

Choosing the Most Appropriate Microsoft Licensing Approach

A Guide for Microsoft Licensing Resellers

Microsoft® offers different licensing approaches to suit your needs:

> OEM licenses >> Retail boxes, also known as Full Packaged Product >>> Volume Licensing programs such as Open Business and Open Value

With no more than five questions you can identify the most appropriate licensing solutions for your situation.

>>> GOOD

OEM licenses

If you need new PCs or servers, as well as new software licenses, then OEM licenses may be a good solution. OEM licenses are available for Microsoft® Windows® XP Professional, Microsoft Office Small Business Edition and Professional, Microsoft Windows Server™, and Windows Small Business Server.

Benefits:

- Most cost-effective solution
- Preinstalled and supported by the OEM or System Builder (preinstallation is mandatory for Windows and Office and optional for server products)
- One-stop shopping

Reasons for considering one of the next licensing solutions:

- May only be sold with a complete system
- No previous version and re-imaging rights for Office (Product Activation)
- OEM licenses cannot be moved to another system

>>> BETTER

Full Packaged Product

If you don't need new PCs or servers, then OEM licenses cannot be used. The Full Packaged Product (FPP) may then be a **better** alternative. Most Microsoft products (but not all) are available as FPP.

Benefits:

- Simple, convenient solution: the box contains everything you need for installing and using the product
- No need to simultaneously purchase PCs or servers
- No need to enter into an agreement

Reasons for considering one of the next licensing solutions:

- No previous version and re-imaging rights for Office (Product Activation)
- Difficult to manage and track licenses
- Most expensive way for obtaining licenses
- Some products are not available as FPP

>>> BEST: Volume Licensing

About Volume Licensing

If your organization needs five or more licenses, you can realize value from the wider range of licensing options that feature budgeting and cost savings, simplified license and compliance management, access to new versions of covered software and other benefits.

Consider one of these Microsoft Volume Licensing program options and see how they can help your business.

Benefits:

- More cost-effective than Full Packaged Products
- Previous version rights
- Re-imaging rights for efficient deployment (no Product Activation)

Open Business (Software Assurance optional)

Open Business provides a flexible way for obtaining at least five licenses for Microsoft products. Open Business is an easy way to enjoy the benefits of Volume Licensing.

Benefits of Open Business:

- Easy to manage and track licenses through the secured eOpen Web site
- More cost-effective than Full Packaged Products
- Broadest product portfolio

Benefits of Open Business with optional Software Assurance:

- Upgrade rights to new version of covered software released during the agreement term
- Optional Software Assurance for any of your licenses

Open Value, Open Value Company-wide

Open Value can help your customer simplify license tracking, take control of the upgrade cycle, and manage software costs.

Benefits of Open Value:

- New version rights as well as other Software Assurance benefits including support, home use rights, eLearning, training vouchers, and TechNet subscription services
- Spread payments over three years
- Ability to share a single agreement among affiliates within the same region
- Complimentary media kits for initial orders of each software title

Open Value Company-wide option can provide additional value to organizations that want to standardize desktops on one or more of the following components:

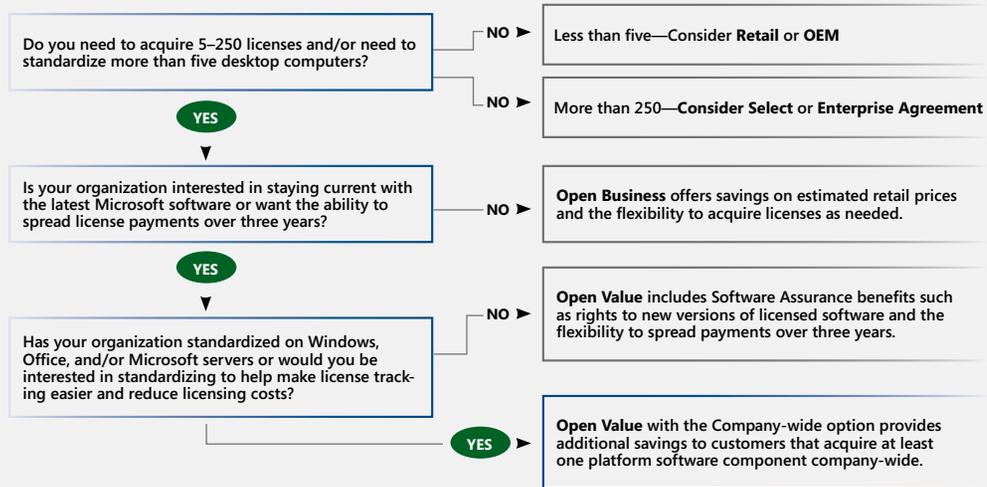
- Windows XP Professional
- Office Small Business Edition or Professional Enterprise Edition
- Windows Small business Server CAL or Core CAL

Benefits of Open Value Company-wide option:

- Savings up to 23 percent* for standardizing on the platform or components
- Simple license manage with monthly ordering of desktop licenses

* Software license costs are set by your reseller and may vary

How to recommend the right Microsoft licensing program



More information about licensing options is available online at <http://www.microsoft.com/licensing/programs/open/>

