

Microsoft[®] Licensing made simple

Avnet Technology Solutions recommends genuine Microsoft[®] software

Microsoft
AUTHORIZED
Distributor

How many **server** licences
does your customer require?

Less than 5



More than 5



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Microsoft Licensing **made simple**

A software licence grants your customer the right to **run or access** a software program.

Microsoft licenses software in three primary ways:

- Full Packaged Product (retail)
- Original Equipment Manufacturer (OEM)
- Volume Licensing.

Help your customers save money and speed up deployment by increasing your understanding of the licence types that Microsoft offers. Use this guide to find out more about Microsoft Licensing options and discover how choosing the right one for your customers is simple when you know how.

Full Packaged Product (FPP)

The shrink-wrapped box of licensed software sold through the distribution channel to resellers, FPP generally contains one licence per box, along with media and documentation and is designed to meet low-volume needs.

OEM Licensing

Often the easiest and most economical way for customers to receive their Windows PC and server operating systems or software, OEM Licensing is for those selling hardware with preinstalled software.

Microsoft Volume Licensing

Serving the needs of organisations that acquire multiple licences, but don't need multiple copies of media and documentation, Volume Licensing offers easy deployment, varied payment options and other benefits.

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OEM Licensing

With OEM Licensing representing the most economical way for most customers to buy software when buying jointly with hardware, it makes sense that you'll be well versed in what it's all about. Here is a simple breakdown of the two stage OEM Licence process.

Stage 1 – OEM System Builder Licence

Firstly an OEM System Builder Licence is either affixed to the side of the OEM system builder pack or to the OEM Pre-installation Kit (OPK) Master Kit. This is an agreement between Microsoft and the system builder. Once open the system builder accepts the following terms of the licence:

- Appropriate software distribution
- Certificate of authenticity label
- End user support
- Pre-installation using the OPK.

Desktop licences must then be preinstalled onto a fully assembled PC using the OPK. Server licences can also be preinstalled onto a fully assembled server at this point but they do not have to be.

Did you know?

- There are restrictions on Office Home Premium PKC in home use
- You need an OEM Licence before an operating system volume licence upgrade
- An OEM Licence is non-transferrable so cannot be moved from one machine to another – it therefore dies with the machine

Stage 2 – End user Software Licensing Terms

Whether you're a reseller or system builder, with a single, preloaded image selling Microsoft software with every new PC is easy.

The OEM Licence is supplied with Microsoft Software Licence Terms information, but no retail packaging to the end user and the preloaded image is activated when they first run the software.

End users must accept the Software Licence Terms when they first run the software. These terms define which end-user rights and restrictions apply to the use of the software, including:

- How they can use the software
- Downgrade rights.

Find out more about buying OEM from Avnet in our new guide at www.reachformicrosoft.com/oemguide

OEM Licensing for Server

Server OEM Licensing for System Builders

OEM Licensing is the most economical way for most customers to buy their server software when buying jointly with hardware. As a system builder, the process you need to follow to offer customers server licensing is detailed below.

Firstly, an OEM System Builder Licence is either attached to the side of the OEM system builder pack or to the OEM Pre-installation Kit (OPK) Master Kit. Once open, this confirms an agreement between Microsoft and the system builder.

Using the OPK you can preinstall the software onto a fully assembled server, and this single, preloaded image then makes it easy to sell Microsoft software with a new server. The image is quickly activated by the end user when they first run the software.

Server OEM Licensing for Resellers

Designed to make it easy and affordable for resellers to deliver a more customised server solution, Reseller Option Kits (ROK) from IBM and HP provide convenient ordering and flexibility to best fit your customer server requirement.

ROK is install-ready software that is purchased in the same way as any other server option, like RAM, hard drives, or processors. It is tested and certified to work with an IBM or HP server to minimise installation and configuration efforts, and comes with 90 days of support direct from the vendor.

Benefits

- **Purchasing convenience** – ROK is a fast and easy way to purchase server products. You buy the install-ready software kit as another server option
- **Fast and easy deployment** – You get software that's tested, tuned, and certified with OEM-branded hardware
- **BIOS-locked operating system** – Tested and certified to run Microsoft server, ROK has a BIOS-locked media that's been customised together with the hardware to ease installation.

What's available as a ROK?

- Windows Server 2008 R2 Enterprise/Standard/Datacenter/Foundation
- Windows Small Business Server 2008 Standard/Premium
- Microsoft Windows HPC Server 2008 R2
- System Center Essentials 2010
- System Center Virtual Machine Manager 2008 R2

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Product Key Cards (PKC) for Office 2010

Office 2010 introduces a new licence type for partners.

Product Key Cards (PKC) are a new licence type, similar to the Office 2007 Medialess Licence Kits, that serve as an everyday PC attach SKU across retail and reseller channels.

Designed for use with new PCs preloaded with Office 2010, each card includes a 25-character Product Key that can be used by the end-user to activate any of the three Office suites. There is no disc with this type of licence and it cannot be transferred to other machines.

Selling Office 2010: The Basics

For new PCs that have an Office Image:

- 2010 PKC is the lead offer
- 2010 FPP is an upsell opportunity

For new PCs without an Office Image:

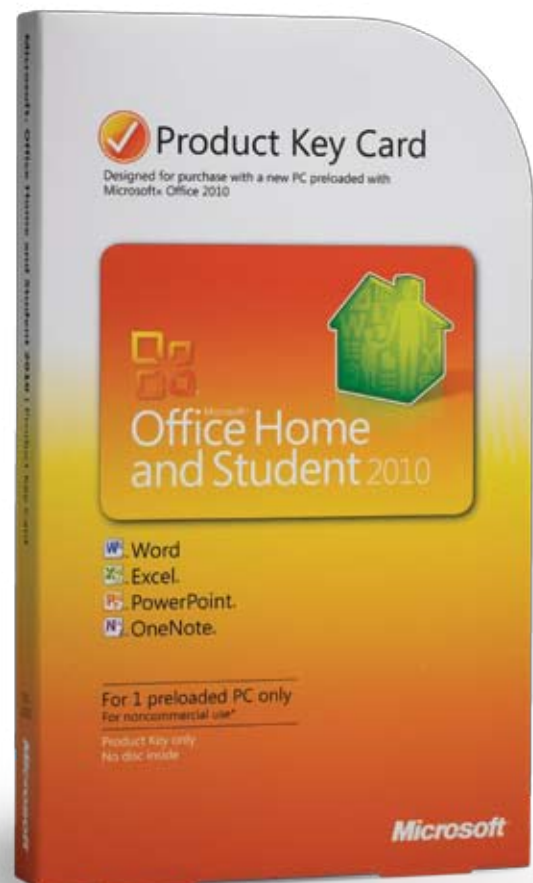
- 2010 FPP is the lead offer

For all existing PCs with or without an Office Image:

- 2010 FPP is the lead offer.

Take care

Make sure you do not mis-licence.
Remember Office 2010 Home and Student PKC and FPP should not be sold for use in any commercial, non profit or revenue generating activities, or by any government organisation.



Volume Licensing

Volume Licensing offers companies of all sizes an easy and cost-effective way to manage and pay for multiple software licences, and there are benefits for partners too.

Decreased licence costs can help increase your service revenue. As when customers spend less on software licences, a greater share of their IT budgets can be spent on larger deployments and additional services. Plus, volume licensing encourages customer engagement that leads to long term relationships and extra revenue.

What the benefits of Volume Licensing mean for you:

- Attractive pricing and predictable cost options – help to increase your services revenue, by extending customer software procurement budgets and freeing up IT funds for your other services
- Ease of management including set prices for additional licences, minimal paperwork and enhanced compliance management – allowing you to build and retain strong, profitable customer relationships
- Access to Software Assurance, a comprehensive maintenance offering allows customers to spread payments – ensuring future revenue streams for you
- Streamlined deployments with volume licence keys – simpler deployment, upgrading and patching saves you time and money.

Visit www.reachformicrosoft.com/licensing to find out more about Volume Licensing options.

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Open Licence Options

Open Licence

This two year agreement simplifies budgeting by fixing the price banding of licences for the duration of the agreement term, from the initial date of the sale. Organisations with 5 to 250 PCs can benefit from an easy setup process where users simply place an initial purchase order and can then start using the licensed products immediately.

Open Licence for Government

Open Licence for Government is for eligible government organisations that want an easy, one-time transaction process with special government pricing and the flexibility of acquiring licences from a broad reseller channel.

Open Licence for Academic

Open Licence for Academic is a flexible, cost-effective way for schools, colleges or charities of any size to acquire software licences, starting with as few as five licences. It is for academic institutions that want easy, one-time transactions and the flexibility of acquiring licences in small quantities.

Benefits of an Open Licence:

- A minimum purchase of just five licences
- Easy to manage and predict costs
- The rights to create a standard image and deploy it on multiple machines, and transfer licences from one machine to another
- The ability to track and manage licences using online tools
- Software Assurance is an option with this licence; allowing customers to maximise software investments with benefits such as new version rights and 24x7 support

Open Value Licence

This agreement is ideal for organisations with up to 750 PCs allowing for natural growth without the organisation needing to change agreement or partner. The three year agreement gives organisations the right to use the version of Microsoft Software they buy forever and benefit from all products, within the agreement, being covered by Software Assurance.

Open Value Licence (company-wide option)

Open Value is also available in a company-wide option, which includes discounts on organisation-wide deployment.

Benefits of an Open Value Licence:

- Simplified licence tracking
- More controlled upgrade cycle
- Improved cost management as up front costs are minimal
- Single platform option
- Software Assurance – allowing customers to maximise their software investments with benefits such as 24x7 support

Open Value Subscription Licence

This three year agreement enables companies with up to 750 PCs to rent Microsoft Software, creating one of the most flexible licensing options available. With lower upfront and initial annual costs in comparison to buying licences outright, payments are spread to help improve cash flow.

Customers get the benefits of Open Value with lower up-front costs and the ability to increase licences or decrease PC count on an annual basis to accommodate changes in their business.

Benefits of an Open Value Subscription licence:

- Pay only for what's needed with the flexibility to increase or decrease the amount of software subscriptions on an annual basis
- By standardising software customers pay a single price per desktop and spread payments over three years
- Software Assurance allows customers to maximise their software investments with benefits such as new version rights and 24x7 support

How to buy

Avnet Technology Solutions developed an innovative online tool, LDi, to simplify the process of licence sales for partners. It was the world's first online licensing tool to use XML as a basis for electronic ordering; enabling partners to deliver software compliance to the end user faster than ever before.

Visit www.reachformicrosoft.com/ldi now to launch LDi.

It handles multi-vendor quotes/orders, has an 'always best price' saver wizard, offers unique end-user management tools and automatically handles order tracking and renewals.

Understand the differences between Microsoft's Open Licence options. Watch our video now at www.reachformicrosoft.com/licensing



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Software Assurance

Maintenance through Software Assurance helps customers get maximum value from their Microsoft software investments, through a broad range of benefits that can save them time and money while increasing productivity.

Combining the latest software, 24x7 phone support, training and hands-on IT tools, Software Assurance allows you to support customers as they plan, deploy, use, maintain and transition software solutions.

Software Assurance is included within the majority of licences acquired through Microsoft Volume Licensing programmes; only selected Open Licence agreements do not feature it.

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Visit www.reachformicrosoft.com to find out more about how Software Assurance works with each Volume Licensing programme.

The Partner Benefits

- **Increased services revenue** – In addition to the Microsoft solution services you offer outside of Software Assurance, it also allows you to offer Desktop Deployment Planning Services, SharePoint Deployment Planning Services, Exchange Deployment Planning Services and Business Value Planning Services
- **Stronger relationships** – Customers realise more technology value when they activate and use Software Assurance benefits, leading to greater satisfaction and retention
- **More business opportunities** – With a wave of Microsoft product releases on the horizon. New and enhanced Software Assurance benefits provide the technology, support, training and services you need to expand your business.

The Customer Benefits

- **New products** – stay current with new versions and enhance security with Windows 7 Enterprise. Streamline desktop management with MDOP and save with Step-up Licensing
- **Support and training** – build technical skills with classroom and online training, and get help when you need it thanks to 24x7 phone and web support
- **Deployment** – get help with Deployment Planning Services and evaluate new software using TechNet. Plus support multiple languages and go virtual with Windows VDA.

Full Packaged Product

The term Full Packaged Product (FPP) refers to boxed, licensed software sold through the distribution channel to resellers. Each FPP generally contains one licence per box, along with media and documentation and is designed to meet low-volume needs.

This type of licence includes a DVD, a 25-character Product Key, and a Quick Start Guide. The 25-character Product Key activates a preloaded PC, but can also be used with a new PC that's not preloaded, or an existing PC that needs upgrading.

The number of installations and users depends on the specific product; but it could be up to 3. Plus, this traditional disc licence can be transferred to a different PC if the user upgrades to a new PC.

FPP licences do not offer Microsoft Software Assurance for Volume Licensing. However, your customers might be able to acquire Software Assurance on its own within 90 days of retail acquisition of their FPP licence, through any of the Microsoft Volume Licensing programmes that offer perpetual licences.

What is Software Assurance?

Find out more about Software Assurance and the benefits it has to offer on [page 11](#) of this guide.



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Anti-piracy

Avnet Technology Solutions buys and sells only genuine Microsoft software. So you know when you deal with us you're always selling genuine software to your customers, which means both you, and your customer's investment, are protected.

27% of software used in the UK is pirated* –

so this isn't a drop-in-the-ocean problem, and the risk for businesses of using counterfeit software is greater than many people realise; it can lead to a corrupted system, a loss of data, or even identity theft.

Whether customers unwittingly buy a sophisticated fake or knowingly download a pirated program, they simply don't know what effect it will have on their PCs or servers. They could well end up with unwanted 'nasties' such as viruses, and be left out of pocket if a damaged machine needs fixing. Plus illegal Microsoft software doesn't come with the support, warranties and updates you get with the genuine article.

Many customers are unaware of the implications of pirated software; but our team is fully equipped to help both you and your customers understand these. If in doubt, contact your Avnet Technology Solutions Account Manager.

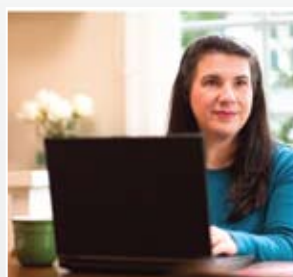
For more information on anti-piracy, and details on how to report suspected piracy visit;

www.microsoft.com/howtotell

*6th Annual BSA and IDC Global Software Piracy Study



"I went to an auction site to save my business a few dollars. Instead I ended up costing us thousands."



"I found 'free' software online. I've been paying for it ever since."



"The cheap software I found online came with a few extras. Like viruses and malware."

Get Genuine

A properly licensed Windows operating system can mean the difference between adding unexpected risk to your customer's business or flying smoothly through the day. Don't settle for 'possibly' when it comes to software licensing. Make sure your customers acquire licences properly and prevent unintended financial consequences.

Find out more about Get Genuine at www.microsoft.com/genuine

Microsoft Licence Selector

Select the right licence for your customer and speed up deployment by using our latest interactive licence selector tool.

Volume, OEM and FPP – our interactive tool will walk you through a series of simple questions to define exactly which licence to offer your customer, ensuring they get the most cost effective licence while you maximise sales and customer satisfaction.

Contact your Avnet Technology Solutions
Account Manager today to order.

Microsoft Licensing made **simple**

Welcome to Avnet Technology Solutions' Microsoft software licensing tool.

Constantly investing in ways to make your Microsoft sales easier and more profitable, we designed this tool to make the world of software licensing easier to navigate.

Simply walk through a series of questions to discover the right licence for your customer. From OEM to Open Value this tool has all you need to know in order to help customers save money and maximise your sales.

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