

A LICENSING PROGRAM OVERVIEW FOR RESELLERS

Microsoft® Open Value Subscription

Microsoft Volume Licensing—Cost-effective Licensing with Room to Grow

Overview

The Microsoft® Open Value Subscription option is a cost-effective, flexible way for small to mid-size commercial and government organizations (minimum of five desktop PCs) to receive benefits and savings. They can do this by acquiring licenses and Microsoft Software Assurance for Volume Licensing on a company(organization)-wide, subscription basis. Open Value Subscription customers can simplify license management, have more control over their IT investments, and better manage their software costs by subscribing to the latest Microsoft technology, rather than by purchasing perpetual software licenses. Customers also get substantial savings by committing to platform products and subscribing to licensed products for the agreement's term (non-perpetual rights). This helps with substantial up-front savings while delivering predictable annual costs.

Customer Value

- Create a more secure and manageable IT environment and save even more on your licensed products with a standardized desktop PC for the Windows® operating system, the Microsoft Office system, or server Client Access Licenses (CALs).
- Take advantage of Software Assurance, a comprehensive maintenance program offering new version rights, technical training, end-user training, desktop deployment planning services, home use rights, employee purchase program (EPP), partner services, and more.
- You only need five desktop PC licenses to start an Open Value Subscription agreement. (Initial agreement must be company (organization)-wide.)
- Simplify your license management with a single three-year agreement (one-year option for government customers) and annual ordering for licensed products.
- Use any language across multiple locations without paying for additional language functionality.
- Save processing time by signing agreements electronically with the eAgreements tool.
- Receive free media kits with the initial order of each licensed product.
- Adjust your number of desktop PC licenses annually based on your changing needs.
- Additional price level (Level C) for license purchases for 250+ desktop PCs.*
- Receive up to 50 percent off your first payment for your current versions of desktop PC licenses with the up-to-date discount.**

*Resellers set customer prices, which may vary.

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What is the platform option?

For additional savings on the Open Value Subscription option, customers can also choose to standardize organization-wide on licensed products on one or all three of the Enterprise products available:

1. Microsoft Office: Microsoft Office Professional Plus, Microsoft Office Small Business, Microsoft Office Enterprise
2. Operating Systems: Windows Vista® Business operating system upgrade (with rights to Windows Vista Enterprise)
3. CAL: Microsoft Core CALs, Windows Small Business CAL Suite, Windows Essentials Business Server CAL Suite, and Enterprise Business Server CAL Suite

Open Value Subscription Program

Who is Open Value Subscription for?	<p>Small and mid-size organizations with as few as five desktop PCs that want:</p> <ul style="list-style-type: none"> • Flexibility to spread subscription payments annually. • Savings for standardizing on platform products. • Reduction in total licensing costs for years if desktop PC count declines. • Software Assurance benefits. • Benefits of subscribing to, rather than owning, licenses for the term of the agreement.
Why recommend Open Value Subscription to customers?	<p>Because they are able to:</p> <ul style="list-style-type: none"> • Pay a single price per desktop PC to deploy Microsoft technology across their organization. • Spread out payments annually during the three-year agreement (additional one-year option for government customers). • Receive substantial savings for subscribing and committing to a platform product. • Acquire a perpetual rights buy-out option at the end of the agreement. • Receive a first year up-to-date discount for recently acquired FPP or OEM platform-licensed products. • Add company-wide licensed products at no additional cost the same year they acquire new desktop PCs. • Receive complimentary media for all licensed products. • Improve their experience with easy, online transaction and license management. • Receive Software Assurance benefits, including support, partner services, training, and IT tools. • Benefit from the included downgrades and re-imaging rights.
How long is the agreement term?	<ul style="list-style-type: none"> • Three-year, non-perpetual agreement term (additional one-year option for government customers). • Open Value Subscription agreements are renewable for an additional three years. • Customers may "buy out" perpetual licenses to own the licenses when their agreement ends. • Customers can make incremental license purchases at any time during their agreement term.
What is the minimum initial order?	<ul style="list-style-type: none"> • As few as five desktop PC licenses with Software Assurance (initial agreement must be company-wide). • All desktop PCs must be standardized on at least one chosen platform product. • Licenses may be added or subtracted annually as needed. • Any number of additional products may be included with the desktop PC license order. • When you acquire new desktop PCs during the year, you can add the company-wide licensed products that you have selected at no additional cost that year.

(continued)

How to Order

Follow these simple steps to order your Open Value program:

1. Help your customer decide which Open Value option is the best choice for their licensing needs: Open Value non-company (organization)-wide, Open Value with Company-wide option, Open Value Subscription option.
2. Define the customer's solution and identify licenses required (your distributor can help you).
3. Provide customer details to your distributor to complete the Open Value agreement and place an order for licenses with your distributor.
4. Once completed, an e-mail with the agreement details will be sent to the customer asking them to review and sign online with the eAgreements tool.

Get Connected with VLSC

After receipt of the accepted agreement and the initial purchase order, Microsoft sends a confirmation, welcome kit, and media to the customer, and posts customer information, license confirmation, and Volume License Product Keys (VLKs) to the Microsoft Volume Licensing Service Center (VLSC) Web site on <https://www.microsoft.com/licensing/servicecenter/home.aspx>.

For 36 full calendar months following the initial purchase order, the customer can order additional licenses through you.

**Note: Australia and New Zealand use a different channel, for details visit www.microsoft.com/australia/licensing/byorg/smallmedium.aspx.*

Open Value Subscription Program (continued)

How do customers pay?	<ul style="list-style-type: none">• Customers have the flexibility to pay in three annual payments.
Where are the electronic license details?	<ul style="list-style-type: none">• After an initial order is placed, customers can log on to the secure VLSC Web site to view agreement details and manage licensing and accounts at https://www.microsoft.com/licensing/servicecenter/home.aspx.• Software Assurance benefits are also administered from the VLSC Web site.• Partners may access this site on their customers' behalf.
What is the eAgreements site?	<ul style="list-style-type: none">• The Microsoft eAgreements site is where Microsoft partners and resellers can create, view, and electronically accept Microsoft Volume Licensing agreements. Go to https://eagreements.microsoft.com/eagreements/Source/home.aspx and sign in using your Windows Live™ ID.
How does my customer obtain the Software Media?	<ul style="list-style-type: none">• Media is provided for the initial order of each licensed product. Subsequent orders of the same licensed product will not include media.• Media for new versions of each licensed product that are released while the agreement lasts is shipped automatically to the customer.

Frequently Asked Questions

Who do I talk to about ordering Open Value Licenses?

Open Value licenses are ordered through a distributor.

Where can my customer get Volume License Product Keys for Open Value media kits?

Volume Licensing Product Keys (VLKs) are available on the VLSC Web site at <https://www.microsoft.com/licensing/servicecenter>.

How does VLSC work?

Microsoft Volume Licensing Service Center allows access to agreement, license, and Software Assurance benefit information so that customers can manage licenses and access their Software Assurance benefits. Access the VLSC Web site at <https://www.microsoft.com/licensing/servicecenter/home.aspx>. Partners can also help customers manage their license agreements.

What must be standardized, and what counts as a desktop PC?

The platform products must be standardized; customers must order licenses for all qualified devices that can run any of the platform products they have chosen. The only devices that the customers can decide not to order licenses for are:

- PCs that are used as servers.
- Devices that contain an embedded operating system such as thin clients and Pocket PCs.
- Devices that are only used for line-of-business (LOB) applications, for example, a hotel management system.

How do Subscription customers account for changes in the number of desktop PCs during their agreement?

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 desktop PCs.
- For additional licensed products, customers may increase or decrease other product licenses annually if the number of installations has changed, with no minimum required.
- New orders for additional licensed products must be placed when put in use.

For Additional Information

- Read more about Open Value at: <https://partner.microsoft.com/openvalue/>
- Visit Microsoft Volume Licensing Service Center at: <https://www.microsoft.com/licensing/servicecenter/home.aspx>
- Access partner materials at: <https://partner.microsoft.com>
- Access the Microsoft LicenseWise Licensing Configurator and Information at: <https://partner.microsoft.com/40011368>
- For information about other Volume Licensing programs, go to: <https://partner.microsoft.com/licensing>

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