

Licensing for public and private clouds in the enterprise



Companies worldwide are embracing cloud computing as a way to take a key step toward better business agility, economics and user experiences. Because of its power to fundamentally change how businesses operate and compete, the cloud is a game changer for the enterprise.

Cloud computing is not a one-size-fits-all proposition. Instead, companies want the power to decide when and how they shift computing capabilities to this new model. Many start by building out a private cloud infrastructure on-premises or in a hosted environment. This allows them to create a layer of abstraction over pooled resources and deliver a true service capability as well as optimally managed application services. Others start by leveraging the public cloud to quickly build, deploy and manage applications across a global network of third party-managed datacenters. Microsoft's licensing is evolving to ensure that companies have all the tools they need to embrace the public and/or private cloud on their own terms.

Licensing to access the cloud on your terms

More and more companies are embracing cloud computing to take a key step toward better business agility, economics and user experiences. Because of its power to fundamentally change how businesses operate and compete, the cloud is a game changer for the enterprise. Microsoft licensing has evolved in the following ways to ensure that companies have all the tools they need to use the public or private cloud on their terms:



Scale out private cloud

- **Unlimited virtualization:** Add virtual machines without any additional licensing or compliance requirements. The unlimited virtualization capability is consistent across major private cloud products including Windows Server Datacenter, Microsoft System Center Datacenter and Microsoft SQL Server Enterprise database software.



Scale up private cloud

- **License mobility:** Companies who have outgrown their on-premises infrastructure can now move application workloads to and from third party hosters without any additional licensing costs via Software Assurance. Organizations can deploy these workloads in dedicated or shared environments and customers can now choose to use their own System Center for management.



Scale for unlimited demand with public cloud

- **Windows Azure through the EA:** Easily license the Windows Azure technology platform the same way as other additional online services through the EA
- **Stand-alone Windows Azure enrollment:** Separate purchasing and licensing for Windows Azure via an enrollment
- **Overage protection pilot:** Predictable annual budgeting for volatile growth scenarios

Flexible and cost effective licensing for consumerization and the cloud through the Enterprise Agreement

Microsoft is continually evolving the Enterprise Agreement and Software Assurance to meet customer needs and anticipate industry trends. The EA's evolution offers you value over time while maintaining a single agreement and budgeting plan. In addition, it ensures maximum buying power for the breadth of Microsoft products and services.

To learn more, visit
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