

# Microsoft® Volume Licensing for Small and Mid-market Customers



## Open Programs

	Open Value and Open Value Company-wide Option	Open Value Subscription Option	Open License
<b>Who's it for?</b>	Small and midmarket organizations (minimum five desktop PCs) that want the tools and services offered via Microsoft Software Assurance for Volume Licensing and the flexibility to spread out payments annually. Also want to standardize all desktop PCs on at least one platform product and run current versions of licensed products with the company(organization)-wide option.  Additional price level available for organizations with more than 250 desktop PCs.	Organizations with as few as five desktop PCs that want: <ul style="list-style-type: none"> <li>• Rights to use licensed products only during the term of the agreement with Microsoft.</li> <li>• Tools and services available via Software Assurance.</li> <li>• Flexibility to spread out payments annually.</li> <li>• Savings for standardizing on platform products.</li> <li>• Benefits of subscribing to licenses for the term of the agreement.</li> </ul>	Organizations purchasing as few as five licenses or one server processor license.
<b>Why recommend it?</b>	<ul style="list-style-type: none"> <li>• Significant savings over retail.</li> <li>• Spread out payments annually during the three-year agreement.</li> <li>• Perpetual use rights.</li> <li>• Media for all licensed products.</li> <li>• A one-time transaction; pay at the time licenses are acquired.</li> <li>• Track and manage licenses with online tools.</li> <li>• Includes Software Assurance with benefits such as support, partner services, training, and IT tools.</li> </ul> <p>Company-wide option: substantial additional savings if the customer standardizes on an entire platform.*</p>	<ul style="list-style-type: none"> <li>• Lowest up-front costs of all Open programs.</li> <li>• Substantial savings for subscribing and committing to a platform product.</li> <li>• Buy-out option at the end of the agreement to acquire perpetual rights.</li> <li>• Spread out payments annually during the three-year agreement.</li> <li>• First-year Up-to-Date (UTD) discount for recently acquired product licenses via other Microsoft Volume Licensing programs, Full Package Product (FPP) or original equipment manufacturer (OEM).</li> <li>• Flexibility to reduce your total licensing costs in years when your desktop PC count declines.</li> <li>• Complimentary media for all licensed products.</li> <li>• Includes Software Assurance with benefits such as support, partner services, training, and IT tools.</li> </ul> <p>Downgrades and re-imaging rights included.</p>	<ul style="list-style-type: none"> <li>• Discounts off full retail prices.</li> <li>• Volume pricing with minimal licensing requirements.</li> <li>• Perpetual use rights.</li> <li>• Simplified deployment through VLKs.</li> <li>• Easy transactions and license management.</li> <li>• Flexibility to grow as business needs increase.</li> </ul> <p>Software Assurance available, but not required.</p>
<b>What's the minimum initial order?</b>	<ul style="list-style-type: none"> <li>• Available for as few as five licenses with Software Assurance.</li> <li>• Company-wide option: All desktop PCs must be standardized on at least one platform product.*</li> </ul>	<ul style="list-style-type: none"> <li>• Available for as few as five desktop PC licenses with Software Assurance.</li> <li>• All desktop PCs must be standardized on chosen platform products (at least one).**</li> <li>• License counts may be added or subtracted annually as needed.</li> <li>• Any number of additional products may be included with the desktop PC license order.</li> </ul>	<ul style="list-style-type: none"> <li>• Available for as few as five licenses or one server processor license.</li> <li>• Licenses may be added at any time.</li> </ul>
<b>How do you pay?</b>	<ul style="list-style-type: none"> <li>• Payment due either in three annual payments, or up-front at the time of order.</li> <li>• Open Value is ordered through authorized distributors.</li> </ul>	<ul style="list-style-type: none"> <li>• Subscription payments are due in three annual payments.</li> <li>• Open Value is ordered through authorized distributors.</li> </ul>	<ul style="list-style-type: none"> <li>• Customers pay for licensed products as they need them. Payment due up-front when order is placed.</li> <li>• Open License is ordered through authorized distributors.</li> </ul>
<b>Where are the electronic license details?</b>	<ul style="list-style-type: none"> <li>• After an initial order is placed, customers can log on to the secure Microsoft Volume Licensing Service Center (VLSC) Web site to view agreement and license details at <a href="https://licensing.microsoft.com/licensing/servicecenter">https://licensing.microsoft.com/licensing/servicecenter</a>.</li> <li>• Software Assurance benefits are also administered from the VLSC Web site.</li> <li>• Partners may access this site on their customer's behalf.</li> </ul>	<ul style="list-style-type: none"> <li>• After an initial order is placed, customers can log on to the secure VLSC Web site to view agreement and license details at <a href="https://licensing.microsoft.com/licensing/servicecenter">https://licensing.microsoft.com/licensing/servicecenter</a>.</li> <li>• Software Assurance benefits are also administered from the MVL Web site.</li> <li>• Partners may access this site on their customer's behalf.</li> </ul>	<ul style="list-style-type: none"> <li>• After an initial order is placed, customers can log on to the secure VLSC Web site to view agreement and license details at <a href="https://licensing.microsoft.com/licensing/servicecenter">https://licensing.microsoft.com/licensing/servicecenter</a>.</li> <li>• Partners may access this site on their customers' behalf.</li> </ul>
<b>Is media included?</b>	<ul style="list-style-type: none"> <li>• Media is provided for the initial order and reorders of each licensed product. Subsequent orders of the same software title will not include media.</li> <li>• Media for new versions of each licensed product that is released while the agreement lasts is shipped automatically to the customer.</li> <li>• Volume License Keys (VLKs) are access via VLSC.**</li> </ul>	<ul style="list-style-type: none"> <li>• Media provided for the initial order of each licensed product. Subsequent orders of the same software title will not include media.</li> <li>• Media for new versions of each licensed product that is released while the agreement lasts is shipped automatically to the customer.</li> <li>• VLKs are accessed from VLSC.**</li> </ul>	<ul style="list-style-type: none"> <li>• Media is ordered separately from the licensed product. If your customer does not have a copy of the licensed product media for installation, make sure you order a copy with the license.</li> <li>• Deploying licensed product is through VLKs, which are accessed from VLSC.**</li> <li>• Licensed product media may be ordered until 30 days after the agreement expires.</li> </ul>

\*Enterprise products include:

- Office: Microsoft Office Professional Plus, Microsoft Office Small Business, Microsoft Office Enterprise
- Operating Systems: Windows® Vista Business upgrade (with rights to Windows Vista Enterprise)

• CALs: Microsoft Core Client Access Licenses (CALs) Suite for the Windows Server®, Microsoft Exchange Server, Microsoft Office SharePoint® Server, Configuration Management License for Microsoft Systems Management Server, Windows Small Business CAL Suite, Windows Essentials Business Server Suite, and Enterprise Business Server CAL Suite

\*\*Please note that retail media will not accept Volume License Product Keys.



Open Value and Open Value Company-wide Option	Open Value Company-wide Option	Open Value Subscription Option	Open License
<p><b>What do customers use Microsoft Volume Licensing Service Center (VLSC) for?</b></p> <p>VLSC gives customers access to agreement, license, and Software Assurance benefit information so customers can manage licenses and administer Software Assurance benefits. Access the VLSC Web site at <a href="https://www.microsoft.com/licensing/servicecenter/home.aspx">https://www.microsoft.com/licensing/servicecenter/home.aspx</a>. Partners can help customers manage their license agreements relieving the customer's burden of license administration.</p> <p><b>Can customers order additional licensed products later?</b></p> <p>Yes, customers can add licensed products as often as they need them during the three-year term of the agreement.</p> <p><b>Can customers with Software Assurance renew it through Open Value and avoid having to pay for licenses and Software Assurance?</b></p> <p>Yes, Open Value offers Software Assurance—renewal part numbers for customers who already have licenses with non-expired Software Assurance.</p>	<p><b>What are the Company-wide platform products?</b></p> <ul style="list-style-type: none"> <li>• Microsoft Office: Microsoft Office Professional Plus, Microsoft Office Small Business, Microsoft Office Enterprise.</li> <li>• Operating Systems: Windows Vista Business upgrade (with rights to Windows Vista Enterprise).</li> <li>• CALs: Microsoft Core Client Access Licenses (CALs) Suite for the Windows Server®, Microsoft Exchange Server, Microsoft Office SharePoint® Server, Configuration Management License for Microsoft Systems Management Server, Windows Small Business CAL Suite, Windows Essentials Business Server Suite, and Enterprise Business Server CAL Suite.</li> </ul> <p><b>How can the OEM licenses my customer has be included as part of their platform option?</b></p> <p>At the start of the agreement, customers with OEM licenses only need to acquire Software Assurance for those licenses if:</p> <ul style="list-style-type: none"> <li>• The OEM license was acquired within 90 days.</li> <li>• The OEM license was acquired more than 90 days ago, but Software Assurance was added through an agreement that has not yet expired or expired less than 90 days ago.</li> </ul>	<p><b>What must be standardized, and what counts as a desktop PC?</b></p> <p>The platform products must be standardized; the customer must order licenses for all qualified devices that can run any of the platform products they have chosen. Qualified desktops PCs are all PCs in the organization except:</p> <ul style="list-style-type: none"> <li>• PCs that are used as a server.</li> <li>• Devices that contain an embedded operating system such as thin clients and Pocket PCs.</li> <li>• Devices that are only used for line-of-business applications, such as hotel management systems.</li> </ul> <p><b>How do Subscription customers account for changes in the number of desktop PCs during their agreement?</b></p> <p><i>For platform products.</i> On the agreement anniversary, subscription customers count the number of qualified desktop PCs in their organization and issue an annual purchase order. If the number of qualified desktop PCs has risen or diminished, customers may adjust their platform product licenses, with a minimum of five licenses.</p> <p><i>For additional products.</i> The customer must issue a purchase order for any new licenses in use during the year. At the agreement anniversary, the customer may increase or decrease additional licensed products annually if the number of installations has changed, with no minimum required.</p>	<p><b>How does the Volume Licensing Service Center (VLSC) work?</b></p> <p>When Microsoft accepts an Open Value or Open License order, the authorization number and license number are created and posted to VLSC within 48 hours, reflecting the updated license status. You can access information about the Open Program purchases, including:</p> <ul style="list-style-type: none"> <li>• Authorization number</li> <li>• License number</li> <li>• Name and address of purchaser</li> <li>• Date of initial order</li> <li>• Expiration of authorization number (last day to reorder)</li> <li>• Products and quantity ordered</li> </ul> <p><b>What happens when the Open License agreement expires?</b></p> <p>The two-year agreement simply allows customers to acquire additional licenses as part of the same agreement. Customers maintain use rights to licensed products beyond their agreement's expiration. Customers own their licenses and have perpetual use rights for the licensed products.</p> <p><b>What is media, and what is the value of media?</b></p> <p>Media is the files on CD/DVD for installing the licensed product. Media is ordered separately in the quantity needed for the customer. Customers need at least one copy for installation purposes, and then they have imaging rights via their volume licensing agreement, and use Volume License Keys (VLKs) for multiple installations.</p>

# Ordering and Fulfillment

## For Additional Information

- Learn more about Open Value at <https://partner.microsoft.com/40021877>.
- Read more about Open Programs at <https://partner.microsoft.com/40012008>.
- Visit the VLSC site at <https://www.microsoft.com/licensing/servicecenter/home.aspx>.
- To find region-specific licensing information, find your local site at <https://partner.microsoft.com/licensing>.
- Access Microsoft Volume Licensing information and materials at <https://partner.microsoft.com/licensing>.

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