Spotlight On...

Software Assurance

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Microsoft

Maximising SA Benefits

1. Familiarise yourself with SA
2. Check your benefits
3. Build your SA usage team
4. Discuss priorities and establish usage goals
5. Build an SA usage plan
6. Follow through

The Software Assurance Benefits

- New Version Rights
- Spread payments
- Windows 8.1 Enterprise
- Licence Mobility
- Backup for Disaster Recovery
- Rights to purchase Step-Up Licences and MDOP
- Windows Thin PC
- Roaming Use Rights

- Virtual Desktop Access
- Planning Services
- 24x7 Problem Resolution
- eLearning
- Training Vouchers
- Home Use Program
- Windows RT Companion VDA Rights
- Windows To Go Rights

Providing technology, services and support to manage the software lifecycle

Software Assurance

Desktop Deployment

Support and Training

Virtualisation

Application Server Deployment
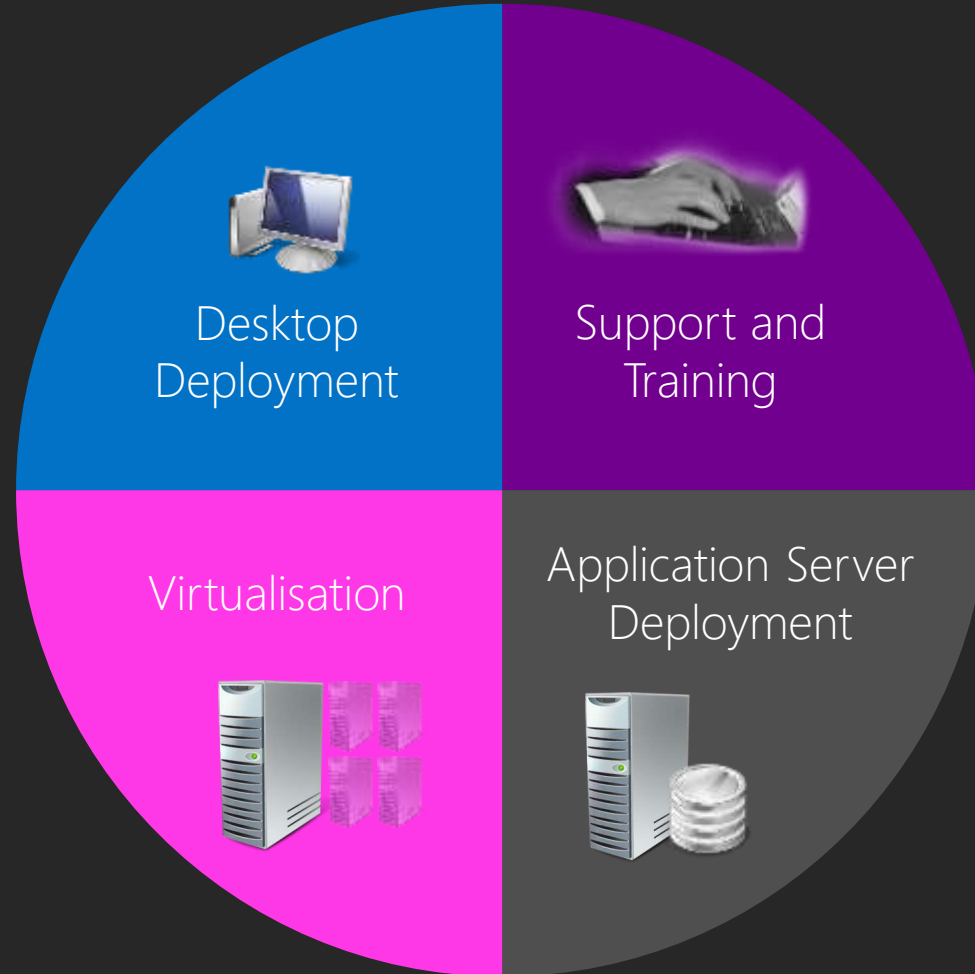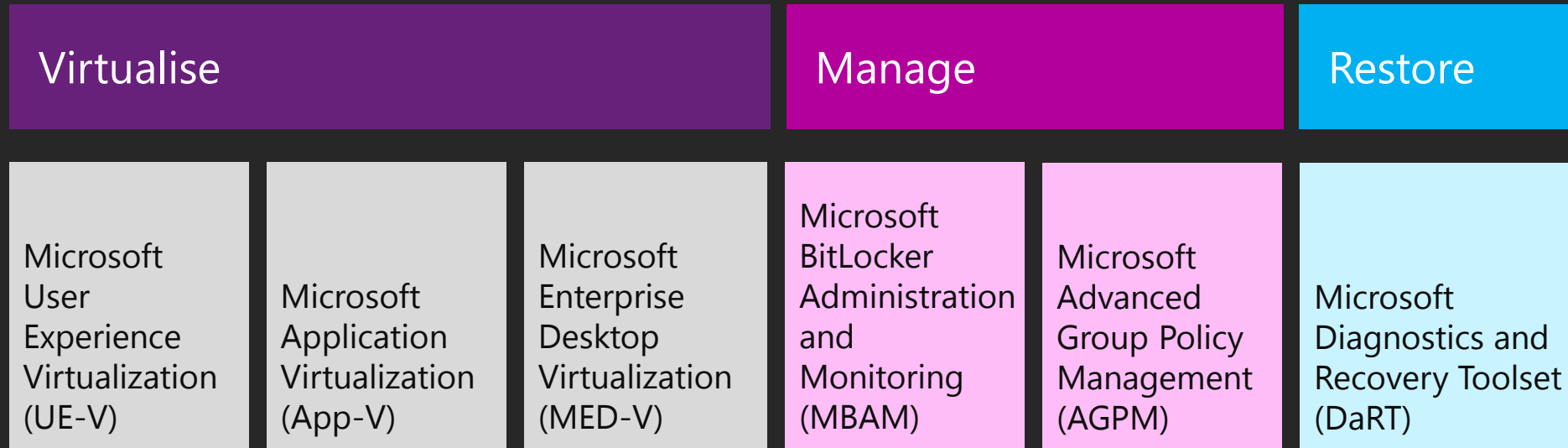
Software Assurance
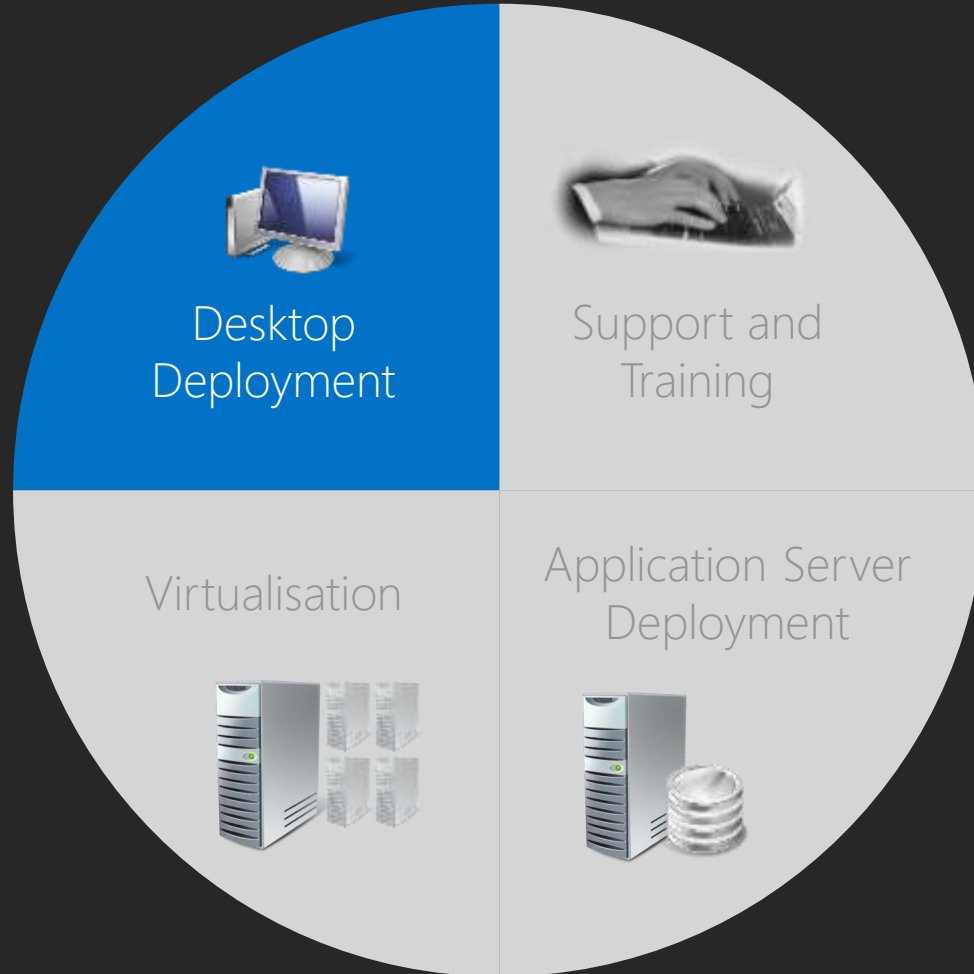
Windows 8.1 Enterprise

Extra functionality includes:

- DirectAccess
- BranchCache
- AppLocker

Perpetually licensed customers retain rights to Windows 8.1 Enterprise Edition after SA expiration as long as it is already deployed

Microsoft Desktop Optimization Pack

Virtualise			Manage		Restore
Microsoft User Experience Virtualization (UE-V)	Microsoft Application Virtualization (App-V)	Microsoft Enterprise Desktop Virtualization (MED-V)	Microsoft BitLocker Administration and Monitoring (MBAM)	Microsoft Advanced Group Policy Management (AGPM)	Microsoft Diagnostics and Recovery Toolset (DaRT)

Licensing
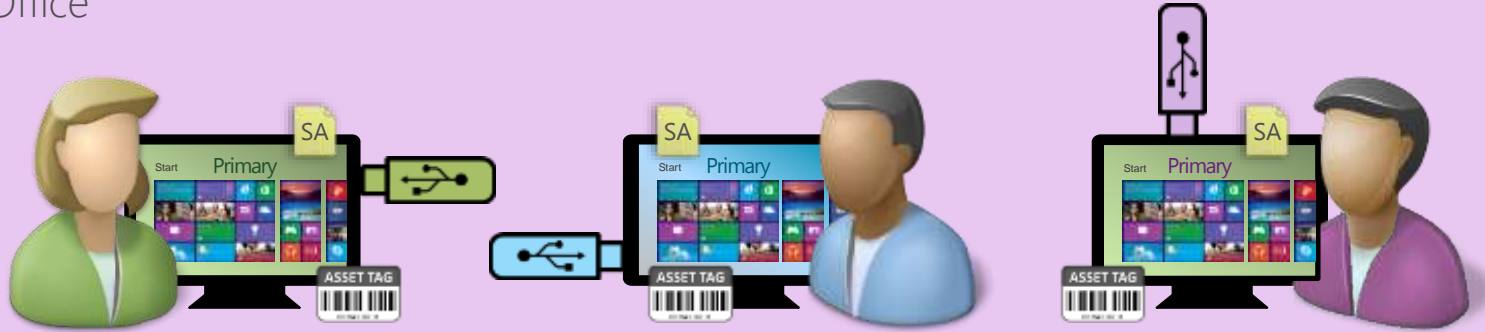
- Optional Add-On subscription for customers with SA for Windows
- Subscription provides access to use all products and updates
- Usage ends when subscription ends
- Subscription may be transferred to an alternative machine with a Windows + SA licence
- Applications continue to follow their existing licensing model when virtualised

Windows To Go

- ✓ Windows To Go Use Rights
- ✓ Roaming Use Rights

Office

Friend's House

Home

Companion Device Licensing
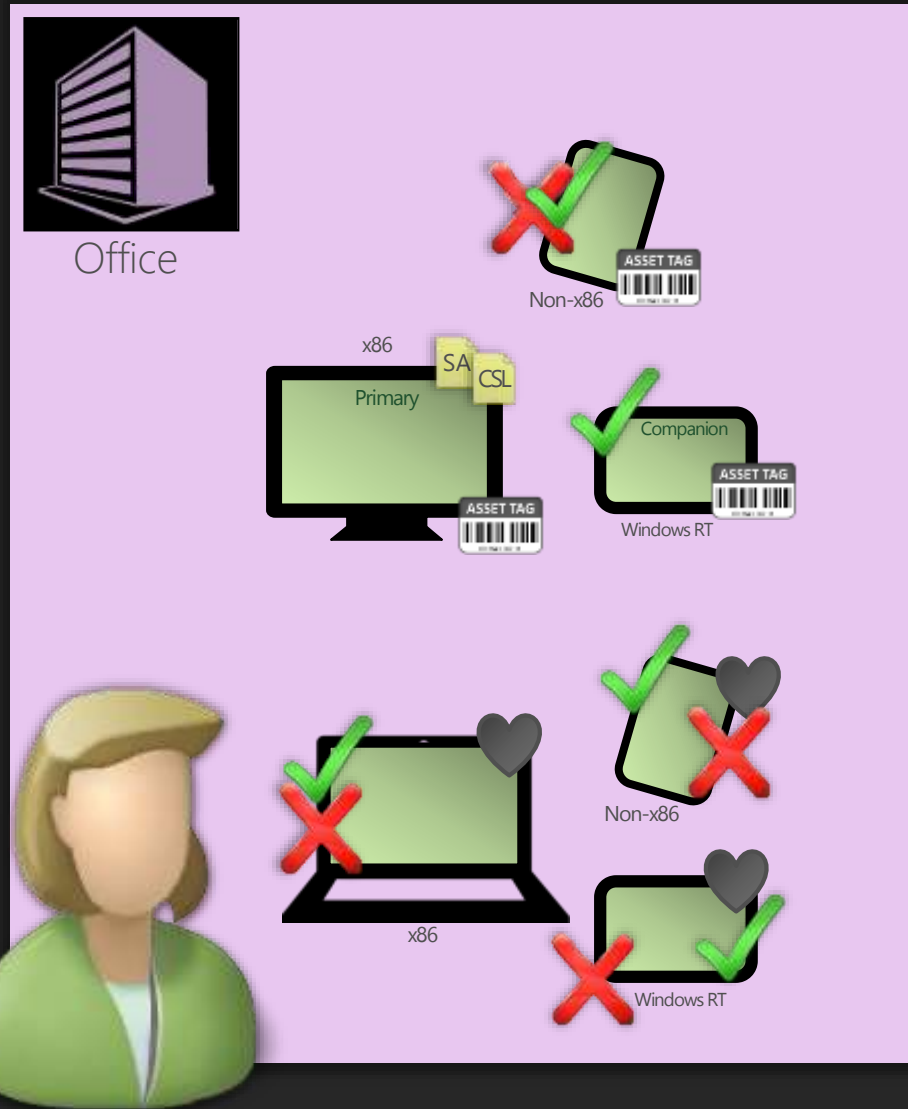
Home Use Program

Requirements

▸ Active Software Assurance coverage for qualifying desktop applications products

▸ HUP licences which can be purchased are limited to number of qualifying products covered by SA

▸ Microsoft provides setup and installation support

▸ Organisations are not responsible for their individual employee's compliance with the Home Use Program end user license terms

▸ Usage must end if SA is not maintained

Home Use Program

Qualifying Product	HUP Licence
• Office Standard 2010/2013 • Office Professional Plus 2010/2013 • Office for Mac 2008 • Office for Mac Standard 2011	• Office Professional Plus 2013 HUP *or* • Office for Mac Home & Business 2011 HUP
• Office 2010/2013 components	• Office Professional Plus 2013 HUP *or* • Office for Mac Home & Business 2011 HUP
• Visio Standard 2010/2013 • Visio Professional 2010/2013	• Visio Professional 2013 HUP
• Project Standard 2010/2013 • Project Professional 2010/2013	• Project Standard 2013 HUP

Windows 8.1 Virtualisation Rights

▸ Flexibility for Developers and Testers
- Rights to run Windows 8.1 Enterprise in up to four virtual machines

Windows 8
Enterprise

Windows 8
Enterprise

Windows 8
Enterprise

Windows 8
Enterprise

Software Assurance
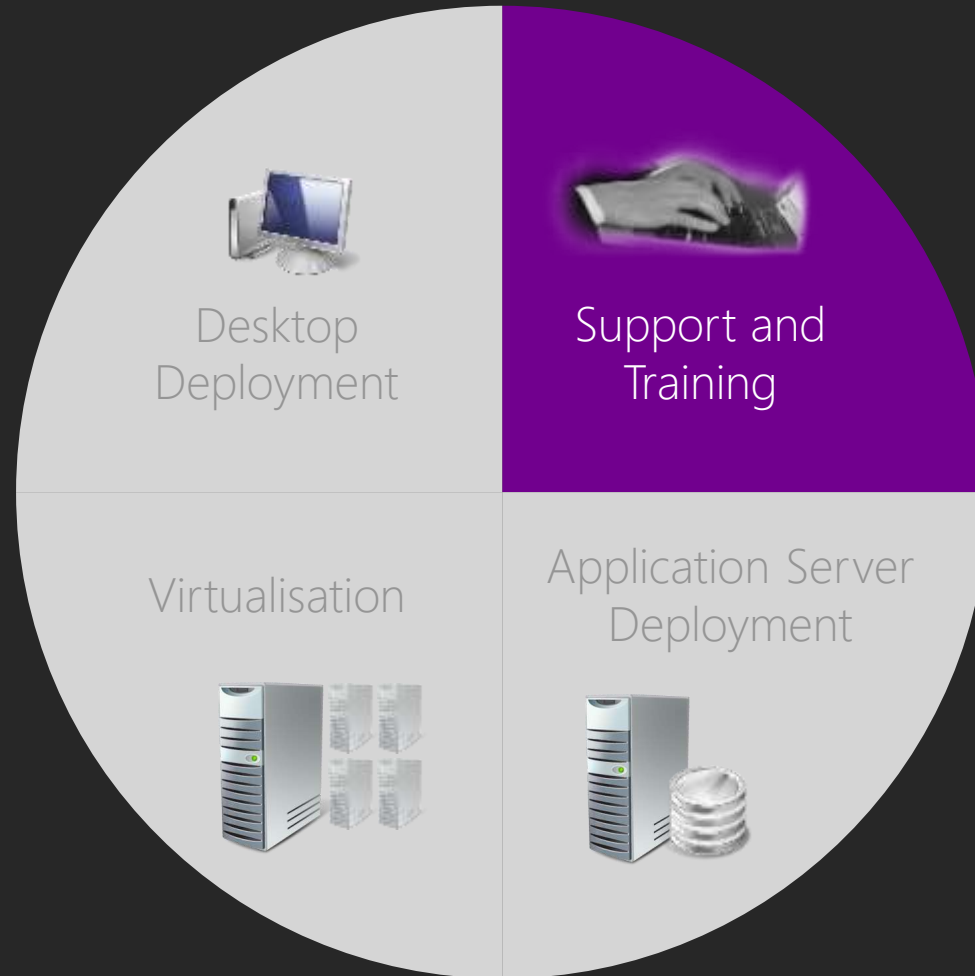
Training Vouchers

**Technical training from Microsoft
Certified Partners for Learning Solutions**

Process

1. Activate the benefit in VLSC

2. Create a Training Voucher by supplying trainee name and selecting number of days

3. Attendee receives an email with a link to a list of CPLS locations

4. Vouchers remain valid for 180 days after creation, if reserved with a CPLS, regardless of the expiration of SA

E-Learning

▸ Available training courses correspond to the licences for which SA has been purchased

▸ Number of allowable users corresponds to the number of SA covered licences

▸ Applications and Systems content is available for importing into a customer's Learning Management System

Learning Central Portal

24x7 Problem Resolution Support

Phone Support Incidents

▸ Complimentary incident for server coverage

▸ Additional incidents awarded for:

- Server/CAL SA spend
- Applications/Systems SA spend

Web-based Incidents

▸ Incidents may be submitted for server software covered with SA on an as needed basis

▸ SA is required for both server software and related CALs

Software Assurance
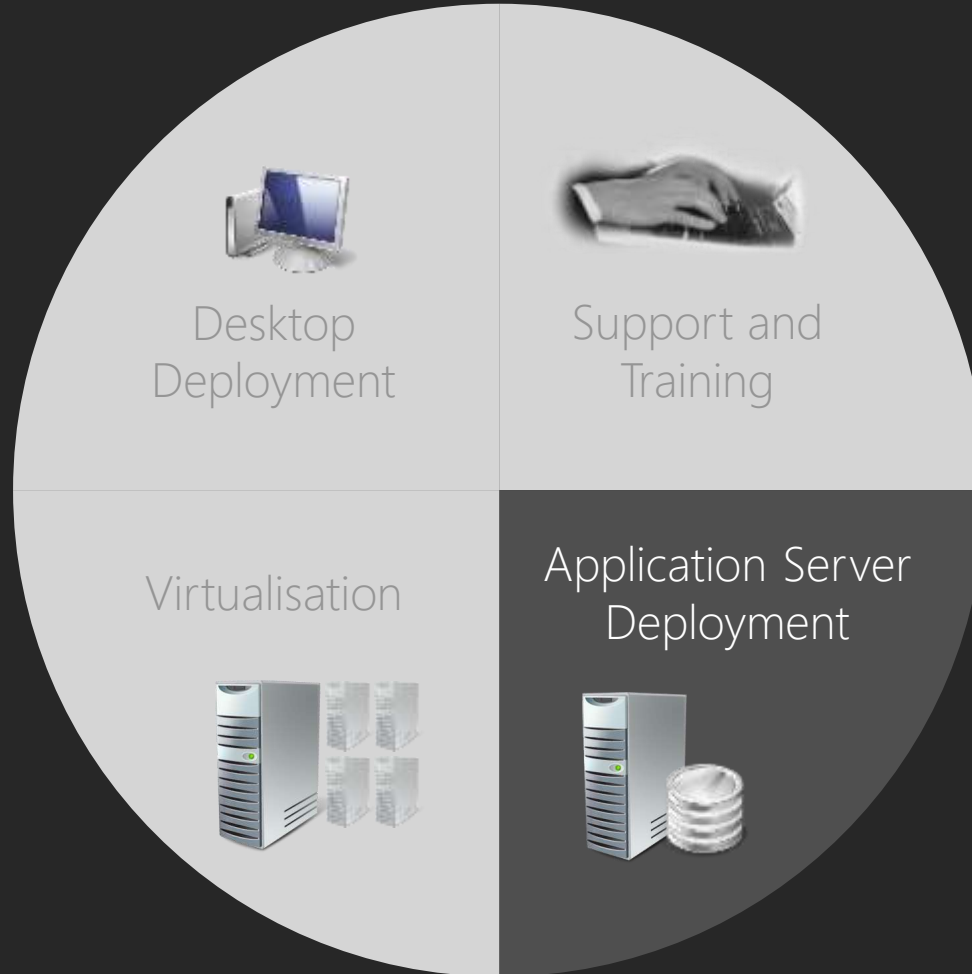
Planning Services

Available offerings:

▸ Desktop Deployment Planning Services (DDPS)

▸ SharePoint Deployment Planning Services (SDPS)

▸ Lync and Exchange Deployment Planning Services (L&EDPS)

▸ Private Cloud, Management, and Virtualisation Deployment Planning Services (PVDPS)

▸ SQL Server Deployment Planning Services (SSDPS)

▸ Developer Tools Deployment Planning Services (DTDPS)

▸ Public Cloud, Azure Deployment Planning Services (AZDPS)

▸ 1, 3, 5, 10 or 15 day engagements available

▸ Services result in a deployment plan

Based on spend for Office Applications and Server Licences:

▸ For example
  • 200 Office Applications = 1 day
  • 8 SQL or Windows Server Standard Edition licences = 1 day

Planning Services engagement days may be increased by converting unused Training Vouchers on a 3-to-1 basis

Backup for Disaster Recovery

Requirements

- Server licence covered with SA
- All related CALs covered with SA

▶ Benefits

- A second server licence under which the same product may be deployed on a back-up server solely for DR purposes during the term of its Software Assurance coverage

Step-up Licences

▸ Customers may migrate from a lower level edition to a higher level edition of a product

▸ The customer's right to the use of software under a Step-Up licence is conditioned on their having and retaining a Licence for the qualifying product

▸ SA may be renewed for the higher level edition

Step Up From	Step Up To
Commerce Server Standard	Commerce Server Enterprise
Core CAL Suite	Enterprise CAL Suite
Core CAL Suite Bridge for Office 365	Enterprise CAL Suite Bridge for Office 365
Core CAL Suite Bridge for Windows® Intune	Enterprise CAL Suite Bridge for Windows® Intune
Core CAL Suite Bridge for Office 365 and Windows® Intune	Enterprise CAL Suite Bridge for Office 365 and Windows® Intune
Core Infrastructure Server Suite Standard	Core Infrastructure Server Suite Datacenter
Desktop Education w/ Core CAL	Desktop Education w/ ECAL
Desktop School w/ Core CAL	Desktop School w/ ECAL
Exchange Server Standard	Exchange Server Enterprise
Forefront TMG Standard	Forefront TMG Enterprise
Internet Security & Acceleration (ISA) Standard Server	Internet Security & Acceleration (ISA) Enterprise Server
Lync Server 2010 Standard	Lync Server 2010 Enterprise
Microsoft Dynamics CRM Workgroup Server 2011	Microsoft Dynamics CRM Server 2011
Office Standard	Office Professional Plus
Professional Desktop	Enterprise Desktop
Professional Desktop with Microsoft Desktop Optimization Pack	Enterprise Desktop with Microsoft Desktop Optimization Pack

Windows Server 2012 Datacenter

Windows Server 2012 Standard

Microsoft

Software Assurance

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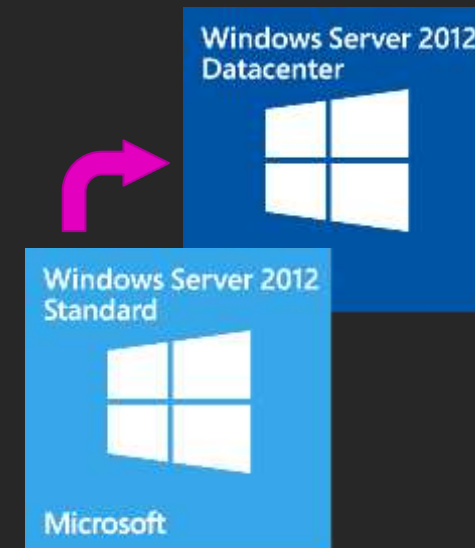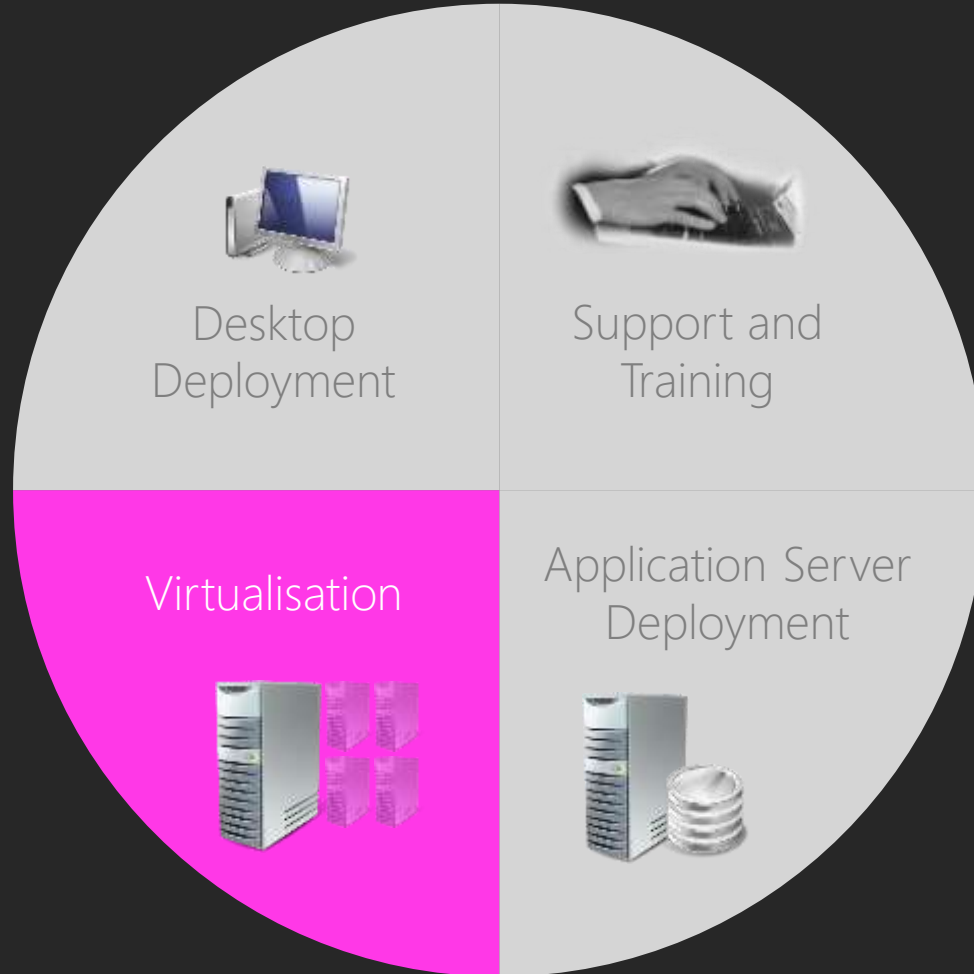
Virtual Desktop Infrastructure
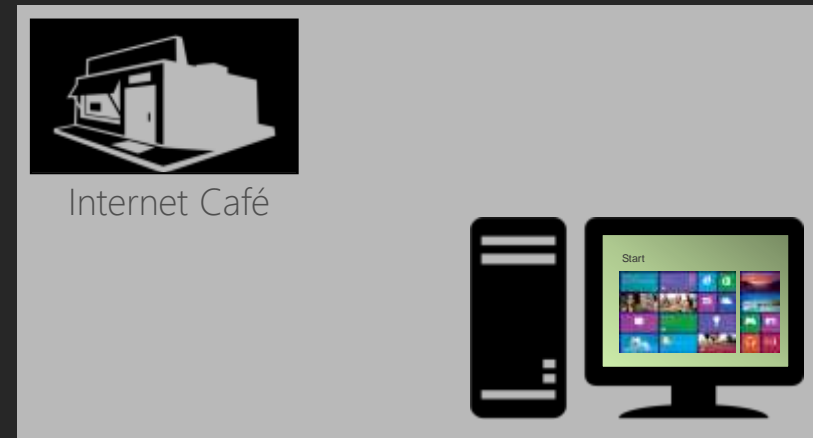
Windows Thin PC

▶ Repurpose existing PCs as thin clients by providing a smaller footprint Windows-based OS solution

▶ Benefits:
  ✔ Reduced end point costs for VDI
  ✔ Rich remote desktop experience

Allows organisations to evaluate thin client computing without investing in dedicated hardware

Licence Mobility Within Server Farms

Application Server Licence
with SA

Licence Mobility through Software Assurance

Unlimited Virtualization for SQL 2012

License all the physical cores with SQL Server 2012 Enterprise Edition Core licenses with SA

2. Check Your Benefits

Software Assurance benefits are determined by the volume licence agreement and the number of qualifying licences with Software Assurance

To determine Software Assurance benefits use the Volume Licensing Service Center

3. Build an SA Usage Team

Activity	SA Benefit	Benefit Manager
Deployment	• Packaged Services for Deployment Planning • Home Use Program	• IT Project Manager • HR Manager
Training	• Training Vouchers • E-Learning	• IT or HR Manager • IT End-user Support, HR, or Line-of-business Manager
Support	• 24x7 Problem Resolution Support • Backup for Disaster Recovery	• IT Support Manager • IT Managers

4. Priorities and Usage Goals

PRIORITY: Conserve cash or preserve credit lines

SA Usage Goals

▸ Use no-cost training available through E-Learning and Training Voucher benefits

▸ Extend IT resources by utilising 24x7 Problem Resolution Support incidents, or scheduling deployment planning engagements through Packaged Services

▸ Offer employee "extras" like the latest Office products for use at home, or the opportunity to build technical skills through online and classroom training available through E-Learning and Training Voucher benefits without impacting staff budgets

▸ Take advantage of the Spread Payment option, when renewing your Volume Licensing agreement

5. Build an SA Usage Plan

Activity	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Kick-off Meeting	◆											
SA Usage Plan Reviews		◆	◆		◆	◆		◆		◆		
Review SA Value Captured											◆——◆	
Deployment												
Decide Which Packaged Service to Use		◆——◆										
Find Partner & Schedule Services			◆———————————————————————————————◆									
Assign & Use TechNet			◆———————————————————————————————◆									
Promote HUP	◆———————————————————————————————————◆											
Support												
Enable 24x7 Phone & Web Support	◆———————————————————————————————————◆											
Training												
Plan & Use IT Training		◆—————————————————————————————————◆										
Plan & Use User Training		◆—————————————————————————————————◆										

Align your SA usage plan with a business objective

EXAMPLE: Exchange Server migration

Plan

▸ Get the latest version of Microsoft Exchange Server software through the New Product Versions benefit

▸ Arrange an Lync and Exchange Deployment Planning Services (L&EDPS) engagement to help extend your IT resources, and get expert planning guidance and deployment recommendations

▸ Ready IT and support staff with classroom training using Training Vouchers

Deploy

▸ Use the deployment recommendations stemming from your Lync and Exchange Deployment Planning Services engagement

▸ Use E-Learning for end-user training

▸ Promote the Home Use Program across your organisation to accelerate end-user familiarity with Outlook/Exchange

Use

▸ Use 24x7 Problem Resolution Support to resolve issues quickly, and help minimise downtime

▸ Utilise Backup for Disaster Recovery to help users regain access to critical data and applications following disaster

6. Follow Through

Usage Planning Checklist

Benefit	Description	Plan to Use (Y/N)	Key Actions	Usage	Business Value
New Product Versions	Provides new software version releases so you have access to, and own, the latest technology.				
Packaged Planning Services	Provides structured planning services from Microsoft partners to enable efficient deployments, covering desktop (Office and/or Windows), SharePoint®, Exchange, and Business Value Planning Services.				
Windows Enterprise and MDOP Technologies	Provides six technologies to help manage PCs and improve application deployments. Includes application virtualization, asset and policy management, and diagnostic tools.				
24x7 Problem Resolution Support	Around-the-clock phone and Web incident support for Microsoft desktop and server products.				
User Training (E-Learning)	Offers self-paced interactive training designed for end-users and IT professionals, delivered via Internet or Intranet.				
	Provides in-depth technical training for IT				

- Revisit Software Assurance usage periodically
- Document progress
- Develop a planning checklist

Useful Resources

SA Resources

▸ Product List

▸ Customer SA Site

▸ SA Customer Quick Start Guide

▸ VLSC

Product List

▶ Use for...

- Step-up licence availability

- Licences that count towards Packaged Services Days and Training Vouchers

- Qualifying licences for Office Professional 2013 Home Use Program

- SA spend required for telephone support incidents

▶ Download from www.microsoft.com/licensing

Step-up License Availability*

Customers may migrate from a lower level edition to a higher level edition of certain products with a Step-Up License. Customers must have a license with active Software Assurance for the qualifying product in order to acquire a Step-Up License. The Step-Up License must be acquired, and is valid only when acquired, under the same Volume

Licensing Program agreement and enrollment (if any), under which Software Assurance coverage for the qualifying product was originally acquired. The customer's right to the use of software under a Step-Up license is conditioned on their having and retaining a License for the qualifying product. Customers cannot transfer the License for the qualifying product separately from the Step-Up license. Customers' perpetual rights under the Step-Up License supersede and replace the underlying license for the qualifying product. For more details, please see the Enterprise Edition Step-up License Volume Licensing Brief: http://www.microsoft.com/licensing

Step Up From	Step Up To
BizTalk® Server Branch	BizTalk® Server Standard
BizTalk® Server Branch	BizTalk® Server Enterprise
BizTalk® Server Standard	BizTalk® Server Enterprise
Commerce Server Standard	Commerce Server Enterprise
Core CAL Suite	Enterprise CAL Suite
Core CAL Suite Bridge for Office 365	Enterprise CAL Suite Bridge for Office 365
Core CAL Suite Bridge for Windows® Intune	Enterprise CAL Suite Bridge for Windows® Intune
Core CAL Suite Bridge for Office 365 and Windows® Intune	Enterprise CAL Suite Bridge for Office 365 and Windows® Intune
Core Infrastructure Server Suite Standard	Core Infrastructure Server Suite Datacenter
Desktop Education w/ Core CAL	Desktop Education w/ Enterprise CAL Suite
Desktop School w/ Core CAL	Desktop School w/ Enterprise CAL Suite
Exchange Server Standard	Exchange Server Enterprise
Forefront TMG Standard	Forefront TMG Enterprise
Internet Security & Acceleration (ISA) Standard Server	Internet Security & Acceleration (ISA) Enterprise Server
Microsoft Dynamics CRM Workgroup Server 2011	Microsoft Dynamics CRM Server 2011
Office Standard	Office Professional Plus
Professional Desktop	Enterprise Desktop
Professional Desktop with Microsoft Desktop Optimization Pack	Enterprise Desktop with Microsoft Desktop Optimization Pack
Project Standard	Project Professional
SQL Server ™ Standard Core	SQL Server ™ Enterprise Core
SQL Server ™ Standard	SQL Server ™ Business Intelligence

Customer SA Site

▸ ## Use for…

- Detail on each benefit

- Frequently Asked Questions

- Document Library

- Training videos

- Ready-to-go materials

▸ www.microsoft.com/licensing/software-assurance

Microsoft

Volume Licensing

End-User Training

Use end-user training to:

- Help employees become more productive with Microsoft software
- Prepare employees for new product implementations
- Get flexible self-paced training options without impacting your budget

With Software Assurance end-user training, you can help your employees gain skills to be more productive with their current software, or ready them for new versions with up-to-date, online training and Office 2010 Running Start Demonstration Sessions developed by Microsoft experts.

" SA training programs lowered costs for both IT staff and end-user training. When utilized, training vouchers and E-Learning courses can reduce IT staff software training by as much as 65%-75%. "

IDC White Paper July 2011 - *The Business Value of Microsoft Software Assurance for Volume Licensing*

Before you use:

See Available Software Assurance E-Learning Courses
You get select E-Learning courses for a set number of users that varies by product and the type of licenses you have with Software Assurance.

When you use:

Choose a Course
To find training that's right for you, review the current course list. To locate Software Assurance-redeemable classes, be sure to select SA under Program Type.

Software Assurance Topics

Review the Benefits
- ⊕ **New Products**
- ⊕ **Deployment**
- ⊖ **Training**
  - Technical Training
  - End-User Training
  - Home Use Program
- ⊕ **Support**
- ⊕ **Specialized Benefits**

For Your Organization
- → Large (500+ PCs)
- → Midsize (250-500 PCs)
- → Small (5-250 PCs)
- → Academic
- → Document Library

Use Software Assurance
- → Check My Benefits
- → Use My Benefits
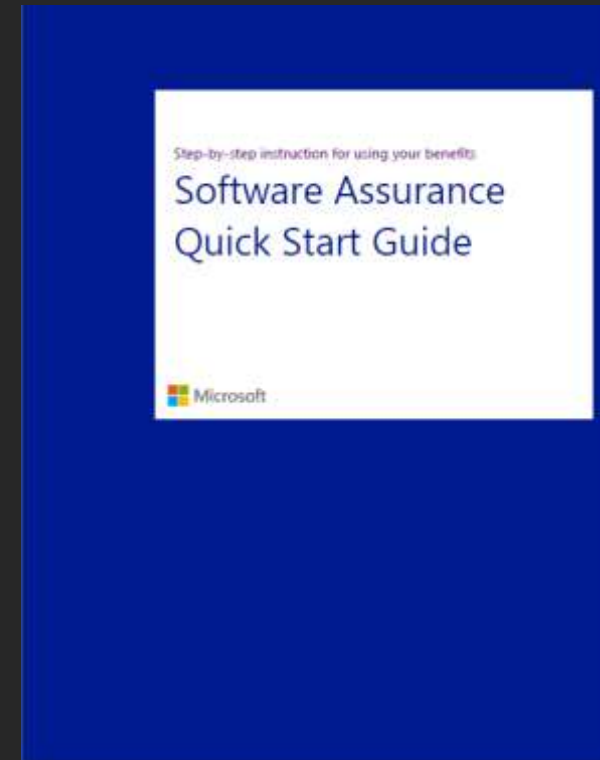- → Maximize My Benefits
- → Sign into VLSC

SA Quick Start Guide

▶ Use for...

- Instructions on activating and managing benefits
- Useful links
- Recommendations on best practices

Step-by-step instruction for using your benefits

Software Assurance
Quick Start Guide

Microsoft

▶ Download from Customer SA Site

Software Assurance Quick Start Guide

Step 1: Get to Know Your Benefits

Familiarize yourself with Software Assurance

Software Assurance offers customers 24×7 support, deployment planning services, training, and the latest software releases and unique technologies—all through one program. You can improve end user productivity with online training and home use licenses to help enhance skills and accelerate familiarity with Microsoft software. To help your IT staff efficiently implement and manage their Microsoft products, Software Assurance provides technical training and access to new software releases when they become available and to unique technologies, including the Windows Enterprise Edition operating system and the Microsoft Desktop Optimization Pack (MDOP). In addition, Software Assurance offers extended use rights to deploy certain products to accommodate a greater variety of cloud and hybrid deployment options, devices and worker preferences. While this guide supplies some fundamental information, the place to learn more about each benefit is at the Software Assurance website (www.microsoft.com/softwareassurance)

Check your benefits through the Volume Licensing Service Center (VLSC)

Your Software Assurance benefits are determined by your volume license agreement (such as an Enterprise Agreement or Open Value agreement), and the number of qualifying licenses you have with Software Assurance. To determine your Software Assurance benefits, use the Volume Licensing Service Center (www.microsoft.com/licensing/servicecenter) to see the most accurate statement of your current benefits. You must be registered to use this tool (see Step 3: Claim your benefits through VLSC for more details).

Step 2: Establish Software Assurance Managers

Before you can use your Software Assurance benefits, your organization needs to identify and establish one or more individuals as Software Assurance Managers using the Volume License Service Center (VLSC). If you already have Manager Permissions, skip ahead to Step 3: Claim your Benefits through VLSC.

If you do not already have Manager Permissions, you may request these by first registering to use VLSC, then using VLSC to request Software Assurance Manager Permissions. VLSC routes such requests to your organization's VLSC Administrator. Please review the following training videos for complete instructions at http://www.microsoft.com/licensing/existing-customers/manage-my-agreements.aspx

Tips for choosing Software Assurance Managers

A consideration when choosing whether to have one or more individuals manage your organization's Software Assurance Benefits is the size of your organization and scope of benefits available to you. A large enterprise that will access multiple benefits across multiple organizations may find decentralized benefits management most effective. A mid-sized organization may find it more efficient to centralize benefits management with one individual or department. Here are some typical manager recommendations for Software Assurance:

IT Manager

- New products and deployment tools (New Product Versions, Windows Enterprise, MDOP)
- Deployment resources (Planning Services, TechNet subscriptions, License Mobility)
- Technical Training for IT staff (Training Vouchers)
- 24x7 Problem Resolution Support
- System Center Advisor

Staff Development/Training Managers/HR Manager/IT Manager

- End-User Training (E-learning courses)
- Home Use Program

Steps to register Software Assurance Managers

To manage Software Assurance, individuals must first register and sign into VLSC. Once registered and signed into VLSC, they will need appropriate permissions that are granted by your organization's VLSC Administrator. The VLSC Administrator may grant permission in one of two ways:

1. Use the VLSC Administration tools to approve permission requests that individuals submit through VLSC, or
2. Proactively assign permissions to select individuals using the VLSC Administration tools.

Please review the "Requesting and Approving User Permission" demo or download the VLSC User Guide for complete instructions at http://www.microsoft.com/licensing/existing-customers/manage-my-agreements.aspx

How to register

Customers must sign into VLSC with a Windows Live ID and associate a Windows Live ID with a valid business e-mail address.

1. If you don't have a Windows Live ID, please sign up for one at http://windowslive.com
2. Sign into the **Volume Licensing Service Center** at http://www.microsoft.com/licensing/servicecenter
3. Because your Windows Live ID must be associated with a valid business e-mail address, click **Sign In Now** to begin.
4. Enter your Windows Live ID e-mail address and password, then click **Sign In.**
5. VLSC will validate if you are a registered user.
6. If you are not a registered user, you will be invited to register using a valid business e-mail address.
   a. You will receive an e-mail that will ask you to validate your information.
   b. Your valid business e-mail address may be different from your Windows Live ID and must match the e-mail address provided on your Volume Licensing agreement or Open License order.
   c. Please check your SPAM filters to ensure you receive this e-mail.
   d. Confirm your e-mail address, create a password and password reset option, and type the characters from the picture into the field to validate your information.

Step 3: Claim Your Benefits Through VLSC

Follow these steps for specific benefits

Whether you want to download the latest Windows 8 Enterprise software, get 24x7 Problem Resolution Support, or give employees access to Office training, you will need to claim your benefits through the Volume Licensing Service Center (VLSC).

Once you are signed into VLSC, you will follow different steps depending on the specific benefit you want to use. The rest of this guide provides detailed instructions for claiming and using each benefit organized by type: New products, deployment, support, training, and specialized benefits.

New Products

New Product Versions

This benefit provides new software versions, when available, to help you stay up-to-date and take advantage of productivity gains from the latest technology.

VLSC

▸ Use for...

- Activating and managing SA benefits
- Downloading software
- Finding product keys
- Tracking licensing information

▸ www.microsoft.com/licensing/servicecenter

Volume Licensing Service Center (VLSC)

SA Resources

▸ Product List

▸ Customer SA Site

▸ SA Customer Quick Start Guide

▸ VLSC

Your Call to Action:

1. Become a Licensing Expert

In 18 bite sized video led modules with helpful cheat sheets for you to download and use for reference, you can gain the Microsoft Licensing Accreditation

Find out more at www.getlicensingready.com

2. Visit Licensing Logic on TechNet UK

We have created a series of licensing blogs, featuring a new topic every month to explain how to license products and programmes in a simple and easy to understand way.

Check them out at:

http://blogs.technet.com/b/uktechnet/archive/tags/licensing+logic/default.aspx

Microsoft

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