The ideal customer:

- Has price and budget limitations.
- Needs only word processing, e-mail, and spreadsheet functionality.

Office Home and Student 2007[2]—The new Office suite that replaces the former Office Student and Teacher Edition 2003. The target customer:

- Is a consumer, not a business.
- Needs word processing, spreadsheet, and/or note-taking functionality.

Office Standard 2007—The standard functionality expected in an Office suite. It is not available as a preinstalled option with a new PC. The ideal customer:

- Needs the basic components of the Office suite.
- Does not need to use and maintain a business customer relationship management (CRM) package.
- Does not need tools to create marketing publications, newsletters, or brochures.

[1]*No upgrades are available for this edition.*

[2]*Office Home and Student 2007 is licensed only for noncommercial use by households. It cannot be used in commercial (business) situations.*

Office Small Business 2007—The best functionality and value for small businesses. The ideal customer:

- Wants all the standard Office components: Word, Excel, PowerPoint, and Outlook.
- Needs sales management tools for contacts, sales opportunities, and accounts—with Business Contact Manager.
- Wants to create and present a professional image and marketing materials for print, the Web, and e-mail.

Office Professional 2007—An enterprise-level suite for information workers in connected organizations, available by acquiring Office Professional preinstalled (OEM) or through retail. The ideal customer:

- Wants the ability to collect and share information between 2007 Office system programs and back-end data sources.
- Needs to create professional, in-house marketing materials for print, the Web, or e-mail.
- Needs to organize, access, and share information with Access database software.
- Can be enrolled into SA within 90 days of acquisition if bought as an OEM license.

Office Professional Plus 2007—A higher level of functionality and total value for information workers in connected organizations, regardless of the size of the organization. The ideal customer shares the same needs as Office Professional 2007 customers and:

- Needs to acquire licenses through the Volume Licensing programs.
- Needs to gather information flexibly and efficiently in rich, dynamic forms and share, reuse, and repurpose information with the use of the InfoPath information-gathering program.
- Wants instant messaging with and presence level monitoring of other PC users through the Office Communicator 2007, the most versatile client software for Office Communications Server 2007, which replaces Live Communications Server 2005.
- Wants to implement enterprise content management through integration of Office Word 2007, Office Excel 2007, Office PowerPoint 2007, and Office Outlook 2007 with Office SharePoint Server 2007, which replaces SharePoint Portal Server 2003.
- Needs persistent security—for example, the ability to secure and protect documents created with Office Word 2007, Office Excel 2007, Office PowerPoint 2007, and Office Outlook 2007 even after such documents leave the customer's physical network. Such security is achieved through integration with Windows Rights Management Services.
- Wants to streamline data gathering and automate business processes through the ability to embed InfoPath forms in Office documents such as Office Word 2007 files and Office Outlook 2007 messages.
- Wants extended Volume Licensing use rights, including downgrade rights, transfer rights, reimage deployment capabilities, and electronic license management.

Office Enterprise 2007—The highest level of functionality for businesses. The ideal customer shares the same needs as Office Professional Plus 2007 customers and:

- Wants to increase the efficiency and effectiveness of note taking through the use of Office OneNote 2007.
- Wants to provide collaboration to users across physical and organizational boundaries, even when working offline, through the use of Office Groove 2007.

Office Ultimate 2007—Helps people at home or work collect and consolidate information, find what they are looking for quickly, and easily share critical information across boundaries.

SYSTEM REQUIREMENTS
All 2007 Microsoft Office suites require Windows XP Service Pack 2 or Windows Server® 2003 Service Pack 1. For detailed information about system requirements, visit http://office.microsoft.com/en-us/suites/HA101668651033.aspx.

LICENSING BASICS
A license for Office provides the right to install and use a copy of the software on one personal computer or other device such as a thin client[1]. Customers who buy an Office license through Volume Licensing or as a Full Packaged Product may also install an additional copy of the software on a second, portable device for the exclusive use of the primary user of the first copy of the software. Customers who buy an Office license through Volume Licensing may install and use any number of copies of the software and of any prior version of the software on the licensed device.

Individual applications of an Office suite cannot be broken out and installed on multiple computers.

For further details on Terminal Services licensing, see the Windows Server section on page 70.

MICROSOFT OFFICE PERFORMANCEPOINT SERVER 2007
Microsoft Office PerformancePoint™ Server 2007 is a complete performance-management application that provides monitoring, analytics, and planning capabilities for enterprise and mid-market customers. Office PerformancePoint Server 2007 enables businesses to improve their performance by providing all employees with the ability to measure, manage, and align their activities to company strategy, using the familiar and easy-to-use Microsoft Office environment they already know and use every day. Visit https://partner.microsoft.com/US/40029078 to learn more about the Performance Management Specialization and to access valuable resources available for Office PerformancePoint Server 2007.

Licensing Recommendations for Customers

Recommended License: OEM[1]
Customer Profile:

- Purchasing new hardware with the software license - Does not require Volume Licensing features, such as downgrade rights, software asset management tools, or electronic license management - Wants a single point for hardware and software support	- Accepts that licenses cannot be moved from one computer to another unless the license is enrolled into Software Assurance no later than 90 days after it has been bought

Recommended License: Full Packaged Product
Customer Profile:

- Needs immediate access to the product with no commitment - Is willing to forego product discounts	- Wants the ability to move licenses from one computer to another - Wants to obtain upgrade licenses—for example, for upgrading from Office 2003

Recommended License: Open Business[2]
Customer Profile:

- Needs to acquire five licenses, or CALs, or one server processor license, on the initial order - Needs to have Office on a second portable computer - Is willing to pay upfront for licenses - Wants the ability to move licenses from one computer to another	- Needs a paperless, electronic license management system - Wants to use disk imaging or software distribution tools such as Microsoft System Center Configuration Manager (formerly SMS), and therefore needs an Office suite that does not require product activation

Recommended License: Open Volume
Customer Profile: *Similar to Open Business, except:*

- Wants additional savings on licenses
- Places an initial order of at least 500 points in the Applications Product Pool—for example, 250 Office Standard 2007 licenses without SA

Recommended License: Open Value
Customer Profile: *Similar to Open Business, except:*

- Needs to acquire five licenses, or CALs, or one server processor license, and wants SA - Wants the flexibility of annual installment payment options - Needs to have Office on a second portable computer (only with Open Value Non-Company-wide; Open Value Company-wide and Open Value Subscription require all PCs to be countedn, including portable devices such as laptops and Tablet PCs)	- Wants the additional SA benefits in Open Value - Wants license quantity flexibility (Open Value Subscription) - Wants to use disk imaging or software distribution tools such as Microsoft System Center Configuration Manager (formerly SMS), and therefore needs an Office suite that does not require product activation

Recommended License: Select Agreement
Customer Profile: *Similar to Open Volume, except:*

- Has 250 or more desktops and can forecast a license consumption of at least 1,500 points in the Applications Product Pool—750 licenses without SA for Office Standard 2007	- Wants additional savings on licenses - Needs worldwide coverage - Wants to aggregate purchases across geographies and affiliates

Recommended License: Enterprise Agreement or Enterprise Subscription Agreement
Customer Profile: *Similar to Open Value Company-wide or Open Value Subscription, except:*

- Has 250 or more desktops and wants to standardize across all desktops - Wants additional savings on licenses	- Needs worldwide coverage - Wants to aggregate purchases across geographies and affiliates

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[1]*Office functionality through Terminal Services—When accessing Office through a Windows Server 2003 (or 2003 R2) Terminal Server, a separate Office license must be acquired for each device.*

[1]*Software Assurance may count as a license for qualification to Open Business.*

[2]*Recommend Open Volume if the customer needs to acquire a large number of licenses. (See page 15 for details.)*

FREQUENTLY ASKED QUESTIONS

What is the upgrade eligibility for the 2007 Microsoft Office products?
Many of the 2007 Microsoft Office products are available as upgrade Full Packaged Products. Refer to http://office.microsoft.com/en-us/products/FX101754511033.aspx#2 for upgrade eligibility.

What transition paths are available for Office software?
Customers who bought an Office license with Software Assurance can benefit from the following transition paths.

- Step up from Office Professional Plus 2007 with SA to Office Enterprise 2007 with SA.
- Step up from Office Standard 2007 with SA or Office Small Business 2007 with SA to Office Professional Plus 2007 with SA.

Step-up licenses are available through Open Value, Select License, and Enterprise Agreement but not through Open License.

What language options do the 2007 Microsoft Office products provide?
FPP customers choose their languages when they purchase the Office products.

OEM customers choose their language when they purchase the Office products. By enrolling the OEM license into Software Assurance, customers get the right to install another language version provided that it does not cost more than the licensed version.

Volume Licensing customers choose their language when they purchase an Office product and have the right to install another language version provided that it does not cost more than the licensed version.

All customers can change the user interface and add the proofing tools of another language by obtaining and installing an Office Single Language Pack (SLP). SLPs are available for many languages but not for English. Office SLPs can enhance not only the ingredients of the 2007 Microsoft Office suites but also individual applications such as Microsoft Office Visio 2007, Office Project 2007, and Office SharePoint Designer 2007. SLPs can only be bought online through Office Online (http://office.microsoft.com/en-us/default.aspx).

Customers who want to build a single disk image that includes all languages provided through an SLP may also decide to obtain the 2007 Microsoft Office system MultiLanguage Pack (MLP). This MLP not only contains the user interface of many different languages but also the proofing tools. As such, the 2007 Microsoft Office system MLP replaces the English Office 2003 Editions with Multilingual User Interface (MUI) Pack. Initially, the MLP will only be available through Volume Licensing, but it is also planned to be released as a Full Packaged Product in the middle of 2007.

> ⓘ **For more information**
> For details on Office and Windows Terminal Services, see
> www.microsoft.com/windowsserver2003/technologies/terminalservices/default.mspx

Office Project 2007

Microsoft Office Project Standard 2007 gives customers robust project management tools with the right blend of usability, power, and flexibility, so they can manage projects more efficiently and effectively. Customers can stay informed and control project work, schedules, and finances; keep project teams aligned; and be more productive through integration with familiar Microsoft Office system programs, powerful reporting, guided planning, and flexible tools.

Microsoft Office Project Professional 2007 includes all the capabilities in Office Project Standard 2007. In addition, Office Project Professional 2007 provides collaborative enterprise project management capabilities when used with Microsoft Office Project Server 2007.

Microsoft Office Project Portfolio Server 2007 helps organizations realize their potential by identifying, selecting, managing, and delivering portfolios that align with their strategic priorities. Office Project Portfolio Server 2007 is a key component of the Microsoft Office Enterprise Project Management (EPM) Solution and helps ensure that companies gain visibility, insight, and control across project, program, and application portfolios.

Office Project Portfolio Server 2007 integrates with Microsoft Office Project Server 2007 to provide organizations with an end-to-end project portfolio management solution. Using the bidirectional gateway, administrators can link multiple computers running Office Project Server 2007 to a computer running Office Project Portfolio Server 2007, providing executives with a consolidated view of all projects within the organization.

SELL SOFTWARE ASSURANCE WITH OFFICE PROJECT 2007
- Discuss Software Assurance benefits early in the sales cycle.
- Integrate SA benefits value into the needs collection and solution discussions.
- Position SA benefits as a valuable part of the solution.
- Focus the solution on specific SA benefits important to your customer.
- Talk about SA value over longer time frames.

Office Project Standard 2007 and
Office Project Professional 2007 SA Benefits by Volume Licensing Program

BENEFIT	OPEN LICENSE	OPEN VALUE NON-COMPANY-WIDE	OPEN VALUE COMPANY-WIDE & OPEN VALUE SUBSCRIPTION
New Version Rights	●	●	●
Spread Payments		●	●
E-Learning[1]	●	●	●
Home Use Program	●	●	●
Training Vouchers		●	●
Corporate Error Reporting[2]	●	●	●
Windows Preinstallation Environment			●

[1]*For every Office license to which Software Assurance has been added, SA customers may provide one user access to the Information Worker E-Learning library, which does not only contain E-Learning for Office but also for Project, Visio, and other Office applications.*

[2]*This SA benefit is granted if the customer obtains licenses for an Office suite such as Office Professional Plus 2007. The benefit can also be used for Office Project 2007. This SA benefit is granted if the customer obtains licenses for the Windows Vista Business upgrade. The benefit can also be used for Office Project 2007.*

Office Project Server 2007 and
Project Portfolio Server 2007 SA Benefits* by Volume Licensing Program

BENEFIT	OPEN LICENSE	OPEN VALUE NON-COMPANY-WIDE	OPEN VALUE COMPANY-WIDE & OPEN VALUE SUBSCRIPTION
New Version Rights	●	●	●
Spread Payments		●	●
24x7 Problem Resolution Support		●[1]	●[1]
TechNet Plus Managed Newsgroups	●	●	●
TechNet Plus Subscription Media		●[2]	●
Extended Lifecycle Hotfix Support		●	●
Cold Backup for Disaster Recovery	●	●	●
E-Learning	●	●	●

[1]*The number of phone incidents awarded is based on SA spend. Phone incidents can be transferred into Premier Support agreements for coverage by Technical Account Managers. With unlimited Web support for all Microsoft server products, customers can select the right level of support, when they need it.*

[2]*TechNet Subscription Media and Managed News Groups IDs require five servers on the agreement.*

SA is required on servers and CALs (as applicable).

LICENSING BASICS

If Office Project Standard 2007 or Office Project Professional 2007 is bought through Volume Licensing, the following rights apply:

- You may install and use one copy of the software on the licensed device.
- You may also install and use any prior Microsoft version of the software or any component product of that version on the licensed device.
- You may also install and use another copy of the software in one virtual (or otherwise emulated) hardware system on the licensed device.
- Instead of a copy of the software in a virtual (or otherwise emulated) hardware system on the licensed device, you may install a copy on a portable device for use by the single primary user of the licensed device.

For each Office Project Server or Office Project Portfolio Server 2007 license you assign, you may run, at any one time, one instance of the server software in one physical or virtual operating system environment on the licensed server. You must acquire and assign an Office Project CAL or Office Project Portfolio CAL to each device or user that accesses instances of the server software directly or indirectly—for example, through Microsoft Office Project Web Access. There are two types of CALs: one for devices and one for users. Each device CAL permits one device, used by any user, to access instances of the server software on licensed servers. Each user CAL permits one user, using any device, to access instances of the server software on licensed servers. Your customer may use a combination of device and user CALs.

Each licensed copy of Office Project Professional 2007 includes one Office Project Server 2007 Client Access License (CAL).

If your customer would like to allow its business partners or customers to access its Office Project Server or Office Project Portfolio Server, the customer has two licensing options: acquire Office Project Server and Office Project Portfolio Server CALs for each of the customer's external users, or acquire Office Project Server and Office Project Portfolio Server External Connector (EC) licenses for each server that will be accessed by external users. An external user is a person who is not an employee or similar personnel of the company or its affiliates, and is not someone to whom you provide hosted services using the server software.

Office Project Server 2007 CALs and the Office Project Server 2007 External Connector are unavailable through retail (FPP) and should be obtained through Volume Licensing.

Office Project Portfolio Server 2007 CALs and the Office Project Portfolio Server 2007 External Connector are unavailable through retail and should be obtained through Volume Licensing.

> ⓘ **See the Product Use Rights**
> on www.microsoftvolumelicensing.com for licensing details
> *(only applies to licenses bought through Volume Licensing).*

Microsoft Office Project 2007 Licensing Recommendations

Recommended License: Full Packaged Product
Customer Profile:

- Needs immediate access to the product with no commitment
- Is willing to forego product discounts

- Does not intend to use disk imaging or software distribution technologies for deploying Office Project 2007 (Office Project 2007 bought as an FPP requires individual product activation)

Recommended License: Open Business
Customer Profile:

- Needs to acquire five licenses on initial order[1]
- Is willing to pay upfront for licenses
- Wants the ability to move licenses from one computer to another
- Needs a paperless, electronic license management system

- Wants the advantages of Volume Licensing such as installation with Volume License Keys (thus enabling deployment with disk imaging and software distribution), language transfer rights, downgrade rights, and so forth

Recommended License: Open Volume
Customer Profile: Similar to Open Business, except:
Wants to benefit from lower pricing by placing an initial order for at least 500 points. For points and pools, please refer to the Product List on **www.microsoftvolumelicensing.com**.

Recommended License: Open Value
Customer Profile: Similar to Open Business, except:

- Needs to acquire five licenses and wants SA
- Wants the flexibility of annual installment payment options

- Wants the additional SA benefits in Open Value
- Wants an agreement that can also be used for affiliated companies in the same territory

Recommended License:
Acquire software on existing Enterprise (Subscription) Agreement or Select Agreement
Customer Profile:

- Has a Select or Enterprise (Subscription) Agreement
- Wants to take advantage of additional savings on licenses

[1]*Software Assurance may count as a license for qualification to Open Business.*

FREQUENTLY ASKED QUESTIONS

My customer wants to acquire Office Project Standard 2007 or Office Project Professional 2007 through the retail channel and owns a license for a previous version. Is my customer eligible to upgrade to Office Project 2007?
The chart below outlines the retail upgrade paths for earlier versions of Project (see http://office.microsoft.com/en-us/products/FX101754511033.aspx for details).
Note: Upgrades are available only through the retail channel.

Microsoft Project Retail Upgrade Paths

ELIGIBLE FOR RETAIL UPGRADE OF:	IF LICENSED USER OF:	
Office Project Standard 2007	- Microsoft Project 2000 - Project Standard 2002	- Office Project Standard 2003
Office Project Professional 2007	- Microsoft Project 2000 - Project Professional 2000	- Project Professional 2002 - Office Project Professional 2003

How do downgrade rights apply for the External Connector License?
The External Connector License for Office Project Server 2007 software can be used with Office Project Server 2007 or an earlier version of the server software on a single server.

My customer will deploy Office Project Server 2007 or Office Project Portfolio Server 2007 on clustered servers. How many licenses will my customer need?
Both the active and the passive failover servers require an Office Project Server 2007 or Office Project Portfolio Server 2007 license. Since Office Project Server 2007 and Office Project Portfolio Server 2007 User or Device CALs grant access rights to every licensed server, clustering does not change the number of required CALs.

ADDITIONAL RESOURCES
General software overview and product information for end users and solution builders:

Office Project Standard 2007 and Office Project Professional 2007:
http://office.microsoft.com/en-us/project/default.aspx

Office Project Server 2007:
http://office.microsoft.com/en-us/projectserver/FX100739841033.aspx

Office Project Portfolio Server 2007:
http://office.microsoft.com/en-us/portfolioserver/FX101674151033.aspx

Microsoft Enterprise Project Management solution:
www.microsoft.com/business/epm.aspx

Microsoft® Office Visio® 2007

Microsoft Office Visio 2007 makes it easy for IT and business professionals to visualize, explore, and communicate complex information. Users go from complicated text and tables that are hard to understand to Visio diagrams that communicate information at a glance. Instead of static pictures, users create data-connected Visio diagrams that display data, are easy to refresh, and dramatically increase your productivity. They can use the wide variety of diagrams in Office Visio 2007 to understand, act on, and share information about organizational systems, resources, and processes throughout your enterprise.

Office Visio 2007 is available in two stand-alone versions: Office Visio Professional 2007 and Office Visio Standard 2007. Office Visio Standard 2007 has the same basic functionality as Visio Professional 2007 and includes a subset of its features and templates. Office Visio Professional 2007 offers advanced functionality, such as data connectivity and visualization features, that Office Visio Standard 2007 does not.

Office Visio 2007 Versions

FEATURES		STANDARD	PROFESSIONAL
▪ AutoConnect functionality ▪ Autodesk AutoCAD capabilities ▪ Brainstorming diagrams ▪ Business process diagrams ▪ Clip art integration ▪ Context-sensitive Help and links to task-specific templates ▪ Flowcharts ▪ Microsoft Office Outlook 2007 integration ▪ Microsoft Office Project integration with Visio Gantt charts and timelines ▪ Microsoft Office SharePoint Server integration through Document Workspaces ▪ Microsoft Visual Studio programming support, including Microsoft .NET	▪ Multilanguage and complete Unicode support ▪ Organization charts ▪ PDF and XPS file support ▪ Review mode ▪ Save as Web page with navigation controls ▪ Shape customization ▪ Shape data reporting ▪ Microsoft Tablet PC support, including digital ink ▪ Theme support ▪ Timelines and calendars ▪ Wizards for generating diagrams from existing data ▪ Workflow shapes (3-D) ▪ XML Web services integration	●	●
Advanced Features: ▪ Building, space, and floor plans ▪ Data-driven solution support (including data-related APIs) ▪ Data Graphics functionality ▪ Data Link functionality ▪ Database modeling diagrams with reverse engineering of any Open Database Connectivity–compliant data source ▪ Directory services diagrams ▪ Engineering diagrams—electrical, chemical, and more ▪ Information Technology	▪ Infrastructure Library (ITIL) diagrams ▪ Logical network diagrams ▪ Network rack diagrams ▪ PivotDiagrams ▪ Sample diagrams ▪ Software diagramming and reverse engineering ▪ Value stream maps ▪ Website mapping and documentation including auto-generation of Website maps		●

> ⓘ **For a more detailed feature comparison**
> visit http://office.microsoft.com/en-us/visio/FX101757911033.aspx.

SELL SOFTWARE ASSURANCE WITH MICROSOFT OFFICE VISIO 2007
▪ Discuss Software Assurance benefits early in the sales cycle.
▪ Integrate SA benefits value into the needs collection and solution discussions.
▪ Position SA benefits as a valuable part of the solution.
▪ Focus the solution on specific SA benefits important to your customer.
▪ Talk about SA value over longer time frames.

Microsoft Office Visio 2007 SA Benefits by Volume Licensing Program

BENEFIT	OPEN LICENSE	OPEN VALUE NON–COMPANY-WIDE	OPEN VALUE COMPANY-WIDE[1] & OPEN VALUE SUBSCRIPTION[1]
New Version Rights	●	●	●
Spread Payments		●	●
Home Use Program	●	●	●
Employee Purchase Program[2]			●
E-Learning[2]	●	●	●
Training Vouchers[2]		●	●
Corporate Error Reporting[2,3]		●	●
Windows Preinstallation Environment			●

[1]*Office Visio can be bought as an additional product through Open Value Company-wide or Open Value Subscription. Such an agreement must be entered into for a platform product such as Office Professional Plus or the Core CAL.*

[2]*This SA benefit is granted if the customer obtains licenses for an Office suite such as Office Professional Plus 2007. The benefit can also be used for Office Visio.*

[3]*This SA benefit is granted if the customer obtains licenses for the Windows Vista Business Upgrade. The benefit can also be used for Office Visio.*

TARGET YOUR CUSTOMER

Office Visio Standard 2007 is best for business users who need to visualize, document, communicate, and share ideas using professional-looking flowcharts, office layouts, organization charts, project timelines, and more. Many features in Office Visio Standard 2007 streamline diagramming tasks to improve productivity and help users communicate more effectively. Office Visio Standard 2007 helps users:

Brainstorm ideas. Users can export brainstorming diagrams to Microsoft Office Word documents in outline form to easily organize and communicate ideas generated in meetings.

Chart organizations. Users can insert pictures and dotted-line relationships into organization charts to show employee pictures and important reporting structures.

Schedule activities. Users can generate calendars by importing Office Outlook 2007 calendar data into Office Visio Standard 2007 for easy viewing and reference.

Track project progress. Users can split activities among multiple timelines and synchronize them for clearer illustrations.

Visualize business processes. Users can use specific tools and diagram types to support any business process documentation effort.

Professionals in IT, engineering, and software development benefit from the diagramming solutions targeted toward those specific domain needs in Office Visio Professional 2007. Business professionals who want to link any diagram to business data can also benefit from the new Data Link functionality in Office Visio Professional 2007.

Office Visio Professional 2007 includes all of the business diagramming tools included in Office Visio Standard 2007, plus additional comprehensive technical solutions and advanced functionality. Office Visio Professional 2007 can be used to create high-value diagrams by using features, templates, and solutions such as:

Data Link and Data Graphics functionality. Users can integrate data with diagrams to combine disparate sources of complex visual, textual, and numeric information in order to provide visual context for data and create a complete picture of a system, resource, or process. They can display data fields as callouts next to a shape, position fields in boxes below a shape, or show symbols that represent data.

PivotDiagram template. Users can visualize and explore business data in hierarchical form showing data groups and subtotals. They can identify the key messages in data and visually communicate them with others in the organization.

Value Stream Map template. Users can create diagrams based on Lean Methodology and visualize manufacturing processes to facilitate efficiency gains.

Information Technology Infrastructure Library template. Users can diagram IT service processes that conform to ITIL standards.

Network diagram templates. Users can diagram logical and physical network diagrams, including rack diagrams.

Web development templates. Users can create site maps of existing Websites using templates and predefined shapes. They can generate reports of site links, including broken links, or use reporting tools to identify changes in a site since it was last diagrammed.

Software development templates. Users can diagram custom software solutions using the Windows XP User Interface template, Unified Modeling Language (UML) template, and more.

Architectural plans, engineering schematics, facilities management, and database modeling. Users can create various technical diagrams, such as floor, space, and site plans; engineering schematics; facilities management diagrams; database models; and many more. Office Visio Professional 2007 even includes functionality that they can use to reverse-engineer database models and software solutions.

Microsoft Office Visio 2007 Licensing Recommendations

Recommended License: Full Packaged Product **Customer Profile:**	
▪ Needs immediate access to the product with no commitment ▪ Is willing to forego product discounts	▪ Does not intend to use disk imaging or software distribution technologies for deploying Office Visio 2007 (Office Visio 2007 bought as an FPP requires individual product activation)
Recommended License: Open Business[1] **Customer Profile:**	
▪ Needs to acquire five licenses or one server processor license, on initial order[2] ▪ Is willing to pay upfront for licenses ▪ Needs a paperless, electronic license management system	▪ Wants the advantages of Volume Licensing such as installation with Volume License Keys (thus enabling deployment with disk imaging and software distribution), language transfer rights, downgrade rights, and so forth
Recommended License: Open Volume **Customer Profile:** Similar to Open Business, except: Wants to benefit from lower pricing by placing an initial order for at least 500 points. Office Visio Standard is part of the applications pool and yields 1 point as a license and 2 points as a license with Software Assurance. Office Vision Professional yields 2 points as a license and 4 points as a license with Software Assurance. The 500-point minimum may be reached by combining Office Visio 2007 with other desktop applications and application suites such as Office Professional Plus 2007	
Recommended License: Open Value **Customer Profile:** Similar to Open Business, except:	
▪ Needs to acquire five licenses or one server processor license, and wants SA ▪ Wants the flexibility of annual installment payment options	▪ Wants the additional SA benefits of Open Value ▪ Wants an agreement that can also be used for affiliated companies in the same territory
Recommended License: Acquire software on existing Enterprise (Subscription) Agreement or Select License Agreement **Customer Profile:**	
▪ Has a Select License or Enterprise (Subscription) Agreement	▪ Wants to take advantage of additional savings on licenses

[1]*Recommend Open License Volume if the customer needs to acquire a large number of licenses. (See page 15 for details.)*

[2]*Software Assurance may count as a license for qualification to Open Business.*

LICENSING BASICS

If Office Visio Standard Edition 2007 or Office Visio Professional Edition 2007 is bought through Volume Licensing, the following rights apply:

- You may install and use one copy of the software on the licensed device.
- You may also install and use any prior Microsoft version of the software or any component product of that version on the licensed device.
- You may also install and use another copy of the software in one virtual (or otherwise emulated) hardware system on the licensed device.
- Instead of a copy of the software in a virtual (or otherwise emulated) hardware system on the licensed device, you may install a copy on a portable device for use by the single primary user of the licensed device.

ⓘ **For more information**

See the Product Use Rights on www.microsoftvolumelicensing.com

for licensing details *(applies only to licenses bought through Volume Licensing)*.

ADDITIONAL RESOURCES

For software overview and product information,
visit http://office.microsoft.com/en-us/visio.

For product support questions and help with issues about installing and using the product, visit http://support.microsoft.com.

A free viewer with which Office Visio files can be viewed is available from www.microsoft.com/downloads.

FREQUENTLY ASKED QUESTIONS

What are the downgrade use rights for Office Visio 2007?
Volume Licensing customers may downgrade to any previous edition of the same version. Media kits for Visio 2003 are available, but media kits for Visio 2002 and prior versions may no longer be available.

FPP customers may not downgrade Office Visio 2007.

How do I determine my customer's upgrade eligibility for the retail upgrade editions?
Customers who buy Office Visio 2007 as a Full Packaged Product may qualify for an upgrade. The following versions qualify
(see http://office.microsoft.com/en-us/products/FX101754511033.aspx for details):

Qualifying Retail Upgrade Editions of Office Visio 2007

EDITION/VERSION	STANDARD	PROFESSIONAL
Microsoft Office Visio Standard 2007		●
Microsoft Office Visio Professional 2003		●
Microsoft Office Visio Standard 2003	●	●
Microsoft Visio 2002 Professional		●
Microsoft Visio 2002 Standard	●	●
Microsoft Visio 2000 Professional		●
Microsoft Visio 2000 Standard	●	●

Microsoft® Visual Studio® 2008

The Microsoft Visual Studio development system is a suite of development tools designed to aid software developers—whether they are novices or seasoned professionals—face complex challenges and create innovative solutions. Visual Studio's role is to improve the process of development and make the work of achieving breakthroughs easier and more satisfying.

Visual Studio 2008 comes in four different editions:

- Visual Studio Standard Edition
- Visual Studio Professional Edition
- Visual Studio Team System Editions
- Visual Studio Express Editions

Note: There will not be a 2008 version released for Visual SourceSafe. An update to Visual SourceSafe 2005 to enable interoperability with Visual Studio 2008 is available.

Note: The functionality of Visual Studio Tools for Office is now available to all developers through Visual Studio Professional and Team System Editions. Visual Studio Tools for Office is being discontinued as a standalone product.

TARGET YOUR CUSTOMER

Visual Studio Express Edition—Lightweight and easy to use with easy-to-learn tools for the hobbyist, novice, and student developer. The Visual Studio Express editions are available for download free of charge from http://www.microsoft.com/express.

- Microsoft Visual Web Developer 2008 Express Edition: an ideal environment for dynamic Web development.
- Microsoft Visual Basic® 2008 Express Edition: productivity that is ideal for first-time or casual Windows programming.
- Microsoft Visual C#® 2008 Express Edition: a great combination of power and productivity for the Windows developer.
- Microsoft Visual C++® 2008 Express Edition: horsepower with a finer degree of control than other Express Editions.
- Microsoft SQL Server 2005 Express Edition: a powerful and easy-to-use database to complement each Express Edition.

Visual Studio 2008 Standard Edition—A full-featured development environment for Windows and Web developers.

Visual Studio 2008 Standard Edition offers productivity enhancements for building data-driven client and Web applications. Individual developers looking to create connected applications with next-generation user experiences will find Visual Studio 2008 Standard Edition a perfect fit. It is ideal for developers who want to:

- Create and deploy compelling Windows and Web applications using new visual designers and more than 50 new controls.
- Connect to data, regardless of its location, and build data-driven applications using the Language Integrated Query (LINQ).

- Provide a better user experience for graphic designers by employing new design surfaces and file formats that are compatible with Microsoft Expression.

Visual Studio 2008 Professional Edition—A comprehensive set of tools that accelerates the process of turning the developer's vision into reality. Visual Studio 2008 Professional Edition was engineered to support development projects that target the Web (including ASP.NET AJAX), Windows Vista, Windows Server 2008, the 2007 Microsoft Office system, SQL Server 2008, and Windows Mobile devices. Visual Studio Professional Edition 2008 is designed for the developer who wants to:

- Build rich, interactive applications using the ASP.NET AJAX interactive Web interfaces.
- Build applications for Windows, the Web, the Microsoft Office system, the .NET Framework, SQL Server, and Windows Mobile with integrated drag-and-drop designers.
- Integrate Visual Basic, Visual C#, and Visual C++ to support a wide variety of development styles.

Microsoft Visual Studio Team System 2008—An integrated Application Lifecycle Management (ALM) solution for development teams comprising tools, processes, and guidance to help everyone on the team improve their skills and work more effectively together. Visual Studio Team System enables members of your team to:

- Collaborate and communicate more effectively with other team members and business stakeholders.
- Ensure software quality using advanced quality tools at every step of the application lifecycle.
- Gain visibility into project activity and priorities to make informed decisions based on real-time data.

In addition, Team System is an extensible platform that provides for customization and integration with third-party tools. The Visual Studio Industry Partner Program includes over 200 partners offering more than 400 supplemental products to support a broad range of software processes, tools (including Java environments such as Eclipse), and platforms (such as UNIX and Mac OS). For more information on available partner products, see http://www.visualstudiogallery.com.

From a product perspective, Visual Studio Team System consists of a server and a suite of client product editions:

Microsoft Visual Studio Team System 2008 Team Foundation Server

Team Foundation Server is the collaboration server at the hub of the system. It combines project management, work item tracking, version control, reporting and business intelligence, build management, and process guidance into a unified team server. Team Foundation Server includes integration with the Microsoft Office system (Microsoft Excel and Microsoft Project), which provides access for business analysts and project managers using familiar applications. In addition, Team Foundation Server includes Web access to project resources and functionality.

Microsoft Visual Studio Team System 2008 Team Suite

Team Suite provides multi-disciplined team members with an integrated set of tools for architecture, design, development, database development, and testing of applications. Team members can collaborate and utilize a complete set of tools and guidance at every step of the application lifecycle. Team Suite includes all of the functionality found in:

- **Microsoft Visual Studio Team System 2008 Architecture Edition**—focuses on improving the design and validation of distributed systems. It gives architects, operations managers, and developers the ability to visually construct service-oriented solutions and validate them against their operational environments prior to deployment.

- **Microsoft Visual Studio Team System 2008 Development Edition**—provides developers with an advanced set of tools to identify inefficient, insecure, or poor-quality code; specify coding best practices; and automate software unit testing. These tools help team members write better-quality code, reduce security-related issues, and avoid bugs later in the development lifecycle.

- **Microsoft Visual Studio Team System 2008 Database Edition**—provides advanced tools for database change management and testing and offers functionality to enable database developers and administrators to be more productive and increase application quality in the database tier.

- **Microsoft Visual Studio Team System 2008 Test Edition**—provides a comprehensive suite of testing tools for Web applications and services that are integrated int o the Visual Studio environment. These testing tools enable testers to author, execute, and manage tests and related work items. In addition, Microsoft Visual Studio Team System 2008 Test Load Agent generates additional test loads for Web application load testing.

Each licensed Team System client user also receives a CAL for Team Foundation Server. Additional User CALs may be purchased for users who are not licensed for the client products. Alternatively, Device CALs may be bought for devices that are not licensed for the client products.

A Team Foundation Server CAL is not needed for:

- Any device running a licensed copy of the server software.
- Up to two devices or users that access only the server software to administer it.
- A user to access work item tracking functionality to create new work items, or view and update work items that user created. For more information about Team System licensing, see http://go.microsoft.com/?linkid=8571092.

ⓘ **For more information**

about Team System licensing, see http://go.microsoft.com/?linkid=8571092.

LICENSING BASICS

- Microsoft Visual Studio is licensed using the Microsoft Developer Tools licensing model (per-user).
- Users may install any number of copies on any number of devices.
- All Visual Studio licenses provide downgrade rights.

LICENSING RECOMMENDATIONS

Microsoft® Visual Studio® 2008 Professional Edition—Microsoft will discontinue distributing Visual Studio Tools for Office (VSTO) as a stand-alone product. VSTO is included in Visual Studio 2008 Professional and Team System Editions.

Note: As was the case with Visual Studio 2008, Visual Studio Standard is not available for purchase in Volume Licensing.

Microsoft® Visual Studio® Team System 2008—Microsoft has changed the names of four of the five client products in Visual Studio Team System 2008. There are no major licensing changes for Visual Studio Team System client products. However, a licensing change was made to CAL requirements for Team Foundation Server; a user does not need a CAL to access work item tracking functionality to create new work items, or to view and update work items that user created. For more information about Team System licensing, see http://go.microsoft.com/?linkid=8571092.

Software Assurance for Visual Studio

Visual Studio has a unique model for Software Assurance. The Software Assurance for Visual Studio is an MSDN subscription that provides updates and priority access to Visual Studio releases during the term of the MSDN subscription. However, Software Assurance for Team Foundation Server and Test Load Agent follow the more traditional Software Assurance model.

Regardless of the customer profile and version recommendation, an MSDN subscription is the best way to obtain Visual Studio 2008.

MSDN: THE MICROSOFT DEVELOPER NETWORK

The most convenient way to receive the latest Microsoft developer tools, technologies, and resources, including Visual Studio 2008 is MSDN®—the Microsoft Developer Network.

MSDN Operating Systems Subscription

An MSDN Operating Systems Subscription provides access to the latest Microsoft operating systems for desktops, portable computers, line-of-business applications, and enterprise networking.

An MSDN Operating Systems Subscription entitles developers to receive continuous priority access to the latest Microsoft operating systems, technical resources, and support through secure Internet access to the download site (through MSDN Subscriber Downloads site) and through regular CD or DVD shipments. The MSDN Operating Systems Subscription provides:

- Windows Server 2008
- Windows Server 2003 product family.
- Windows 2000 Advanced Server for line-of-business and Internet-based back-end use.
- Windows 2000 Server for file and print, Web server, and group mail.
- Windows 2000 Professional and Windows XP Professional for business desktops and portable computers.
- Windows Vista
- Windows XP

Continuous access to new software and technical resources

During the term of your subscription, customers are entitled to upgrades to their subscription software, selected new releases, and product betas, in addition to resources such as software and hardware development kits and service packs.

Professional Technical Support, including unlimited use of MSDN Managed Newsgroups for online support with guaranteed response times of two business days, two phone-based support incidents, and free access to MSDN Online Concierge for non-technical questions regarding navigation of the MSDN site, Knowledge Base article searches, and MSDN Subscriber Downloads.

Continuously updated technical content is available through the MSDN Library, which offers comprehensive programming information, code samples, sample applications, technical documentation and articles, and access to the Microsoft Developer Knowledge Base.

Operating system usage rights are limited to development and testing only.

Visit http://msdn2.microsoft.com/en-us/vstudio/aa718657.aspx for MSDN Operating Systems Subscription details.

MSDN Professional Subscription

An MSDN Professional Subscription provides continuous, priority access to development tools and technologies. A Professional Subscription is available for Visual Studio 2008 Professional Edition.

MSDN Professional Subscription highlights:

- **Continuous access to new software and technical resources.** During the term of their subscriptions, customers are entitled to upgrades to their subscription software and to selected new releases and product betas, in addition to resources such as software and hardware development kits and service packs.
- **Latest Microsoft operating systems.** This includes the latest versions of Windows Server 2008, Windows Server 2003, Windows 2000 Server, Windows 2000 Professional, Windows 2000 Advanced Server, Windows XP, Windows Vista, and future Windows releases. Usage rights are limited to development and testing only.
- **SQL Server and SQL Reporting Services (Developer Editions).** Usage rights are limited to development and testing only.
- **Technical support.** This includes unlimited usage of MSDN Managed Newsgroups for online support with a guaranteed response time of two business days, phone-based support incidents, and free access to MSDN Online Concierge for non-technical questions regarding navigation of the MSDN site, Knowledge Base article searches, and MSDN Subscriber Downloads.

Continuously updated technical content is available through the MSDN Library, which offers comprehensive programming information, code samples, sample applications, technical documentation and articles, and the Microsoft Developer Knowledge Base.

Visit http://msdn2.microsoft.com/en-us/vstudio/aa718657.aspx for MSDN Professional Subscription details.

MSDN Premium Subscription

An MSDN Premium Subscription provides continuous, priority access to the development tools and technologies you need to build a broad range of applications and Web services. Premium Subscriptions are offered for the following products:

- Visual Studio Standard Edition
- Visual Studio Professional Edition
- Visual Studio Team System Editions
- Visual Studio Express Editions

MSDN Premium Subscription highlights:

- **Access to new software and technical resources.** During the term of their subscriptions, customers are entitled to upgrades to their subscription software and to selected new releases and product betas, in addition to resources such as software and hardware development kits and service packs.
- **Latest Microsoft operating systems.** This includes the latest versions of Windows Server 2008, Windows Server 2003, Windows 2000 Server, Windows 2000 Professional, Windows 2000 Advanced Server, Windows XP Professional Edition, Windows XP Home Edition, and future Windows releases. Usage rights are limited to development and testing only. The broad range of the latest Microsoft server product portfolio products includes the latest versions of SQL Server, Exchange Server, Microsoft BizTalk® Server, Microsoft Commerce Server, Microsoft Host Integration Server, Microsoft Internet Security and Acceleration Server, Microsoft Office SharePoint Serve, etc. Usage rights are limited to development and testing only.
- **Latest Microsoft productivity applications.** This includes Microsoft Office Visio, Microsoft Office Project, Office Ultimate, Office Visio Professional, etc. Usage rights are limited to business use directly related to development and testing only. In addition to development and testing use rights, one copy of Office Professional Plus can be used by a single MSDN licensed user for general business use.
- **Technical support.** This includes unlimited usage of MSDN Managed Newsgroups for online support with a guaranteed response time of two business days, phone-based support incidents, and free access to MSDN Online Concierge for non-technical questions regarding navigation of the MSDN site, Knowledge Base article searches, and MSDN Subscriber Downloads.
- **Continuously updated technical content.** This is available through the MSDN Library, which offers comprehensive programming information, code samples, sample applications, technical documentation and articles, and the Microsoft Developer Knowledge Base.

Visit http://msdn2.microsoft.com/en-us/vstudio/aa718657.aspx for a detailed description of MSDN Premium Subscriptions.

LICENSING RECOMMENDATIONS

An MSDN subscription is the best way to obtain Visual Studio 2008 and the Microsoft platform, especially for professional developers who need to obtain a Visual Studio Team System Edition, or Visual Studio Professional Edition. If your customer wants to purchase Visual Studio within or outside of an MSDN subscription, please refer to the following table:

Microsoft Visual Studio 2008 Licensing Recommendations

Recommended License: Full Packaged Product[1]	
Customer Profile:	
▪ Needs immediate access to the product with no commitment	▪ Is willing to forego product discounts
Recommended License: Open Business[2]	
Customer Profile:	
▪ Needs to acquire five licenses, or CALs, or one server license, on initial order[3]	▪ Wants the ability to move licenses from one computer to another
▪ Is willing to pay upfront for licenses	▪ Needs a paperless, electronic license management system
Recommended License: Open Value	
Customer Profile:	
▪ Needs to acquire five licenses, or CALs, or one server license, and wants SA	▪ Wants the additional SA benefits in Open Value
▪ Wants the flexibility of annual installment payment options	▪ Needs a paperless, electronic license management system
Recommended License: Acquire software on existing Enterprise (Subscription) Agreement or Select License Agreement	
Customer Profile:	
▪ Has a Select or EA agreement	▪ Wants to take advantage of additional savings on licenses

[1]*Customer may add SA to a new or existing Volume License agreement for OEM and FPP licenses.*

[2]*Recommend Open Volume if the customer needs to acquire a large number of licenses. (See page 15 for details.)*

[3]*Software Assurance may count as a license for qualification to Open Business.*

FREQUENTLY ASKED QUESTIONS

What is MSDN?

MSDN is the Software Assurance for Visual Studio. MSDN provides:

- ▪ Subscription updates for Visual Studio.
- ▪ Priority access to new Visual Studio releases.

What are the use rights for software applications developed with Visual Studio tools?

Applications developed with Visual Studio tools are owned and may be licensed by the developer, subject to the redistribution limitations specified in the End User License Agreement (EULA) or Product Usage Rights (PUR).

What are the use rights of Visual Studio documentation?

Visual Studio users may make and use unlimited copies of documentation for internal distribution.

What are the use rights for the Microsoft software that comes with Visual Studio and MSDN?

Any server or application system software included with Visual Studio and MSDN are for test and development only. MSDN Premium provides general business use rights for Office for the Visual Studio licensee desktop.

What are the redistributable limitations for Visual Studio software?

Redistributable components of Visual Studio are licensed for use only on the Windows platform. Please review your EULA or PUR for complete details.

For more FAQs on MSDN, see: http://msdn2.microsoft.com/en-us/subscriptions/aa948864.aspx

Microsoft Dynamics™ CRM 4.0

Microsoft Dynamics CRM 4.0 is a fully integrated CRM system that gives you the capability to easily create and maintain a clear view of customers from first contact through purchase and post-sales. With tools to enhance your company's sales, marketing, and customer service processes—along with native Microsoft Office Outlook integration—Microsoft Dynamics CRM delivers a fast, flexible, and affordable solution.

Microsoft Dynamics CRM helps you drive consistent and measurable improvement in everyday business processes:

Marketing: A clearer view of customers and more informed marketing investments
Segment customer lists into distinct benefit groups and then market to one or more of the identified segments using a workflow-driven model. With Microsoft Dynamics CRM, your marketing professionals can leverage tools for:

- Customer segmentation
- Campaign planning and execution
- Data extraction and cleansing
- Analytics and reporting
- Marketing/sales collaboration tools
- Information sharing portals

Sales: Get more leads and close more business

Access a complete view of customer data online or offline, and leverage tools that enable your sales professionals to get real-time access to leads, identify cross-sell and up-sell opportunities, and close more deals faster. Microsoft Dynamics CRM provides:

- Lead and opportunity management
- Account and contact management
- Territory management
- Forecasting and sales analytics
- Offline and mobile device access
- Quick access to products, pricing, and quotes

Customer service: Provide more value to customers

Respond faster to customer service issues and empower your service organization to anticipate, address and deliver consistent, efficient customer care that contributes to long-term business profitability. Microsoft Dynamics CRM provides functionality for:

- Account and contact management
- Case and interaction management
- Product and contract management
- Knowledge-base management
- Service scheduling
- Workflow across teams and groups
- Service reporting and analytics

SOFTWARE MAINTENANCE PROGRAM WITH MICROSOFT
- Software Maintenance programs are included with all Microsoft CRM sales.

- Software Assurance is included with all licenses acquired through Volume Licensing.
- All licenses acquired through FPP include one year of maintenance.
- For additional software maintenance program information, see the Licensing Recommendations for Customers table on the next page.

TARGET YOUR CUSTOMER

Step 1: Target your customer by the edition that fits best.
Microsoft Dynamics CRM 4.0 Workgroup Server includes and supports a maximum of five User licenses.

- Offers the same rich feature set as Microsoft Dynamics CRM 4.0 Professional Server.
- Includes and supports a maximum of five user licenses.
- Runs on Windows Server 2003; Windows Small Business Server 2003 R2.

Microsoft Dynamics CRM 4.0 Professional offers a rich feature set and supports single-tenant deployment. No licensing limit on number of users.

- Offers a rich feature set and supports single-tenant deployment.
- No licensing limit on number of users.
- Runs on Windows Server 2003; Windows Small Business Server 2003 R2.

Microsoft Dynamics CRM 4.0 Enterprise offers a rich feature set and supports multi-tenant deployments. No licensing limit on number of users.

- Offers a rich feature set and supports multi-tenant deployments.
- No licensing limit on number of users.
- Runs on Windows Server 2003; Windows Small Business Server 2003 R2.

Note: Every server that runs Microsoft Dynamics CRM 4.0 requires a Server license.

Step 2: Choose a delivery mechanism.
CRM 4.0 is available in several forms:

- As a Full Packaged Product
- Through Volume Licensing
- Sold as an OEM license with a complete system
- Bundled with a third-party software product licensed through the ISV Royalty program
- As a hosted solution that is licensed through the Services Provider License Agreement (SPLA). For more information about SPLA, visit www.microsoft.com/serviceproviders/licensing/howto.mspx.

Licensing Recommendations For Customers

LICENSING MECHANISM	FPP	OPEN	OPEN VALUE	SELECT	EA	ISV ROYALTY	SPLA
Enterprise							
External Connector		●	●	●	●	●	
Professional	●	●	●	●	●	●	●
Enterprise to Professional Upgrade							
Workgroup Server							
Years of SA or (Maintenance) Included	(1)	2	3	3	3	(1)*	N/A
Customer Support Provider			Microsoft			Partner	

optional

Microsoft Dynamics CRM 4.0 Licensing Recommendations

Recommended License: OEM[1]
Customer Profile:
- Needs immediate access to the software with no commitment
- Is willing to forego software discounts
- Also needs new hardware

Recommended License: Full Packaged Product[1]
Customer Profile:
- Needs immediate access to the software with no commitment
- Is willing to forego software discounts

Recommended License: SPLA
Customer Profile:
- Wants to avoid the complexity of in-house installation and deployment
- Wants a monthly everything-included fee rather than upfront purchase and installation costs

Recommended License: Open Business[2]
Customer Profile:
- Would like two years of Software Assurance to benefit from the latest Microsoft investments in research and development
- Is willing to pay upfront for licenses
- Wants the ability to move licenses from one computer to another
- Needs a paperless, electronic license management system

Recommended License: Open Value
Customer Profile: Similar to Open Value except:
- Wants the flexibility of annual installment payment options
- Wants the additional SA benefits in Open Value
- Needs a paperless, electronic license management system
- Wants the ability to move licenses from one computer to another

Recommended License: Acquire software on existing EA or Select Agreement
Customer Profile:
- Has a Select Agreement or EA
- Wants to take advantage of additional savings on licenses

[1]*Customer may add SA to a new or existing Volume License agreement for OEM and FPP licenses.*

[2]*Recommend Open License Volume if the customer needs to acquire a large number of licenses. (See page 15 for details.)*

See page 12 for details on the licensing programs. See page 10 for details on the partner Licensing Basics For Microsoft CRM 4.0

- Licenses for CRM software are for an edition of Microsoft CRM 4.0.
- The Microsoft CRM Server licensing model requires a server license for each copy of the software installed. Separate server licenses exist for Small Business Edition and Professional Edition.
- A Microsoft CRM Client Access License is required for every user who accesses CRM server software.
- For external users, the CRM 4.0 External Connector License is an alternative for CRM CALs. External users are, for instance, customers or partners in the following situations: a customer creates new activities in CRM (such as a case) or updates information in CRM (such as contact information), a partner fills orders or updates case status.
- Customers who use CRM through an SPLA needed a Subscriber Access License (SAL) for every individual user. The customer and his or her service provider do not need server licenses.

CRM 1.2 customers with active Software Assurance can upgrade to CRM 3.0 at no license cost. CRM 1.2 customers who do not immediately upgrade to 3.0 can continue to buy 1.2 licenses. Version 1.2 will remain available on pricelists for the life of 3.0. (how does this work for 4.0?)

EXPANDED LICENSING OPTIONS
Microsoft Dynamics CRM 4.0 includes new 'device' licensing option, which will accommodate scenarios such as call center and concurrent user licensing support, as well as more flexible CAL and External Connector licensing options, as follows:

Microsoft Dynamics CRM 4.0 user CALs and device CALs:

- With user CALs, each user may access the server from any device (such as a mobile client).
- With device CALs, each device may be shared by multiple users (such as in a call center or shift worker scenario).
- User and device CALs may be mixed in a deployment.
- Customers who upgrade from Microsoft Dynamics CRM 3.0 may choose to convert from User CAL to Device CAL, if required, at the time of upgrade.

Microsoft Dynamics CRM 4.0 now offers a Limited CAL and a Full Use Additive CAL in addition to a Full Use CAL. The Full Use CAL will appear on price lists as the Microsoft Dynamics CRM CAL, and consist of both the Limited CAL and the Full Use additive CAL combined to provide full use capability.

- The Microsoft Dynamics CRM CAL provides a user with full read-write access to all capabilities within Microsoft Dynamics CRM 4.0.
- A Microsoft Dynamics CRM Limited CAL provides a user with read-only access and may be purchased separately from a Microsoft Dynamics CRM CAL.
- A Microsoft Dynamics CRM Full Use Additive CAL provides a user with write-access functionality and may only be purchased to supplement a Limited CAL with write-access capability for users who may later require full read-write access.
- 'Full' CALs and Limited CALs may be mixed within an environment, but Full Use Additive CALs may never exceed the total number of Limited CALs in an environment or organization.

Microsoft Dynamics CRM 4.0 offers a Limited External Connector and Full Use Additive External Connector, in addition to a Full Use External Connector. The Full Use External Connector will appear on price lists as the Microsoft Dynamics CRM External Connector, and it will consist of both the Limited External Connector and the Full Use Additive External Connector combined to provide full use capability.

- A 'full' Microsoft Dynamics CRM External Connector provides external users with full read-write access to Microsoft Dynamics CRM 4.0 data, such as that provided through any application/graphical user interface.
- A Microsoft Dynamics CRM Limited External Connector provides external users with read-only access to Microsoft Dynamics CRM 4.0 data, as described above.
- A Microsoft Dynamics CRM Full Use Additive External Connector provides external users with write-access to Microsoft Dynamics CRM 4.0 data and may only be purchased to supplement a Limited External Connector with write-access capability.
- An External Connector must be purchased for each server providing external access to Microsoft Dynamics CRM 4.0 data, as described above.
- External Connectors and Limited External Connectors may be mixed within an environment, but Full Use Additive External Connectors may never exceed the total number of Limited External Connectors used within an organization.

Other Product Licenses

Please refer to the Microsoft Dynamics CRM Implementation guide for documentation on technical requirements for running Microsoft Dynamics CRM 4.0. Licenses for Microsoft Dynamics CRM 4.0 do not include licenses for other products that may be required for your installation; product licensing rights for these must be established separately.

Continued Availability of Microsoft Dynamics CRM 3.0 Media

Microsoft Dynamics CRM 3.0 Media kits in various languages will continue to be available for order in Volume Licensing and BRL/DPL. Downgrade license rights as part of the new Dynamics CRM 4.0 licensing, allow customers to continue with 3.0 projects if they are not yet ready to upgrade. To order servers or CALs for continued use with Dynamics CRM 3.0, partners/customers will need to purchase Dynamics CRM 4.0 Servers/CALs, and utilize downgrade rights.

PARTNER OPPORTUNITY FOR MICROSOFT CRM 4.0

Microsoft Certified Business Solution Partners who continue to focus on pre-sale and post-sale professional services and delivering licenses will have the opportunity to earn fees for their presale software recommendation activities, discount opportunities when reselling licenses, and implementation services contracts with customers.

Microsoft CRM Certified Software Advisors (CSAs) are eligible to earn Microsoft CRM CSA fees of up to 30 percent of each customer's order of CRM Licenses and Software Assurance.

Eligibility for the Microsoft CRM Certified Software Advisor fee on any Microsoft CRM customer order in Volume Licensing has four principal requirements:

- Your organization needs to be Microsoft CRM–certified (you must pass the required exams).
- You must have been involved in the presale software assessment and recommendation process with the customer.
- You must be the primary, post-sale CRM implementation services partner for that customer.
- You must be a current member of the Microsoft Partner Program at the Registered, Certified, or Gold Certified level.

Microsoft CRM Certified Partners can sign up to receive these fees by visiting www.microsoft.com/businesssolutions/partnersource.aspx.

Partners who focus primarily on professional services can earn revenue on Software Advisor fees and implementation services contracts with customers without being dependent on securing the software license orders from customers. Partners can become certified and eligible to receive these fees by visiting www.microsoft.com/BusinessSolutions/partners/partner_opportunities.aspx.

Revenue opportunities for licensing resellers and/or software asset management partners:

- Microsoft CRM 4.0 is available in Volume Licensing.
- Customers may acquire Microsoft CRM by adding it to their current or new license agreements.

FREQUENTLY ASKED QUESTIONS

Are CRM Client Access Licenses also required for "light" and read-only users?

Yes, a CRM CAL is needed for every internal user who accesses CRM.

Can prospects first try CRM?

Yes, 90-day trial versions are available both on a CD-ROM and as a download from www.microsoft.com/crm. To convert a trial version to a fully licensed version and deactivate the 90-day limit, customers need to acquire the appropriate number of CRM 4.0 licenses and apply a commercial key to CRM. No reinstallation is required.

What determines the number of CRM 4.0 External Connector Licenses?

An External Connector License is needed for every server that will be used by external users. As such, the External Connector License is an alternative for CALs. The External Connector License does not contain a user limitation.

Can the CRM 4.0 External Connector License be used for employees who work from an external location and for contractors or agents?

No, the External Connector License can only be used by external users such as partners and customers. For agents and contractors, CRM 4.0 Professional CALs are required. The location where employees, agents, and contractors use CRM does not change the need for CRM CALs. Also note that the CRM 4.0 External Connector License cannot be used with the CRM Web or Outlook client. Instead, customers must use another (client) application such as a portal that pulls data from or feeds data into CRM.

Are CRM Device CALs available?

No, a CRM Small Business Edition or Professional User CAL is needed for every named user.

Can CRM CALs be reassigned?

Yes, in most situations CRM CALs can be reassigned to another employee, agent, or contractor. Read the End User License Agreement or Product Use Rights for details.

How do I find out more about the CRM Software Advisor fees available to me as a partner?

For more details about Microsoft CRM Software Advisor fees, visit https://partner.microsoft.com/40012663.

Why might I want to partner with a Microsoft Dynamics partner on a project?

Partnering with a Microsoft Dynamics partner provides you with the expertise and experience to provide the best solutions available to your customers. You can take advantage of a strong brand and years of experience with small and medium-sized businesses, and enhance your customer relationships to provide the best solutions available.
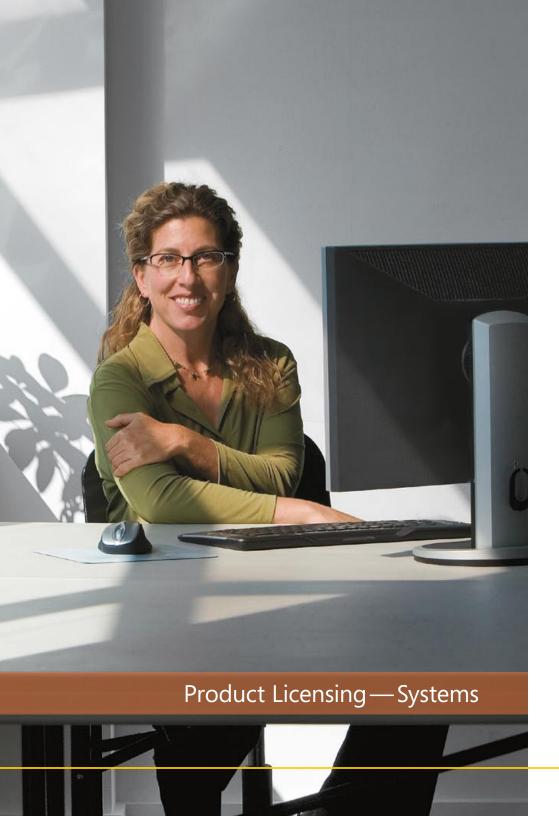
How can I find a Microsoft Dynamics partner?

To find a partner that matches your business profile, contact your local sales office or visit www.microsoft.com/dynamics/partners/default.mspx.

LINKS TO ADDITIONAL RESOURCES

For general software overview and information for end users and solution builders, visit www.microsoft.com/dynamics/crm/default.mspx.

For partner information with marketing training and selling resources, visit https://partner.microsoft.com/40023291.

Windows Vista™

New business opportunities don't come around every day. That's why the launch of the Windows Vista operating system is so significant. The largest technology release in a decade, Windows Vista is the next version of the flagship Windows product from Microsoft. Windows Vista is more secure, more reliable, easier to use, and has more potential to fuel your business success than any previous version of Windows.

AVAILABLE WINDOWS VISTA EDITIONS AND TARGETTING YOUR CUSTOMERS
Windows Vista is available in the following five editions:

- Windows Vista Home Basic, for basic home needs such as e-mail and Internet access
- Windows Vista Home Premium, for the best home computing and entertainment
- Windows Vista Business, for small and mid-sized organizations
- Windows Vista Enterprise, for mid-sized and large enterprises
- Windows Vista Ultimate, for work and entertainment

Windows Vista Features Comparision

KEY FEATURE	WINDOWS VISTA HOME BASIC	WINDOWS VISTA HOME PREMIUM	WINDOWS VISTA BUSINESS	WINDOWS VISTA ENTERPRISE	WINDOWS VISTA ULTIMATE
The most secure Windows ever, with Windows Defender and Windows Firewall	●	●	●	●	●
Quickly find what you need, with Instant Search and Windows Internet Explorer® 7	●	●	●	●	●
Elegant Windows® Aero™ desktop experience, with Windows Flip 3D navigation		●	●	●	●
Best choice for laptops, with enhanced Windows Mobility Center and Tablet PC support		●	●	●	●
Collaborate and share documents, with Windows Meeting Space		●	●	●	●
Enjoy Windows Media Center on TVs throughout your home, with Xbox 360™ and other devices		●			●
Experience photos and entertainment in your living room, with Windows Media Center		●			●
Help protect against hardware failure, with advanced business backup features			●	●	●
Business networking including Microsoft Windows Server integration and Remote Desktop for easier connectivity			●	●	●
Better protect your data against loss or theft, with Windows BitLocker™ Drive Encryption				●	●
Build and deploy a single disk image for multiple languages by using the Multilingual User Interface (MUI)				●	●
Available as an OEM license	●	●	●		●
Available as a Full Packaged Product	●	●	●		●
Available through Microsoft Volume Licensing			●	●	●

Go to www.microsoft.com/windowsvista/getready/editions/default.mspx for details.

Product Licensing — Systems

WINDOWS VISTA STARTER

Windows Vista Starter is the most affordable way to enjoy the basic Windows Vista experience. Windows Vista Starter is exclusively available in emerging markets, and it is designed for a beginning personal computer user, providing additional tools and tutorials to make it easier to use. Windows Vista Starter is not currently scheduled to be available in the United States, Canada, the European Union, Australia, New Zealand, or other high-income markets as defined by the World Bank.

> ⓘ **To learn more about Windows Vista Starter,**
> go to www.microsoft.com/windowsvista/getready/editions/starter.mspx.

LICENSING BASICS

See the Product Use Rights document at www.microsoftvolumelicensing.com for details. (This document applies only to Microsoft Volume Licensing.)

Windows Vista is licensed on a per-copy, per-device basis.

Windows Vista Enterprise is not available as a separate product. Its right to use is granted to customers who have the right to use Windows Vista Business with Software Assurance.

Use in virtualized environments:

Customers who install Windows Vista Enterprise can install and use additional copies of the software, up to four virtual (or otherwise emulated) hardware systems on the licensed device. They cannot use more than one copy per system. They can install and use a second copy of the software on the licensed device in place of one of the copies permitted for use within virtual (or otherwise emulated) hardware systems above, for example, to facilitate a multiboot setup. They can use any edition (Business, Enterprise, or Ultimate) or an earlier version of the software in place of the licensed version for any of the additional copies permitted above. They must use either Windows Vista Enterprise or Windows Vista Ultimate, or third-party software, to run the hardware virtualization software and to service the virtual (or otherwise emulated) hardware systems described above. They cannot use any other edition of Windows software for this purpose. This applies despite any downgrade right that customers have under the Microsoft Volume Licensing agreement. Instead of using Windows Vista Business or Windows Vista Ultimate in a physical environment, you can use the software installed on the licensed device within a virtual (or otherwise emulated) hardware system on the licensed device. Windows Vista Home Basic and Windows Vista Home Premium cannot be used within a virtual (or otherwise emulated) hardware system.

Downgrade rights:

- **Microsoft Volume Licensing:** Windows Vista Upgrade Licenses purchased through Microsoft Volume Licensing includes downgrade rights to earlier versions.
- **OEM license:** Windows Vista Business and Windows Vista Ultimate purchased as OEM licenses provide downgrade rights to Windows XP Professional, Windows XP Professional 64-bit Edition, and Windows XP Tablet PC Edition. Windows Vista Home Basic and Windows Vista Home Premium purchased as OEM licenses do not provide downgrade rights.
- **Full Packaged Product (FPP):** Windows Vista purchased as an FPP does not provide downgrade rights.
- Only Windows Vista FPP licenses are transferable from one computer to another.

LICENSING RECOMMENDATIONS FOR CUSTOMERS

The only way to acquire a full license for Windows Vista is to obtain a preinstalled copy on a complete computer system or to buy the FPP through the retail channel.

A license obtained through the Microsoft Volume Licensing channel only provides the customer with an upgrade license.

A customer must have an underlying full license before being eligible to acquire a Microsoft Volume Licensing upgrade. For more information, see the section in this guide about upgrade eligibility.

Windows Vista Licensing Recommendations

Recommended License: OEM
Customer Profile:
- Is purchasing a complete personal computer along with the software
- Wants a single point for hardware and software support

Recommended License: Full Packaged Product
Customer Profile:
- Needs a full license and does not need a complete personal computer
- Needs immediate access to the product, with no commitment
- Needs Windows Vista Business upgrade licenses and does not qualify for Microsoft Volume Licensing
- Needs a Windows Vista Home Basic or Windows Vista Home Premium upgrade license
- Needs a license that can be transferred to another system

Recommended License: Open Business
Customer Profile:
- Needs upgrade licenses or SA for Windows Vista Business
- Needs to acquire five or more upgrades or licenses, or can use an existing Open Business agreement for reordering
- Is willing to pay up front for licenses.
- Needs a paperless, electronic license management system

Recommended License: Open Volume
Customer Profile: Similar to Open Business, except:
Wants to benefit from lower pricing by placing an initial order for at least 500 points. For points and pools, see the Microsoft Product List for Volume Licensing at www.microsoftvolumelicensing.com.

Recommended License: Open Value
Customer Profile: Similar to Open Business, except:
- Needs to acquire five or more upgrades and SA, or SA-only
- Wants the flexibility of annual installment payment options
- Wants the additional SA benefits that come with this license
- Needs a paperless, electronic license management system
- Wants an agreement that can also be used by affiliated companies in the same territory

Recommended License: Microsoft Select License
Customer Profile: Similar to Open Volume, except:
- Wants to benefit from additional savings
- Needs worldwide coverage
- Wants to aggregate purchases across geographies and affiliates
- Can provide a three-year forecast for at least 1,500 points in the Systems Pool. For points and pools, see the Microsoft Product List for Volume Licensing at www.microsoftvolumelicensing.com.

Recommended License: Enterprise Subscription Agreement
Customer Profile: Similar to Open Value, except:
- Has 250 or more desktops
- Wants to benefit from additional savings
- Needs worldwide coverage
- Wants to aggregate purchases across geographies and affiliates
- Wants to standardize desktops

SELL SOFTWARE ASSURANCE WITH MICROSOFT WINDOWS VISTA BUSINESS
- Discuss SA benefits early in the sales cycle.
- Integrate SA benefits value into the needs collection and solution discussions.
- Position SA benefits as a valuable part of the solution.
- Focus the solution on specific SA benefits that are important to your customer.
- Talk about the SA value over longer time frames.
- New personal computer purchases that have Windows Vista Business preinstalled have 90 days from the date of purchase to be enrolled into SA.

For more information, see the Microsoft Product List for Volume Licensing at www.microsoftvolumelicensing.com/userights.

For more information about the partner business opportunity for SA, see page 30 of this guide.

Windows Vista Business SA Benefits by Volume Licensing Program

BENEFIT	OPEN LICENSE	OPEN VALUE NON-COMPANY-WIDE	OPEN VALUE COMPANY-WIDE & OPEN VALUE SUBSCRIPTION
New Version Rights	●	●	●
Windows Vista Enterprise, Windows Vista Ultimate	●	●	●
Spread Payments		●	●
Employee Purchase Program			●
Windows Preinstallation Environment (Windows PE)			●
Corporate Error Reporting			●
E-Learning	●	●	●
Training Vouchers		●	●
24x7 Problem Resolution Support	●	●	●

See page 10 of this gu ide for details about the Volume Licensing programs and partner opportunities.

Windows Genuine Advantage (WGA):
- Rewards customers for validating their software as genuine, by giving them exclusive benefits.
- Is necessary for customers to receive services from the Windows Update site and certain downloads from the Microsoft Download Center.
- Requires a brief online process to validate Windows Vista software as genuine.

> (i) **For more information**
> see www.microsoft.com/genuine.

VOLUME ACTIVATION 2.0
Microsoft has made a strategic policy decision to require product activation for all editions of Windows Vista and Windows Server 2008. As part of Microsoft's Genuine Software Initiative, Volume Activation (VA) 2.0 is a set of technical and policy-related solutions provided by Microsoft's Software Protection Platform.

The new method of activation designed for volume license customers, VA 2.0 is a configurable solution that helps IT professionals automate and manage the product activation process of Windows Vista Business, Windows Vista Enterprise and Windows Server 2008 systems licensed under volume licensing, while addressing the piracy and product key management problems associated with Volume License Keys (VLKs) issued for Windows XP and Windows Server 2003. VA 2.0 helps manage and increase the protection of volume license keys in both managed and unmanaged environments. It also helps to optimize the deployment infrastructure through flexible deployment options that require no action or involvement from end users. VA 2.0 eliminates the use of product keys at the time of software installation and enables better protection and management of customer-specific product keys through new and enhanced activation management tools.

Volume Activation 2.0 Options
Microsoft provides two types of customer-specific keys, namely Multiple Activation Key (MAK) and Key Management Service (KMS) Key for each license enrollment the customer has under their volume licensing agreement.

- The Key Management Service (KMS) key is used to establish a local activation enablement service (the Key Management Service or KMS) that is hosted locally in the customer's environment.
- The Multiple Activation Key (MAK) is used for one-time activation with Microsoft's hosted activation services. Each MAK key has a predetermined number of allowed activations dependent upon the volume license agreement that the customer has. Each MAK activation with Microsoft's hosted activation service counts towards the predetermined activation limit.

Customers can use any combination activation methods to activate machines in their environment, depending on the needs of their organization and network infrastructure.

Volume Activation 2.0 Documentation
Comprehensive information covering Planning, Deployment and Operations of VA 2.0 for Windows Vista and Windows Server 2008 is available at: http://technet.microsoft.com/en-us/library/bb892849.aspx.

For VA 2.0 technical guidance, go to the Download Center.

VA 2.0 is integrated with Microsoft Deployment solutions.

UPGRADE ELIGIBILITY

The following table shows customers' upgrade eligibility for Windows Vista Business obtained through Microsoft Volume Licensing. For details, see the Microsoft Product List for Volume Licensing at www.microsoftvolumelicensing.com.

Qualifying Upgrade Eligibility for Windows Vista Business

QUALIFYING OPERATING SYSTEMS FOR PURCHASE OF WINDOWS UPGRADE LICENSE	NEW EA/ OV-CW	EXISTING EA/OV-CW	SELECT (ALL EXCEPT ACADEMIC)	OPEN (ALL EXCEPT ACADEMIC & OV-CW)	ACADEMIC
Windows Vista (32-bit or 64-bit):					
Business (N, K, KN)	•	•	•	•	•
Business Blade PC Edition	•	•	•	•	•
Ultimate	•	•	•	•	•
Home Premium					•
Home Basic					•
Starter Edition					•
Windows XP (32-bit or 64-bit):					
XP Professional	•	•	•	•	•
XP Tablet PC Edition	•	•	•	•	•
XP Pro N	•	•	•	•	•
XP Pro Blade PC Edition	•	•	•	•	•
XP Home Edition					•
XP Starter Edition					•
Windows 2000 Professional	•		•	•	•
Windows NT Workstation 4.0	•		•	•	•
Windows 98 (including 2nd Edition)	•		•	•	•
IBM OS / 2	•		•	•	
Apple Macintosh	•		•	•	•

Customers who have active Software Assurance for Windows Business not only qualify for Windows Vista Enterprise, but also have the right to use Windows Vista Ultimate. Customers that are eligible to receive Windows Vista Ultimate through their SA benefits will need to go into Microsoft Volume Licensing Services (https://licensing.microsoft.com) and activate the Windows Vista Ultimate benefit. Upon activation of the Windows Vista Ultimate benefit, customers will receive the physical media. Please be aware that Windows Vista Ultimate is a retail product and will require individual activation using one product key for each copy of the media. To receive the

activation key, the customer must contact the SA Call Center after having activated the Windows Vista Ultimate SA benefit. Customers eligible for this benefit will also have the ability to order additional media through their reseller.

ADDITIONAL RESOURCES

For the Software Overview and product information, go to www.microsoft.com/windows.

For Partner-centric sales tools and guides for editions of the Windows Vista operating system, go to https://partner.microsoft.com/40020336.

For the Windows Vista Comparison Guide, go to http://www.microsoft.com/windowsvista/getready/editions/default.mspx.

FREQUENTLY ASKED QUESTIONS

My customer would like to upgrade its desktop operating environment to Windows Vista Business, but some of the company's computers do not have licenses. What is required?

Customers must first have a full operating system licensed for and installed on their computers before they are eligible to acquire an upgrade license for the Windows desktop operating system.

- Microsoft Volume Licensing programs only offer upgrade licenses for Windows.
- A full operating system license can be acquired as a retail Full Packaged Product.

What documents should be retained to verify a Windows license?

OEM: the Certificate of Authenticity (CoA) on the computer,[1] plus all license-related material such as the recovery CD and the manual.

FPP: the box and its entire contents.

Upgrades through Microsoft Volume Licensing require the original license documents; upgrade details are stored on eOpen or MVLS.

My customer cannot find all the license documentation that matches to its computers. How does the company know if the computers are legally licensed?

- **For licenses that were purchased through a retail channel (FPP),** CoA replacements are not available. The customer would be required to purchase a new license to obtain a new CoA and to be legally compliant.
- **For OEM licenses,** the CoA on each computer and the purchase invoices represent proof-of-license.
- **For upgrade licenses purchased through the Microsoft Volume Licensing program,** customers can review license purchase history and print License Confirmations at both eOpen, at https://eopen.microsoft.com, and Microsoft Volume Licensing Services, at https://licensing.microsoft.com.

Can Windows Vista OEM licenses be sold together with a nonperipheral hardware component such as a hard disk?

No. A Windows Vista OEM license can only be sold pre-installed with a complete system.

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[1]*For further details about genuine Microsoft software, see www.microsoft.com/genuine/default.mspx?displaylang=en*

Windows Vista OEM licenses—like all other OEM licenses—can only be sold with a complete system. What constitutes a complete system?
A complete system consists of at least an enclosure, a power supply, a main board, a processor, memory, and a hard disk.

Can a Windows Vista license be transferred to another computer?
Only a Windows Vista license that was obtained as a Full Packaged Product can be transferred to another computer.

A Windows Vista Business license enrolled in SA gives the right to install Windows Vista Enterprise or Windows Vista Ultimate. Does the right to use Windows Vista Enterprise or Windows Vista Ultimate end when SA expires?
No. If the underlying Windows Vista Business license is a perpetual license, the right to use Windows Vista Enterprise or Windows Vista Ultimate is a perpetual right.

Windows Vista Enterprise and Windows Vista Ultimate include the Multilingual User Interface (MUI). If the customer has downgrade rights, can it install the English Multilanguage version of Windows XP Professional?
Yes.

MICROSOFT DESKTOP OPTIMIZATION PACK
The Microsoft Desktop Optimization Pack (MDOP) is an add-on subscription that you can offer to your customers who have Software Assurance (SA) coverage for their Windows desktops. MDOP can help these customers reduce their total costs of ownership by accelerating OS- and application-management and minimizing downtime.

MDOP combines five Microsoft technologies that work together to provide a dynamic solution you can offer to your Windows desktop customers:

- **Microsoft Application Virtualization** (formerly SoftGrid) transforms applications into network-available services.
- **Microsoft System Center Desktop Error Monitoring** provides IT with awareness and insight into application and operating system failures.
- **Microsoft Asset Inventory Service** delivers a comprehensive view of your customers' enterprise desktop software environment and transforms the data into busines-intelligent information.
- **Microsoft Diagnostics and Recovery Toolset** accelerates desktop repair.
- **Microsoft Advanced Group Policy Management** enhances administrators' control over enterprise desktops.

FREQUENTLY ASKED QUESTIONS

In which Volume Licensing programs can I purchase the Microsoft Desktop Optimization Pack for Software Assurance?
The Microsoft Desktop Optimization Pack for Software Assurance is available to purchase in the EA, EA subscription, Select, Academic Select, Open Value, Campus Agreement, and School Agreement volume license programs.

Is this a perpetual or non-perpetual offering?
Microsoft Desktop Optimization Pack for Software Assurance is a non-perpetual or fixed-term offering. You are signing up for a subscription service and we highly recommend that the purchase must be made on the same enrollment as your qualified Windows Client SA coverage to ensure that coverage co-terminates.

Are there any requirements for purchasing Microsoft Desktop Optimization Pack for Software Assurance?
Yes. You must have purchased Software Assurance for the Windows Operating System. You have the option to purchase the Microsoft Desktop Optimization Pack for Software Assurance on as many desktops as you have covered with Software Assurance on your Windows desktops. However, due to the eligibility requirements for purchasing Software Assurance, you cannot buy SA for existing-license-only desktops in order to be able to buy the Microsoft Desktop Optimization Pack for Software Assurance. Windows Software Assurance for those desktops must be acquired with the license or within 90 days of the purchase of the Windows license acquired through an OEM or the retail channel (full packaged product).

Do I have to license Microsoft Desktop Optimization Pack for Software Assurance on 100% of my desktops?
Only if your license agreement requires 100% coverage of selected products, such as Campus and School Agreements. Otherwise, you have the option to purchase as many licenses for the Microsoft Desktop Optimization Pack for Software Assurance as you would like—up to the number of Windows desktops covered with Software Assurance. We strongly recommend that the Microsoft Desktop Optimization Pack for Software Assurance purchase be made on the same enrollment as the Windows desktop Software Assurance coverage to ensure that coverage co-terminates.

I have Software Assurance on some of my desktops. Does it matter which machines I actually load the new product onto? For example, I have 1000 desktops and 100 have SA on the O/S (on paper). Can I load the software on any 100?
The Microsoft Desktop Optimization Pack for Software Assurance must be installed only on those Windows desktops for which you have the underlying Software Assurance actively covered.

How can Select customers that want the Microsoft Desktop Optimization Pack for Software Assurance on their entire enterprise get this if we do not have Software Assurance on all our Windows desktops?
You have the option to purchase and deploy the Microsoft Desktop Optimization Pack for Software Assurance on as many Windows desktops as you have actively covered under Software Assurance.

Can it be added to existing Enterprise Agreement (EA)?
Yes. The Microsoft Desktop Optimization Pack for Software Assurance can be added to existing EA or Select Licenses as long as the Windows Desktops are covered under Software Assurance.

ADDITIONAL RESOURCES
Learn more about Microsoft Desktop Optimization Pack for Software Assurance at http://www.windowsvista.com/optimizeddesktop.

Microsoft®
Forefront™
Security Suite

Today's security market landscape is complex and fragmented. Poor interoperability, separate management consoles for each product, and a general lack of unified event reporting and analysis all present challenges to the system administrator. In short, protection is still too difficult to deploy, use, and manage, and it is expensive, as well.

The Microsoft Forefront family of business security products help deliver greater protection and control for your customers. Microsoft Forefront's products easily integrate with each other, with your customer's IT infrastructure, and can be supplemented through interoperable third-party solutions, enabling end-to-end, defense-in-depth security solutions. Simplified management, reporting, analysis, and deployment enable customers to more efficiently protect information resources and secure access to applications and servers.

Microsoft Forefront Security Suite is a compelling way for your customers to purchase Microsoft's client and server security offering—it delivers a powerful combination of on-premise and off-premise security solutions that provide comprehensive, integrated, and simplified protection of a customer's IT infrastructure. The Forefront Security Suite consists of the following products:

PRODUCT	DESCRIPTION
Forefront Client Security	Anti-malware protection for business desktop PCs, laptops, and server operating systems that is easier to manage and control.
Forefront Security for Exchange Server Forefront Security for SharePoint® Antigen for Instant Messaging (IM)	Server-level antivirus, antispam, and content-filtering products that help businesses protect their e-mail and collaboration environments against viruses, worms, spam, and inappropriate content.
Exchange Hosted Mail Filtering	"Cloud-based" message filtering service that helps protect an organization's inbound and outbound e-mail from spam, viruses, phishing scams, and e-mail policy violations.

The Microsoft Forefront Security Suite is also available as part of the Enterprise Client Access License (ECAL) Suite.

PRICING AND LICENSING
Microsoft Forefront Security Suite is licensed on a subscription basis, requiring the purchase of either a per user or per device subscription (USL, DSL). The included Forefront products (Forefront Client Security, Forefront Security for Exchange Server, Forefront Security for SharePoint, and Antigen for Instant Messaging) are licensed in the same way. Updates and upgrades are included at no additional cost with the subscription, and the subscription is priced on a per-month basis. Microsoft Forefront products that are licensed on a subscription basis are available through Microsoft's online services licensing program and are available in the following Microsoft Volume Licensing programs.

LICENSING MODEL		PRODUCTS/SKUS	AVAILABLE PROGRAMS
Online services (monthly subscription)	User or Device Subscription License	• Forefront Client Security • Forefront Security for Exchange Server • Forefront Security for SharePoint • Antigen for Instant Messaging	• Open Value • Open Subscription • Select (including Academic and Government) • Enterprise Agreement • Enterprise Agreement Subscription • Service Provider License Agreement (SPLA) • Campus and School Agreement • High Volume Messaging Services (Forefront Security for Exchange Server)
	Service Subscription License	• Forefront Server Security Management Console • Forefront Client Security Management console	
	Add-on Subscription License	• Forefront Security for Exchange Server External Connector • Forefront Security for SharePoint for Internet sites	

MANAGEMENT CONSOLES

For Forefront Client Security
For simplified administration through central management, saving time and reducing complexity in policy and signature deployment, customers may use the Forefront Client Security Management Console.

Forefront Client Security Management Console is licensed on a per server subscription basis (SSL). The Management Console is available with or without SQL Server 2005. Customers may either purchase with SQL Server 2005 Enterprise Edition included or can bring their own SQL Server 2005 Standard Edition or Enterprise Edition license. One Management Console on SQL Server 2005 Enterprise Edition can support up to 10,000 clients. SQL Server Standard Edition supports up to 2000 clients. More information on Forefront Client Security Management Console can be found here http://www.microsoft.com/forefront/clientsecurity/howtobuy/default.mspx

For Forefront Server Security
Microsoft Forefront Server Security Management Console allows administrators to easily manage Forefront Security for Exchange Server, Forefront Security for SharePoint, and Microsoft Antigen, providing a Web-based console to centralize configuration and operation, automate the download and distribution of signature and scan engine updates, and generate comprehensive reports. Microsoft Forefront Server Security Management Console is also licensed on a per server subscription basis. More information can be found here http://www.microsoft.com/forefront/serversecurity/mgmt/default.mspx

Home Use Rights

Many customers request the inclusion of Home Use Rights for their employees to run the Security Agent on their home computers. Companies which license the Security Agent on a per user basis can allow their employees to use the Forefront Client Security Agent at home and at work at no additional cost.

SPLA Licensing

Microsoft Forefront products are licensed to Services Providers on a per subscriber basis: a Subscriber Access License (SAL) is required for each unique individual user or device. SAL licenses do not require the separate licensing of a management console via separate server license.

FREQUENTLY ASKED QUESTIONS

When should a customer consider the Forefront Security Suite versus other Forefront licensing options?

Forefront Security Suite is the best option for customers focused on addressing security issues throughout their organization, including protecting their Windows-based clients, servers, and messaging infrastructure. The various Forefront licensing stock-keeping units (SKUs) are designed for different audiences, and, in general, vary in the investment customers have or plan to make in the Microsoft platform, as well as the breadth of the solution(s) they are building:

- Enterprise Client Access License Suite (including Forefront Security Suite) is best suited for organizations that have invested, or plan to invest, extensively in the Microsoft platform throughout their IT infrastructure. This suite provides the most significant value to the customer, with savings of as much as 50 percent.
- Exchange Enterprise CAL is the best option for those customers focusing on the e-mail Infrastructure (this includes Forefront Security for Exchange Server, and Exchange Hosted Services).
- Stand-alone Forefront products are best suited for customers looking to fill specific gaps in their infrastructure and/or for those organizations where competitive products are highly entrenched.

When should a customer consider buying the Forefront Server Security Management Console?

Forefront Security for Exchange Server and Forefront Security for SharePoint can both be managed standalone. Forefront Server Security Management Console provides simple, centralized management of Forefront Security for Exchange Server and Forefront Security for SharePoint from a single console. Typically, customers having multiple Forefront Security for Exchange Server and Forefront Security for SharePoint installations find it useful to manage all their Forefront Server Security nodes using Forefront Server Security Management Console. Forefront Server Security Management Console is NOT part of the Forefront Security Suite.

Can the FCS Management Console be used to manage multi-tenant environments?

No. The FCS Management Console needs to be deployed on premise and can only support single tenant environments.

Can the FCS Agent provide antimalware protection without the FCS Management Console?

Yes. The Forefront Client Security Agent can be used in an unmanaged environment to protect desktops, laptops and server operating systems. In this case however, customers will not benefit from the central management and the reporting features provided by the Forefront Client Security Management Console.

Does FCS protect servers?

Yes. Forefront Client Security provides antimalware protection for desktops, laptops, and server operating systems.

Who should I contact if I have questions?

Please contact your Microsoft Partner Account Manager for questions.

LINKS TO ADDITIONAL RESOURCES

Visit http://www.microsoft.com/forefront/default.mspx for trial download software and more information.

Licensing questions related to Microsoft Forefront should be directed to your Microsoft licensing contact or your Microsoft Regional Operations Center for further details.

SPLA information for Service Providers:

http://www.microsoft.com/serviceproviders/licensing/default.mspx

Microsoft®
System Center
Essentials

Microsoft System Center Essentials 2007 is a new management solution in the System Center family of IT systems management products specifically designed for midsize businesses (up to 500 PCs and 30 servers). Essentials 2007 provides a unified management solution for IT professionals in midsize organizations who need to proactively manage their IT environment with increased efficiency.

New System Center Products. Microsoft has released three key products designed to help our customers better manage complexity and achieve agility in their datacenters and across their desktops:

- Microsoft System Center Configuration Manager 2007 (Configuration Manager 2007), which is the new version of Microsoft Systems Management Server (SMS).
- Microsoft System Center Data Protection Manager 2007 (Data Protection Manager 2007)
- Microsoft System Center Virtual Machine Manager 2007 (Virtual Machine Manager 2007)

Microsoft System Center Server Management Suite Enterprise. Microsoft is introducing the System Center Server Management Suite Enterprise, a new comprehensive server management solution for end-to-end management of physical and server environments. Key customer value includes:

- Unmatched breadth of functionality and best-of-breed capabilities for management of Windows in a single license.
- Competitive pricing for both the physical and virtualized environments.
- The only license for the scale-unrestricted version of Virtual Machine Manager 2007, our new product for managing virtualized environments.
- Rights to manage an unlimited number of Operating System Environments (OSEs) on a physical server.

LICENSING AND PRICING CHANGES

In conjunction with this set of product releases, Microsoft is updating licensing options and aligning our pricing across our product line to increase simplicity, reflect the value delivered by new functionality, and account for new technology trends in the marketplace. The key licensing and pricing changes are as follows:

- Server Management Suite Enterprise available in Volume Licensing programs, Open NL Estimated Retail Price (ERP) L&SA (Software Assurance is for two years). Note that Software Assurance is required when purchasing this Suite. This provides the only option to manage an unlimited number of OSEs on a physical server (it's effectively still a per device license).
- The license model for all Management Licenses (ML) in the Management Servers Product Category License Model (PCLM in the October, 2007 Product Use Rights) is changing from "per device" to "per OSE" for all products, including Operations Manager 2007, Configuration Manager 2007, and Data Protection Manager 2007. The primary reason for this change is to account for the increased adoption of virtualization technologies in distributed computing environments and better align with how competitors account incrementally for licensing in virtualized environments. Microsoft has also introduced a choice between licensing per OSE (for standalone MLs, and the Server Management Suite Standard) or unlimited OSEs (Server Management Suite Enterprise) for server management similar to how Microsoft Windows Server is licensed, which offers a Standard Edition per instance and a Datacenter Edition for unlimited instances.
- Microsoft has introduced a "per user" licensing option for the System Center Operations Manager 2007 Client Management License (Client ML) and Configuration Manager 2007 Client Management License (Client ML). The net of these changes for client management is that the Operations Manager 2007 Client ML and Configuration Manager 2007 Client ML can be purchased on a standalone basis either per OSE or per user. However, they may still be purchased per device or per user if acquired through the Enterprise CAL and Core CAL Suites, respectively.
- Prices for Configuration Manager 2007 Server Management Licenses are the same as the prices for Operations Manager 2007 Server Management Licenses. SMS had traditionally been a desktop-oriented management product with some basic server management capabilities. With Configuration Manager 2007, the new version of SMS, Microsoft has made significant investments in new server management capabilities, and the new pricing reflects the increased value delivered. The two Server ML editions, Standard and Enterprise, are differentiated based on the workload managed (same approach as for Operations Manager 2007) by the new Desired Configuration Management (DCM) functionality. The Standard Server ML is limited to use of DCM with basic workloads including the operating system, file/print servers, and networking services. The Enterprise Server ML is a superset of the Standard Server ML, so it allows for use of DCM with any workload, including proactively managing systems for configuration settings that follow an industry-leading framework for managing information in changing regulatory and business environments. Note that a Standard Server ML is sufficient for use of legacy functionality such as inventory, software distribution, and patch management on any workload.

TRANSITION TO SERVER MANAGEMENT SUITE ENTERPRISE

Customers with Software Assurance coverage are eligible to purchase "SA step-up" SKUs, which allow them to pay the difference between the license and software assurance they already purchased and the cost of the license and software assurance for the Server Management Suite Enterprise offering. There is an array of SA step-up SKUs that will enable a customer to migrate from any Standard Server ML all the way up to the Server Management Suite Enterprise:

- Step-ups from standalone Standard Server ML to standalone Enterprise Server ML
- Step-ups from standalone Enterprise Server ML to Server Management Suite Enterprise
- Step-up from Server Management Suite Standard to Server Management Suite Enterprise

TRANSITION TO PER OSE LICENSING

Customers who have active Volume Licensing enrollments with an effective date prior to November 1, 2007 may continue to purchase new Management Licenses after November 1, 2007 under that enrollment based on the per device licensing model for the following products:

- System Center Operations Manager 2007
- Systems Management Server (SMS) 2003 or 2003 R2
- System Center Data Protection Manager 2006

These customers will need to switch to the new per OSE licensing model (or step up to the Server Management Suite Enterprise) under the following circumstances:

- Renew their agreement or enrollment when it expires
- Upgrade from SMS 2003 or 2003 R2 to Configuration Manager 2007, even during the term of their existing enrollment
- Upgrade from Data Protection Manager 2006 to the 2007 version, even during the term of their existing enrollment

New enrollments with an effective date of November 1, 2007 or later will be subject to the new use rights and per OSE licensing model for Management Licenses.

Learn more about System Center by visiting:

http://www.microsoft.com/systemcenter

https://partner.microsoft.com/global/40049347

Windows Server® 2008

Microsoft Windows Server 2008 builds on the success and strengths of the award-winning Windows Server 2003 operating system and on the innovations delivered in Service Pack 1, Windows Server 2003 R2, and Service Pack 2. However, Windows Server 2008 is far more than a refinement of predecessor operating systems. Windows Server 2008 is designed to provide organizations with the most productive platform for powering applications, networks, and Web services from the workgroup to the datacenter with exciting, valuable new functionality and powerful improvements to the base operating system.

Microsoft Windows Server 2008

CAPABILITIES	STANDARD EDITION	ENTERPRISE EDITION	WEB EDITION	ITANIUM-BASED EDITION	DATACENTER EDITION
Processor support	4	8	4	64	64
Memory support 32-bit/64-bit	4 GB / 32 GB	64 GB / 1 terabyte	4 GB / 32 GB	128 GB / 1 terabyte	128 GB / 1 terabyte
File services/print services	Yes	Yes	No	No	Yes
Clustering	No	8 Node	No	Yes	Yes
Network load balancing services	Yes	Yes	Yes	Yes	No
Terminal Services Session Directory	Yes	Yes	No	No	Yes

Microsoft Windows Server 2008 is the most advanced Windows Server operating system yet, designed to power the next-generation of networks, applications, and Web services. With Windows Server 2008 you can develop, deliver, and manage rich user experiences and applications, provide a secure network infrastructure, and increase technological efficiency and value within your organization.

Windows Server 2008 builds on the success and strengths of its Windows Server predecessors while delivering valuable new functionality and powerful improvements to the base operating system. New Web tools, virtualization technologies, security enhancements, and management utilities help save time, reduce costs, and provide a solid foundation for your IT infrastructure.

Refer to http://www.microsoft.com/windowsserver2008/editions/overview.mspx for a

Product Licensing — Servers

detailed comparison

Windows Server 2008 SA Benefits* by Volume Licensing Program

BENEFIT	OPEN LICENSE	OPEN VALUE NON-COMPANY-WIDE	OPEN VALUE COMPANY-WIDE & OPEN VALUE SUBSCRIPTION
New Version Rights	●	●	●
Spread Payments		●	●
24x7 Problem Resolution Support		●	●
TechNet Managed Newsgroups	●	●	●
TechNet Plus Subscription Media		●	●
Extended Hotfix Support	●	●	●
Windows Preinstallation Environment (Windows PE)			●
Corporate Error Reporting			●
Cold Backups for Disaster Recovery	●	●	●
E-Learning	●	●	●

*SA is required on servers and Client Access Licenses (as applicable). See the Software Assurance section of this guide for more details.

TARGET YOUR CUSTOMER

Windows Server 2008 Standard

Designed to increase the reliability and flexibility of your server infrastructure while helping save time and reduce costs, Windows Server 2008 Standard is ideal for customers who have departmental and standard workloads and who:

- Want support for file and printer sharing
- Need more secure Internet connectivity

Windows Server 2008 Enterprise

The foundation for a highly dynamic, scalable IT infrastructure, Windows Server 2008 Enterprise is designed for Customers who need to manage applications, Web services, or infrastructure, and who:

- Want a full-function server operating system
- Need to have industry-leading performance, enhanced scalability, and high availability
- Want to consolidate servers to better control costs and streamline management

Windows Server 2008 Datacenter

Delivering an enterprise-class platform for deploying business-critical applications and large-scale virtualization on small and large servers, Windows Server 2008 Datacenter is ideal for customers who run demanding mission-critical applications and need access to the highest standards of support and services to maintain availability.

Windows Web Server 2008

Designed for dedicated Web serving and hosting, Windows Web Server 2008 delivers a single-purpose solution for Internet service providers, application developers, and others who use or deploy specific Web functionality. Integrated with the newly re-architected IIS 7.0, ASP.NET, and the Microsoft .NET Framework, Windows Web Server 2008 enables any organization to rapidly deploy Web pages, Web sites, Web applications, and Web services.

Windows Server 2008 for Itanium-Based Systems

Optimized for large databases, line of business, and custom applications providing high availability and scalability up to 64 processors to meet the needs of demanding and mission-critical solutions.

Windows Server 2008 Standard without Hyper-V

Designed to increase the reliability and flexibility of your server infrastructure while helping save time and reduce costs, Windows Server 2008 Standard without Hyper-V is ideal for customers who have departmental and standard workloads and who:

- Want support for file and printer sharing
- Need more secure Internet connectivity

This product does not include the Windows Server Hyper-V™ technology.

Windows Server 2008 Enterprise without Hyper-V

The foundation for a highly dynamic, scalable IT infrastructure, Windows Server 2008 Enterprise without Hyper-V is designed for Customers who need to manage applications, Web services, or infrastructure, and who:

- Want a full-function server operating system
- Need to have industry-leading performance, enhanced scalability, and high availability
- Want to consolidate servers to better control costs and streamline management

This product does not include the Windows Server Hyper-V technology.

Windows Server 2008 Datacenter without Hyper-V

Delivering an enterprise-class platform for deploying business-critical applications and large-scale virtualization on small and large servers, Windows Server 2008 Datacenter without Hyper-V is ideal for customers who run demanding mission-critical applications and need access to the highest standards of support and services to maintain availability.

This product does not include the Windows Server Hyper-V technology.

SELL SOFTWARE ASSURANCE WITH WINDOWS
- Discuss SA benefits early in the sales cycle.
- Integrate SA benefits value into the needs collection and solution discussions.
- Position SA benefits as a valuable part of the solution.
- Focus the solution on specific SA benefits that are important to your customer.
- Talk about the SA value over longer time frames.

For more information about the partner business opportunity for SA, see of this guide.

License Terms—Windows Server 2008 Notables

IMPACTED PRODUCTS	CHANGE	EXPLANATION
Windows Server 2008 Standard	Running instances now allow 1+1 (was one in physical OS or one in virtual OS)	Want to further enable use of virtual instance with running instance in the physical OS
Standard, Enterprise, and Datacenter	Offering optional editions built without Microsoft Hyper-V hypervisor technology Same license terms as their regular counterparts Priced slightly lower than their regular counterparts	Provide customers the choice of deploying Windows Server 2008 without the Hyper-V technology. Customers will need to separately license the hypervisor technology, whether it is Microsoft's Hyper-V, Microsoft's Virtual Server R2, or a third-party hypervisor technology.
Windows Web Server 2008	Use only for front-end webserving Internet-accessible Web pages, Web sites, Web applications, Web services, and POP3 mail serving Now can run any type of database software licensed to support any number of users	Provide customers with more flexibility in deploying Web-facing solutions. Overcome some of the limitations that were present in Windows Server 2003 Web Edition.
New Windows Server 2008 for Itanium-Based Systems SKU	Same license terms as Datacenter only supports databases, line of business, and custom applications. All services and functions not required to support these three target workloads are removed. Same price as Datacenter	Designed to be the leading alternative platform for RISC-based UNIX servers. Intended for scale-up database workloads and custom and line-of-business applications. This workload focus is consistent with the majority of current deployments of Windows Server on Itanium.

Windows Server 2008 Standard

A customer licensed with Windows Server 2008 Standard now may run one instance of the server software in the physical operating system environment and one instance of the server software in a virtual operating system environment. This further enables virtualization of the software for Standard edition.

"Without Hyper-V" licenses

Although the new Hyper-V hypervisor technology is a key feature of the Windows Server 2008 core operating system, Microsoft will still provide customers the choice of deploying Windows Server 2008 without this technology. Microsoft will enable this by offering Windows Server 2008 Standard, Enterprise, and Datacenter licenses without Hyper-V at a slightly reduced price from their regular license counterparts. The licensing terms are exactly the same as their Standard, Enterprise, and Datacenter edition counterparts, including the virtualization use rights. With Windows Server 2008 Standard, Enterprise, and Datacenter licenses without Hyper-V, a customer will need to separately license the hypervisor technology, whether it is Hyper-V, Microsoft's Virtual Server R2, or a third party hypervisor technology.

Windows Web Server 2008

Windows Web Server 2008 licensing is enhanced to allow any type of database engine software with no limit on the number of users. Licensing terms for Windows Web Server also further clarify that the software may be used solely as a front-end web server for development and deployment of Internet-accessible Web pages, Web sites, Web applications, Web services and POP3 mail serving.

Windows Server 2008 for Itanium-Based Systems

Windows Server 2008 for Itanium-based Systems now is a separate Windows Server 2008 product. It is designed to be the leading alternative platform for RISC-based UNIX servers, and is intended for scale-up database workloads, custom applications, and line-of-business applications. Pricing and licensing for Windows Server 2008 for Itanium-Based Systems is the same as Windows Server 2008 Datacenter.

Windows Server 2008 Licensing Recommendations

Recommended License: OEM[1]
Customer Profile:
- Purchasing a complete system together with the software
- Does not require Microsoft Volume Licensing features, such as software asset management tools or electronic license management
- Will not need to move licenses from one computer to another

Recommended License: Full Packaged Product[1]
Customer Profile:
- Needs immediate access to the software, with the least commitment
- Can manage paper licenses
- Is willing to forego potential software discounts from OEM and Microsoft Volume Licensing programs

Recommended License: Open Business
Customer Profile:
- Needs to acquire five licenses (server, CAL, or a combination) on initial order,[2] or can use an existing Open Business agreement for reordering
- Is willing to pay up front for licenses
- Needs a paperless, electronic license management system

Recommended License: Open Volume
Customer Profile: Similar to Open Business, except:
Wants to benefit from lower pricing by placing an initial order for at least 500 points. For points and pools, see the Microsoft Product List for Volume Licensing at www.microsoftvolumelicensing.com/userights.

Recommended License: Open Value
Customer Profile: Similar to Open Business, except:
- Needs to acquire five licenses (server, CAL, or a combination) with SA on initial order, or can use an existing Open Value agreement for reordering
- Wants the flexibility of annual spread payment options
- Wants the additional SA benefits provided by this license
- Wants to order licenses for multiple affiliated organizations in the same territory

Recommended License: Open Value with Company-wide Option
Customer Profile: Similar to Open Value, but also:
- Needs to acquire and wants to standardize on the Microsoft Core CAL Suite (consisting of Windows CAL, Microsoft Exchange Server 2007 Standard CAL, Microsoft Office SharePoint Server 2007 Standard CAL, and Microsoft Systems Management Server Configuration Management License) and has at least five computers
- Wants the additional SA benefits provided by this license

Recommended License: Open Value Subscription
Customer Profile: Similar to Open Value Company-wide, but also:
- Wants to prepare for a future reduction in the number of desktops through the use of nonperpetual licenses.
- Wants to reduce license costs during the initial term of three years.

Recommended License: Acquire software on existing Enterprise Agreement or Microsoft Select License
Customer Profile:
- Has a Microsoft Select License or Enterprise Agreement
- Wants to take advantage of additional savings on licenses

[1]*Customers can add SA to a new or existing Volume License agreement for OEM and FPP licenses that have been purchased up to 90 days ago.*

[2]*Software Assurance may count as a license for qualification to Open Business.*

Windows Server 2008 Core Product Offerings

BENEFIT	CHANNELS	LICENSE	RUNNING INSTANCES IN PHYSICAL AND VIRTUAL OS
Standard	Retail, OEM, VL, SPLA	Server + CAL SPLA—Processor to SAL	1 + 1
Standard without Hyper-V	Retail, OEM, VL, SPLA	Server + CAL SPLA—Processor to SAL	1 + 1
Enterprise	Retail, OEM, VL, SPLA	Server + CAL SPLA—Processor to SAL	1 + 4
Enterprise without Hyper-V	Retail, OEM, VL, SPLA	Server + CAL SPLA—Processor to SAL	1 + 4
Datacenter	OEM, VL, SPLA	Processor + CAL	1 + unlimited
Datacenter without Hyper-V	OEM, VL, SPLA	Processor + CAL	1 + unlimited
For Itanium-Based Systems	OEM, VL	Processor + CAL	1 + unlimited
Windows Server 2008 External Connector	VL	External Connector	
Web Server	Retail, OEM, VL, SPLA	Server License	1 or 1
Windows Server 2008 CAL	Retail, OEM, VL, SPLA	VL—CAL SPLA—Windows Standard or Enterprise CAL	
Terminal Services 2008 CAL	Retail, OEM, VL, SPLA, ISVR	VL—TS CAL SPLA—TS SAL	
Windows Server 2008 Terminal Services External Connector	VL	External Connector	
Rights Management Services 2008 CAL	VL, SPLA	VL—RMS CAL SPLA—RMS CAL	
Windows Server RMS External Connector	VL	External Connector	

LICENSING BASICS FOR WINDOWS SERVER 2008

Server License

Windows Server 2008 Standard: You may run one instance of the server software in the physical operating system environment (POSE) and one instance of the server software in a virtual operating system environment (VOSE). When running both instances, the instance of the server software running in the POSE may only be used to manage and service the operating system environments on the server. You may move instances of the server software to a server that is already properly licensed to support such added instance(s).

Windows Server 2008 Enterprise: You may run one instance of the server software in the POSE and up to four instances of the server software in VOSEs. When running all five instances, the instance of the server software running in the POSE may only be used to manage and service the operating system environments on the server. You may move instances of the server software to a server that is already properly licensed to support such added instance(s).

Windows Server 2008 Datacenter: You may move as many virtual instances of Windows Server software as you like to a server running Windows Server 2008 Datacenter or Windows Server 2008 for Itanium-Based Systems and not have to be concerned about the number of running virtual instances. For Volume License customers, the actual license may also be reassigned to another server every 90 days.

Windows Server 2008 for Itanium-Based Systems: You may move as many virtual instances of Windows Server software as you like to a server running Windows Server 2008 Datacenter or Windows Server 2008 for Itanium-Based Systems and not have to be concerned about the number of running virtual instances. For Volume License customers, the actual license may also be reassigned to another server every 90 days.

Windows Web Server 2008: Windows Web Server 2008 is a single-purpose Web server used only for deploying Web pages, Web applications, Web services, Web sites, and POP3 mail serving. Windows Web Server 2008 requires a server license only; no CALs required. There is no limit on the number of supported users or restrictions on the type of database on the server, but it must be a front-end server and Internet-accessible.

Client Access License

A Windows Server 2008 Client Access License (Windows CAL) or Microsoft Core CAL Suite[1] or Microsoft Enterprise CAL Suite[2] is required for users to access or use Windows Server 2008 Standard, Windows Server 2008 Enterprise, Windows Server 2008 Datacenter, and Windows Server for Itanium-Based Systems software.

Windows Server 2008 Device CALs:
- Allow a single device to access Windows Server 2008 server software even if the device contains multiple operating system environments; for example, if it contains two copies of Windows XP Professional through the use of Virtual PC or a multi-boot setup.
- Are ideal for organizations that have multiple users for one device, such as shift workers.
- Allow any user to access the server network on any licensed device.

Windows Server 2008 User CALs:
- Allow a named user to access Windows Server 2008 server software.
- Are ideal for organizations that have employees who use multiple devices to access the network.
- Allow licensed users to access the server network from any device.

External Connector License[1]
- Optional additional license for external users that enables access to your servers that are running Windows Server 2008.
- Allows access to the server that is running Windows Server, by an unlimited number of external users. For example, allows access for a person who is not an employee or similar personnel of the company or its affiliates.
- Licensed per server, regardless of the number of running instances of Windows Server 2008.
- With this license, customers do not need to buy individual Windows Server CALs for each external user.
- **Note:** The External Connector license cannot be used for commercial hosting services.

Terminal Services
Terminal Services functionality exists in Windows Server 2008 Standard, Enterprise, and Datacenter. When a server is configured in the Terminal Services role (known as the Terminal Services Application Server mode in Windows 2000), it becomes a Terminal Server. Terminal Services is licensed with TS CALs incrementally to the Windows Server licensing and Windows CALs requirements and follows the Windows Server 2008 model with Terminal Services User CALs, Device CALs, and External Connector licenses.

For more details about Terminal Services, see both the adjacent frequently asked questions and the 2007 Microsoft Office system section of this guide, and go to www.microsoft.com/windowsserver2003/howtobuy/licensing/ts2003.mspx.

For more details about Terminal Services licensing and the CAL assignment process, see www.microsoft.com/windowsserver2003/techinfo/overview/termservlic.mspx.

SERVER VIRTUALIZATION
Server virtualization enables multiple operating systems to run on a single physical machine as virtual machines (VMs). Windows Server 2008 Hyper-V, the next-generation hypervisor-based server virtualization technology, allows you to make the best use of your server hardware investments by consolidating multiple server roles as separate virtual machines (VMs) running on a single physical machine.

With Windows Server 2008, everything needed to support server virtualization is built right into the operating system as Windows Server 2008 Hyper-V. With Hyper-V and simple licensing policies, it's now easier than ever to take advantage of the cost savings of virtualization through Windows Server 2008.

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[1] *The Core CAL Suite is available only through Microsoft Volume Licensing programs. It consists of the Windows CAL, Exchange Server Standard CAL, Office SharePoint Server Standard CAL, and Systems Management Server (SMS) Configuration Management License (CML).*

[2] *The Enterprise CAL Suite is available only through the Enterprise Agreement and Enterprise Subscription Agreement. It consists of the Core CAL Suite plus the Exchange Enterprise CAL, the Forefront Security Suite, the Microsoft Office Communications Server Standard Edition, and Microsoft Office Communications Server Enterprise Edition CALs, the Office SharePoint Server Enterprise CAL, the Microsoft Operations Manager Client Operations Management License (OML), and the Windows Server 2008 Rights Management Services CAL.*

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[1] *Available only through Microsoft Volume Licensing, a single External Connector license qualifies for a new Open Business agreement.*

Windows Server 2008 offers three licensing plans to accommodate a variety of business situations:

LICENSE TYPE	NUMBER OF VMS
Standard	1
Enterprise	4
Datacenter	Unlimited

To learn more about Microsoft and virtualization, please visit the Virtualization (http://www.microsoft.com/virtualization/default.mspx) website, or the Virtualization TechCenter (http://technet.microsoft.com/en-us/virtualization/default.aspx).

FREQUENTLY ASKED QUESTIONS

What is the difference between a Windows Server 2008 license and a Windows Client Access License? Why do I need both?

The Windows Server 2008 license gives the holder the right to install and use the server software. The Windows CAL provides the right for a device or user to access the server software. With two separate components to the license, a scalable and more equitable pricing model is possible. The two-component license provides a low entry price and a means by which to pay for capacity used.

How should I license Citrix and Terminal Services (TS) in the same environment?

- Citrix licensing allows concurrent usage licensing, which means that the maximum number of concurrent users determines the number of required licenses.
- A separate TS CAL is still required for each and every physical user or device that is using Terminal Services.
- Microsoft does not have concurrent usage licensing for Terminal Services.
- Microsoft applications such as those in the Microsoft Office system and Microsoft Visio are licensed per device. If the application is used on a thin client or other device, an application license is required.

    Possible scenario:
    50 computers, 25 Concurrent-User Citrix licenses using Windows Server 2008 Terminal Services with the Microsoft Office system hosted on the Terminal Server.

    The Citrix license limits the total user connections to 25 "concurrent" users; however, you need 50 Windows Server 2008 TS CALs and 50 Microsoft Office system licenses—one Microsoft Office system license for each device.

If Windows Server is only used as an intranet server or application server because the customer uses another operating system, such as Linux or UNIX, are CALs then still required?

Yes, CALs are always required unless the customer uses Windows Server for users who remain anonymous and are accessing through the Internet.

Are CALs required for server-to-server communication?

No, a server does not need a Windows CAL for accessing another server in the same network as long as each server has a Windows Server 2008 license.

Are Windows Server licenses also needed for passive servers in a cluster?

Yes. Only Cold Backup Servers—a Software Assurance benefit.

Processor manufacturers like Intel and AMD have released processors that contain multiple CPUs in a single physical processor. Does this have any implications for Windows Server licensing?

The use of multicore designs that feature multiple CPUs in a single physical processor is allowed and does not increase the cost of Windows Server. This would be considered one processor for purposes of Windows Server licensing. Note, though, that some earlier versions such as Windows 2000 Server may not be able to benefit fully from multicore designs due to built-in processor limits.

Can an External Connector be used for employees who access Windows Server only from external locations such as their homes?

No, the External Connector cannot be used by employees, agents, or other personnel who fulfill a role similar to employees.

When installing Windows Server 2008, customers need to choose between "Per Server Mode" and "Per User or Per Device Mode." What does this mean?

With Per User or Per Device Mode, a Device CAL is needed for every client device or a User CAL is needed for every named user. With Per Server Mode, the number of concurrent users or devices on a server determines the number of CALs that are needed for that server. These Per Server Mode CALs are assigned specifically to that named server. As such, Per Server Mode may be attractive to customers who want to implement a server for occasional use.

Must customers who want to upgrade from Windows Server 2003 to Windows Server 2008 obtain new licenses?

Customers who have covered their Windows Server licenses with Software Assurance do not need new server licenses. They have new version rights to the software as part of their Software Assurance benefits. Other customers who don't have Software Assurance and want to upgrade from Windows Server 2003 to Windows Server 2008 need to obtain new server licenses. Version upgrades are not available.

Customers who have Windows 2003 CALs or Windows 2003 External Connectors need to acquire new Windows Server 2008 CALs or Windows Server 2008 External Connector licenses in order to access and use Windows Server 2008 software.

Does Windows XP Professional include a Windows CAL?

No, desktop operating systems like Windows XP do not include Windows CALs.

LINKS TO MORE INFORMATION

For more details of Windows Server 2008 licensing and pricing visit:
http://www.microsoft.com/windowsserver2008/default.mspx

MS Internal Site: http://2008launchwave/pages/licensing_ws08.aspx

Windows Small Business Server 2003 R2

Microsoft Windows Small Business Server 2003 R2 (SBS 2003 R2) is a complete, affordable network solution to help small businesses (with up to 75 computers) keep their businesses running and their data secure, get more done with fewer resources, and stay connected with their customers.

> ⓘ **For more information,**
> go to www.microsoft.com/windowsserver2003/sbs/support/default.mspx.

Windows Small Business Server 2003 R2 Editions

FEATURES/COMPONENTS	STANDARD EDITION	PREMIUM EDITION
Windows Server 2003	●	●
Microsoft Windows Server Update Services (WSUS)	●	●
Microsoft Windows SharePoint Services	●	●
Microsoft Exchange Server 2003 SP2	●	●
Microsoft Office Outlook 2003	●	●
Microsoft Shared Fax Service	●	●
Microsoft Internet Security and Acceleration Server (ISA Server) 2004		●
Microsoft SQL Server 2005 Workgroup Edition		●
Microsoft Office FrontPage 2003		●

Windows Small Business Server 2003 SA Benefits* by Volume Licensing Program

BENEFIT	OPEN LICENSE	OPEN VALUE NON-COMPANY-WIDE	OPEN VALUE COMPANY-WIDE & OPEN VALUE SUBSCRIPTION
New Version Rights	●	●	●
Spread Payments		●	●
24x7 Problem Resolution Support		●	●
TechNet Managed Newsgroups	●	●	●
TechNet Plus Subscription Media		●	●
Extended Hotfix Support	●	●	●
Cold Backup for Disaster Recovery	●	●	●
E-Learning	●	●	●

SA is required on servers and CALs (as applicable). See the Software Assurance section of this guide for more details.

SELL SOFTWARE ASSURANCE WITH WINDOWS SMALL BUSINESS SERVER 2003 R2

- Discuss SA benefits early in the sales cycle.
- Integrate SA benefits value into the needs collection and solution discussions.
- Position SA benefits as a valuable part of the solution.
- Focus the solution on specific SA benefits that are important to your customer.
- Talk about the SA value over longer time frames.

TARGET YOUR CUSTOMER

Windows Small Business Server 2003 R2 Standard Edition
Small businesses that need:

- File and print sharing
- Collaboration between employees
- Data backup and restore capabilities
- Resource sharing (such as printers, applications, and Internet access)
- Remote access and mobility
- An e-mail and shared calendaring solution

Windows Small Business Server 2003 R2 Premium Edition

All of the above, plus:

- A powerful database to run business applications
- Internal Internet monitoring and management and a multilayer firewall
- Website publishing software

Windows Small Business Server 2003 R2 Licensing Recommendations

Recommended License: OEM[1]	
Customer Profile:	
- Purchasing a server together with the software	- Does not require Microsoft Volume Licensing features, such as software asset management tools or electronic license management
- Wants a single point for hardware and software support	
Recommended License: Full Packaged Product[1]	
Customer Profile:	
- Is not purchasing a new server	- Is willing to forego potential software discounts from OEM and Microsoft Volume Licensing programs
- Needs immediate access to the software, with the least commitment	
Recommended License: Open Business	
Customer Profile:	
- Needs to acquire five licenses on initial order, or can use an existing Microsoft Volume Licensing agreement for reordering[2]	- Wants the ability to move licenses from one computer to another
- Is willing to pay up front for licenses	- Needs a paperless, electronic license management system
Recommended License: Open Volume	
Customer Profile: Similar to Open Business, except:	
Wants to benefit from lower pricing by placing an initial order for at least 500 points. For points and pools, see the Microsoft Product List for Volume Licensing at www.microsoftvolumelicensing.com.	
Recommended License: Open Value	
Customer Profile: Similar to Open Business, except:	
- Needs to acquire five licenses and wants SA	
- Wants the flexibility of annual installment payment options	
- Wants the additional SA benefits provided by this license	

[1]*Customer can add SA to a new or existing Volume License agreement for OEM and FPP licenses except for desktop applications bought as FPP.*

[2]*Software Assurance may count as a license for qualification to Open Business. The server license for Windows Small Business Server always includes five CALs, and as such qualifies for a new Open Business agreement. CALs for Windows Small Business Server are available in sets of five, and therefore a single purchase of CALs qualifies for a new Open Business agreement.*

See page 12 of this guide for details about the licensing programs. See page 10 for details about the partner opportunities for each license type.

LICENSING BASICS

- Every installed copy of the software requires a Windows Small Business Server license.
- A Windows Small Business Server 2003 CAL is required to access or use Windows Small Business Server 2003 or Windows Small Business Server 2003 R2 server software.
- The SBS 2003 R2 license includes five SBS 2003 Client Access Licenses. Both User CALs and Device CALs are available.

Client Access Licenses for Windows Small Business Server 2003 and Windows Small Business Server 2003 R2

- A Windows Small Business Server 2003 User or Device Client Access License (WSBS CAL) is required to access or use the server software.
- SBS 2003 CALs can access either the Standard or the Premium edition of the software.
- User and Device CALs can be combined within the same environment.
- Windows Small Business Server 2003 R2 is limited to 75 CALs.

Windows Small Business Server 2003 User CALs

- Allow a single named user to access Windows Small Business Server 2003 or Windows Small Business Server 2003 R2 server software.
- Are ideal for organizations that have employees who use multiple devices to access the network.
- Allow the licensed users to access the server from any device.

Windows Small Business Server 2003 Device CALs

- Allow a specific device to access Windows Small Business Server 2003 or Windows Small Business Server 2003 R2 server software.
- Are ideal for organizations that have multiple users for one device, such as shift workers.
- Allow any user to access the server on any licensed device.

Transition Pack

The Windows Small Business Server 2003 Transition Pack helps support growth from Windows Small Business Server 2003 into the standard Microsoft line of server products, while protecting customers' investment in SBS 2003 R2.

The SBS 2003 Transition Pack is available in two editions: Standard and Premium. The SBS 2003 R2 Transition Pack Standard Edition provides licenses for stand-alone versions of Windows Server 2003 and Exchange Server 2003. The SBS 2003 R2 Transition Pack Premium Edition provides licenses for Windows Server 2003, Exchange Server 2003, ISA Server 2004, and SQL Server 2005 Workgroup Edition. SBS Transition CAL Packs, which include Windows Server and Exchange Server CALs, are also available.

Customers of Windows Small Business Server 2003 R2 should consider acquiring the SBS 2003 R2 Transition Pack if they:

- Anticipate exceeding the limit of 75 users or devices in the near future.
- Want to separate SBS 2003 R2 software components onto separate server computers.
- Want to access features that are only available in Enterprise editions of the Windows Server System server software.

The SBS 2003 R2 Transition Packs are only available as Full Packaged Products. For more information about the SBS Transition Packs, see www.microsoft.com/WindowsServer2003/sbs/techinfo/planning/transition.mspx.

Windows Server 2003 for Small Business Server is for partners who want to deliver a server solution based on Windows Server 2003 as part of their product offering. It provides the same version of Windows Server 2003 that is used by Windows Small Business Server 2003, but it has none of the added features that are included in Windows Small Business Server 2003 R2 Standard Edition or Windows Small Business Server 2003 R2 Premium Edition.

For more information, see the Windows Server 2003 for Small Business sections of the Windows Small Business Server 2003 R2: Frequently Asked Questions at www.microsoft.com/windowsserver2003/sbs/techinfo/overview/generalfaq.mspx.

FREQUENTLY ASKED QUESTIONS

How many Windows Small Business Server 2003 CALs come with the server?

For each Windows Small Business Server 2003 (SBS) license a customer acquires through Microsoft Volume Licensing, Full Packaged Product, or OEM, a five-pack of SBS 2003 CALs is included.

My customer is ready to add additional users or devices. What are the licensing requirements for growing beyond 75 users or devices?

Customers will need to purchase the Windows Small Business Server 2003 R2 Transition Pack and SBS Transition CAL Packs to support their growth from SBS 2003 R2 to the standard Microsoft line of server products, while protecting their investment in SBS 2003 R2.

The SBS 2003 R2 Transition Pack is available in two editions: Standard and Premium. The SBS 2003 R2 Transition Pack Standard Edition provides licenses for stand-alone versions of Windows Server 2003 and Exchange Server 2003. The Transition Pack Premium Edition provides licenses for Windows Server 2003, Exchange Server 2003, ISA Server 2004, and SQL Server 2005 Workgroup Edition. SBS Transition CAL Packs, which include Windows Server and Exchange Server CALs, are also available.

Can my customers' users access other Windows Server–based servers in the SBS 2003 R2 domain?

Yes. SBS CALs grant the ability to access other Windows Server–based servers that are running as member servers within the SBS 2003 domain. See the frequently asked questions at www.microsoft.com/sbs for more information.

Is an External Connector license available for SBS 2003 R2?

No. External Connector licenses are not available for SBS 2003 R2.

Can I run Terminal Services in Application Server mode on Windows Small Business Server 2003 R2?

No. It is not possible to run Terminal Services in Application Server mode on Windows Small Business Server 2003 R2. Running Terminal Services in Application Server mode on a domain controller may present a security risk to the network. If your customers want to use Terminal Services in Application Server mode, we recommend that they acquire an additional Windows Server 2003 or Windows Server 2003 R2 license and install an additional server running Windows Server into the Windows Small Business Server 2003 R2 domain.

Is it possible to use a prior version of a single SBS component?

No. SBS cannot be downgraded on a feature or product basis. The features or products do not downgrade independently. Customers can deploy prior versions of the SBS platform.

Are upgrades available for Windows Small Business Server 2003 R2?

Yes, if purchased as a Full Packaged Product, the following upgrades are available:

Product Upgrade from SBS 2003 R2 Standard Edition to SBS 2003 R2 Premium Edition

Version Upgrade from SBS 2003 Standard Edition to SBS 2003 R2 Standard Edition

Version Upgrade from SBS 2003 Premium Edition or earlier to SBS 2003 R2 Premium Edition

- Transition Pack Standard Edition
- Transition Pack Premium Edition

> ⓘ **For more information,**
> See www.microsoft.com/windowsserver2003/sbs/howtobuy/pricing.mspx for detailed information about available upgrades.

ADDITIONAL LINKS TO RESOURCES

For complete Windows Small Business Server 2003 licensing information, go to www.microsoft.com/windowsserver2003/sbs/howtobuy/licensing.mspx.

For software support information, go to www.microsoft.com/windowsserver2003/sbs/support/default.mspx.

Microsoft®
Exchange Server 2007

For most businesses today, e-mail is the mission-critical communications tool that allows their people to produce the best results. This greater reliance on e-mail has increased the number of messages sent and received, the variety of work getting done, and even the speed of business itself. Amid this change, employee expectations have also evolved. Today, employees look for rich, efficient access—to e-mail, calendars, attachments, contacts, and more—no matter where they are or what type of device they are using.

For IT professionals, delivering a messaging system that addresses these needs must be balanced against other requirements such as security and cost. Enterprise security requirements have become more complex as the demand for and use of e-mail has increased. Today, IT departments must contend with e-mail security threats that are wide ranging: continually evolving spam and viruses, noncompliance risks, the vulnerability of e-mail to interception and tampering, and the potential harmful effects of natural and man-made disasters.

While security is clearly a priority, IT is ever cognizant of the need to manage cost. Time, money, and resource constraints are a fact of life as IT is made accountable to do more with less. As a result, IT professionals look for a messaging system that addresses both enterprise and employee needs while also being cost-effective to deploy and manage.

Microsoft Exchange Server 2007 has been designed specifically to meet these challenges and to address the needs of the different groups who have a stake in the messaging system. The new capabilities of Exchange Server 2007 deliver the advanced protection your company demands, the anywhere access your people want, and the operational efficiency you, in IT, need.

Microsoft Exchange Server Editions

EXCHANGE SERVER 2007 STANDARD EDITION	EXCHANGE SERVER 2007 ENTERPRISE EDITION
Overview: Designed to meet the messaging and collaboration needs of small and midsize corporations; it may also be appropriate for specific server roles or branch offices.	**Overview:** Designed to meet the messaging and collaboration needs of small and midsize corporations; it may also be appropriate for specific server roles or branch offices.
Storage Group Support: 5 storage groups	**Storage Group Support:** 5 storage groups
Database Support: 5 databases	**Database Support:** 5 databases
Database Storage Limit: No software storage limit; storage limit is hardware dependent.	**Database Storage Limit:** N/A
Single Copy Clusters: N/A	**Single Copy Clusters:** Yes
Local Continuous Replication: Yes	**Local Continuous Replication:** Yes
Cluster Continuous Replication: N/A	**Cluster Continuous Replication:** Yes

For a detailed explanation of these features, go to www.microsoft.com/exchange/evaluation/features/default.mspx.

EXCHANGE SERVER 2007 CLIENT ACCESS LICENSES

Exchange Server 2007 is offered in two Client Access License editions: Standard CAL and Enterprise CAL.

> **The Exchange Server Standard CAL** provides access to e-mail, shared calendaring, and Outlook Web Access.

> **The Exchange Server Enterprise CAL** is an additive CAL and requires that a Standard CAL is also purchased for each user or device. The Exchange Server Enterprise CAL provides access to Unified Messaging and advanced compliance, as well as Microsoft Forefront Security for Exchange Server and Exchange Hosted Filtering for onsite and hosted antivirus and antispam protection.

A CAL is required for each user or device (depending on the license) that is accessing the server. Either version of the CAL can be run against either version of the server.

The following table illustrates what features are included with the Exchange Server Standard CAL and the Exchange Server Enterprise CAL.

Exchange Server 2007 CAL Editions Comparison

FEATURES/COMPONENTS	STANDARD CAL	STANDARD PLUS ENTERPRISE CAL[1]
E-mail, shared calendaring, contacts, tasks, management	●	●
Outlook Web Access	●	●
Exchange ActiveSync®	●	●
Unified Messaging		●
Per-User/Per-Distribution List Journaling		●
Managed E-Mail Folders		●
Exchange Hosted Filtering[2]		●
Forefront Security for Exchange Server[2]		●

[1]*The Enterprise CAL is an Additive CAL, purchase of the Standard CAL is required for Standard offerings.*

[2]*Offered only through Microsoft Volume Licensing Programs; not available via retail purchase.*

SELL SOFTWARE ASSURANCE WITH MICROSOFT EXCHANGE SERVER 2007

- Discuss SA benefits early in the sales cycle.
- Integrate SA benefits value into the needs collection and solution discussions.
- Position SA benefits as a valuable part of the solution.
- Focus the solution on specific SA benefits that are important to your customer.
- Talk about the SA value over longer time frames.

For more information about how and why to sell SA to your customers, see page 30 of this guide.

Exchange Server 2007 SA Benefits* by Volume Licensing Program

BENEFIT	OPEN LICENSE	OPEN VALUE NON-COMPANY-WIDE	OPEN VALUE COMPANY-WIDE & OPEN VALUE SUBSCRIPTION
New Version Rights	●	●	●
Spread Payments		●	●
24x7 Problem Resolution Support		●	●
TechNet Managed Newsgroups	●	●	●
TechNet Plus Subscription Media		●	●
Extended Hotfix Support	●	●	●
Corporate Error Reporting			●
Cold Backup for Disaster Recovery	●	●	●
E-Learning	●	●	●

*SA is required on servers and CALs (as applicable). See the Software Assurance section of this guide for more details.

Exchange Server 2007 Licensing Recommendations

Recommended License: Full Packaged Product[1]
Customer Profile:
- Does not meet the criteria for Microsoft Volume Licensing
- Needs immediate access to the product software, with no commitment
- Is willing to forego discounts that are associated with Microsoft Volume Licensing

Recommended License: Open Business
Customer Profile:
- Needs to acquire five licenses on initial order, or can use an existing Microsoft Volume Licensing agreement for reordering[2]
- Is willing to pay up front for licenses
- Needs a paperless, electronic license management system.

Recommended License: Open Volume
Customer Profile:
Wants to benefit from lower pricing by placing an initial order for at least 500 points. For points and pools, see the Microsoft Product List for Volume Licensing at www.microsoftvolumelicensing.com.

Recommended License: Open Value
Customer Profile: Similar to Open Business, except:
- Needs to acquire five licenses and wants SA
- Wants the flexibility of annual installment payment options
- Wants the additional SA benefits provided by this license

Recommended License: Acquire software on existing Enterprise Agreement or Microsoft Select License
Customer Profile: Similar to Open Business, except:
- Has a Microsoft Select License or Enterprise Agreement
- Wants to take advantage of additional savings on licenses

[1]*Customers can add SA through a new or existing Volume License agreement for OEM and FPP licenses except for desktop applications obtained as FPP.*

[2]*Software Assurance may count as a license for qualification to Open Business.*

See of this guide for details about the licensing programs. See for details about the partner opportunities for each license type.

LICENSING BASICS FOR EXCHANGE SERVER 2007

The Exchange Server 2007 licensing model requires a server license for each copy of the server software that is installed.

An Exchange Server 2007 CAL (Standard CAL or Standard CAL plus Enterprise CAL), Microsoft Core CAL Suite, Microsoft Enterprise CAL Suite, or External Connector license is required to access or use Exchange Server 2007 server software.

User and device CALs can be combined within the same environment.

Standard CALs entitle access rights to both Standard and Enterprise editions of Exchange Server.

The Core CAL Suite consists of the Windows CAL, Exchange Server Standard CAL, Office SharePoint Standard CAL, and Systems Management Server CML. The Enterprise CAL Suite consists of the Core CAL Suite, Exchange Server Enterprise CAL, Forefront Security Suite, Office Communications Server Standard and Enterprise CAL, Office SharePoint Server Enterprise CAL, Operations Manager Client OML, and Windows Rights Management Services CAL. The Core CAL Suite is available through Open Value and the Enterprise (Subscription) Agreement. The Enterprise CAL Suite is available through the Enterprise (Subscription) Agreement.

The Exchange Server 2007 User CAL

- Allows a single named user to access Exchange Server 2007 Standard or Enterprise Edition software.
- Is ideal for organizations that have employees who use multiple devices to access the network.
- Allows the licensed users to access the server from any device.

The Exchange Server 2007 Device CAL

- Allows a specific device to access Exchange Server 2007 Standard or Enterprise Edition software.
- Entitles access rights to an unlimited number of users who share this common device. (For example, a kiosk running Outlook Web Access that is shared by several e-mail users.)

The External Connector (EC) license

- Optional additional license for external users that enables access to your servers that are running Exchange Server 2007.
- Allows an unlimited number of external users access to the server that is running Exchange Server.
- Licensed per server, required for every physical server that is running one or more copies of Exchange Server 2007 that can be accessed by the external user without the required Exchange CAL.
- With this license, you do not need to buy individual Exchange Server CALs for each external user (for example, for a person who is not an employee or similar personnel of the company or its affiliates).
- The External Connector is available only through Microsoft Volume Licensing.
- The External Connector license cannot be used for commercial hosting services. Consider using the Service Provider License Agreement (SPLA) for hosted Exchange. For details about Microsoft Hosted Exchange, go to www.microsoft.com/serviceproviders/hostedexchange/default.asp.

FREQUENTLY ASKED QUESTIONS

What licenses are needed to provide mobile access to Exchange 2007 Server mailboxes?
- **If the customer has User CALs,** users can access the server that is running Exchange Server through any device, including mobile devices.
- **If the customer has Device CALs,** the customer must acquire a Device CAL for each device that accesses the server that is running Exchange Server.

Can I use an Exchange Server Device CAL and an Exchange Server User CAL on the same server?
Yes. Both Device CALs and User CALs can be used to gain access to the same server. For ease of management and tracking, customers should consider acquiring CALs on either a device or user basis.

Will Exchange Server 2007 be part of Microsoft Windows Small Business Server?
Yes, Exchange Server 2007 will be an integral part of the Microsoft Windows Server code name "Longhorn" version of Small Business Server. SBS is expected to be released 6–12 months after the release of Microsoft Windows Server "Longhorn."

Does the Exchange 2007 CAL include the right to use Microsoft Office Outlook?
No, licenses for Office Outlook should be obtained separately, for example, by buying Microsoft Office Professional Plus 2007 or Office Professional Enterprise 2007.

> ⓘ **For more information,**
> Go to www.microsoft.com/exchange/howtobuy/licensingfaq.mspx
> for more frequently asked questions about Exchange Server licensing.

LINKS TO ADDITIONAL RESOURCES
- For a general software overview, go to www.microsoft.com/exchange.
- For partner information with marketing training and selling resources, go to https://partner.microsoft.com/40026734.

Microsoft®
SQL Server®2008

Microsoft SQL Server™ 2008 provides a comprehensive data platform that is more secure, reliable, manageable and scalable for your mission critical applications. Designed for developers who need to create new applications that can store and consume any type of data on any device, SQL Server 2008 enables all your users to make informed decisions with relevant insights.

TOP NEW FEATURES
Microsoft SQL Server 2008 provides a trusted, productive, and intelligent data platform that enables you to run your most demanding mission critical applications. New features are designed to help users:

- Use Resource Governor to manage concurrent workloads
- Enforce policy compliance consistently across the enterprise with the Declarative Management Framework
- Reduce storage requirements and increase query performance with data compression and sparse columns
- Protect sensitive data with Transparent Data Encryption and advanced auditing
- Troubleshoot, tune, and monitor SQL Server 2008 instances across the enterprise with Performance System Analysis
- Build high performance analysis solutions with scalability, performance, data mining, and user interface enhancements in SQL Server Analysis Services
- Take advantage of improved performance, usability, visualization, and integration with the 2007 Microsoft Office suites in SQL Server Reporting Services
- Integrate location-enabled applications through support for spatial data

TARGET YOUR CUSTOMER
Each edition of SQL Server 2008 includes features designed for specific business and development needs.

SQL Server 2008 Enterprise Edition
Enterprise Edition includes the complete set of enterprise data management and business intelligence features. SQL Server Enterprise offers the highest levels of scalability and availability of all the SQL Server 2008 editions. Additionally, it is optimized to run on x64- and Itanium-based servers, helping you achieve higher levels of database scalability and availability.

SQL Server 2008 Standard Edition
Standard Edition is an affordable option for small- and medium-sized organizations. It includes the core functionality needed for noncritical e-commerce, data warehousing, and line-of-business solutions. Standard Edition is optimized to run on win32, x64, and Itanium-based servers.

SQL Server 2008 Workgroup Edition
Workgroup Edition is the data management solution for small organizations or workgroups within larger entities. It includes all the core database features needed for data management in an affordable and simple-to-manage package.

SQL Server 2008 Express Edition

Express Edition helps developers build robust and reliable applications by providing a free, easy to use, and robust database when protecting and managing information inside and outside of applications is critical. SQL Server 2008 Express Edition has no time limits and is freely redistributable.

SQL Server 2008 Compact Edition

Develop the next breed of mobile and desktop applications using an embeddable, lightweight, yet highly capable, version of SQL Server 2008.

SQL Server 2008 Developer Edition

Developer Edition is designed to enable developers to build any type of application on top of SQL Server 2008. It includes all the functionality of Enterprise Edition (win32, x64, IA64) but with a special development and test license agreement that prohibits production deployment.

Editions on 64-bit Platform

SQL Server 64-bit helps you achieve higher levels of database scalability and availability with an enterprise-class database optimized to run on x64- and Itanium-based servers. The 64-bit features are available only on the Standard, Enterprise, and Developer editions of SQL Server 2008.

SELL SOFTWARE ASSURANCE WITH SQL SERVER 2008

- Discuss SA benefits early in the sales cycle.
- Integrate SA benefits value into the needs collection and solution discussions.
- Position SA benefits as a valuable part of the solution.
- Focus the solution on specific SA benefits that are important to your customer.
- Talk about the SA value over longer time frames.

For more information about how and why to sell SA to your customers, see page 30 of this guide.

SQL Server 2008 SA Benefits* by Volume Licensing Program

BENEFIT	OPEN LICENSE	OPEN VALUE NON-COMPANY-WIDE	OPEN VALUE COMPANY-WIDE & OPEN VALUE SUBSCRIPTION
New Version Rights	●	●	●
Spread Payments		●	●
24x7 Problem Resolution Support	●	●	●
TechNet Online Concierge Chat	●	●	●
TechNet Plus Media Subscription		●	●
Extended Hotfix Support	●	●	●
Corporate Error Reporting			●
Cold Backup for Disaster Recovery	●	●	●
E-Learning	●	●	●

SA is required on servers and CALs (as applicable). See the Software Assurance section of this guide for more details.

SQL Server 2008 Licensing Recommendations

Recommended License: Full Packaged Product[1]	
Customer Profile:	
- Needs immediate access to the software, with no commitment	- Is willing to forego software discounts

Recommended License: Open Business[2]	
Customer Profile:	
- Needs to acquire five licenses, or CALs, or one server processor license, on initial order[3]	- Needs a paperless, electronic license management system
- Is willing to pay up front for licenses	

Recommended License: Open Value	
Customer Profile:	
- Needs to acquire five licenses, or CALs, or one server processor license, and wants SA	- Wants the additional SA benefits provided by this license
- Wants the flexibility of annual installment payment options	- Needs a paperless, electronic license management system

Recommended License: Acquire software on existing Enterprise Agreement or Microsoft Select License	
Customer Profile:	
- Has a Microsoft Select License or Enterprise Agreement.	
- Wants to take advantage of additional savings on licenses.	

[1] *Customer can add SA to a new or existing Volume License agreement for OEM and Full Packaged Product licenses.*

[2] *Recommend Open License Volume if the customer needs to acquire a large number of licenses. (See page 15 of this guide for details)*

[3] *Software Assurance may count as a license for qualification to Open Business.*

See page 12 of this guide for details about the licensing programs. See page 10 for details about the partner opportunities for each license type.

CHOOSE THE RIGHT LICENSING MODEL TO MEET YOUR BUSINESS NEEDS

SQL Server 2008 is available under four different licensing options:

Processor Licensing Model

A license is required for each physical or virtual processor accessed by an operating system environment running SQL Server. This license does not require any device or user client access licenses (CALs).

Under this structure, a customer acquires a separate Processor license for each processor that is located in the server running the SQL Server software. If you have made a processor inaccessible to all operating system copies on which the SQL Server software is set up to run, you do not need a software license for that processor. This licensing model is most appropriate for applications that are accessible through the Internet and for internal applications with a high client-to-server ratio.

For more information about licensing SQL Server, read the Server Processor End-User License Agreement (EULA).

Server Plus Device CALs Licensing Model

Server plus device client access license (CAL) licensing requires a separate Server license (for either SQL Server 2008 Standard Edition or Enterprise Edition) for each server on which the software is installed, plus a CAL for each client device.

A SQL Server CAL is required for a device (for example, a personal computer, workstation, terminal, personal digital assistant, or mobile phone) to access or use the services or functionality of either edition of SQL Server.

Server plus device CAL licensing is optimal for customers who do not need access beyond the firewall and who have relatively low CAL-to-server ratios (for example, approximately 25 or fewer devices per processor for Standard Edition and 75 or fewer devices per processor for Enterprise Edition). The device CAL model will likely be more cost-effective than user CALs if there are multiple users per device (for example, a call center or an airport kiosk).

Server Plus User CALs Licensing Model

Server plus user client access license (CAL) licensing requires a separate Server license for each server on which the software is installed, plus a user CAL for each user accessing the server.

A SQL Server CAL is required for a user to access or use the services or functionality of either edition of SQL Server.

Server plus user CAL licensing is optimal for customers who do not need access beyond the firewall and who have relatively low CAL-to-server ratios (for example, approximately 25 or fewer users per processor for Standard Edition and 75 or fewer users per processor for Enterprise Edition). The user CAL model will likely be more cost effective than device CALs if there are multiple devices per user (for example, a user has a laptop and handheld computer accessing SQL Server).

Services Provider Licensing Agreement

The Services Provider Licensing Agreement offers a hosting-only Web SKU. SQL Server 2008 SKUs are not platform-specific; that is, 32-bit, 64-bit and Itanium platform SKUs are not offered separately as they were in SQL Server 2008.

FREQUENTLY ASKED QUESTIONS

What exactly is a processor license and how does it work?

A processor license gives you the right to install any number of copies of SQL Server 2008 on a single computer, as long as you have purchased processor licenses for all of the processors on that computer. In a virtualized environment, processor licenses are required for every processor that is accessed by a virtual machine.

In addition to the installation rights to the actual server software, processor licenses also grant any number of devices or users the right to access and use the server software running on those processors. These access rights are available to all devices or users, regardless of whether they are inside the organization (intranet scenarios) or outside the organization (intranet or extranet scenarios).

Do I have to acquire licenses for all of the processors in a server?

You have to acquire licenses only for processors that are accessible to any copy of the operating system upon which SQL Server 2008 is installed. In a virtualized environment, processor licenses are required for every processor that is accessed by a virtual machine.

What is the difference between device CALs and user CALs?

A device CAL allows any number of users to gain access to licensed server software from a particular device. A user CAL lets a particular user gain access to licensed server software from any number of devices. In other words, a user CAL covers a particular user's access to the server software from work computers and laptops, as well as from home computers, handheld computers, Internet kiosks, and other devices. A device CAL covers access by multiple users to server software from a single, shared device.

Which licensing model should I choose—the server plus device CAL, the server plus user CAL, or the processor license?

It depends on the specific situation, but here are some general guidelines:

- For externally focused server applications: Processor licensing is a better choice for externally focused server applications, such as Internet and extranet scenarios. It is often difficult to count devices or users in these scenarios, so hardware-based pricing is more straightforward.
- For mixed-use servers: For mixed-use servers that will be accessed from both inside and outside the organization's firewall, processor licensing is generally favorable. Because the processor licenses are probably needed for external users, there would be no need to purchase access separately for internal users through CALs.
- For environments inside the firewall. For environments inside the firewall where client-to-server processor ratios are relatively low, the server plus device CAL licensing model will likely be the more cost-effective choice if there are multiple users per device (for example, in a call center), while the server plus user CAL licensing model will likely be more cost-effective if there are multiple devices per user. For environments inside the firewall where client-to-server processor ratios are high, the processor licensing model will likely be more cost-effective.

How do I license SQL Server 2008 for my virtual environments?

For Standard and Workgroup, if you decide to license on a per processor basis, you must buy a SQL Server license for each virtual processor. For Enterprise Edition, you license all physical processors in a box, you do not count the virtual processors. This gives you rights to run SQL Server on unlimited number of virtual processors running on the same machine. For Server/CAL mode, for Standard and Workgroup, you must obtain SQL Server licenses for each Virtual Operating System Environment on which you run instances of SQL Server. However, for Enterprise, if you have a Server license for the physical Server, you may run unlimited instances of SQL Server in any Virtual Operating System Environment that you run on that same machine.

If you are using hardware partitioning on a multi-processor server, you get unlimited virtualization for SQL Server Enterprise Edition as long as all processors in that hardware partition are licensed. For example, if you have a hard partition of 10 physical processors on a 32-processor superdome server, 10 processor licenses of SQL Server 2008 give you rights to run free unlimited virtual machines with SQL Server on those 10 physical processors.

ADDITIONAL LINKS TO RESOURCES

For complete SQL Server 2008 family licensing information, go to www.microsoft.com/sql/howtobuy/default.asp.

For additional solutions around SQL Server, case studies, and white papers, go to www.microsoft.com/sql/technologies.asp.

Microsoft®

Internet Security & Acceleration Server 2006

Microsoft Internet Security and Acceleration Server 2006 (ISA Server 2006) is the integrated edge security gateway that helps protect your IT environment from Internet-based threats while providing your users with fast and secure remote access to applications and data.

Go to www.microsoft.com/isaserver/ for a detailed product description.

The following table lists the differences between the ISA Server 2006 Standard Edition and the ISA Server 2006 Enterprise Edition.

ISA Server 2006 Server Editions Comparison

FEATURE	STANDARD EDITION	ENTERPRISE EDITION
SCALABILITY		
Networks	Unlimited	Unlimited Adds enterprise networks
Scale up	Up to 4 CPUs, 2-GB RAM	Unlimited (per operating system)
Scale out	Single-server	Up to 32 nodes through Network Load Balancing (NLB)
Caching	Single server store	Unlimited (through Cache Array Routing Protocol [CARP]
AVAILABILITY		
Windows Network Load Balancing support	Not supported	Yes (integrated)
MANAGEABILITY		
Policies	Local	Array and enterprise policies use Active Directory Application Mode (ADAM)
Branch office	Through the manual import and export of policy	Enterprise-level and array-level policies
Monitoring/alerting	Single-server monitoring console Microsoft Operations Manager Management Pack	Multiserver monitoring console MOM Management Pack
Multiple networks	Templates	Templates

Go to www.microsoft.com/isaserver/prodinfo/features.mspx for detailed information about ISA Server 2006 features and benefits.

SELL SOFTWARE ASSURANCE WITH MICROSOFT ISA SERVER 2006
- Discuss SA benefits early in the sales cycle.
- Integrate SA benefits value into the needs collection and solution discussions.
- Position SA benefits as a valuable part of the solution.
- Focus the solution on specific SA benefits that are important to your customer.
- Talk about the SA value over longer time frames.

For more information about how and why to sell SA to your customers, see page 30 of this guide.

ISA Server 2006 SA Benefits by Volume Licensing Program

BENEFIT	OPEN LICENSE	OPEN VALUE NON-COMPANY-WIDE	OPEN VALUE COMPANY-WIDE & OPEN VALUE SUBSCRIPTION
New Version Rights	●	●	●
Spread Payments		●	●
24x7 Problem Resolution Support		●	●
TechNet Managed Newsgroups	●	●	●
TechNet Plus Subscription Media		●	●
Extended Hotfix Support	●	●	●
Corporate Error Reporting			●
Cold Backup for Disaster Recovery	●	●	●
E-Learning	●	●	●

See the Software Assurance section of this guide for more details.

TARGET YOUR CUSTOMER
Connected organizations that:

- Need to securely and easily make e-mail available to employees outside the network
- Require a way to securely and easily provide intranet information over the Internet
- Need to enable partners to securely access relevant corporate network information
- Need to provide secure and flexible remote access to employees while helping to protect the corporate network from malicious traffic
- Require a way to control Internet access and protect clients from malicious traffic on the Internet
- Need to enable branch offices to communicate securely with the main office over the Internet
- Need to ensure fast access to the most frequently used Web content

LICENSING RECOMMENDATIONS FOR CUSTOMERS

ISA Server is licensed on a per-processor basis. You do not need any User CALs, Device CALs, or External Connector Licenses to run ISA Server 2006.

Microsoft Internet Security & Acceleration Server 2006 Licensing Recommendations

Recommended License: OEM[1] **Customer Profile:**	
▪ Purchasing a complete server together with the software ▪ Wants a single point for hardware and software support	▪ Does not require Microsoft Volume Licensing features such as software asset management tools or electronic license management
Recommended License: Full Packaged Product[2] **Customer Profile:**	
▪ Needs immediate access to the software, with no commitment	▪ Is willing to forego software discounts
Recommended License: Open Business **Customer Profile:**	
▪ Needs to acquire five licenses or one server processor license, on initial order ▪ Is willing to pay up front for licenses	▪ Wants the ability to move licenses from one computer to another ▪ Needs a paperless, electronic license management system.
Recommended License: Open Volume **Customer Profile:** Similar to Open Business, except: Wants to benefit from lower pricing by placing an initial order for at least 500 points. For points and pools, see the Microsoft Product List for Volume Licensing at www.microsoftvolumelicensing.com.	
Recommended License: Open Value **Customer Profile:** Similar to Open Business, except:	
▪ Needs to acquire five licenses or one server processor license, and wants SA ▪ Wants the flexibility of annual installment payment options	▪ Wants the additional SA benefits provided by this license ▪ Wants a Microsoft Volume Licensing agreement that can be used for multiple legal entities in the same territory
Recommended License: Acquire software on existing Enterprise Agreement or Microsoft Select License **Customer Profile:**	
▪ Has a Microsoft Select License or Enterprise Agreement	▪ Wants to leverage additional savings on licenses

[1]*Go to www.microsoft.com/isaserver/partners/hardwarepartners.mspx for a list of hardware partners.*

[2]*SA Server 2006 Enterprise Edition is not available as a Full Packaged Product.*

See of this guide for details about the licensing programs. See for details about the partner opportunities for each license type.

LICENSING BASICS FOR ISA SERVER 2006

ISA Server 2006 is licensed under a per-processor license model. Each processor in the operating system instance that is running ISA Server requires a single license. This license does not require any device or user Client Access Licenses.

A customer acquires a separate processor license for each processor that is located in the server that is running the ISA Server software. Processors that are made inaccessible to all operating system copies on which the ISA Server software is set up to run do not need a software license for the inaccessible processors, for example, for hardware partitioning.

FREQUENTLY ASKED QUESTIONS

How can I migrate from ISA Server 2000 or ISA Server 2004 to ISA Server 2006?

For an ISA server license with SA: Customers can receive access to ISA Server 2006 if they licensed their ISA Server with Software Assurance and the agreement enrollment is still current. To take advantage of this Software Assurance benefit, customers should acquire the ISA Server 2006 media from a reseller, download the ISA Server 2006 software from the Microsoft Volume License Services (MVLS) Website at https://licensing.microsoft.com/ (all Volume Licensing programs except Open License), or wait for the next update of their Volume Licensing software kit (Select License and Enterprise (Subscription) Agreement).

Without a current SA enrollment: Customers can acquire a new ISA Server 2006 license.

Can I acquire test versions of ISA Server through MSDN and TechNet subscriptions?
TechNet offers evaluation versions of ISA Server 2006. TechNet software cannot be used for testing. MSDN subscriptions provide test versions of ISA Server 2006. For complete details, see:

- **MSDN:** http://msdn2.microsoft.com/en-us/vstudio/aa700832.aspx
- **TechNet:** www.microsoft.com/technet/abouttn/subscriptions/default.mspx

LINKS TO ADDITIONAL RESOURCES

For a general software overview and information for end users and solution builders, go to www.microsoft.com/ISAServer.

For Partner information with marketing training and selling resources, go to https://partner.microsoft.com/40029027.

Microsoft® Office SharePoint® Server 2007

Microsoft Office SharePoint Server 2007 is an integrated suite of server capabilities that can help improve organizational effectiveness by providing comprehensive content management and enterprise search, accelerating shared business processes, and facilitating information-sharing across boundaries for better business insight. Office SharePoint Server 2007 supports all intranet, extranet, and Web applications across an enterprise within one integrated platform, instead of relying on separate fragmented systems. Additionally, this collaboration and content management server provides IT professionals and developers with the platform and tools they need for server administration, application extensibility, and interoperability.

Go to http://office.microsoft.com/en-us/sharepointserver/FX100492001033.aspx for detailed product information.

SELL SOFTWARE ASSURANCE WITH MICROSOFT OFFICE SHAREPOINT SERVER 2007
- Discuss SA benefits early in the sales cycle.
- Integrate SA benefits value into the needs collection and solution discussions.
- Position SA benefits as a valuable part of the solution.
- Focus the solution on specific SA benefits that are important to your customer.
- Talk about the SA value over longer time frames.

For more information about how and why to sell SA to your customers, see page 30 of this guide.

Office Sharepoint Server 2007 SA Benefits* by Volume Licensing Program

BENEFIT	OPEN LICENSE	OPEN VALUE NON-COMPANY-WIDE	OPEN VALUE COMPANY-WIDE & OPEN VALUE SUBSCRIPTION
New Version Rights	●	●	●
Spread Payments		●	●
24x7 Problem Resolution Support		●	●
TechNet Managed Newsgroups	●	●	●
TechNet Plus Subscription Media		●	●
Corporate Error Reporting		●	●
Cold Backup for Disaster Recovery	●	●	●
E-Learning	●	●	●

SA is required on servers and CALs (as applicable). See the Software Assurance section of this guide for more details.

TARGET YOUR CUSTOMER
Customers who:

- Need to find and analyze relevant information across the organization to fully leverage business knowledge
- Need to easily and efficiently collaborate, promoting smarter and faster decision-making
- Need to target and tailor relevant information to increase employee productivity
- Require an enterprise business solution that integrates information from various systems into one solution
- Need a complete view of the business with access to all the information, documents, and applications that are used throughout the day
- Require the ability to find relevant information quickly through customization and personalization of portal content, layout, and audience

Office SharePoint Server 2007 Licensing Recommendations

Recommended License: Full Packaged Product[1]
Customer Profile:
- Needs immediate access to the software, with no commitment
- Does not qualify for Microsoft Volume Licensing
- Is willing to forego discounts that are associated with Microsoft Volume Licensing

Recommended License: Open Business
Customer Profile:
- Needs to acquire five licenses on initial order, or can use an existing Microsoft Volume Licensing agreement for reordering[2]
- Is willing to pay up front for licenses
- Needs a paperless, electronic license management system

Recommended License: Open Volume
Customer Profile: Similar to Open Business, except:
Wants to benefit from lower pricing by placing an initial order for at least 500 points. For points and pools, see the Microsoft Product List for Volume Licensing at www.microsoftvolumelicensing.com.

Recommended License: Open Value
Customer Profile: Similar to Open Business, except:
- Needs to acquire five licenses and wants SA
- Wants the flexibility of annual installment payment options
- Wants the additional SA benefits provided by this license
- Wants a Microsoft Volume Licensing agreement that can be used by multiple legal entities in the same territory

Recommended License: Acquire software on existing Enterprise Agreement or Microsoft Select License
Customer Profile:
- Has a Microsoft Select License or Enterprise Agreement
- Wants to leverage additional savings on licenses

[1]*Customer can add SA through a new or existing Volume License agreement for FPP licenses.*
[2]*Software Assurance may count as a license for qualification to Open Business.*

See page 12 of this guide for details about the licensing programs. See page 10 for details about the partner opportunities for each license type.

UP SELL/CROSS-SELL

Your current Microsoft Windows SharePoint Services 3.0 customer also requires Office SharePoint Server 2007 if the customer has one or more of the following needs:

Control documents through detailed, extensible policy management. Define customized document management policies to control access rights at a per-item level, specify retention period and expiration actions, and track content through document-auditing settings. Policy integration with familiar client applications makes compliance transparent and easy for employees. Integration with Information Rights Management helps ensure that proprietary and confidential information is better protected even if it is not connected to a server.

Centrally store, manage, and access documents across the enterprise. Organizations can store and organize all business documents and content in one central location, and users have a consistent mechanism to navigate and find relevant information. Default repository settings can be modified to add workflow, define retention policies, and add new templates and content types.

Simplify Web content management. Provide easy-to-use functionality to create, approve, and publish Web content. Master Pages and Page Layouts provide reusable templates for a consistent look and feel. New functionality enables enterprises to publish content from one area to another (for example, from collaborative sites to a portal), or to cost-effectively manage multilingual delivery of content on multiple intranet, extranet, and Internet sites.

Extend business processes across the organization. Forms Services–driven solutions make it possible to more securely and accurately collect information both inside and outside the organization without coding any custom applications. This information can then be integrated easily into line-of-business systems, stored in document libraries, used to start workflow processes, or submitted to Web services,

Streamline everyday business activities. Take advantage of workflows to automate and gain more visibility into common business activities such as document review and approval, issue tracking, and signature collection. Integration with familiar Microsoft Office system client applications, e-mail, and Web browsers simplifies the user experience. Organizations can easily modify the out-of-the-box processes or define their own processes by using familiar Microsoft tools such as Microsoft Office SharePoint Designer 2007 (the next generation of Microsoft Office FrontPage) or Microsoft Visual Studio development system.

> ⓘ **For a detailed comparison**
> of the features of Office SharePoint Server 2007 and a comparison between the different 2007 server editions, download the comparison spreadsheet from
> http://office.microsoft.com/en-us/sharepointserver/HA101978031033.aspx.

LICENSING BASICS FOR OFFICE SHAREPOINT SERVER 2007

Microsoft Office SharePoint Server 2007, Server License

Functionality: Connect people, processes, and information by using the new Office SharePoint Server 2007. This integrated information management system provides enterprise-class capabilities to meet business-critical needs like managing content and business processes, enabling better-informed decisions, finding information and organizational expertise, and simplifying how people work together across boundaries.

License Information: This license is required to run Office SharePoint Server 2007 in client/server mode. You should use this license with the requisite number of Client Access Licenses appropriate for your organizational needs.

Microsoft Office SharePoint Server 2007 Client Access License Standard Edition

Functionality: This client access license allows you to access your Office SharePoint Servers to meet your information management needs. As part of this license, you receive the core capabilities of Office SharePoint Server such as managing content and business processes, enabling better-informed decisions, finding information and organizational expertise, and simplifying how people work together across boundaries.

License Information: You can acquire these licenses through Open Licensing, Select Licensing, and Enterprise Agreements. This license is also part of the Core CAL Suite and Enterprise CAL Suite.

Microsoft Office SharePoint Server 2007 Client Access License Enterprise Edition

Functionality: This client access license is an additional license on top of the Office SharePoint Server CAL Standard Edition. A customer must acquire both the Standard Edition and Enterprise Edition CALs to use the Enterprise Edition functionality of Office SharePoint Server.

This CAL adds rights for you to use the Line of Business data integration and search, Business Intelligence, including performance management dashboard and Web-based spreadsheets and electronic forms.

License Information: You can acquire these licenses through Open Licensing, Select Licensing, and Enterprise Agreements. This license is also part of the Enterprise CAL Suite.

Microsoft Office SharePoint Server 2007 for Internet sites

Functionality: You can use the software only for Internet-facing Websites. All content, information, and applications must be accessible to non-employees. This license has all the features of Office SharePoint Server Enterprise Edition. For complete information about the different features in each edition, read the Office SharePoint Server edition comparison.

This is a per-server license that does not require the purchase of Client Access Licenses.

License Information: You can acquire these licenses through Open Licensing, Select Licensing, and Enterprise Agreements.

Microsoft Office SharePoint Server 2007 for Search (Enterprise Edition), Server License

Functionality: Connect people to relevant business information with the new Microsoft Office SharePoint Server 2007 for Search. A security-enhanced, scalable, extensible, and manageable search solution, Microsoft Office SharePoint Server 2007 for Search meets the core search needs of enterprises while offering the simplicity and ease of use desired by small and medium-sized businesses, thereby helping to increase productivity and alleviate information overload.

License Information: You can acquire these licenses through Open Licensing, Select Licensing, and Enterprise Agreements.

Microsoft Office SharePoint Server 2007 for Search (Standard Edition), Server License

Functionality: Connect people to relevant business information with the new Office SharePoint Server 2007 for Search. A security-enhanced, scalable, extensible, and manageable search solution, Microsoft Office SharePoint Server 2007 for Search meets the core search needs of enterprises while offering the simplicity and ease of use desired by small and medium-sized businesses, thereby helping to increase productivity and alleviate information overload. Office SharePoint Server 2007 for Search Standard Edition is limited to indexing 500,000 documents.

License Information: You can acquire these licenses through Open Licensing, Select Licensing, and Enterprise Agreements.

Microsoft Office Forms Server 2007, Server License

Functionality: Office Forms Server 2007 is a scalable, security-enhanced, standards-based data-gathering solution that your organization can use to extend the reach of forms-driven business processes to anyone who has a Web browser. Office Forms Server works with the Microsoft Office InfoPath client for authoring your forms-driven solutions

License Information: You can acquire these licenses through Open Licensing, Select Licensing, and Enterprise Agreements. The functionality provided by this license is also part of the Office SharePoint Server Enterprise CAL and the Enterprise CAL Suite when used with the Microsoft Office SharePoint Server 2007 Server License

Microsoft Office Forms Server 2007, Client Access License

Functionality: This Client Access License allows you to access Office Forms Server 2007 to extend the reach of forms-driven business processes to anyone who has a Web browser.

License Information: You can acquire these licenses through Open Licensing, Select Licensing, and Enterprise Agreements. The functionality provided by this license is also part of the Office SharePoint Server Enterprise CAL and the Enterprise CAL Suite.

Microsoft Forms Server 2007 for Internet sites

Functionality: You can use the software only for Internet-facing Websites. All content, information, and applications must be accessible to non-employees.

This is a per-server license that does not require the purchase of Client Access Licenses.

License Information: You can acquire these licenses through Open Licensing, Select Licensing, and Enterprise Agreements. The functionality provided by this license is also part of the Office SharePoint Server 2007 for Internet sites license.

The Office SharePoint Server Standard CAL is included in the Core CAL Suite, which is available only through Microsoft Volume Licensing programs such as Open Value Company-wide, Open Value Subscription, Enterprise Agreement, and Enterprise Subscription Agreement. The Core CAL Suite also includes the Windows CAL, Exchange Standard CAL, and Systems Management Server CML.

The Office SharePoint Server Standard CAL and the Office SharePoint Server Enterprise CAL are included in the Enterprise CAL Suite, which is available through the Select Agreement, Enterprise Agreement, and Enterprise Subscription Agreement. The Enterprise CAL Suite also includes the Exchange Standard CA and the Exchange Enterprise CAL, Forefront Security Suite, Office Communications Server Standard CAL and Office Communications Server Enterprise CAL, Operations Manager Client OML, Systems Management Server CML, Windows CAL, and the Windows Rights Management Services CAL.

FREQUENTLY ASKED QUESTIONS

What is Windows SharePoint Services, and how is it different from Office SharePoint Server?
Windows SharePoint Services is the engine that allows customers to create Websites for information sharing and document collaboration. It is a key piece of the information worker infrastructure that is delivered in Microsoft Windows Server 2003 R2, and it provides additional functionality to the Microsoft Office system and other desktop applications, as well as serving as a platform for application development. Windows SharePoint Services provides sites for team collaboration, while Office SharePoint Server 2007 connects these sites, people, and business processes—facilitating knowledge sharing and smart organizations.

LINKS TO ADDITIONAL RESOURCES

For a general software overview and information for end users and solution builders, go to http://office.microsoft.com/en-us/sharepointserver/FX100492001033.aspx.

For Partner information with marketing training and selling resources, go to https://partner.microsoft.com/40013164.