



Good morning, everyone, and welcome to the “Get More For Less” session. My name is Eric Ligman and I am a Business Development Manager for our Small Business Segment in the U.S. Central Region for Microsoft. Many people have asked, “What is the Get More For Less Session?” so let me explain.

First, how many of you have unlimited IT budgets to spend each year? Ok, then how many of you have unlimited IT projects to accomplish each year on a very limited IT budget? And does your IT budget increase every year or sometimes stay flat or decrease? Overwhelmingly what we have seen is that IT departments are constantly asked to do more with less. Because of this, each dollar you spend on IT is worth much more than a dollar. This session was designed specifically to show you how to get the most from each and every IT dollar you spend on Microsoft solutions.

# Customer Segments

- ◆ End-User = 1 PC
- ◆ Small Business = 2 – 24 PCs
- ◆ Mid-Market = 25 – 499 PCs
- ◆ Corporate Accounts = 500 – 4,999 PCs
- ◆ Major/Enterprise = 5000+ PCs

Dealing with Microsoft can be very different than dealing with many of the other companies out there for many reasons. One way we differ from many other companies out there is because of how we divide our customers up into segments. Every company today does it; however, most do it based on number of employees or annual revenue. Not Microsoft.

First, let's think about who our customers are. We have the end-user at home who is running Ages of Empires, they are our customer. We also have the largest organizations in the world running Windows 2003, SQL 2000 or Exchange 2003. They are also our customer. Because of this, we have a very wide spectrum of customers we need to address. So what is the one constant across all of these customers? Number of PCs, which is how we define our customer segments.

Our first segment is the end-user which is defined as anyone with a single PC. The second segment is called Small Business and this is any customer with 2-24 PCs. Next we have Mid-Market which is any company with 25-500 PCs. If you have 500-5000 PCs, you fit into our Corporate Account segment. Finally we have the companies with 5,000+ PCs which we call our Major or Enterprise Accounts.

# Different Types of Licensing

- ◆ **OEM Licenses**
  - ❖ Pre-installed on new machines
  - ❖ Available via System Builders & major OEMs
  - ❖ Limitations: Can only be sold with new machine or new machine components.
  - ❖ Software cannot be transferred to different machines
  - ❖ License agreement is between customer and OEM
- ◆ **Retail Licenses**
  - ❖ FPP (Full Packaged Product)
  - ❖ Broad availability from Retail and Business Resellers
  - ❖ No license tracking...customer must retain paper EULA as legal proof of license
- ◆ **Volume Licensing**
  - ❖ Open License, Select & Enterprise Agreement
  - ❖ Open License available from any reseller
  - ❖ Select and EA available from Authorized ESAs only
  - ❖ License agreement is between customer and Microsoft
  - ❖ Electronic license tracking

Microsoft distributes their software through three different channels, each of which is meant for a different set of those customer segments.

The first channel we distribute our products through is OEM. OEM is the software you purchase which comes pre-installed on a machine when you buy it. This can include the desktop operating system, Microsoft Office, or possibly your server software. In thinking about the different Microsoft customer segments, which segment do you think OEM software is meant for?

Well, let's think about it for a minute. Does the end-user at home playing Ages of Empires purchase a new computer with an OEM desktop Operating System? Yes. How about the largest organizations in the world? They do too. OEM software is actually the only one of these channels specifically targeted towards ALL of our customer segments. This also makes it an anomaly since that OEM license must apply to the needs of the end-user and the largest customer in the world. This is why you will see some vast differences between OEM and our other channels of distribution.

The second channel we distribute our products through is retail-boxed or Full-Packaged Product. This is the software you go to stores like Best Buy, Comp USA, or WalMart to purchase. You pick up a box of software off the shelf, take it to the cash register, pay for it and then take it with you. Which customer segment do you think this channel of distribution is meant for?

The correct answer is that Full-Packaged product is meant for our End-User Consumer customers. This is NOT our channel for our business users of our products. Surprised? Well, you shouldn't be; however, this is something we have been hearing lately which is another reason for this session. When you purchase via Retail Boxed Product for your company, you are actually spending more, to get less, and causing extra work for your company. We will discuss this further in a little bit.

So what is the method for acquiring Microsoft software designed for businesses? Volume Licensing. Volume Licensing is our third method of distributing our software. This channel is specifically meant for our business customers. We have many Volume Licensing programs such as Open License, Select, Enterprise Agreement, School Agreement, Campus Agreement, Charity, and Government available. In this session, we are going to talk about Open Business & Open Value which are designed for our Small and Mid-Market businesses.

The biggest misconception about Volume Licensing though is that many customers think you have to be a very large organization or buy in huge quantities of software in order to qualify for Volume Licensing. The fact is that you can qualify for Volume Licensing with as few as 2 PCs. How many of you have less than 2 PCs? See? You ALL qualify for Volume Licensing.

Now here is a quick question for all of you... When you purchase software, do you actually own the actual software itself? No, you don't. What are you purchasing? You are purchasing the right to use the software according to the terms of the License Agreement you purchase.

Who in this room has read every license for every piece of software you have purchased? So here is a follow up question for you... How do you know what you bought? And let's take that one step further... If none of you know what you purchased, wouldn't it be accurate to then determine that none of you know what you own? Isn't that a scary thought?

Here is something for any of you to try... When you get back to your office after this presentation, if you have an OEM, FPP, and/or Volume License for the same product, hold them up side by side and read them. They are VERY different. Why? They are meant for different groups with different needs. Let's take a quick look at what we are talking about.

# Microsoft

Program/ Rights	OEM (Prior To Win XP Pro)	FPP/Retail	Open, Select, EA
Downgrade Rights	No	Some	Yes
Transfer Rights	No	Yes*	Yes (Not desktop O/S**)
Imaging	No	Some	Yes

\*\* SA Can be reassigned, requires new machine is licensed for latest O/S

\* Read EULA – FPP often states, “One-time transfer to end-user.”

One thing I have found when discussing licensing with others is that regardless if I am talking with two or two-thousand people, because everyone has a very different background, or different level of understanding of licensing, or comes from a different industry, very rarely are all of the people in the conversation on a level playing field when discussing licensing. Because of this, I have constructed this slide to assist with this.

How many of you either have Cable TV or know what Cable TV is? See, we are all on a level playing field now. Wasn't that easy? Now let's take a look at what I mean...

When you first move into a new house, you call up the cable company and tell them you are interested in getting cable TV. They tell you they have three plans which you can choose from. The first package is Basic Cable. This will get you 40 channels and costs \$19.95 per month. The next package they have is Extended Cable. This will get you 40 channels, a few movie channels, and a few pay-per-view channels. This will cost you \$39.95 per month. The last package they have is Deluxe Cable. This gets you those 40 channels, more movie channels, more pay-per-view channels, and 1,000 other channels you could not possibly watch within the month if you tried.

Since you just moved in, you realize you will have to do painting, unpacking and many other chores, so you will not have much time to watch TV. Because of this, you tell them you will start out with just the Basic Cable at this time. They tell you that will be \$19.95 per month and then they activate your rights under the Basic Cable plan, giving you access to those 40 channels. A few months later, your house is painted, you have unpacked your boxes and now you have time to watch TV. You call the Cable company and tell them that the 40 channels just do not meet your needs anymore and you think you CAN watch those 1,000 channels within a month and you are going to prove them wrong. They tell you they will “Upgrade” your rights to the Deluxe Cable package and that will cost you \$59.95 per month.

Licensing works in a very similar way. OEM software is the least expensive way to get purchase our software. Also, OEM software comes with the least amount of rights included in the license. So, do you receive downgrade rights with an OEM license? No. Do you receive transfer rights with an OEM license? No. How about Imaging rights? No. Remember, this is our “Basic Cable” package. You only get basic use rights under this license.

If you are wondering what exactly downgrade rights are, this is the ability to load a version prior to the version you are licensed for. Transfer rights are the right to uninstall the software from one machine and transfer that license and software to another machine. Imaging rights are the rights to install the software from a network location such as using a “Ghost” image or network deployment. We will talk about each of these in more detail in just a few slides.

Retail/FPP software is our “Extended Cable.” It costs more than OEM and gets you additional rights beyond OEM software. For instance, if you read the End-User License Agreement (EULA) for many Retail/FPP Products, you will notice that it includes downgrade rights. (Hence the “Some” in the slide above. Some Retail/FPP products have them, some Retail/FPP products don't.) Also, Retail/FPP licenses generally have a Transfer Rights paragraph included in them; however, be sure to read the EULA since some of the prior versions of our software stated that you have a “One-time transfer to the end-user,” for transfer rights. I sincerely doubt many of you or your companies are looking to transfer your software licenses directly to your end-users. Finally in Imaging rights... Again, some of the Retail/FPP products out have a Network Storage and Use paragraph included in the EULA which would provide you with imaging rights, and some of the Retail/FPP products out do not. How do you know? It is in the EULA.

Finally, we have our Volume Licensing Programs which are equivalent to “Deluxe Cable.” Under Volume Licensing you get all of the rights, which you as business consumers need; however, there is one big difference between us and cable here... Deluxe cable costs more than Extended cable at your cable company. Does Microsoft's Volume Licensing cost more or less than retail-boxed product? It costs less. So with our Volume Licensing programs, you get the most rights for less money than our Retail-boxed software “Extended Cable” every time.

# Proof of Ownership

- ◆ **Preinstalled (OEM) Software**
    - ❖ In order to establish license ownership, you should retain:
    - ❖ The End User License Agreement (EULA), which is the agreement between the PC manufacturer and the end user
    - ❖ The Certificate of Authenticity (COA), the label that appears on the side of the PC chassis (as of Windows 2000 Pro) or the colorful manual cover prior to Win 2000
    - ❖ Original media and manuals (if applicable)
    - ❖ And your purchase invoice or receipt
  - ◆ **Full Packaged Product (FPP - Retail)**
    - ❖ For each box of retail product you acquire, be sure to keep:
    - ❖ The End User License Agreement (EULA), which is the agreement between the end user and Microsoft – This is a paper license
    - ❖ The Certificate of Authenticity (COA)
    - ❖ Original media and manuals (if applicable)
    - ❖ And your purchase invoice or receipt
  - ◆ **Open License**
    - ❖ Your evidence of license is posted on the [secure eOpen site](#) or [MVLS](#) site for Open Value licenses. Log on using your Microsoft Passport ID and your unique Open License Authorization number(s) to verify the number of licenses purchased.
- \* See: [http://www.microsoft.com/resources/sam/lic\\_doc.msp](http://www.microsoft.com/resources/sam/lic_doc.msp) for more information

In addition to that, let's talk about Proof of ownership. If your company were ever audited by a third-party firm, how do you prove you own the licenses you purchased? This too varies depending on how you purchase your software. Let's take a look at the differences. Here is what is required to show proof of ownership based on the three methods of distribution we offer:

For OEM licenses, you must have the following components to prove ownership:

- 1) The Certificate of Authenticity. In the past, this used to be the colorful cover of your OEM manual which stated Certificate of Authenticity on it and the Product ID. Since Windows 2000 Pro came out, the Certificate of Authenticity is now the colorful sticker attached to the outside of the computer case on the system you purchased or on the underside of the notebook you purchased. Just so you know, you MUST receive this sticker on any machine you purchase with an OEM Microsoft desktop Operating System on it.
- 2) The invoice for your purchase. Why would you need the invoice? Because OEM software must be sold with "Qualifying hardware." What is "Qualifying hardware?" If you purchase an OEM desktop operating system license (Windows 2000 Pro, Windows XP Pro, etc.), then that license must be sold with a "non-peripheral hardware item." This can be any internal computer system component such as a motherboard, memory, CPU, hard drive, etc. If you purchase an OEM Office or OEM Server license (Windows NT Server, Windows 2000 Server, Windows 2003 Server, etc.), then the only "qualifying hardware" is "a fully-configured computer system." That is right, OEM Office and Server licenses can ONLY be sold with a complete computer system, period. They cannot be sold alone or with a hard drive, motherboard, etc. So as you can see, the invoice is required to show what "qualifying hardware" you purchased with the OEM license in order to see if it is a legitimate OEM license or not.
- 3) The EULA (End User License Agreement). For OEM software, this is very hard for you to lose since it is an electronic document installed on your machine at the time of the OEM software installation. It is stored as EULA.txt on your computer in your c:\windows\system directory if you ever want to read your actual license and see what rights you have under that license.

So what happens if you do not have these three components for an OEM license? If you cannot prove ownership of a license, what do you own? Nothing. This is why it is VERY important that you treat your software licenses as assets and keep track of them carefully.

For Retail-boxed licenses, you must have the following components to prove ownership:

The EULA (End User License Agreement). For Retail-boxed software, this is a piece of paper included inside the retail box which states, "End-User License Agreement" right on top in big letters. This is the document you should read if you ever want to read your actual license and see what rights you have under that license.

The invoice for your purchase. For retail-boxed software, this shows proof of purchase. Note I said proof of purchase, not proof of ownership. Many people ask why the invoice is not enough to show proof of ownership. Very simple. The invoice shows that you did purchase the software; however, since retail-box software does allow for a one-time transfer of license, how can you show that between the time you purchased the license and the time you are asked to prove ownership, that you did not sell, donate, transfer, etc. that license to someone else? The only proof of that is if you still retain the EULA.

The Certificate of Authenticity is optional. Under retail-boxed software, the Certificate of Authenticity is more for you to verify that you are actually purchasing legitimate product. It should be a colorful sticker on the outside of the retail-box of software you purchase. If you do not see a Certificate of Authenticity on your box of software, do not buy it. Also, if you are planning on retaining the Certificate of Authenticity, you can cut out just the panel from the box instead of storing the entire box.

So what happens if you do not have these components for a retail-box license? If you cannot prove ownership of a license, what do you own? Nothing. This is why it is VERY important that you treat your software licenses as assets and keep track of them carefully.

As you can see, if you purchase software through OEM or retail-boxed licenses, who is responsible for keeping track of those licenses? You are. If you lose them, they are gone. Now how many of you want to keep closets full of paper licenses for years and years? Is that an effective way to run your company? Sounds like a pain, doesn't it?

# Proof of Ownership

- ◆ **Preinstalled (OEM) Software**
  - ❖ In order to establish license ownership, you must have:
    - ❖ The End User License Agreement (EULA) between the PC manufacturer and the end user
    - ❖ The Certificate of Authenticity (COA), the label that appears on the side of the PC chassis (as of Windows 2000 Pro) or the colorful manual cover prior to Win 2000
    - ❖ Original media and manuals (if applicable)
    - ❖ And your purchase invoice or receipt
- ◆ **Full Packaged Product (FPP - Retail)**
  - ❖ For each box of retail product you acquire, be sure you have:
    - ❖ The End User License Agreement (EULA), which is signed by the end user and Microsoft – This is a paper license
    - ❖ The Certificate of Authenticity (COA)
    - ❖ Original media and manuals (if applicable)
    - ❖ And your purchase invoice or receipt
- ◆ **Open License**
  - ❖ Your evidence of license is posted on our Open Value licenses. Log on using your Microsoft Open License Authorization number(s) to verify licenses purchased.

\* See: [http://www.microsoft.com/resources/sam/lic\\_doc.mspx](http://www.microsoft.com/resources/sam/lic_doc.mspx) for more information

Don't lose your paper license ☹️

Don't lose your paper license ☹️

You can't lose your electronic license 😊

So why would Microsoft expect you to do this or ask your company to bear this burden? We don't! This is where Volume Licensing comes in.

For Volume Licenses purchased through any of our Volume Licensing programs, you must have the following components to prove ownership:

The EULA (End User License Agreement). For Volume License software, this is an electronic document which is stored on a Microsoft licensing server in Redmond that you access through any web browser. This is the document you should read if you ever want to read your actual license and see what rights you have under that license. If this is stored on a Microsoft server in Redmond, can you lose this license? No. We help track all of your licenses for you. As your business partner, Microsoft wants to make working with us as easy as possible for you. How many of you started the network you are working on today? How many of you inherited the network you are working on today? For those of you who inherited your network, when you first started your job, did they hand you a folder with all of your licenses neatly filed away so you knew everything you had to work with? Of course not. If the company acquired its Microsoft licenses through Volume Licensing though, you would be able to log into the secure licensing web site and view all of the Microsoft licenses the company owns. Wouldn't that make your life easier?

The invoice for your purchase.

This is why I am very adamant that Retail-boxed software has NO place in a business environment. Why would you pay more, get less, and have to keep track of all of your paper licenses instead of paying less, getting more, and we track your licenses for you on our licensing site? If anyone can make the business case to me why retail-box makes more sense for your company than Volume Licensing, please let me know. I have yet to have anyone do this in the many years of me giving this presentation. If you are purchasing your Microsoft software through retail-boxed software, you are wasting your money. And as we discussed before, how many of you have unlimited IT budgets every year to be wasting your money to get less?

# Office System 2003 Pro Example

All prices listed are Estimated Retail Prices (ERP). Please check with your Microsoft License Provider for actual costs.

	Retail Box	Open Business
New (L) Price (ERP)	\$499	\$456
Upgrade (ERP)	\$329	\$264 (Software Assurance)**
License Protection	Paper license – If you lose it, it is gone	Electronic licensing. You can't lose it.
Downgrade Rights?	No	Yes
Includes InfoPath 2003? (\$199 ERP)	No	Yes
eLearning Included?	No	Yes*
Qualify for up to \$38,000 in Rebates?	No	Yes***
Home Use Rights?	No	Yes*

\* If customer has or purchases SA for Office System

\*\* SA under Open Business provides 2-Years of Upgrade protection, Open Value provides 3-Years of Upgrade Protection and benefits

\*\*\* When purchased through Open Value Program

Let's take a look at an example...

Office System 2003 Pro. You could go out and purchase a retail boxed version of Office System 2003 Pro and pay \$499 (Estimated Retail Price) for the product. What would you get for that \$499 (Estimated Retail Price)?

- 1) A license for Office System 2003 Pro? Yes
- 2) The pleasure of having to track that paper EULA (End-User License Agreement), because if you lose your license, it is gone? Yes
- 3) Would you qualify for downgrade rights? No
- 4) Would you get a license for InfoPath 2003? No
- 5) Could you qualify for the eLearning courses through Software Assurance? No
- 6) Could you qualify for the Home use rights license of Office Pro through Software Assurance? No
- 7) What about upgrades? \$329 (Estimated Retail Price) would get you a one-time upgrade with no upgrade protection and none of the Software Assurance benefits.

Now let's look at if you purchased it through Open License. What would you get:

- 1) Estimated Retail Price: \$456 for the License only (\$43 savings over retail box)
- 2) A license for Office System 2003 Pro? Yes
- 3) The pleasure of having to track that paper EULA (End-User License Agreement), because if you lose your license, it is gone? No. Your license is stored electronically for you, so you cannot lose it.
- 4) Would you qualify for downgrade rights? Yes
- 5) Would you get a license for InfoPath 2003? Yes
- 6) Could you qualify for the eLearning courses through Software Assurance? Yes
- 7) Could you be eligible for the Office Pro 2003 Rebate with Software Assurance? Yes (For Office System 2003 purchases made via Open Value)
- 8) Could you qualify for the Home use rights license of Office Pro through Software Assurance? Yes
- 9) Could you qualify to spread your payments out over three years instead of paying for it up front? Yes (For Office System 2003 purchases made via Open Value)
- 10) What about upgrades? \$264 (Estimated Retail Price) for Software Assurance would get you a one-time upgrade PLUS two years of upgrade protection and ALL of the Software Assurance benefits or \$398 (Estimated Retail Price) would get you THREE years of upgrade protection under Open Value and ALL of the Software Assurance benefits. Plus, you would be able to spread the payments out over three years instead of having to pay for it all up front if you chose the Open Value Program.

# Office System 2003 Pro Example

All prices listed are Estimated Retail Prices (ERP). Please check with your Microsoft License Provider for actual costs.

Why would you:

- 1) Spend more
- 2) Get Less
- 3) Want to track a paper license you can lose?

	Retail Box	Microsoft Open License Open Business
	\$499	\$456
	\$325	\$264 (Software Assurance)**
Paper license you lose?	Yes	Electronic licensing. You can't lose it.
3?	Yes	Yes
	No	Yes*
Quality for up to \$58,000 in Rebates?	No	Yes***
Home Use Rights?	No	Yes*

\* If customer has or purchases SA for Office System

\*\* SA under Open Business provides 2-Years of Upgrade protection, Open Value provides 3-Years of Upgrade Protection and benefits

\*\*\* When purchased through Open Value Program

Bottom line... Why would you pay more, to get less, have to track a physical paper license, and have to pay more for upgrades that only get you a one-time upgrade rather than several years of Upgrade protection? It does not make good business sense; therefore, do not do it.

## Office System 2003 Standard Example

All prices listed are Estimated Retail Prices (ERP). Please check with your Microsoft License Provider for actual costs.

	 Retail Box	 Open Business
<b>New (L) Price (ERP)</b>	\$399	\$368
<b>Upgrade (ERP)</b>	\$239	\$213 (Software Assurance)**
<b>License Protection</b>	Paper license – If you lose it, it is gone	Electronic licensing. You can't lose it.
<b>Downgrade Rights?</b>	No	Yes
<b>eLearning Included?</b>	No	Yes*
<b>Home Use Rights?</b>	No	Yes*

\* If customer has or purchases SA for Office System

\*\* SA under Open Business provides 2-Years of Upgrade protection, Open Value provides 3-Years of Upgrade Protection and benefits

Let's take a look at another example...

Office System 2003 Standard. You could go out and purchase a retail boxed version of Office System 2003 Standard and pay \$399 (Estimated Retail Price) for the product. What would you get for that \$399 (Estimated Retail Price)?

- 1) A license for Office System 2003 Standard? Yes
- 2) The pleasure of having to track that paper EULA (End-User License Agreement), because if you lose your license, it is gone? Yes
- 3) Would you qualify for downgrade rights? No
- 4) Could you qualify for the eLearning courses through Software Assurance? No
- 5) Could you qualify for the Home use rights license of Office Pro through Software Assurance? No
- 6) What about upgrades? \$239 (Estimated Retail Price) would get you a one-time upgrade with no upgrade protection and none of the Software Assurance benefits.

Now let's look at if you purchased it through Open License. What would you get:

- 1) Estimated Retail Price: \$368 for the License only (\$31 savings over retail box)
- 2) A license for Office System 2003 Standard? Yes
- 3) The pleasure of having to track that paper EULA (End-User License Agreement), because if you lose your license, it is gone? No. Your license is stored electronically for you, so you cannot lose it.
- 4) Would you qualify for downgrade rights? Yes
- 5) Could you qualify for the eLearning courses through Software Assurance? Yes
- 6) Could you be eligible for the Office 2003 Rebate with Software Assurance? Yes (For Office System 2003 purchases made via Open Value)
- 7) Could you qualify for the Home use rights license of Office Pro through Software Assurance? Yes
- 8) Could you qualify to spread your payments out over three years instead of paying for it up front? Yes (For Office System 2003 purchases made via Open Value)
- 9) What about upgrades? \$213 (Estimated Retail Price) for Software Assurance would get you a one-time upgrade PLUS two years of upgrade protection and ALL of the Software Assurance benefits or \$322 (Estimated Retail Price) would get you THREE years of upgrade protection under Open Value and ALL of the Software Assurance benefits. Plus, you would be able to spread the payments out over three years instead of having to pay for it all up front if you chose the Open Value Program.

# Office System 2003 Standard Example

All prices listed are Estimated Retail Prices (ERP). Please check with your Microsoft License

Why would you:

- 1) Spend more
- 2) Get Less
- 3) Want to track a paper license you can lose?

		
		<b>Open Business</b>
		\$368
		\$213 (Software Assurance)**
	If you	Electronic licensing. You can't lose it.
	Yes	Yes
	No	Yes*
	No	Yes*

\* If customer has or purchases SA for Office System

\*\* SA under Open Business provides 2-Years of Upgrade protection, Open Value provides 3-Years of Upgrade Protection and benefits

Bottom line... Why would you pay more, to get less, have to track a physical paper license, and have to pay more for upgrades that only get you a one-time upgrade rather than several years of Upgrade protection? It does not make good business sense; therefore, do not do it.

# SBS 2003 Standard Example

All prices listed are Estimated Retail Prices (ERP). Please check with your Microsoft License Provider for actual costs.

	 Retail Box	 Open Business
New (L) Price (ERP) – Server + (5) CALs	\$599	\$521
Upgrade (ERP)	N/A	\$260 (Software Assurance)**
License Protection	Paper license – If you lose it, it is gone	Electronic licensing. You can't lose it.
eLearning Included?	No	Yes*
TechNet Online Concierge?	No	Yes*

**\$78 Less!**

\* If customer has or purchases SA for SBS 2003

\*\* SA under Open Business provides 2-Years of Upgrade protection, Open Value provides 3-Years of Upgrade Protection and benefits

Let's take a look at another example...

Small Business Server 2003 Standard. You could go out and purchase a retail boxed version of Small Business Server 2003 Standard and pay \$599 (Estimated Retail Price) for the product. What would you get for that \$599 (Estimated Retail Price)?

- 1) A license for Small Business Server 2003 Standard? Yes
- 2) The pleasure of having to track that paper EULA (End-User License Agreement), because if you lose your license, it is gone? Yes
- 3) Would you qualify for downgrade rights? No
- 4) Could you qualify for the eLearning courses through Software Assurance? No
- 5) Could you be eligible for the TechNet Online Concierge with Software Assurance? No
- 6) What about upgrades? Currently there is no retail-boxed upgrade available to get to Small Business Server 2003.

Now let's look at if you purchased it through Open License. What would you get:

- 1) Estimated Retail Price: \$521 for the License only (\$78 savings over retail box)
- 2) A license for Small Business Server 2003 Standard? Yes
- 3) The pleasure of having to track that paper EULA (End-User License Agreement), because if you lose your license, it is gone? No. Your license is stored electronically for you, so you cannot lose it.
- 4) Would you qualify for downgrade rights? Yes
- 5) Could you qualify for the eLearning courses through Software Assurance? Yes
- 6) Could you be eligible for the TechNet Online Concierge with Software Assurance? Yes
- 7) Could you qualify to spread your payments out over three years instead of paying for it up front? Yes (For Small Business Server Standard 2003 purchases made via Open Value)
- 8) What about upgrades? \$260 (Estimated Retail Price) for Software Assurance would get you a one-time upgrade PLUS two years of upgrade protection and ALL of the Software Assurance benefits or \$286 (Estimated Retail Price) would get you THREE years of upgrade protection under Open Value and ALL of the Software Assurance benefits. Plus, you would be able to spread the payments out over three years instead of having to pay for it all up front if you chose the Open Value Program.

# SBS 2003 Standard Example

All prices listed are Estimated Retail Prices (ERP). Please check with your local Microsoft representative for more information.

Why would you:

- 1) Spend more
- 2) Get Less
- 3) Want to track a paper license you can lose?

Concierge?

	Microsoft <b>Open License</b> Open Business
Price	\$521
Software Assurance	\$260 (Software Assurance)**
Physical license or Electronic licensing. You can't lose it.	Yes*
Concierge?	Yes*

\* If customer has or purchases SA for SBS 2003

\*\* SA under Open Business provides 2-Years of Upgrade protection, Open Value provides 3-Years of Upgrade Protection and benefits

Bottom line... Why would you pay more, to get less, have to track a physical paper license, and have to pay more for upgrades that only get you a one-time upgrade rather than several years of Upgrade protection? It does not make good business sense; therefore, do not do it.

# Windows Server 2003 Standard Example

All prices listed are Estimated Retail Prices (ERP). Please check with your Microsoft License Provider for actual costs.



Retail Box



Open Business

\$136 Less!

<b>New (L) Price (ERP) – Server + (5) CALs</b>	<b>\$999 (Can't buy additional server w/o CALs)</b>	<b>\$863 (\$718 for Server License Only)</b>
<b>Upgrade (ERP)</b>	<b>N/A</b>	<b>\$360 (Software Assurance)**</b>
<b>License Protection</b>	<b>Paper license – If you lose it, it is gone</b>	<b>Electronic licensing. You can't lose it.</b>
<b>eLearning Included?</b>	<b>No</b>	<b>Yes*</b>
<b>TechNet Online Concierge?</b>	<b>No</b>	<b>Yes*</b>

\* If customer has or purchases SA for Windows Server 2003

\*\* SA under Open Business provides 2-Years of Upgrade protection, Open Value provides 3-Years of Upgrade Protection and benefits

# Windows Server 2003 Standard Example

All prices listed are Estimated Retail Prices (ERP). Please check

Why would you:

- 1) Spend more
- 2) Get Less
- 3) Want to track a paper license you can lose?



		Microsoft <b>Open License</b>
Retail Price		Open Business
Additional Cost		\$863 (\$718 for Server License Only)
Price you pay		\$360 (Software Assurance)**
Can you track it?	No	Electronic licensing. You can't lose it.
Yes?	No	Yes*
TechNet Online Concierge?	No	Yes*

\* If customer has or purchases SA for Windows Server 2003

\*\* SA under Open Business provides 2-Years of Upgrade protection, Open Value provides 3-Years of Upgrade Protection and benefits

# Common Misconception...

“I am only buying a Windows Server and Open License requires a minimum purchase of (5) licenses to start a new agreement. Because of that, I have to buy Retail Boxed product.”

When you buy a Retail Boxed Server product, what comes in the box?

(1)  
Server  
License



AND

(5) Client Access  
Licenses (CALs)



So...

You just bought (6)  
licenses and you only  
needed (5) to qualify  
for a new Open  
License Agreement!

**Get MORE  
for LESS!**



# What's the difference?

Office Retail Box Example...



What do you own if you lose your original Office 97 license?

**NOTHING!** Since you must have a full license to qualify for an upgrade, none of the remaining upgrades have a qualifying license, so they can't be used.

So why pay more for a paper license you can lose that has less rights than an electronic license you can't lose that has more rights and costs less? Take advantage of Volume Licensing...

# Software Assurance (SA)

Program	Desktop O/S	Applications	Servers
<b>OEM</b>	Add SA w/in <b>90 days</b> of purchase	SA Not Available (Except Office System 2003)	Add SA w/in <b>90 days</b> of purchase
<b>Retail/FPP</b>	Add SA w/in <b>90 days</b> of purchase	SA Not Available	Add SA w/in <b>90 days</b> of purchase
<b>Volume Licensing</b>	Purchase SA with Upgrade (L+SA) or as UA/SA renewal	Purchase SA with License (L+SA) or as UA/SA renewal	Purchase SA with License (L+SA) or as UA/SA renewal

\* SA can NOT be "added" to existing Volume Licenses (Example: Company purchased Windows Server (L) last year with no SA. Cannot just "add" SA today)



## Get Even More With Open Value

- ◆ Spread your payments over three years!
- ◆ Manage all of your licenses under one agreement number!
- ◆ All licenses stored electronically for you with web browser viewing!
- ◆ Product installation keys stored electronically for you – You can't misplace them!
- ◆ Get three years of upgrade protection included!
- ◆ Ask your reseller for the Open Value Program

## The Bottom Line...

- ◆ **Save your Money!**
  - ❖ Every dollar you spend on IT is “worth more than a dollar.”
  - ❖ Why spend more, to get less, and have to track a piece of paper?
  - ❖ If your reseller will not offer you Open Business or Open Value options, contact us and we can put you in touch with someone who will
  - ❖ Microsoft cares and is here to help



# Software Asset Management – Protect your software investments

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