Microsoft

2013
Australia
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Own tomorrow

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SQL Server

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Microsoft

SQL

Microsoft

~~Multiplexing~~—Client Access License (CAL) requirements

This brief applies to all Microsoft Volume Licensing programs.

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"*Multiplexing does not reduce the number of Microsoft licenses required. Users are required to have the appropriate licenses,* **regardless of their direct or indirect connection** *to the product.*

Any user or device that access the server, files, or data or content provided by the server that is made available through an automated process requires a CAL*. Certain circumstances do not require CALs, and they are detailed below....*"

Contoso

Oracle

SQL
Core

SQL
Core

SQL
Server/CAL

SQL
Server/CAL
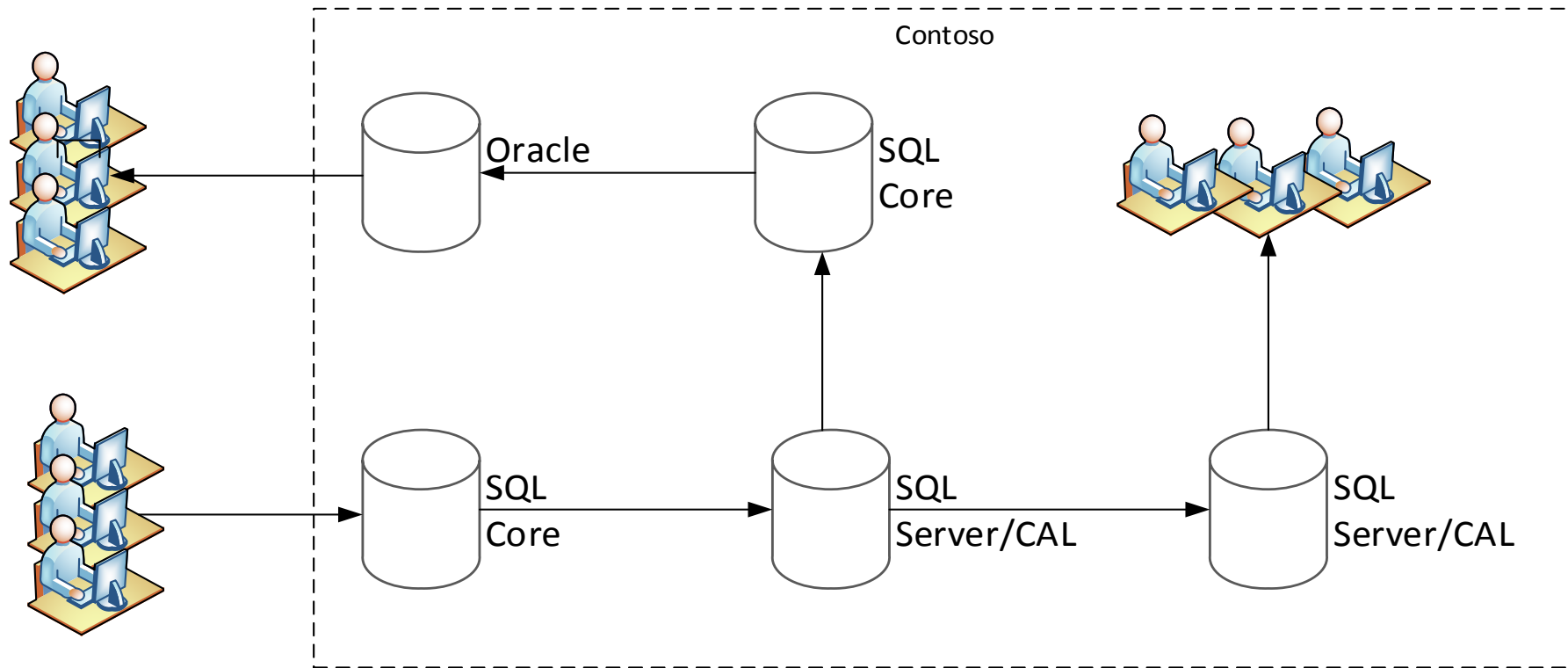
Common systems overlooked

- SharePoint for inter or extra-net sites
- Lync
- VOIP recording systems (e.g. NICE)
- Citrix
- Enterprise Document Management (e.g. TRIM)
- Perimeter protection (e.g. WebSense surf control)
- System Management Tools (e.g. Quest Foglight)

Other considerations

Virtualization:

- Standard requires SA for mobility
- Enterprise unlimited virtualization core with SA
- 90 Day rule to move BETWEEN farms or non-private cloud

DR:

- Cold means cold (powered off)

ELP:

- Remember, clients with EAP or EA may still be able to buy procs

Desired Outcome

To secure an MSDN licence for every employee, contractor and outsourced staff member that interacts with a customers non-production environments.

Microsoft Development

Other Development

Testing

Staging

Pre-Production

Production

This has NOTHING to do with counting Visual Studio Users!!!!
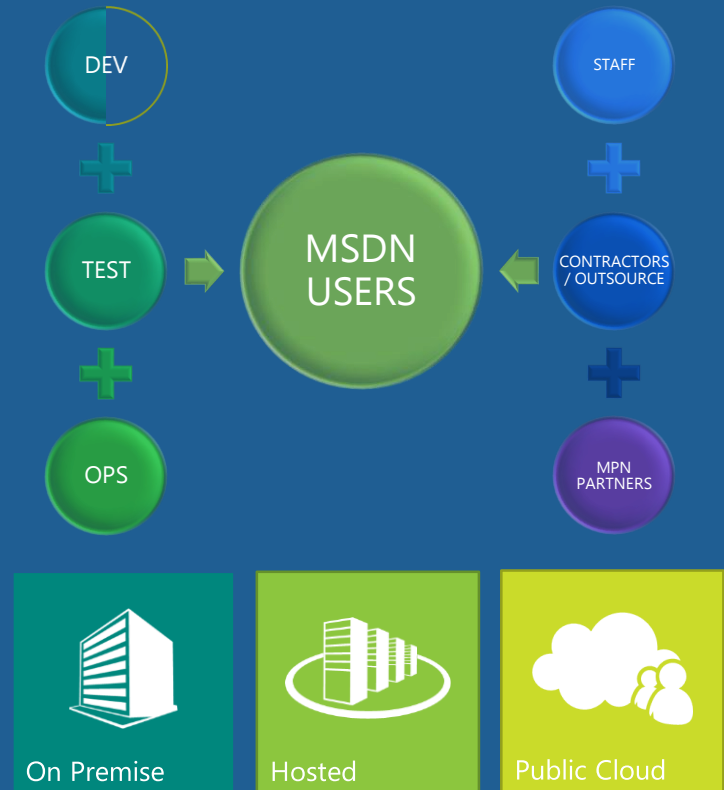
Current Situation

Customers are licencing Microsoft developers and only Microsoft developers

Customers are not licencing testers, IT Operations staff, 'Non-Microsoft developers' and project staff.

Customers are not licensing contractor/outsource staff

Customers are not licensing partner staff, often on the advise of the partners themselves.

Customers are running Dev/Test in the cloud

DEV

TEST

OPS

MSDN USERS

STAFF

CONTRACTORS / OUTSOURCE

MPN PARTNERS

On Premise

Hosted

Public Cloud

Why This is Important

Non-Production in Australia's Big 4 Banks

50% - 80% of all Servers Deployed.

At least 50% - 80% of all servers deployed will be non-production.

33% - 50% of IT Staff engage

2K to 3K People

One third to one half of the IT Organisation will be involved in either building or managing non production environments, developing software, or application testing. This equates to about 2-3K people.

'000's Contractors can out-number IT Staff

There will additionally be thousands of contractors and/or outsource staff, performing similar roles and thus accessing the enterprises non-production environments.

<25% of users

Are Microsoft Developers

The enterprise will probably only have counted and MSDN licensed their actual, permanently employed, Microsoft developers. This number will probably equate to less than one quarter of the number of staff/contractors that actually access non-production environments

Customers have a choice of licensing via MSDN, or licensing via production

Why This is Difficult

User Based Licencing

MSDN licensing is per named user, not per device. You cannot asset scan.

Mis-Information

1 + 1 = 3

Customers may have been poorly advised previously.

Big $

We are usually talking about a big number.

Third Party Contracts

Customers may be relying on contractual terms stipulating that their partners, outsourcers or contractors need to buy their own MSDN licenses.

User Identification

Customers may not know where to start in terms of identifying users.

Approaches to Take

➔ Look at the overall size of the customers IT organisation, and compare it with their MSDN license count.

➔ Customers generally know how many Sys Admins and Testers they employ. Ask them.

➔ Identify the major partners/outsourcers the customer uses

➔ Encourage validation of partner licenses (we can do this for you)

➔ Focus on domains, not devices

➔ When working on a software review with a customer, do not discount a non-prod machine. Ask for the license model that is used to cover it.

➔ Work with the Dev-SP Team to help clarify scenarios

➔ Identify customers who have moved non-production workloads to the cloud

Summary

Non production licensing represents a significant revenue opportunity, even in the most saturated accounts

It is an area that has historically seen little focus. This is now changing

The MSDN model is evolving to better support todays usage scenarios. Customers need to be made ready for the evolved model. This means they need to be compliant

Going forwards, there will be a lot of focus on partners, outsourcers and contractors

Bring us your hard problems. We are here to help!!!