

Customer Value Proposition

The Microsoft® Open Value program is the most appropriate Volume Licensing option for small and mid-sized organizations. Open Value is designed for customers with a minimum of five desktop PCs who want to easily track licenses, want more control over the upgrade cycle, and want to better manage software license costs with the added benefit of Microsoft Software Assurance for Volume Licensing coverage and resources. An additional price level (Level C) is available for organizations with 250 or more desktop PCs.

Key talking points for Open Value:

- **Simplified license tracking.** For a predictable annual fee, Open Value enables you to standardize on the most common products for your desktop PCs. Simply count and report your desktop PCs without worrying about tracking which version of licensed product is installed on each one. All licenses can be tracked on a single agreement, even for affiliates in other cities or countries or for licenses acquired with the purchase of new desktop PCs (when adding Software Assurance). You also can use any language across multiple locations without paying for additional language functionality.
- **Custom desktop platform.** With Open Value Subscription option, you can choose to build your own platform by customizing components across the operating system (Windows), Office and Client Access License (CAL) for server products or suites.
- **More controlled upgrade cycle.** Plan your upgrade cycle with greater certainty since you have rights to new versions of licensed products with the New Version Rights benefit included in Open Value through Software Assurance.
- **Improved cost management.** If you choose to purchase, rather than subscribe to licenses you have the option of paying for licenses in three predictable annual payments with the Spread Payment benefit through Software Assurance.

Open Value provides the flexibility to acquire licenses through either of two options with a purchase or subscription model.

- Open Value is for customers who prefer to purchase licenses and is available with a company-wide option for customers that want to standardize across the organization. For customers not able to commit to licensing company-wide, a non-company-wide option is also available.
- Open Value Subscription option is a company (organization)-wide program for commercial and government organizations that offers non-perpetual (or subscription) licenses and delivers simpler license tracking at a lower initial annual cost than Open License or Open Value without the Subscription option. Up-front licensing costs are lowest of all Open Program options with the Open Value Subscription option. In addition, if a customer decreases the number of desktop PCs in the organization during the agreement term, the licensing commitment can also decrease to match.
- Open Value Subscription customers can also get additional savings opportunities of up to 50%* on the first year payment through the Up-to-Date discount. It also includes the option to to buy out rights to licensed products to the end of the agreement term.

Selling Strategies

1. Significant savings compared to retail pricing.
2. Up to 50%* year-one discount through Open Value Subscription. Up-to-date discount for existing Microsoft licenses.
3. Flexible payment options give customers control over cash-flow impact of their license investment.
4. Custom desktop platform provides the flexibility to choose your components and still get the price advantage of standardizing across your organization.
5. Easy transaction and license management—all online. Electronic licenses protect customer investment.
6. Downgrade, transfer, and re-imaging rights included.

Qualifying Questions

1. How many desktop PCs are in your organization?
2. How do you typically acquire software licenses?
3. Do you want to minimize up-front costs and make your licensing budget more predictable?
4. How far in advance do you plan for new technology?
5. Is your license purchasing centralized?
6. How do you budget for new software releases?
7. Is it important for your business to keep up with new technology?
8. Do you typically lease or purchase new computers?
9. Do your users request training on desktop software?

Software Assurance Benefits

Open Value benefits include:

- **New Version Rights.** Provides rights to use the latest versions of licensed products.
- **Home Use Program and E-Learning.** Licensed users can use Microsoft Office both at work and at home and receive training on Microsoft Windows®, Office, and other Microsoft licensed products for the desktop.
- **More maintenance and support.** Desktop Deployment Packaged Services, unlimited server support, and available 24x7 phone incidents help provide a more reliable infrastructure.

Available Software Assurance benefits include:

- **Desktop licenses.** New Version Rights, Spread Payments, Desktop Deployment Planning Services, Home Use Program, Employee Purchase Program, Windows Vista® Enterprise Edition, E-Learning, and Training Vouchers.
- **Server licenses.** New Version Rights, Spread Payments, SharePoint® Deployment Planning Services, E-Learning, Cold Backups for Disaster Recovery, TechNet Subscription through Software Assurance, 24x7 Problem Resolution Support, and Extended Hotfix Support.

The Software Assurance sales guide can help you explain these benefits to customers in detail. Get the guide at www.microsoft.com/licensing/sa.

Transitioning from Other License Types

Open Value makes it easy to consolidate multiple license types into a single Open Value agreement.

- **Up-to-date discount* (Open Value Subscription Agreement only)**—Customers with existing OEM, Retail Software, or Volume Licenses can receive a discount of up to 50%* off their year one payment at signing.
- **Licenses and Software Assurance**—Customers that already have Software Assurance through one or more Volume Licensing agreements can migrate to Open Value by renewing Software Assurance on the Open Value agreement.
- **Licenses without Software Assurance**—Customers that do not already have Software Assurance on licenses must purchase new licenses with Software Assurance to migrate to Open Value.
- **OEM or Retail Licenses**—Customers that acquire qualifying new original equipment manufacturer (OEM) or retail licenses on selected products may add Software Assurance to them within 90 days of purchase through an Open Value Agreement.

Customers that have a mix of licenses with and without Software Assurance coverage can now migrate to Open Value following the guidance above.

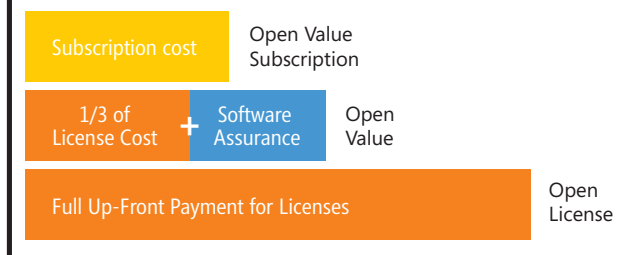
*Resellers may set their own pricing, so prices may vary.

Quick Comparison with Open License

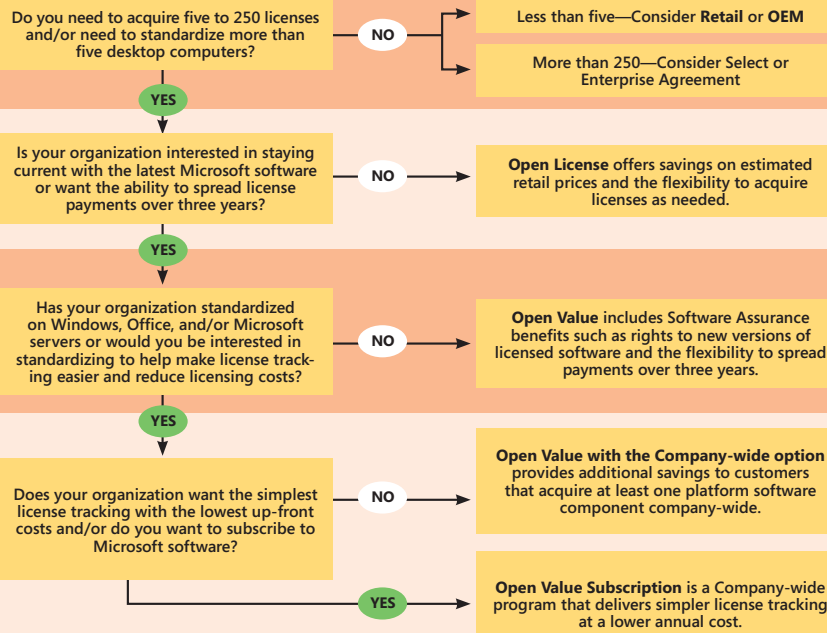
Why sell Open Value ?

Open Value	Open License
License Management	
<ul style="list-style-type: none"> ➤ Enables all licenses company-wide to be tracked on a single agreement on the Microsoft Volume License Services (MVL) Web site ➤ Helps centralize purchasing and reduce random purchase orders from remote offices ➤ Licensed products can be deployed at any time in any location and be updated on the agreement later 	<ul style="list-style-type: none"> ➤ Agreement expirations and new orders often result in multiple agreements tracked separately on the eOpen Web site ➤ Licenses must be purchased before deployment
Upgrades	
<ul style="list-style-type: none"> ➤ Renewable three-year agreement (one-year option for eligible government customers) ➤ Three years of Software Assurance value means customers are more likely to receive new versions of licensed products during their agreement term 	<ul style="list-style-type: none"> ➤ Includes rights to new versions of licensed products ➤ Two-year agreement ➤ Software Assurance, which includes new version rights, is available at an additional cost
Cost Management	
<ul style="list-style-type: none"> ➤ Enables payments to be spread out over the term of the agreement or paid up-front ➤ Additional savings available: <ol style="list-style-type: none"> 1. Standardizing desktop software company-wide 2. Open Value Subscription with Up-to-Date discount 	<ul style="list-style-type: none"> ➤ Full payment is due upon ordering ➤ No additional savings are offered ➤ Fewer Software Assurance benefits provide less customer value

First Year Cost Comparison



How to recommend the right Microsoft licensing program

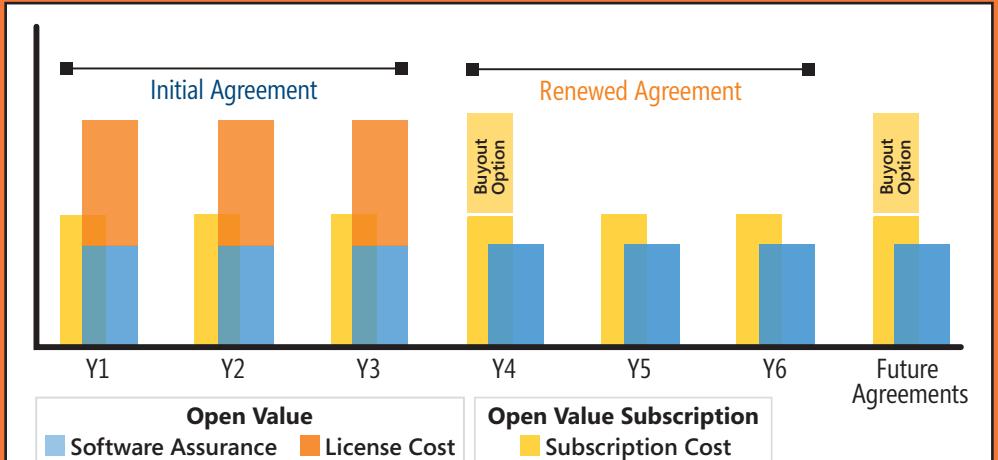


Comparison of Open Value and Open Value Subscription Lifetime Costs

Flexible payment options are available to:

- Help customers reduce up-front costs.
- Make licensing a predictable annual cost.

Open Value Subscription customers may renew their agreement or convert Subscription licenses to perpetual licenses through the buyout option at the end of a three-year agreement. When electing to use the buyout option, customers can maintain Software Assurance benefits through a new Open Value agreement.



	Open Value-Subscription	Open Value
Customer profile	Organizations with as few as five desktop PCs that want the cost benefits of subscribing to licensed products and the ability to spread payments annually	Organizations with as few as five desktop PCs that want to license the entire organization (company-wide option) and the ability to spread payments annually
Entry minimum	License and Software Assurance subscription for minimum five qualified desktop PCs (company-wide)	Minimum of five licenses and Software Assurance
Software license offerings	➤ License and Software Assurance subscription	➤ License with Software Assurance ➤ Software Assurance renewal
Payment options	Payments spread annually	Payments spread annually or up-front
Term	Three years	Three years
Reorder minimum	One License and Software Assurance	One platform product or additional product and Software Assurance
Software media	Microsoft provides media, such as CDs, for the initial order of each software title; additional media can be downloaded with no fee or ordered for a charge	
Order tracking	Microsoft assigns an agreement number and posts order confirmations on the Microsoft Volume Licensing Service Center (VLSC) Web site	
Renewal period	To renew Software Assurance coverage, customers must submit a renewal order for Software Assurance or License and Software Assurance (for Open Value Subscription) within 30 days after the previous term expires	

Ordering Licenses Through Open Value Easy as 1-2-3

- 1 Determine what your customer needs. Use the talking points and tools provided and referenced in this document.
- 2 Contact your distributor for a detailed quote you can customize and present to your prospect. A list of Authorized Distributors is available at: <https://partner.microsoft.com/40014697>
- 3 Close the deal. Use rebates, incentives, and finance offers available at: <http://www.microsoftincentives.com> and <https://www.microsoftfinancing.com>

Additional Resources

Be sure to use the other resources available from Microsoft to help sell Open Value:

- Microsoft Volume Licensing sales training, including training on the Open Value program
- Sales guide and frequently asked questions (FAQ) for Open Value
- Customer resources for Open Value include a fact sheet, the Software Assurance benefits guide, a presentation, and several case studies
- Microsoft License Configurator tool

To access these resources, visit <https://partner.microsoft.com/40014697>