

Microsoft Open Value

A guide for resellers ordering Open Value licenses

This guide is designed to assist resellers with placing orders for software licenses through the Microsoft® Open Value volume licensing program. Ordering licenses through Open Value is a simple three-step process that includes:

- 1) **Submitting customer information to your distributor and Microsoft**
- 2) **Placing a customer order with an authorized distributor**
- 3) **Helping customers manage their licenses and Software Assurance benefits**



Before beginning the order process:

- Ensure that you understand which Open Value program is appropriate for your customer.
- Create a list of Microsoft part numbers for the software that your customer wants to order. The Microsoft Licensing Configurator can be used to prepare customer quotes that include part numbers, descriptions, and estimated retail prices (reseller pricing may vary). Find the Licensing Configurator at <https://partner.microsoft.com/licensing/salesresources/licenseconfigurator>.

Find additional resources that can help you get trained on Open Value and sell the benefits of Open Value to customers at <https://partner.microsoft.com/openvalue>.

Open Value Program Options

The Open Value program includes:

Open Value—Subscription*	Open Value	
	Companywide Option	Non-companywide Option
<p>For customers that prefer to subscribe to software</p> <p>All desktop software including Microsoft Windows®, Microsoft Office, and server CALs (Client Access Licenses) must be licensed companywide</p> <p>Lowest Open Value pricing</p>	<p>For customers that prefer to purchase licenses and want to standardize desktop software companywide</p> <p>Offers discounts not available with the non-companywide option</p>	<p>For customers that need Software Assurance and do not need to standardize desktop software</p>

Microsoft offers the best Open License pricing to customers that standardize on all three software components of either the professional platform or the small business platform options.

Professional Platform Options	Small Business Platform Options
<p>Office Professional Edition</p> <p>Microsoft Core CAL</p> <p>Windows Professional Desktop Upgrade</p>	<p>Office Small Business Edition</p> <p>Windows Small Business Server (SBS) CAL</p> <p>Windows Professional Desktop Upgrade</p>

*Not available in North America.

Submitting Customer Information

Provide details online or through your distributor

The eAgreement tool at <https://eagreements.microsoft.com> enables resellers and distributors to initiate a new Open Value agreement. The following information is required for an Open Value agreement:

- Customer name, address, and telephone number
- Company affiliates that will be included on the agreement
- Individual contact names, addresses, and telephone numbers
- Previous Open Value agreement number and expiration date (if renewing)
- Number of qualified desktops in the organization
- Number of fully licensed latest or next-to-latest versions of platform software included in the agreement including Windows, Office, and server CALs (Open Value—subscription only)
- Program and platform software selections

If your distributor prefers to complete the agreement details, be sure to provide the above information to them. If you do not already have a relationship with a distributor, find one at <https://partner.microsoft.com/global/licensing/salesresources/distributors>.

Obtain customer signature

The primary contact at your customer's organization will receive a notification that directs them to review and sign the agreement. Your organization will be copied on this notification.

In most locations, the agreement review and signature process is performed online. Any printed and physically signed agreements must be forwarded to Microsoft through the distributor.

Placing a License Order

Order software through distributor

Using the quote you delivered to your customer:

- Provide your distributor with the quantities and part numbers for the software that your customer is ordering.
- Your distributor will electronically place an order with Microsoft and Microsoft will post customer and license information to the Microsoft Volume Licensing Services (MVLS) Web site at <https://licensing.microsoft.com>.

Order confirmation

Your customer will be sent an order confirmation, a welcome notification, and a media kit for ordered software. Your organization will be copied on all e-mail messages.

Managing Licenses and Software Assurance

Obtain authorization to manage customer agreement

Customers may authorize resellers to assist in managing their license agreement and Software Assurance benefits through the MVLS Web site. MVLS also has your customers' volume licensing product license keys.

Helping your customers maximize Software Assurance benefits is a value-added service that can build long-term customer satisfaction with your organization and with their Open Value investment.

For access to MVLS:

- Assist new Open Value customers with signing on to the MVLS Web site and have them designate your organization as an administrator of Software Assurance benefits and/or licensing details.
- Request authorization for existing agreements using the Request Agreement Access link at <https://licensing.microsoft.com>.

Manage Software Assurance benefits

Microsoft has created the Software Assurance Benefits Training course to help customers and resellers learn about Software Assurance benefits and how to manage them on the MVLS Web site. Take the course at <https://licensing.microsoft.com>.

Updating and Renewing Agreements

Add new software licenses

Customers may add new licenses to their existing Open Value agreement at any time.

- **Open Value.** Orders for new software licenses need to be placed in the month that the software was deployed.
- **Open Value—subscription.** Desktop platform software is updated during the annual renewal process.

Update agreement each year

Open Value agreements must be updated annually. Microsoft sends a reminder with an order form to customers 45 days before the anniversary date. Resellers and distributors are copied.

- Open Value—subscription
 - Customers report the number of qualified desktops in use at the end of each year.
 - The total subscription payment is adjusted to reflect the current number of desktops.
- Open Value
 - Customers update their agreement with software acquired throughout the year.

If an order is not placed:

- Microsoft will send a reminder on the anniversary date and 30 days after the anniversary date.
- After 60 days, the agreement is terminated.

Renew agreements

Microsoft notifies customers of an optional three-year extension 90 days before the agreement expiration. Resellers and distributors are copied.

If the customer does not renew, their agreement expires.