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# Windows Embedded 8 Licensing for Enterprises

## APRIL 2014 CHANGES

### What are the key licensing changes with the April 2014 release?

The following key licensing changes are part of the April 2014 release:

1. Windows Embedded 8.1 Industry Enterprise edition is available as an upgrade license through Volume Licensing; it is no longer a Software Assurance benefit. This aligns to the changes made to Windows desktop effective March 2014.
2. Only Enterprise edition is eligible for Software Assurance. Therefore, customers who want Software Assurance can purchase the Windows Embedded 8.1 Enterprise Upgrade with Software Assurance.  
**Note:** Customers will continue to be allowed to attach Software Assurance to new devices purchased before July 1, 2014.
3. New benefits are provided for devices covered by Software Assurance for Windows Embedded 8.1 Industry Enterprise. These include benefits previously available only for Software Assurance for Windows Desktop as well as new rights that allow customers to install certain Windows desktop editions in place of their licensed Windows Embedded Industry editions.
4. Downgrade Rights are available for Windows for Embedded Systems products.

### When do these changes take effect?

The latest SKU updates are on the April 2014 Price List and Volume Licensing Product List.

### How does this effect customers?

The changes to align the Windows and Windows Embedded VL programs will provide customers consistency between the programs and increased flexibility to use the technologies they need for their device scenario.

### Why are you making these changes now?

Customers have told us that their use cases across PCs, tablets, and industry devices is evolving. To best support our customers, we are making changes to enable them to use the technologies they need for their business scenario.

### What are "Enhanced Edition Benefits"?

Enhanced Edition Benefits are a new SA benefit for both Windows and Windows Embedded that allows you to use the Windows OS that best meets their scenario. With SA, Windows customers will have rights to all VL editions of Windows Embedded and Windows Embedded customers will have rights to all VL editions of Windows. See [below](#) for details.

### What VL programs are effected by the changes?

The Select Plus and Open License programs will have a new option that allow the purchase the Enterprise Upgrade without SA. All other programs that include SA will only have new SKUs for Enterprise Upgrade + SA.

## GENERAL QUESTIONS & EDITIONS

### What is Windows Industry?

Windows Industry is a full edition of Windows (part of the Windows Embedded family of products) that is designed to meet the needs of industry devices like ATMs, Point of Service systems, kiosks, and medical devices. Windows 8.1 Industry (Pro/Enterprise) is a superset of Windows 8.1 (Pro/Enterprise) providing the full capabilities of Windows plus technologies needed for line of business devices.

# Windows Embedded 8 Licensing for Enterprises

## What are the editions of Windows Embedded 8 family?

The Windows Embedded 8 editions include the following:

Edition	Description	Availability:	
		OEM	Volume Licensing
Windows Embedded 8 Standard	A modular operating system based on Windows 8 enhanced to meet the needs of Intelligent Systems. It includes key Windows 8 Pro functionality plus Embedded-specific technologies. It also has enterprise features disabled the OEM version that can be activated through Volume Licensing. (Note: There is no version 8.1 of this product.)	✓	
Windows Embedded 8.1 Pro	A full edition of Windows 8.1 Pro distributed through the Embedded OEM channel with licensing terms specific to industry devices.	✓	
Windows Embedded 8.1 Industry Pro*	A full edition for industry devices that delivers the full capabilities of Windows 8.1 Pro plus enhanced lockdown technologies needed to enable line of business scenarios across a range of different vertical markets.	✓	✓ (Upgrade only)
Windows Embedded 8.1 Industry Enterprise	A full edition for industry devices that delivers the full capabilities of Windows 8.1 Enterprise, plus enhanced lockdown technologies. This edition includes all the capabilities of Windows Embedded 8.1 Industry Pro, plus premium features designed to meet the mobility, productivity, security, and manageability needs of today's businesses, both large and small.		✓ (Upgrade only)

\*Windows Embedded 8.1 Industry Pro Retail is also available through OEMs specifically for point-of-service (POS) devices used in retail settings.

## How do I acquire Windows Embedded 8 licenses for my enterprise?

There are two licensing scenarios: new devices or existing devices.

When purchasing a new device from an OEM, it must come with the operating system preinstalled. The following Windows Embedded 8 editions are available preinstalled by the OEM:

- ▶ Windows Embedded 8 Standard (Note: There is no version 8.1 of this product edition.)
- ▶ Windows Embedded 8.1 Pro
- ▶ Windows Embedded 8.1 Industry Pro (or Windows Embedded 8.1 Industry Pro Retail)

Refer to [www.getwindowsembedded8.com](http://www.getwindowsembedded8.com) for more information about these product editions.

For **existing devices**, Microsoft Volume Licensing provides the path to:

- ▶ Upgrade a device's operating system to Windows Embedded 8.1 Industry Pro or Windows Embedded 8.1 Enterprise
- ▶ Enable enterprise features that are disabled in the preinstalled OEM version of Windows Embedded 8 Standard
- ▶ Enable Enterprise Sideload for Windows 8 Apps on devices licensed for Windows Embedded 8.1 Pro
- ▶ Access benefits of Software Assurance

These Volume Licensing options are covered in further detail in the [Licensing Brief](#).

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# Windows Embedded 8 Licensing for Enterprises

## What are the key enterprise features offered through Volume Licensing?

In addition to the features shipped on devices from OEM, additional embedded enterprise features can be activated through Volume Licensing. The key enterprise features include the following:

- ▶ **DirectAccess:** Allows remote users to seamlessly access resources inside a corporate network without having to launch a separate VPN.
- ▶ **BranchCache:** Allows users' devices to cache files, websites, and other content from central servers, so content is not repeatedly downloaded across the wide area network (WAN).
- ▶ **AppLocker:** Enables IT to specify what software is allowed to run on a user's device through centrally managed but flexible Group Policies.
- ▶ **Enterprise Sideload:** Deploy custom Windows 8 Apps directly to corporate devices without using the Windows Store.

Enterprise Sideload for Windows Embedded 8.1 as its name implies, is a license for unlocking Sideload only, not the other Enterprise features listed above.

**Note:** As of the April 2014 product release, Enterprise Sideload is enabled in Windows Embedded 8.1 Industry Pro and Enterprise editions (OEM and VL) at no additional license cost.

## What are the Windows Embedded 8 licenses offered through Volume Licensing?

The following licenses are available through Volume Licensing:

- ▶ **Windows Embedded 8.1 Industry Enterprise Upgrade:** Licenses device with a [qualifying operating system](#) already installed to upgrade to Windows Embedded 8.1 Industry Enterprise. Software Assurance is either an optional add-on or included, depending on VL program.
- ▶ **Windows Embedded 8.1 Industry Pro Upgrade:** Licenses device with a [qualifying operating system](#) already installed to upgrade to Windows Embedded 8.1 Industry Pro. **Windows Sideload Rights:** A license through which the customer receives a key that enables the Enterprise Sideload feature on devices running Windows Embedded 8.1 Pro.
- ▶ **Windows Embedded 8 Standard Enterprise Kit:** A license through which the customer receives a key that enables the DirectAccess, BranchCache, AppLocker, and Enterprise Sideload features that are disabled in the OEM Windows Embedded 8 Standard edition software.

**Note for Software Assurance:** For devices purchased prior to July 1, 2014, you can purchase Software Assurance only within 90 days of the purchase date of the device. After 90 days, you can add Software Assurance by purchasing the Windows Embedded 8.1 Industry Enterprise Upgrade with Software Assurance.

## How do I license the enterprise features?

You can license the enterprise features in the following ways:

- ▶ License the device for Windows Embedded 8.1 Industry Enterprise edition which includes all of the enterprise features by purchasing the Volume Licensing upgrade license.  
**Note:** Devices must be re-imaged when the Windows Embedded 8.1 Industry Enterprise edition is installed.
- ▶ For devices that are licensed for Windows Embedded 8 Standard, customers can acquire the Windows Embedded 8 Standard Enterprise Kit license to enable the DirectAccess, BranchCache, AppLocker and Sideload features, which are present but disabled in the OEM version of the software.
- ▶ To enable Sideload only, customers can acquire the Windows Sideload Rights license for devices that are licensed for Windows Embedded 8.1 Pro.

## How do I get access to Windows Embedded 8 products, does that customer have to purchase Volume Licensing, or is there another way to get the features?

Key enterprise features, including DirectAccess, BranchCache, and AppLocker are available only through Volume Licensing.

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# Windows Embedded 8 Licensing for Enterprises

## Is Windows Embedded 8 an Enterprise Product in EA?

No, Windows Embedded 8 is an Additional Product.

## Can customers run productivity apps on their Windows Embedded devices?

Windows Embedded is typically run on industry devices, however if a customer wants to use local productivity apps, such as Microsoft Office, the device would be considered a Qualified Device.

## If I buy a device from an OEM, can I upgrade to Windows Embedded 8.1 Industry Pro or Enterprise?

Yes; as long as you have a [qualifying operating system](#) on the device from the OEM, you can upgrade by purchasing the Windows Embedded 8.1 Industry Pro Upgrade license or Windows Embedded 8.1 Industry Enterprise Upgrade license through Volume Licensing. You can also attach Software Assurance to the Windows Embedded 8.1 Industry Enterprise Upgrade license.

## Why did Microsoft start offering Windows Embedded through Volume Licensing?

Microsoft is introducing more options and choices to meet the needs and desires of today's enterprise customers. Volume licensing of software makes it easier and more affordable to run software on multiple devices within an organization. It provides you with a single way to purchase the Microsoft software you need for your devices with flexible options and benefits to meet your unique business needs.

Some of the key benefits of VL include:

- ▶ The ability to standardize the OS image on industry devices
- ▶ Access to enterprise version of the OS and unique enterprise features and functionality such as AppLocker, DirectAccess, BranchCache, virtualization rights, etc., not available through the OEM channel
- ▶ The flexibility to transition industry devices off older OS platforms at your own pace through Downgrade Rights
- ▶ The ability to future proof your industry devices with SA which gives you access to future OS versions.

## What conditions must be met for an existing device to be eligible for the upgrade Windows Embedded 8.1 Industry Pro or Enterprise Upgrade license?

The operating system licenses granted for Windows Embedded 8.1 Industry Pro and Windows 8.1 Industry Enterprise are upgrade licenses only. Full operating system licenses are not available. Therefore, each device for which a customer acquires and runs the Windows Embedded 8.1 Industry Pro Upgrade or Windows Embedded 8.1 Industry Enterprise Upgrade must be licensed to run one of the qualifying operating systems identified below.

## QUALIFYING OPERATING SYSTEMS AND DOWNGRADE RIGHTS

### What are the Qualifying Operating System rules for Windows Embedded 8.1 Industry Products?

- ▶ The Qualifying Operating System must be installed on the device to which the Upgrade license is to be assigned.
- ▶ Except as provided below, customers must remove the Qualifying Operating System from the device in order to deploy the Windows Industry Upgrade license.
- ▶ Customers who wish to install or run more than one licensed Operating System at one time (including the Qualifying Operating System), may acquire SA for their Windows Embedded 8.1 Industry Enterprise Upgrade license.
- ▶ Customers that have active SA coverage do not need to uninstall the qualifying Operating System and may install and run the Qualifying Operating System and Windows Embedded 8.1 Industry Pro at the same time.

Customers with the Qualifying Operating System may purchase the corresponding Windows Embedded Industry SKU families as stated in the following table:

# Windows Embedded 8 Licensing for Enterprises

Qualifying Operating Systems	Windows 8.1 Industry Pro Upgrade	Windows 8.1 Industry Enterprise Upgrade	Windows 8.1 Industry Pro Upgrade (Std, POS, Ind Retail)	Windows 8.1 Industry Enterprise Upgrade (Std, POS, Ind Retail)
Windows Vista Business for Embedded Systems and Windows Vista Ultimate for Embedded Systems	✓	✓		
Windows 2000 Professional for Embedded Systems	✓	✓		
Windows NT Workstation for Embedded Systems	✓	✓		
Windows 7 Professional for Embedded Systems	✓	✓		
Windows 7 Ultimate for Embedded Systems	✓	✓		
Windows Embedded 8 and 8.1 Pro	✓	✓		
Windows Embedded 8 and 8.1 Industry Pro and Retail			✓	✓
Windows Embedded POSReady 7 Pro			✓	✓
Windows Embedded for Point of Service (WEPOS)			✓	✓
Windows Embedded POSReady 2009 and POSReady 7			✓	✓
Windows NT Embedded			✓	✓
Windows XP Embedded			✓	✓
Windows Embedded Standard 7, 2009 and Windows Embedded 8 Standard			✓	✓

**Note:** Certain Volume Licensing materials, such as the Product List and Product Use Rights may refer to Windows Embedded 8.1 Industry products as "Windows Industry" products. This naming has no bearing on the product itself. For example, Windows Industry Enterprise is the same product as Windows Embedded 8.1 Industry Enterprise.

## Are Downgrade Rights included with Windows Embedded 8.1 licenses?

Yes; Customers with a valid license for Windows Embedded 8.1 Industry obtained through Volume Licensing program are eligible to use other versions in place of the version they have licensed.

**Note:** As of April 2014, new Downgrade Rights are available for the Windows for Embedded Systems products. Windows for Embedded Systems products are full Windows versions for use exclusively on industry devices.

Additionally, through Enhanced Edition Benefits, customers with a valid license for Windows Embedded 8.1 Industry Enterprise with Software Assurance obtained through Volume Licensing are eligible to use certain editions of the Windows desktop operating system in place of Windows Embedded 8.1 Industry Enterprise.

The following table shows the specific editions you are licensed to install under Downgrade Rights and Enhanced Edition Benefits based on your licensed product.

# Windows Embedded 8 Licensing for Enterprises

Downgrade and Enhanced Edition Rights	Licensed Product	
	VL Windows Embedded 8.1 Industry Pro Upgrade	VL Windows Embedded 8.1 Industry Enterprise Upgrade
Windows 8 / 7 / Vista Enterprise		●
Windows 8 Pro		●
Windows 7 Professional		●
Windows Vista Business		●
Windows XP Pro		●
Windows 2000 Professional		●
Windows 95 / 98 / NT		●
Windows Embedded 8.x Industry Enterprise		■
Windows Embedded 8.x Industry Pro	■	■
Vista Business / 7 Professional / 8 Pro for Embedded Systems*	■	■
Windows Embedded POSReady 7, Windows Embedded POSReady 2009 & Windows Embedded 8.1 Industry Retail	■	■
Windows Embedded Standard		

● = Software Assurance required

## SOFTWARE ASSURANCE

### What is Software Assurance?

Software Assurance is a program that helps customers with their changing IT, deployment, and support needs with 24x7 support, deployment planning services, end-user and technical training, and the latest Microsoft software releases, along with unique technologies and extended use rights to enable more flexible deployment, device and user options. Software Assurance has been available for over a decade. Though it was once viewed as simply an “insurance policy” that offered free software upgrades, since 2001 Software Assurance expanded greatly and is now recognized by leading organizations and industry analysts as essential for getting the most out of an investment in Microsoft volume licensing. Software Assurance provides access to new software releases as they become available. Software Assurance also offers extended use rights to deploy certain products using a private or public cloud infrastructure, and to accommodate a greater variety of devices and worker preferences.

### Do I need to have Software Assurance to have access to Windows Embedded 8.1 Industry Enterprise edition?

No. As of April 1, 2014, Windows Embedded 8.1 Industry Enterprise is available through Volume Licensing as an upgrade license; it is no longer a Software Assurance benefit. This aligns to the change made for Windows desktop on March 1, 2014.

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# Windows Embedded 8 Licensing for Enterprises

## With the removal of the Enterprise Edition as benefit, has the value of Software Assurance been diminished?

No. The value has been increased by adding the following benefits previously not available for Windows Embedded:

Benefit	Description
Windows Virtual Desktop Access (VDA) Rights	Windows VDA Rights enable users to access virtual instances of Windows in a variety of user scenarios.
Windows To Go Use Rights	Windows To Go is a fully manageable corporate desktop running Windows 8.1 Enterprise edition on a bootable USB stick. This use right allows Windows To Go to be run on any licensed device.
Roaming Use Rights	Roaming Use Rights allow the primary user of any licensed device to access a virtual instance of Windows running in the data center (VDI) or Windows To Go from non-corporate devices, such as personally owned or hotel business center PCs, while away from the office.
Windows Companion Subscription License (CSL)	The Windows CSL is an <i>optional subscription add-on</i> that grants the primary user of a licensed device the rights to access a corporate desktop through either a VDI or Windows To Go on up to four devices that are capable of leveraging these technologies. Devices eligible for licensed use include any type of personally owned device as well as corporate-owned non-x86 devices.
Windows RT Companion VDA Rights	Windows RT Companion VDA Rights allow the primary user of a licensed device rights to access a corporate desktop through a VDI from a corporate-owned companion Windows 8.1 RT or Windows RT device with no additional Windows license required.
Enhanced Edition Rights	Devices with active Software Assurance coverage may run certain current or prior versions of the Windows Desktop Operating System or Windows Embedded Industry Desktop Operating System. Get detail <a href="#">here</a> .

## How do I get Software Assurance?

Software Assurance is an optional add-on to Windows Embedded 8.1 Industry Enterprise Upgrade licenses purchased through the Open License or Select Plus programs. It is included with all licenses acquired through the Enterprise Agreement, Open Value, and Enrollment for Education Solutions programs.

Software Assurance will no longer be available to attach to OEM licenses for devices purchased on July 1, 2014 or later.

## Can I still buy stand-alone Software Assurance for my newly acquired devices?

Only for devices purchased prior to July 1, 2014. Customers with a Select Plus or Open agreement who purchased POSReady 2009, POSReady 7, Windows Embedded 8 Industry Pro (General or Retail), Windows Vista Business or Ultimate for Embedded Systems, Windows 7 Professional or Ultimate for Embedded Systems, or Windows Embedded 8 Pro OEM licenses prior to July 1, 2014 may attach Software Assurance to those licenses within 90 days of the license purchase date without the need to purchase the Windows Embedded 8.1 Industry Enterprise Upgrade.

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