



Licensing Update

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Agenda

Licensing Map

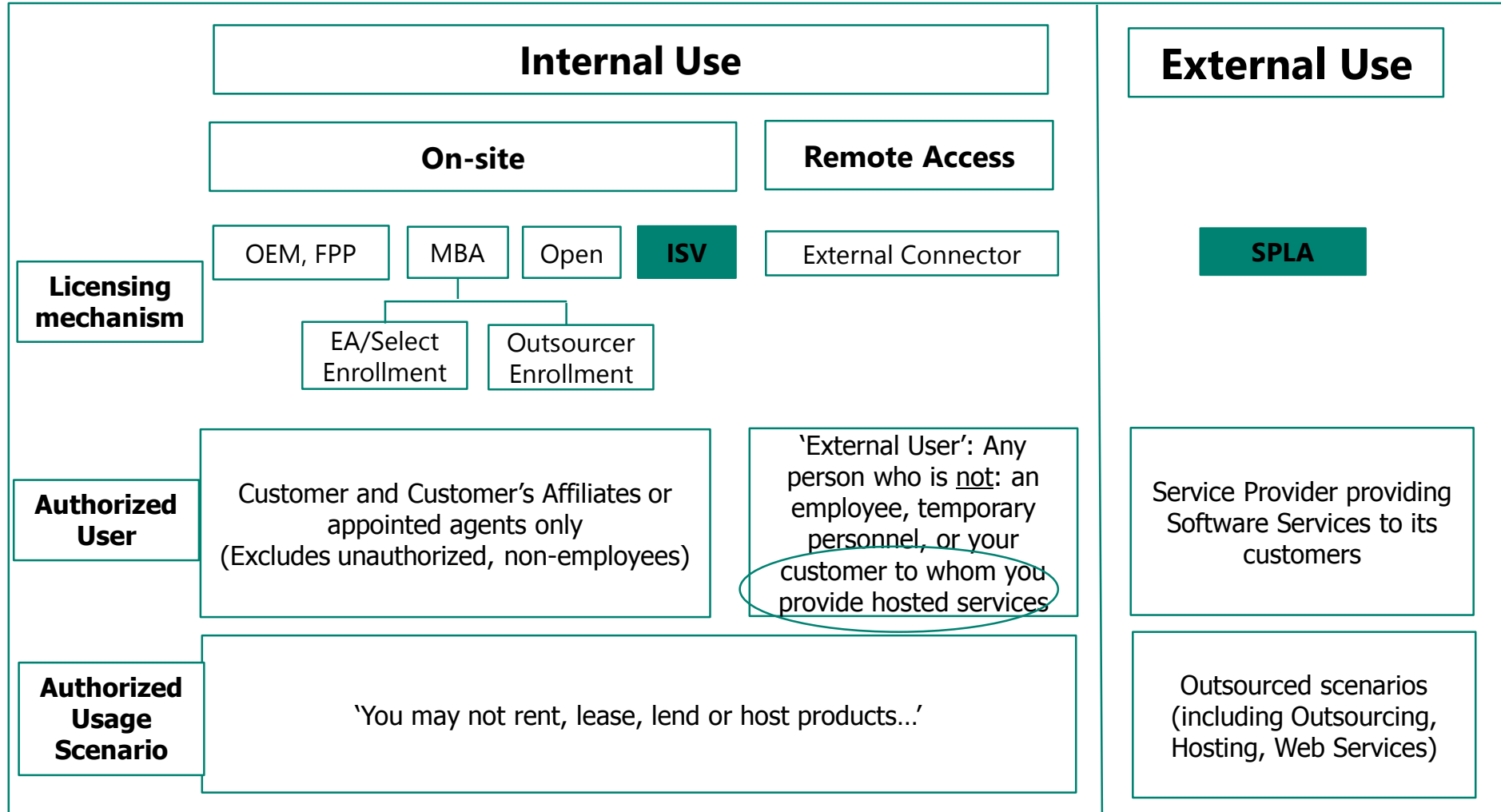
Product Licensing Models

Recent Price Changes

SPLA 2013 Agreement

Frequently Asked Questions

Microsoft Licensing Map



Third-party licensing programs (ISV Royalty Licensing program, Service Provider Licensing Agreement)

Customer or Partner?

If you are a SPLA partner (hoster), you will face four types of customers:

1. Typical SPLA subscribers – you provide them services with SPLA licenses
2. Software Services Reseller (aka whitelabel) – you provide the services to end customers via a reseller and bill on behalf of the reseller
3. VL customers apply for “License Mobility through SA”
4. Another SPLA partner and asking for “SPLA on SPLA”

15% Price Reduction

Part Number	Item Name
021-08183	OfficeStd ALNG LicSAPk MVL SAL
6WC-00002	WinRmtDsktpSrvcsSAL ALNG LicSAPk MVL
79P-01747	OfficeProPlus ALNG LicSAPk MVL SAL
T9A-00002	ProductivitySteSAL ALNG LicSAPk MVL

Windows Server 2012

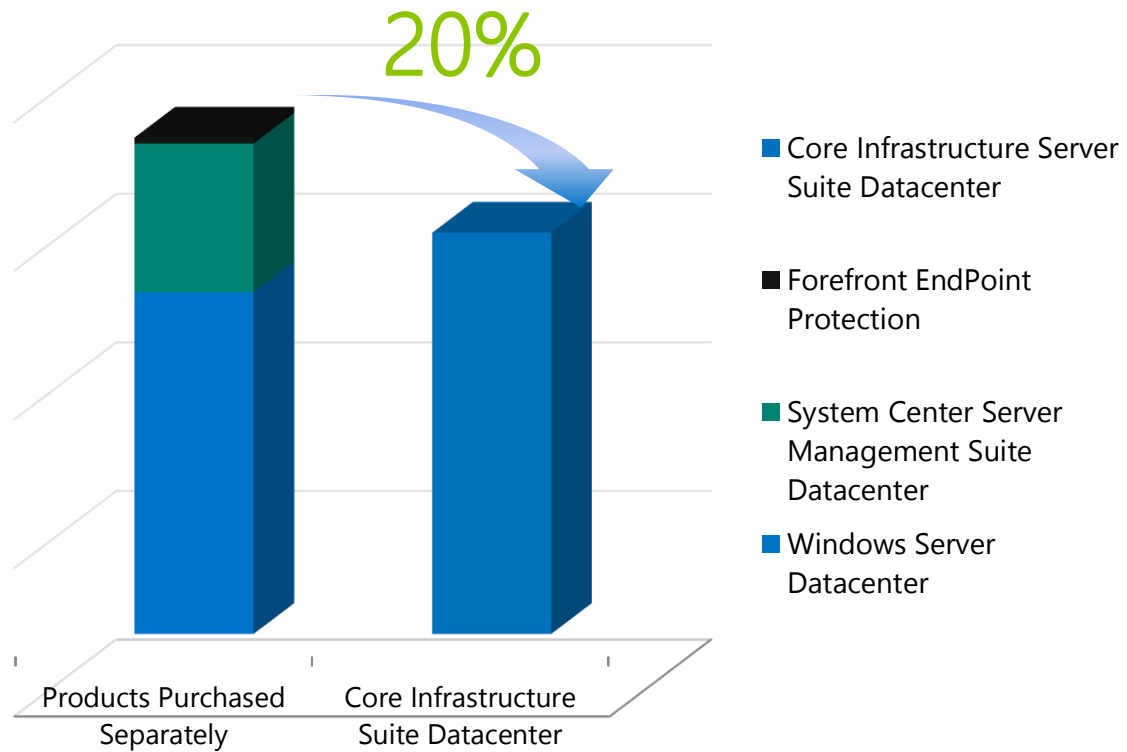
	Windows Server 2012 Datacenter	Windows Server 2012 Standard	Windows Server 2012 Essentials
Licensing			
License Model	per processor	per processor	per processor
Features			
Processor Support	640 ☆	640 ☆	2
Memory	4TB ☆	4TB ☆	64GB
Virtual Instances	Unlimited ☆	1	Guest

★ Additions/Enhancements

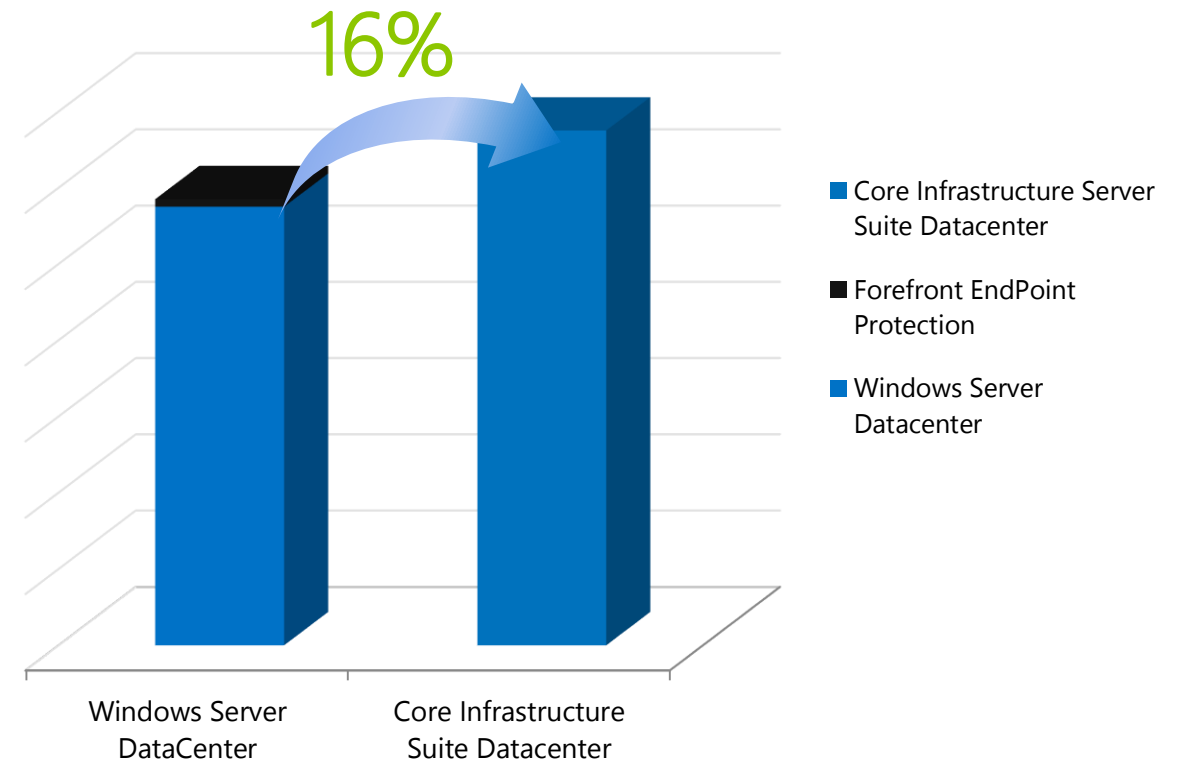
** for illustrative purposes only, final price determined by reseller*

Core Infrastructure Suite Cost Savings

Get the entire System Center Suite for only 16% more than Windows Server Datacenter



Customers purchasing Core Infrastructure Suite per-processor licenses saves 20% over purchasing products separately

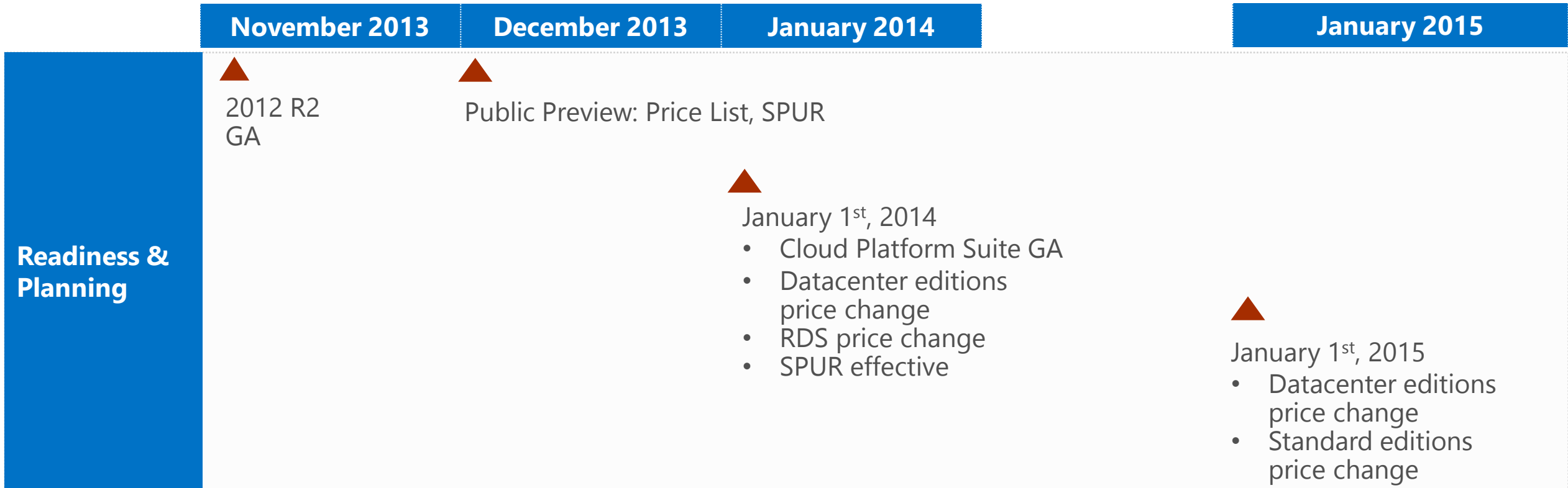


Core Infrastructure Suite Value at Lower Cost Only 16% more over Windows Server Datacenter standalone

SPLA Pricing Summary

	License Model	Jan 2014 Pricing	Jan 2015 Pricing
Windows Server Datacenter	Proc	+38%	+13%
Windows Server Standard	Proc	No change	+20%
Core Infrastructure Suite Datacenter	Proc	+23%	+9%
Core Infrastructure Suite Standard	Proc	No change	+9%
Remote Desktop Services	SAL	+20%	No change
Cloud Platform Suite (Host)	Proc	~1/2 price of WS STD	No change
Cloud Platform Guest	Instance	~twice price of WS STD	No change

Timeline & Product Availability



SQL Server 2012

Product Lineup	Licensing Options		
	SAL-based	Core-based	
Enterprise High-end datacenter w/ BI Server capabilities		✓	Pay for the power you need
BI Server Enterprise BI projects, user-based licensing	✓		Pay for the users you need
Standard Departmental, limited scale	✓	✓	Choice of model for basic needs
Web*		✓	Pay for the power you need

* Web is only available through SPLA

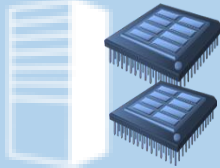
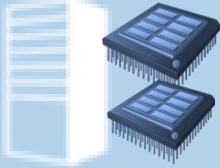
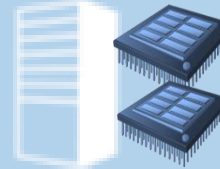
Virtualization Licensing Example – License per VM

License only the cores utilized by each VM

Server: 2 processor
16 physical cores

of cores used per VM

Core licenses required

	<div style="border: 1px dashed black; padding: 2px;">VM 1 1 core</div>	VM1: 1 core	$1 \times 4 \text{ core licenses}^* = 4$ <hr/> $= 4 \text{ core licenses}$
	<div style="border: 1px dashed black; padding: 2px;">VM 1 1 core</div> <div style="border: 1px dashed black; padding: 2px;">VM 2 2 core</div> <div style="border: 1px dashed black; padding: 2px;">VM 3 4 core</div>	VM1: 1 core VM2: 2 cores VM3: 4 cores	$1 \times 4 \text{ core licenses}^* = 4$ $1 \times 4 \text{ core licenses}^* = 4$ $1 \times 4 \text{ core licenses} = 4$ <hr/> $= 12 \text{ core licenses}$
	<div style="border: 1px dashed black; padding: 2px;">VM 1 1 core</div> <div style="border: 1px dashed black; padding: 2px;">VM 2 2 core</div> <div style="border: 1px dashed black; padding: 2px;">VM 3 4 core</div> <div style="border: 1px dashed black; padding: 2px;">VM 4 6 core</div>	VM1: 1 cores VM2: 2 cores VM3: 4 cores VM4: 6 cores	$1 \times 4 \text{ core licenses}^* = 4$ $1 \times 4 \text{ core licenses}^* = 4$ $1 \times 4 \text{ core licenses} = 4$ $1 \times 6 \text{ core licenses} = 6$ <hr/> $= 18 \text{ core licenses}$

- (*) 1-4 cores: Minimum of 4 core licenses required ***per virtual machine***

Exchange Server

Feature	Basic	Standard	Standard Plus	Enterprise	Enterprise Plus
POP	•	•	•	•	•
SMTP	•	•	•	•	•
Web Browser Access	•	•	•	•	•
Personal Mail Folders	•	•	•	•	•
Personal Contacts	•	•	•	•	•
Personal Tasks	•	•	•	•	•
Personal Calendar	•	•	•	•	•
Personal Domain	•	•	•	•	•
Global Address List	•	•	•	•	•
Public Folders		•	•	•	•
Shared Folders		•	•	•	•
Shared Tasks		•	•	•	•
Shared Contacts		•	•	•	•
Shared Calendar		•	•	•	•
Group Scheduling		•	•	•	•
Mobile Device Access		•	•	•	•
MAPI Protocol		•	•	•	•
Unified Messaging				•	•
Compliance Management				•	•
Exchange Server Anti Spam				•	•
Rich Client (Outlook)			•		•

Sharepoint Server

SharePoint Foundation Services

Free download from microsoft.com

SQL Server recommended for performance and scale

Application Templates now available!

Microsoft SharePoint Server

Processor Licenses:

SharePoint Hosting

for running publicly accessible websites only

can be accessed by employees creating content which will ultimately be accessed from the publicly accessible website

should not be accessed by employees creating, sharing or collaborating on content which is for internal use only (for example as a corporate intranet)

if employees are accessing SharePoint for things that won't end up on the publicly facing website, then a separate Sharepoint Server SAL for these users must be acquired

includes all the standard and enterprise functionality of Microsoft SharePoint Server

Subscriber Access Licenses:

SharePoint Server Standard & Enterprise

must acquire Standard and Enterprise SAL to get Enterprise functionality

Lync SAL for SA

Lync SALs for SA

Microsoft recognizes the VL customer's commitment to Software Assurance and offers SALs for SA as low cost SALs for partners who offer multi-tenant software services to end customers with Software Assurance.

In the July SPUR we, updated the Lync Server use rights regarding eligibility for SALs for SA. Lync Online User Subscription Licenses ("USLs") acquired as part of the Office365 E3 or E4 plans are now considered qualifying CALs for SALs for SA in SPLA. Lync Online P3 USLs acquired as a standalone Online service are also qualifying CALs for SALs for SA in SPLA. Microsoft expanded eligibility to enable hybrid deployments with Office365 and partner hosted Lync Enterprise voice. This update doesn't change anything related to License Mobility through Software Assurance.

Microsoft Forefront Portfolio

October 2012 Announcement

Basic antimalware being added to Exchange Server 2013

Inbuilt protection also in Sharepoint and Lync DA and RRAS in Windows Server 2012 provide secure access for Windows and cross-platform devices, as well as cross-premise through S2SVPN

FP UAG provides secure application publishing and cross-platform SSL VPN remote access for a range of mobile devices

No significant change to FIM

External Connectors acquired under on-prem VL programs *may not be used* for the HSPs end customers.

The FIM 2010 Pricing and Licensing Guide includes an incorrect scenario on page 2 involving HSPs.

MS replaced the guide with a FIM 2010 R2 Licensing Datasheet which removes the scenarios.

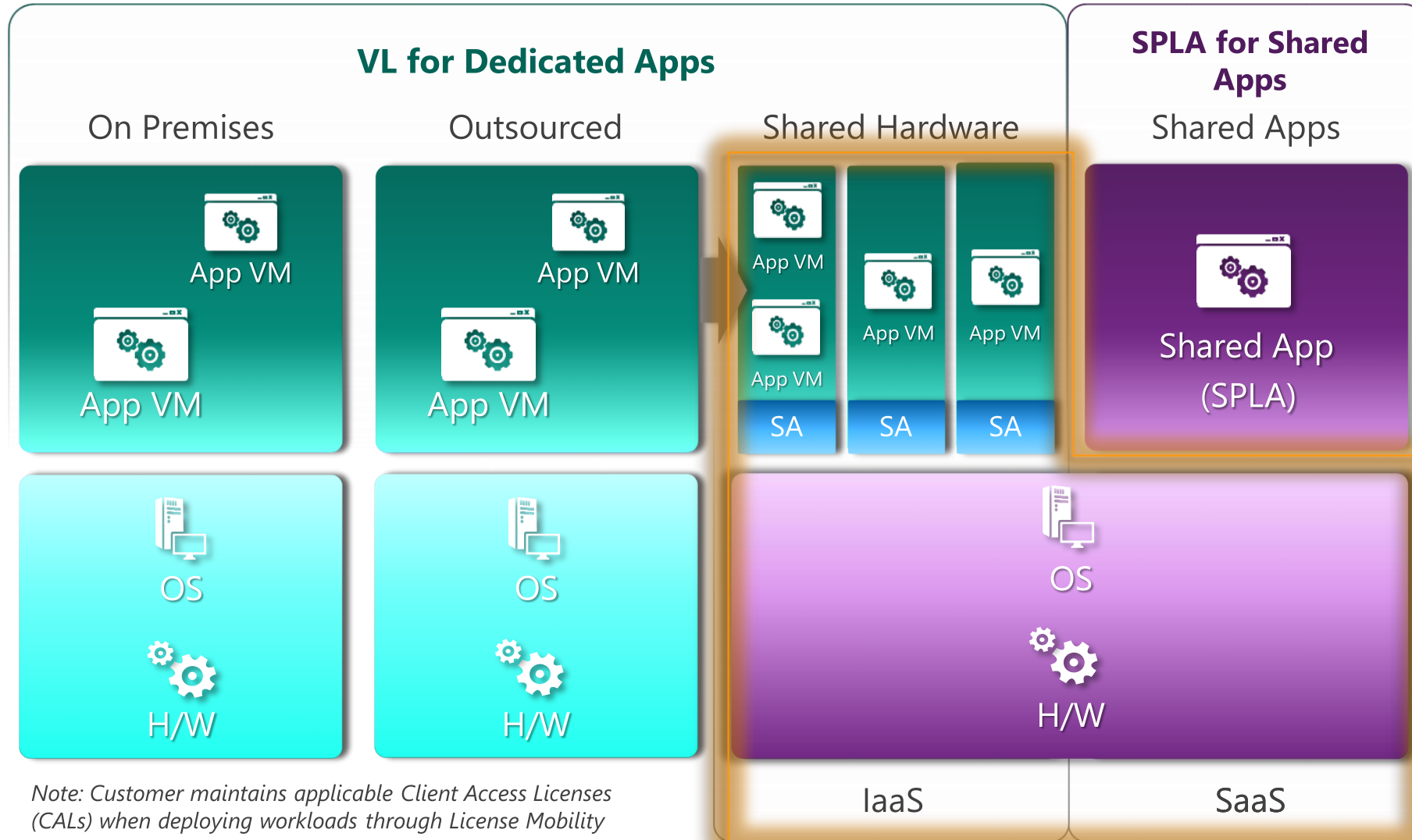
December 1, 2012 Change

FPE, FPSP, FSOCS, TMG and TMG WPS will be removed from the SPLA pricelist. After Dec 1 the products will be available at charge until end of current agreement.

UAG and FIM remain on SPLA

FOPE becomes EOP and will be removed from SPLA in the next general release of Office 365

License Mobility through Software Assurance Overview



Head in the Clouds, Feet on the Ground

License Mobility

Assign VL server licenses (on Software Assurance) to run instances on shared hardware at a Service Provider

Available since July 2011

SQL Server, Exchange Server, Lync, SharePoint Server, Dynamics CRM, System Center Servers

Customer Value

Extend the value of existing license investments for application server software: on-premises or in the cloud

Service Provider Value

Lower datacenter costs by using a single infrastructure at a single low price

Windows Server, Windows Client and Office

Not covered by license mobility

Authorized License Mobility Partner

SPLA Partners are required to become Authorized License Mobility partners

Key Requirements:

SPLA Partner Requirement	Details
Sign the Mobility addendum to the SPLA	SPLA partners will get the addendum from their reseller
Provide education materials to customers	Use approved text in Partner Guide, Appendix A
License Windows Server through SPLA	Any SPLA Windows Server SKU can be used
Administer license assignments	Assigned to partner's server farm for at least 90 days
Agree to assist with compliance upon request	

License Verification Process

Purpose

Create a process to help customers and partners comply with licensing terms and still deploy efficiently

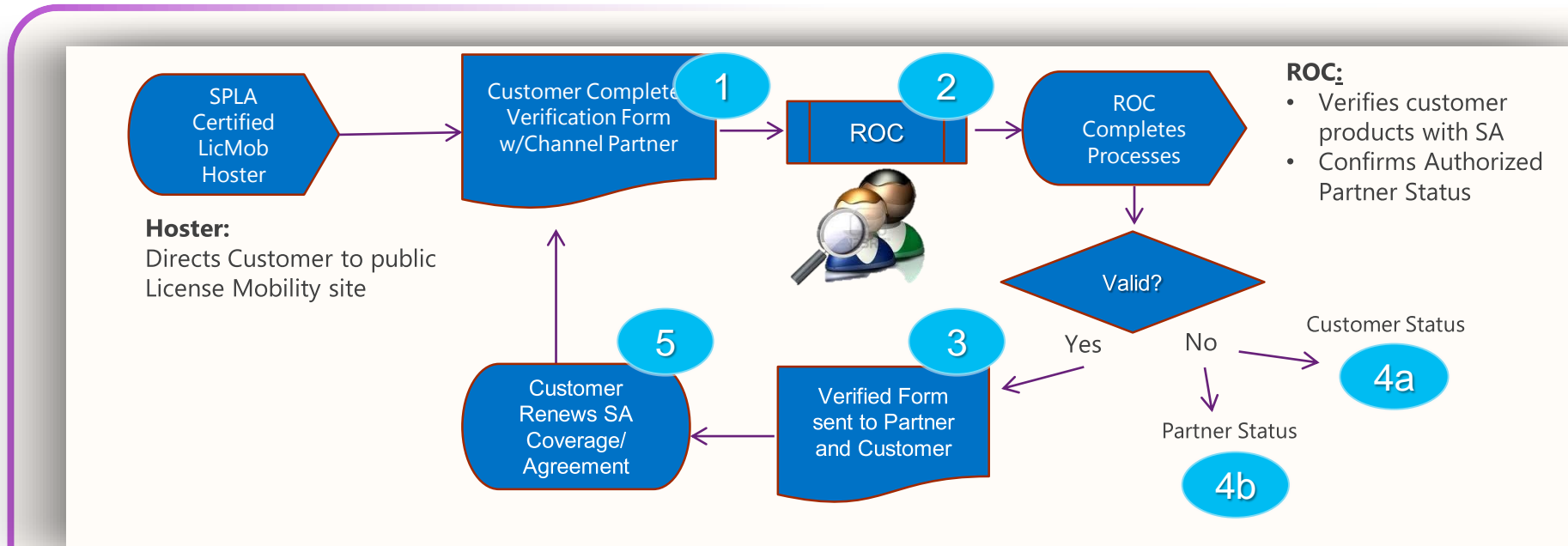
Provide Microsoft a way to verify customer entitlements with deployments to avoid unintentional mislicensing

Customer Responsibility	Partner Responsibility	Microsoft Responsibility
Determine eligibility and license position	Sign Mobility Addendum to SPLA Agreement	Certifies partner to offer License Mobility through Software Assurance
Choose eligible License Mobility partner	Provide link to mobility form for customer to complete	Confirms customer eligibility to Service Provider customer and partner
Submit License Mobility verification form to Microsoft		

Find details at

<https://www.microsoft.com/licensing/software-assurance/license-mobility.aspx>

Customer Verification Process



1. Customer pulls form from www.microsoftvolumelicensing.com & completes with Channel Partner (CP) assistance. CP submits form to Microsoft Regional Operations Center (ROC) via same method as paper agreements in their region.
2. ROC completes verification of licenses and Authorized Mobility Partner status.
3. Approved form returned to customer via CP. A copy of form is provided via email to the Authorized Mobility Partner. *NOTE: Invalid forms are handled in a similar manner to agreements with invalid information – channel partner requested to correct the invalid point(s).*

4. a. If Product/SA related information cannot be verified the form will be Rejected.
b. If Authorized License Mobility Partner status cannot be verified, the form will be Rejected.
5. Upon renewal of customer's Agreement/Software Assurance coverage, a new verification form must be submitted. Note: additional forms also required when new products deployed through License Mobility, or new Authorized Mobility Partner selected.

NOTE: a customer verification form must be submitted:

- After initial deployment through License Mobility
- Upon deployment of additional products not previously verified
- If new authorized Mobility Partner is selected
- At renewal of Software Assurance coverage

License Mobility

Program	LM	verification process	verification approval form	license mobility terms
Open	yes	yes	yes	PUR - Product Use Rights
Select/Plus	yes	yes	yes	PUR - Product Use Rights
EAS/EAP	yes	yes	yes	PUR - Product Use Rights
BizSpark	yes	no	no	contained within the program use rights
Dynamics	yes	no	no	contained within the program use rights
MPN	pending	no	no	contained within the program use rights; change imminent
Office365 Pro Plus	no	no	no	License mobility not applicable to Office Desktop Apps
ISV	no	no	no	license mobility not applicable
MSDN	no	no	no	license mobility not applicable

Notes:

a SPLA partner must have an active License Mobility addendum

All programs license mobility conforms to standard license mobility applicable products: SQL Server, Lync, Exchange, Sharepoint etc

None of the above license mobility programs are applicable to: Windows Server, Windows desktop operating systems, Office, Rds etc

** All the above is subject to change so please join this meeting each month or talk with your SPLA Reseller

SPLA FAQ

Can I use SPLA to stream applications?

APP-V is available on SPLA to stream 3rd Party Applications

Streaming of Microsoft Applications is not allowed with App-V or any other 3rd party streaming software

Can I offer Virtual Desktop Infrastructure (VDI) in SPLA?

SPLA cannot be used to offer VDI

Virtual Enterprise Centralized Desktop (VECD) is not available on SPLA

You can offer an RDS session of Windows Server as a "desktop"

What version of the SPUR am I entitled to?

The SPUR is updated on a regular basis.

As new or updated versions of products are released, the SPUR is updated.

If you have not upgraded to new versions, the SPUR that is current at the time of signing or renewing the SPLA Agreement stays in effect.

If you upgrade to newer versions, the most current SPUR applies

Recently Asked Questions

Can Office 365 Pro Plus be hosted?

Office 365 Pro Plus may now be delivered via Remote Desktop Services (RDS) using licensing for the Windows Server and RDS 100% in the customer name on 100% dedicated hardware.

Office 365 Pro Plus, like Office, is not eligible for "License Mobility through Software Assurance".

Can Office via SPLA be installed on our PCs for Internal Use

NO

Are ISV Royalty licenses eligible for License Mobility?

No

Is SBS eligible for License Mobility?

No



SharePoint Foundation 2013

Service Providers may now use SharePoint Foundation 2013 for commercial hosting services

- **Register** on Technet <http://technet.microsoft.com/en-US/evalcenter/ff520689.aspx>
- **Agree** to the terms & conditions of the Service Provider Addendum to the EULA
- **Go** to the Microsoft Download Center <http://www.microsoft.com/en-us/download/details.aspx?id=35488>

Coordinate schedules, organize documents, and participate in discussions through team workspaces, blogs, wikis, and document libraries on the platform that is the underlying infrastructure for SharePoint Server



Microsoft® SQL Server® 2012 Express

Service Providers may now use SQL Server 2012 Express for commercial hosting services

- **Go** to the Microsoft Download Center <http://www.microsoft.com/en-us/download/details.aspx?id=29062>

Express edition is ideal for developing & powering web & small server applications

SPLA Agreement Refresh 2013

November launch

Hosting Community membership no longer required

New requirement to report minimum of \$100 from 7th month onward

Zero use reports only permitted in first 6 months of agreement term

End User Facility Installations

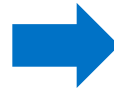
Verifying Compliance

Software Services Reseller, Datacenter Provider and Datacenter Outsource roles clarified

End User Facility Installations Terms

Current language SPLA v.2010

End User Facility installations. Customer may locate servers (“Servers”) containing Products on an End User’s premises (“End User Facility”) solely to provide Software Services to the End User, **provided that the Servers are fully owned or leased by Customer.** Upon request, Customer will promptly identify the number of Servers located at each End User Facility and the Products installed on said Servers. Customer shall not permit End User (or any third party providing services to the End User) to access, maintain, or otherwise use the Products, except for the sole purpose of accessing the functionality of the Products in the form of Software Services in accordance with the terms of this agreement.



Updated language SPLA v.2013

End User Facility installations. Customer may locate servers (“Servers”) containing Products on an End User’s premises (“End User Facility”) solely to provide Software Services to the End User, **provided that the Servers remain under the day to day management and control of the Customer.** Upon request, Customer will promptly identify the number of Servers located at each End User Facility and the Products installed on said Servers. Customer shall not permit End User (or any third party providing services to the End User) to access, maintain, or otherwise use the Products, except for the sole purpose of accessing the functionality of the Products in the form of Software Services in accordance with the terms of this Agreement. **Customer is responsible for all of its obligations under this Agreement regardless of the physical location of the servers. Customer will be responsible to Microsoft for any unauthorized installation, use, copying, access or distribution of the Products by the End User.**

Description

Enable the location of servers with SPLA Products on End User’s premises without the requirement of servers being owned or leased by SPLA Partners

Replace server ownership requirement with management and control responsibility

Customer/Partner message

- ▶ With the objective of simplifying our Program terms, we are aligning our server location conditions (End User Facilities and DC Outsourcer scenarios) and understanding the needs of SPLA Partners around servers’ location, by removing the server ownership (or lease) requirement
- ▶ In addition we are reinforcing SPLA Partner’s management and control responsibility to ensure SPLA Partner’s obligations regardless of servers’ location
- ▶ It is important to remember that the Server needs to be kept **“under the management and control of the SPLA Partner”**. It is not allowed for SPLA Partners to use End Customers’ servers (controlled by End Customers) to host their software services

Quick FAQ

Q: What action does my partner need to take when SPLA 2013 launches on Oct 1?

A: Nothing. If your partner has a SPLA contract in effect on Oct 1, the contract remains unchanged, in full force and effect until the natural expiration date. We recommend all partners read the updated program materials and ask their SPLARs about the new contract because they may want to leverage the new terms

Q: How does a hoster get a copy of the SPLA 2013 form?

A: Hosters should request a copy of the SPLA 2013 from their SPLAR. SPLARs may download SPLA 2013 from explore.ms on October 1. MS FTE may obtain SPLA 2013 packets from explore.ms. We posted contract forms on the HSP licensing portal as a convenience for the field. You may also send a copy to your hoster.

Q: Can a hoster sign an amendment to get the benefit of these new terms & conditions in my existing contract instead of signing the new SPLA 2013?

A: No, you should sign SPLA 2013 if you want the newest terms & conditions in your Microsoft agreement.

Q: How does the hoster terminate my SPLA 2010 early if I want to sign up for SPLA 2013?

A: You should send a letter to your SPLAR with a request for Microsoft to end your SPLA 2010 contract early. Your SPLAR should submit your letter to Microsoft. We can't terminate your contract without your permission. If you sign a new contract without terminating the SPLA 2010 will continue to send automated notices regarding obligations under the SPLA 2010 contract.

Q: Can the hoster have more than one SPLA contract?

A: Yes, but Microsoft recommends only 1 contract to streamline contract management and contract administration for all parties.

Q: Can the hoster extend its SPLA contract term instead of signing a new SPLA 2013?

A: Yes, you may offer a 1 year extension to your partner, but you should read the field empowerment guide to be fully aware of the consequences of this decision. Read the field guide here <http://empguide/fieldguide.aspx?itemId=880>

Recent Briefs

Licensing Brief: Licensing Microsoft Office Professional Plus for Office 365

Licensing Brief: Providing Microsoft Desktop As A Service Hosted Microsoft Office Guide

Hosted Desktop Reference Architecture

Desktop Hosting on Windows Azure

Call to Actions

Visit www.microsoft.com/licensing for Program Guide and latest SPUR
Email philme@microsoft.com to receive invitation to Monthly Hosting
Partner Online Meeting

