

## **Microsoft® Windows Small Business Server 2003 R2 Technology Upgrade Program – Partner Overview**

With the upcoming release of Microsoft Windows Small Business Server 2003 R2 (SBS 2003 R2) – the next release of the award-winning Windows Small Business Server 2003 product – Microsoft is pleased to offer the Technology Upgrade Program, designed to help Microsoft partners continue to drive sales of Microsoft® Windows Small Business Server 2003 even very close to the availability of Microsoft® Windows Small Business Server 2003 R2.

The program provides eligible customers with a copy of the Microsoft® **Windows Small Business Server 2003 R2 Upgrade Media Kit** if they purchase Windows Small Business Server 2003 with SP1 (Standard or Premium Edition) preinstalled on a new server from an original equipment manufacturer (OEM) or System Builder during the eligibility period (see dates below).

### **How do my customers qualify for this program?**

To be eligible, customers must purchase Microsoft® Windows Small Business Server 2003 with SP1 (Standard or Premium Edition) preinstalled on new server from an OEM or System Builder partner during the eligibility period. Purchases of Windows Small Business Server 2003 through a software retailer (full packaged product), an applications vendor, or a Volume Licensing agreement are not eligible.

The Program eligibility dates are as follows:

English Language versions:

March 1, 2006 through July 31, 2006

Non-English Language versions:

March 1, 2006 through August 31, 2006

### **How can Microsoft partners benefit from this program?**

The Technology Upgrade Program enables Microsoft partners to continue to drive incremental sales of Windows Small Business Server 2003 even very close to the availability of Windows Small Business Server 2003 R2. With this program your customers have the choice of purchasing Windows Small Business Server from different channels and still are assured of staying current and receiving the benefits of the new features in Windows Small Business Server R2, when available.

### **What is Windows Small Business Server 2003 R2?**

Microsoft® Windows Small Business Server 2003 R2 is a new release to the award-winning Microsoft® Windows Small Business Server 2003 product, providing new features to address the growing needs of small businesses:

- Automated, network-wide patch and update management for all Microsoft Update supported products
- Increased mailbox limits from 16 GB to 75 GB
- Inclusion of SQL Server 2005 Workgroup Edition technology in Microsoft® Windows Small Business Server 2003 R2 Premium
- Expanded client access license (CAL) rights for access to additional Exchange Server 2003 and SQL Server 2005 Workgroup servers in the Microsoft® Windows Small Business Server 2003 R2 network

### **How will Microsoft partners benefit from selling Windows Small Business Server 2003 R2?**

Windows Small Business Server 2003 provides partners with a BIG business opportunity.

- Attract new customers
- Deepen existing customer relationships
- Build an efficient and profitable business

Microsoft ® Windows Small Business Server 2003 R2 will offer these additional benefits:

- Time savings through automated, network-wide patch and update management (clients and servers) for all Microsoft Update supported products
- Ability to serve your customers better – Integration of WSUS with SBS monitoring and reporting enables partners to confirm which updates have been applied and identify key actions for failed updates

### **Which licensing options qualify for this program?**

Only OEM and System Builder licenses qualify for the program. FPP (full packaged products) and Volume Licensing options do not qualify for this program. In order to be eligible for this program, customers will need to have purchased Microsoft ® Windows Small Business Server 2003 with SP1 (Standard or Premium Edition) with a new server during the eligibility period.

### **Why aren't you making this program available to Volume Licensing customers?**

Volume Licensing customers already have an option to obtain upgrades, as well as other benefits, through our Software Assurance program. We highly recommend Volume Licensing customers to obtain Software Assurance with their purchase of Microsoft ® Windows Small Business Server 2003.

### **Why does the program begin on March 1, 2006?**

This program is primarily designed for helping customers who are making purchase decisions very close to the actual release of Microsoft ® Windows Small Business Server 2003 R2 (which is slated for Q2 CY 2006). By offering a start date of March 1, customers can enjoy the benefits of Windows Small Business Server 2003 now without having to wait for Microsoft ® Windows Small Business Server 2003 R2, and still receive the benefits from the feature updates in Microsoft ® Windows Small Business Server 2003 R2 when it's available.

### **What about customers who purchased prior to March 1, 2006?**

Customers who purchased Microsoft ® Windows Small Business Server 2003 with SP1 prior to March 1 can still upgrade to Microsoft ® Windows Small Business Server 2003 R2 by purchasing Software Assurance. Software Assurance may be purchased on an existing license within 90 days of purchase. This includes licenses purchased from the OEM and System Builder partner channel. For more information of Software Assurance go to:

<http://www.microsoft.com/licensing/programs/sa/default.aspx>

<http://www.microsoft.com/windowsserver2003/sbs/howtobuy/default.aspx>

### **If a customer doesn't qualify for the Technology Upgrade Program and is outside the 90-day limit to buy Software Assurance as part of the Windows Small Business Server 2003 purchase, what should they do?**

There will be a Version Upgrade product available to all customers who would like to move from any previous version of SBS (i.e. 4.5, 2000, and 2003) to Microsoft ® Windows Small Business Server 2003 R2. This is the most cost-effective option for customers in this scenario. Please check back on [www.microsoft.com/sbs](http://www.microsoft.com/sbs) for availability and pricing information.

### **How can my customer participate in this Technology Upgrade Program?**

Please contact your local hardware vendor or system builder to purchase Windows Small Business Server for your customers, and automatically be a part of the Technology Upgrade program.

### **How will my customer get his/her Microsoft ® Windows Small Business Server 2003 R2 Upgrade Media Kit?**

Customers should follow the instructions below.

**1. Retain Proof-of-Purchase Information and Locate Certificate of Authenticity:** Upon purchasing on or after March 1, 2006, retain all relevant documents for the proof-of-purchase, including but not limited to the invoice. In addition, locate the Certificate of Authenticity of the product that should be adhered to the server chassis. Customers will need this information when requesting the Upgrade Media Kit. For information on locating your Certificate of Authenticity, see <http://www.microsoft.com/resources/howtotell/en/default.aspx>

**2. Revisit this Page to Place the Order:** Customers should bookmark this page or [www.microsoft.com/sbs](http://www.microsoft.com/sbs) in the near future. Once customers see Microsoft's "Release-to-Manufacturing" announcement, they can place their order for the Microsoft Windows Small Business Server 2003 R2 Upgrade Media Kit. Please note that while there is no charge for the Media Kit itself, there will be a nominal shipping and handling fee.

**3. Order Your Kit:** Eligible customers must order the Windows Small Business Server 2003 R2 Upgrade Media Kit by the following dates:

English Language versions: September 15, 2006

Non-English Language versions: October 15, 2006

### **What information will I need to submit when ordering the Microsoft ® Windows Small Business Server 2003 R2 Upgrade Media Kit?**

You will be requested to enter your customer's contact details, shipping address, and payment information. In addition, you will also be asked to submit some product information found on your Certificate of Authenticity that is adhered to the chassis of your server as well as proof of purchase. Please note that all personal information collected will be kept secure as per the stated Microsoft.com Privacy Policy (<http://privacy.microsoft.com> )

### **What is in the SBS R2 Upgrade Media Kit?**

The kit includes (subject to change) the following components:

- R2 Technologies CD
- Premium Technologies CD (2 CDs) – *Premium Edition only*
- A "Getting Started" poster
- Certificate of Authenticity for the Upgrade

### **What languages will the SBS R2 Upgrade Media Kit be available in?**

Microsoft ® Windows Small Business Server 2003 R2 Upgrade Media Kits will be available in the following languages:

- English
- German
- Japanese
- French
- Spanish
- Chinese Simplified
- Chinese Traditional
- Italian
- Portuguese
- Korean
- Dutch
- Swedish
- Brazilian
- Polish
- Hungarian
- Czech
- Russian
- Turkish

**Can I order the Microsoft ® Windows Small Business Server 2003 R2 Premium Upgrade Media Kit if my customer has Microsoft ® Windows Small Business Server 2003 with SP1 Standard Edition?**

The Technology Upgrade Program entitles eligible customers to the same edition of Microsoft ® Windows Small Business Server 2003 R2 based on their original purchase. For e.g. if the customer has procured Microsoft ® Windows Small Business Server (Standard edition) they can order Microsoft ® Windows Small Business Server R2 Upgrade media kit (Standard edition) and similarly for the Premium editions. Customers with Standard edition cannot order Microsoft ® Windows Small Business Server R2 Upgrade media kit Premium edition.

**Why do customers have to pay a fee?**

Customers who qualify for the Technology Upgrade Program are entitled to receive the Microsoft ® Windows Small Business Server 2003 R2 technology at no additional licensing cost. However, a small fee will be applied to cover shipping and handling, in addition to any applicable taxes.

**How do I install Microsoft ® Windows Small Business Server 2003 R2 once I receive my Microsoft ® Windows Small Business Server 2003 R2 Upgrade media kit?**

1. Ensure you are running Microsoft ® Windows Small Business Server 2003 with Service Pack 1. If you don't have Service Pack 1, please visit: <http://www.microsoft.com/windowsserver2003/sbs/downloads/sp1/default.mspx>
2. Check your minimum system requirements for Microsoft ® Windows Small Business Server 2003 R2 at <http://www.microsoft.com/windowsserver2003/sbs/r2/default.mspx>
3. Follow the instructions on the Getting Started Poster included with your Microsoft ® Windows Small Business Server 2003 R2 Upgrade media kit.

Microsoft recommends that you contact your Hardware Manufacturer, Microsoft Small Business Specialist partner or Microsoft Certified Partner if you need help. To find a partner, please visit. <http://www.microsoft.com/smallbusiness/partner/vendorsearch.mspx>

NOTE: Your partner or hardware manufacturer may charge for upgrade and related services. Please check with the partner of choice for applicable service charges for support and installation.

**Can I call Microsoft Product Support?**

Yes, you can call Microsoft for support, please visit <http://support.microsoft.com>. You can also visit [www.microsoft.com/sbs](http://www.microsoft.com/sbs) for links to technical resources, newsgroups etc. Charges may apply.