

VOLUME LICENSING PROGRAM COMPARISON CHART

Use this simplified table for easy comparisons, descriptions, partner considerations, and customer value points for a range of small- and mid-sized business solutions.

Program Description	Partner Benefits/Impacts	Key Messages for Customers
OEM >>		
<ul style="list-style-type: none"> • OEM software may only be licensed and preinstalled on the PC or server hardware. • Deployment with limited-use product ID key or Web or telephone activation. • OEM software may not be transferred from one PC or server to another, even if the original PC is no longer in use. Applications and server OEM licenses may be reassigned if Software Assurance (SA) is added within 90 days of the OEM license purchase. 	<ul style="list-style-type: none"> • Save time by leveraging preconfigured software to match the hardware and standard setup—ensuring each installation looks and behaves the same. • Sell OEM software with hardware as part of your server and desktop solutions. • Generate additional revenue with Software Assurance for OEM software. • Product Activation requirements limit deployment capabilities through software distribution or re-imaging. 	<ul style="list-style-type: none"> • Save time and money by getting all your Microsoft software—server or desktop and operating system—preinstalled so it's ready to use right out of the box. • If you add Software Assurance right when you purchase the system, or even within 90 days, most Volume License rights (such as re-imaging and previous version rights) apply to your new system. • While OEM licenses are non-transferable (except applications and server products for which SA has been obtained), these licenses are invisible to software asset management tools.
Full Packaged Product (FPP) >>		
<ul style="list-style-type: none"> • Boxed, retail, shrink-wrapped software. • Paper license management may be required. • Deployment requires Web or telephone product activation. <p>Microsoft® Windows®, most Microsoft Office applications, and Windows Small Business Server 2003 Premium Edition are not only available as a full version but also as an upgrade license.</p>	<ul style="list-style-type: none"> • Immediate access to media. • Lowest customer commitment. • Additional revenue: any Volume License (Open) reseller may order Software Assurance for FPP server and Windows software. • Product activation requirements limit deployment capabilities through software distribution or re-imaging. 	<ul style="list-style-type: none"> • Get immediate access to Microsoft software through purchasing the full packaged product. • FPP licenses are available for the lowest customer commitment and, while the most expensive,* are not managed in the Microsoft software asset management tools.
Open License (Open Business and Open Volume) >>		
<ul style="list-style-type: none"> • Can offer savings on estimated retail prices. • Can be opened with any five licenses or one server processor license (Open Business) or 500 points in the applications, systems, or server pool (Open Volume). • Additional orders may be for as few as one license. • Uses Volume Licensing Product Keys for deploying. <p>Customer resource: Open License Program Overview at www.microsoft.com/licensing/programs/open/openoverview.asp</p>	<ul style="list-style-type: none"> • Most customers qualify. • By setting pricing level for two-year term you can establish your company as the order source. • Cross-sell Software Assurance. • Simplifies software asset management for you and your customers. Manages customer software licenses by tracking licenses and transactions online at the eOpen Web site. • Volume Licensing Product Key provides simpler deployment, upgrading, and patching. • SA can be added at the time of order, building your revenue streams, customer relationship, and service opportunities. When the two-year Open License agreement expires, the customer can renew SA and drive additional revenue with a new Open License or Open Value agreement or continue using the licensed software. 	<ul style="list-style-type: none"> • Save money by acquiring discounted Open Licenses through streamlined transaction processes. • Purchase a two-year license agreement—including a pre-established price level for additional acquisitions—with minimal paperwork and automatic compliance management. • Get any needed media by simply ordering it along with your licenses, and easily track your Software Assurance coverage: SA for all licenses ends when the agreement term ends.
Open Value, Open Value Company-wide option >>		
<ul style="list-style-type: none"> • The ability to spread payments annually. • Open Value: any set of five licenses with Software Assurance. • Open Value Company-wide option: Reduced pricing for customers who have five or more PCs and who want to standardize. <p>Customer resource: Open Value Program Overview at www.microsoft.com/licensing/programs/open/openvalue.mspix.</p>	<ul style="list-style-type: none"> • Generate recurring revenue by offering an annuity agreement to your customer. • Facilitate customer software purchases by stretching their costs out over the three-year agreement term, freeing up cash for software deployment and additional services. • Offer customers more SA benefits than other Open programs—driving your revenue and service opportunities. • Can reduce immediate profit if customers opt for spread payments instead of the up-front payment that comes with other Open programs. 	<ul style="list-style-type: none"> • Achieve significant savings on your technology investment when you cover all PCs with the full Microsoft platform. • This option includes media for all software ordered and also includes Software Assurance, so you can access the latest technology as well as extended productivity tools and support. • Increase your value further with Home Use Rights, eLearning, training vouchers, TechNet subscription services, and the available benefits of Company-wide desktop standardization. • Open Value licenses and transactions can be tracked online at the Microsoft Volume Licensing Services (MVLS) Web site, and allow for flexible payments that spread your licensing costs over three annual installments.

* Resellers may set their own pricing, so prices may vary.

OEM licenses with SA may be licensed under the Volume Licensing program that the SA is ordered through, with the use rights of the OEM or Volume Licensing program.

Software Assurance Overview—Includes features and benefits. Visit www.microsoft.com/licensing/programs/sa/default.asp.

Volume Licensing Programs Comparison Sheet—Provides a customer-ready, high-level features comparison across the Open License, Select License, and Enterprise Agreement (EA) programs.

LICENSING PROGRAM FACTS

	OEM/Preinstalled Software	Full Packaged Product (FPP)/ Retail	Open License (Open Business and Open Volume) ¹	Open Value	Open Value Company-wide option
Customer profile	Anyone buying systems and software that does not need Volume Licensing use rights. ²	Consumers and single application customers.	Organizations with a need for as few as five licenses or one server license (Open Business) or at least 150 points in one of the product pools (Open Volume).	Organizations with as few as five licenses that want Software Assurance (SA) benefits and the flexibility to spread payments annually.	Organizations with as few as five desktops that want Software Assurance (SA) benefits and the flexibility to spread software payments annually.
Licensing and Software Assurance (SA) options	<ul style="list-style-type: none"> License (L) OEM licenses may be enrolled in SA through Volume Licensing within 90 days. 	<ul style="list-style-type: none"> License SA is not available through FPP. FPP licenses may be enrolled in SA through Volume Licensing within 90 days (excluding Office). 	<ul style="list-style-type: none"> L, License & Software Assurance (L&SA), SA only for renewal and eligible OEM and FPP licenses. SA coverage is for two years or until the end of the term of the Open License Authorization number, whichever ends first. 	<ul style="list-style-type: none"> L&SA, SA renewal Renewal of SA coverage acquired through another Volume Licensing program qualifies for consolidation of SA in Open Value. 	<ul style="list-style-type: none"> L&SA L&SA renewal Renewal of SA coverage acquired through another Volume Licensing program qualifies for consolidation of SA in Open Value Company-wide.
Price levels and program requirements	Minimum of one license sold with a complete system.	One license minimum.	Open Business: five licenses or one server processor license minimum for initial acquisition. Open Volume: 150 points in applications, systems, or server pool.	Minimum of five licenses (L&SA or SA-only).	Minimum of five desktops. Choice between Small Business Platform and Desktop Professional Platform.
Agreement term/renewal options	None	None	Ability to acquire licenses under the same agreement for two years. May renew through a new agreement. Agreements are non-renewable.	Three years, renewable for an additional three years.	Three years, renewable for an additional three years.
SA renewal option	None. SA for OEM or FPP is acquired through Volume Licensing and renewed under the rules of the specific program.		Open License agreements are non-renewable. Customers may start a new Open License Business agreement with SA at any time.	Renew agreement with L&SA for three years.	Renew agreement with SA for three years.
License/SA benefit tools	None	None	eOpen	MVLS	MVLS
Payment options	Payment terms of the OEM or system builder.	Up-front payment only.	Up-front payment only.	Annual payments or up-front payment.	Annual payments or up-front payment or Open Value Company-wide option.
Media fulfillment	Included or supported by OEM or system builder.	Media is included with order.	Media must be acquired separately.	Microsoft provides media for the initial order and reorders of each software title.	

1. The Open License Volume program follows Open License Business except customers must be willing to make a large up-front licensing acquisition of at least 500 points for the product pool (applications, systems, or servers) for which the agreement is entered into.

2. Windows full license is only available through OEM or FPP.