

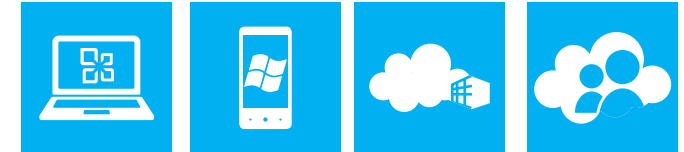


# MICROSOFT LICENSING PLAYBOOK





Microsoft Volume Licensing



## VOLUME LICENSING

Microsoft Volume Licensing is a term used by Microsoft to describe a program for organizations that need 5 or more Microsoft product licenses, but do not need multiple copies of the software media and the documentation that comes with the software.

There are different programs to suit individual organization requirements.  
Volume licenses are purchased through distributors.

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## ADVANTAGES:

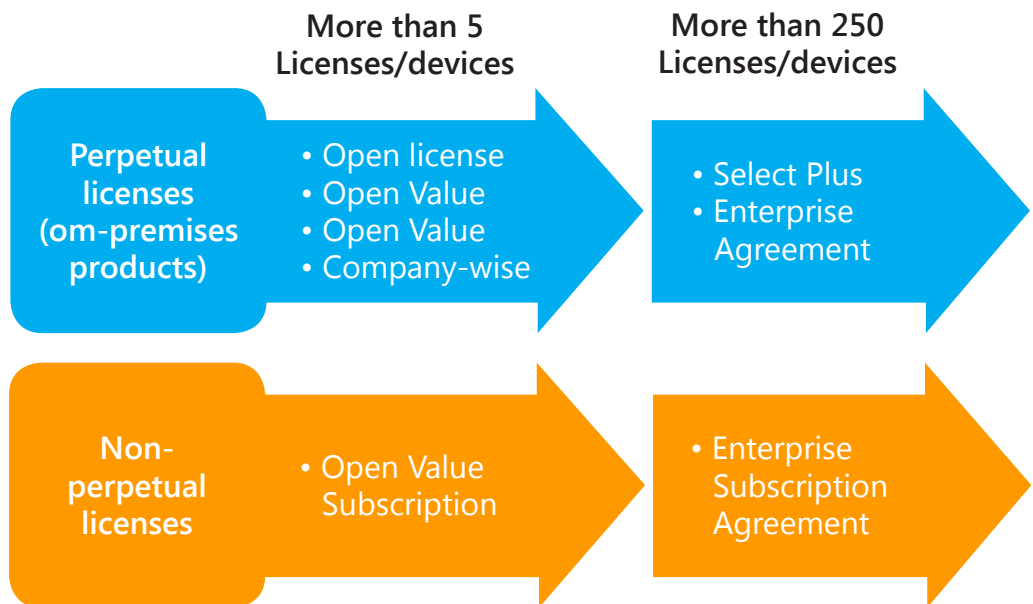
- Easier license management through the VLSC (Volume Licensing Service Centre), or the MBC (Microsoft Business Centre) for the MPSA only
- Easier SAM (Software Asset Management)
- Only 5 licenses needed to start a Volume Licensing agreement
- Downgrade rights the ability to use a previous version of a product rather than the current version for software application compatibility issues, or any other reason.
- Re-imaging rights the ability to reimage a device using a different version or edition of software than what was originally licensed
- Volume License includes "portable use rights," the ability to use the same license on a laptop computer at no additional cost



## PERPETUAL VS NON-PERPETUAL LICENSES

With a perpetual license the organization owns the license and can use the software throughout the term of the Volume Licensing agreement and forever afterwards.

With a non-perpetual license, like a rental agreement, the organization can only use the software throughout the term of the Volume Licensing agreement.



## PLATFORMS

- In a company wide agreement an organization must license one Desktop Platform Product for every Qualified Device. There are extra discounts available if all three products are chosen
- An organization can pick any item from each pool; thus mixing and matching to build their own customized Desktop Platform

### Systems

Client Operating Systems



Windows 10 Enterprise

### Applications

Client Applications



Office 2016 Professional Plus

### Servers

Server Operating Systems, Server Applications and CALs

Windows Server CAL Suites

Microsoft®  
**Core CAL Suite**  
Client Access License

Microsoft®  
**Enterprise CAL Suite**  
Client Access License



### OPEN VALUE COMPANY WIDE LICENSE AGREEMENT

### OPEN VALUE SUBSCRIPTION LICENSE AGREEMENT

#### DISCOUNTS

**COMPANY WIDE DISCOUNT**  
LICENSE ALL QUALIFIED  
DEVICES WITH AT LEAST ONE  
DESKTOP PLATFORM PRODUCT

**PLATFORM DISCOUNT**  
LICENSE ALL QUALIFIED  
DEVICES WITH A DESKTOP  
PLATFORM PRODUCT FROM  
EACH POOL

#### VOLUME DISCOUNTS

LEVEL C  
PRICE LEVEL FOR  
ORGANIZATIONS  
WITH MORE  
THAN 250 PCS

#### DISCOUNTS

**UP TO DATE DISCOUNT: 50%**  
FIRST YEAR DISCOUNT FOR  
EVERY EXISTING DESKTOP  
PLATFORM PRODUCT (CURRENT  
OR PREVIOUS VERSION ON  
PRICE LIST)

**PLATFORM DISCOUNT**  
LICENSE ALL QUALIFIED  
DEVICES WITH A DESKTOP  
PLATFORM PRODUCT FROM  
EACH POOL

# VOLUME LICENSE SOFTWARE ASSURANCE

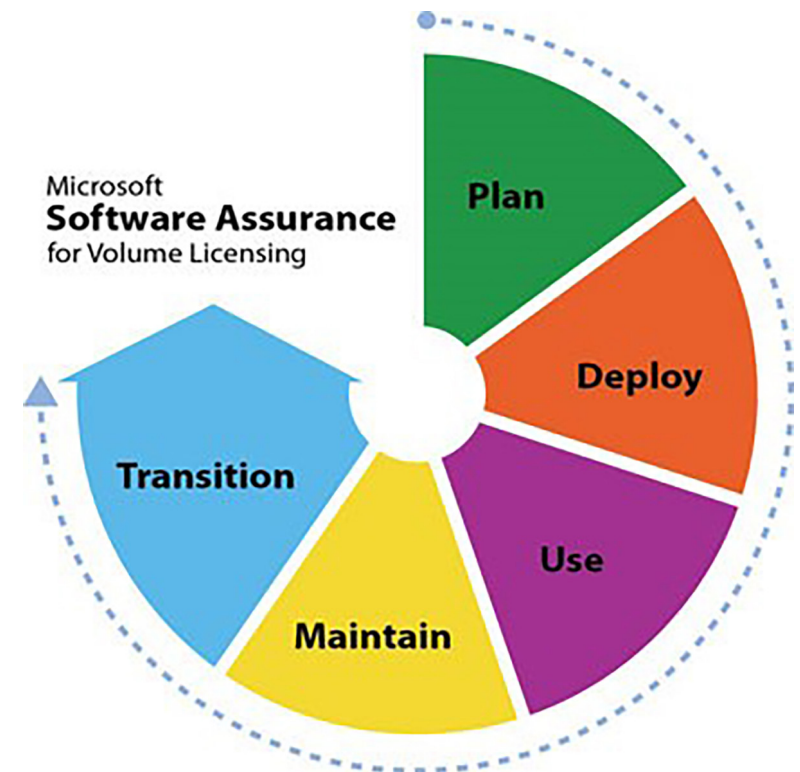
Software Assurance (SA) is an optional set of benefits that you can purchase with a Volume License to enhance the value of the software purchase.

## BENEFITS:

SA contains a range of benefits which provide technology, services and support to manage the software lifecycle. Examples include:

- New version rights
- Azure Hybrid Use Benefit
- Training Vouchers
- Planning Services
- 24x7 Problem Resolution Support
- Additional purchase rights
- E-Learning
- Home Use Program
- License Mobility

Typically, for Microsoft server products, SA costs around 25% of the license price for each year of coverage, and for Microsoft desktop products, it costs around 29% of the license price for each year of coverage.



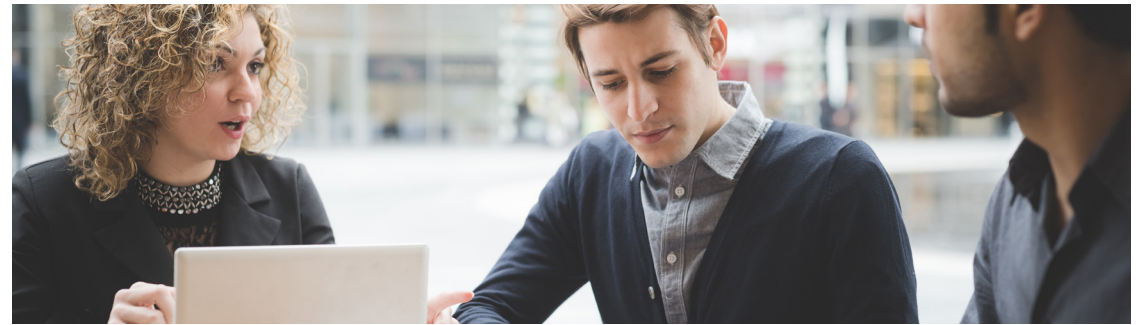


# ACQUIRING LICENSES FOR ONLINE SERVICES

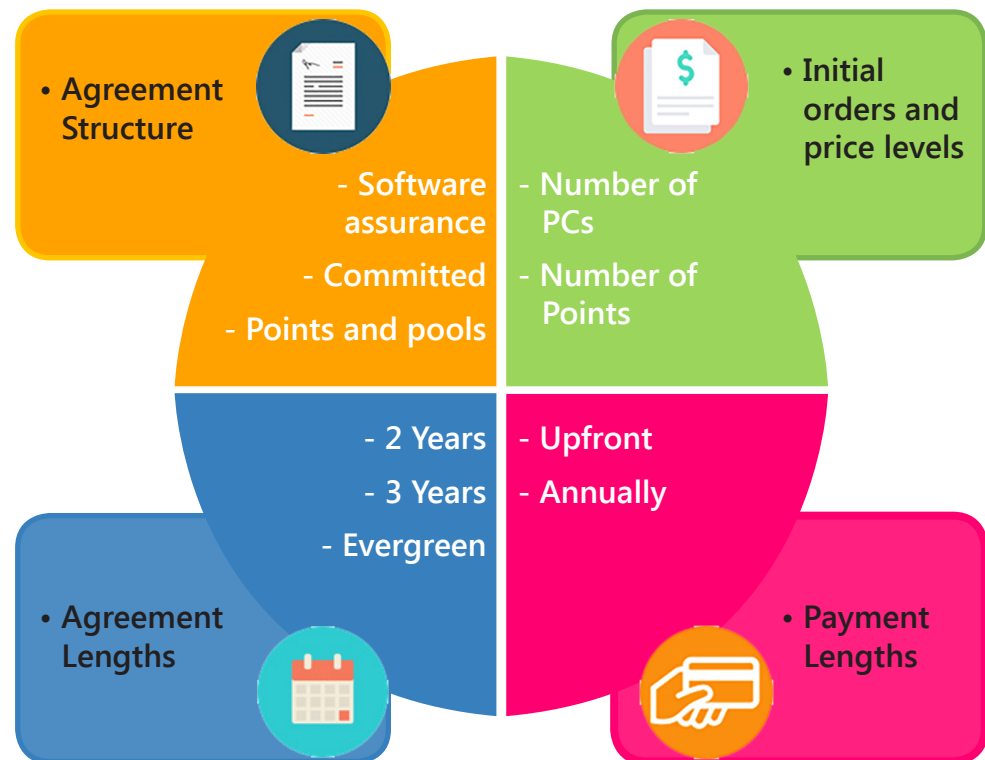
Subscription licenses for Online Services are non-perpetual.

Businesses with less than 250 PCs can acquire Online Services licenses through the Open and Open Value agreements.

Businesses with more than 250 PCs/users can acquire Online Services licenses through the "Microsoft Cloud Solution Provider. (CSP)

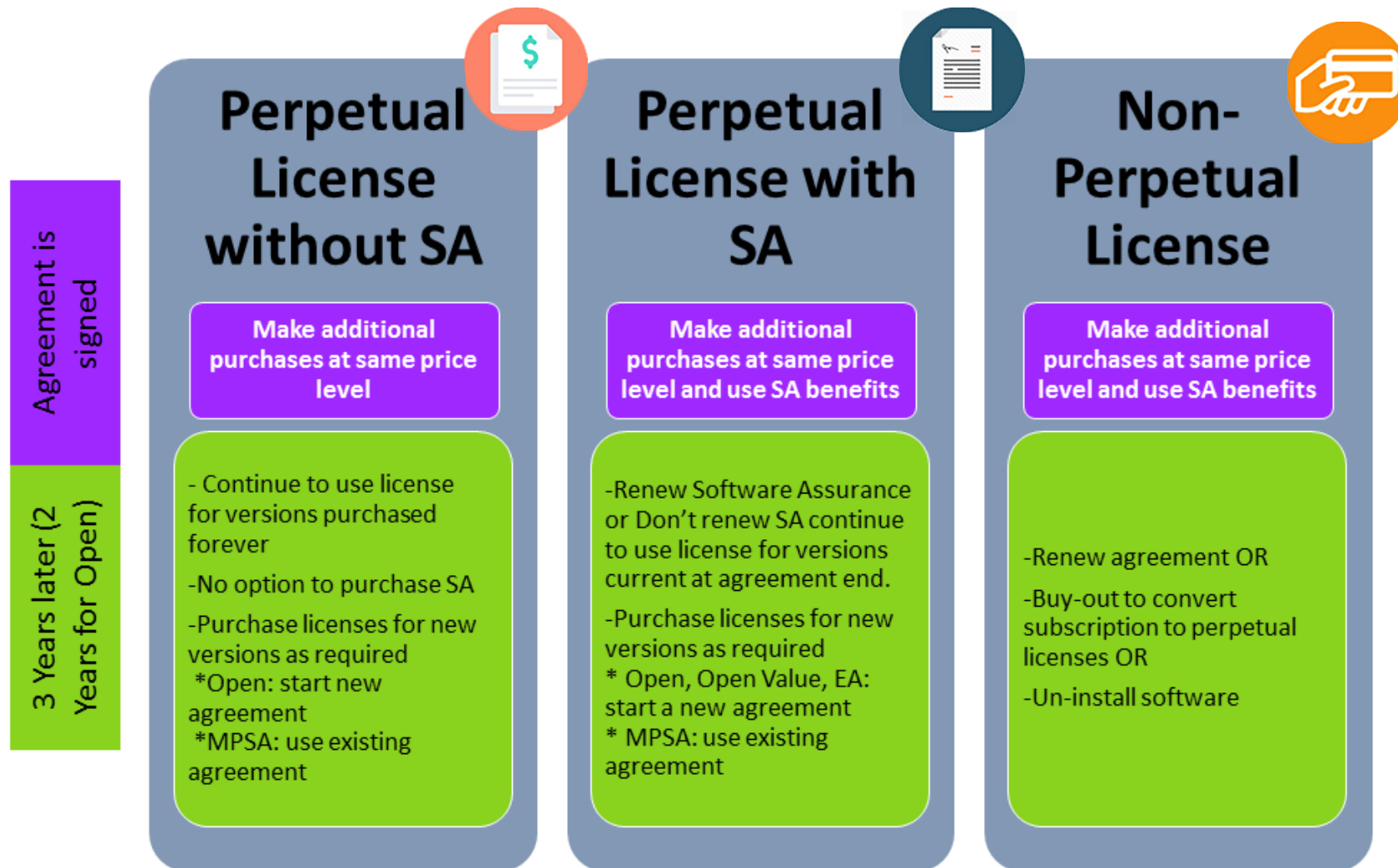


## VOLUME LICENSING GENERAL PRINCIPLES



# AGREEMENT LENGTHS

- An Open agreement is for 2 years.
- Open Value AND Open Value Subscription are for 3 years.





## SPLA AGREEMENT TERMS

### LICENSING

- The Service Provider is the licensee
- Monthly payments are made to the SPLA Reseller based on the access given to the End Customer
- Annual price protection

### END CUSTOMERS

- Software services can be delivered worldwide
- Specific price offerings are available for academic End Customers

### REQUIREMENTS

- Provide technical support to End Customers
- Participate in Microsoft SPLA audits

### AT THE AGREEMENT END

- Sign a new SPLA agreement

## SERVICES PROVIDER LICENSE AGREEMENT (SPLA)

- The Services Provider License Agreement (SPLA) allows an organization to license Microsoft products and use them to provide software services to its customers. With SPLA, you are the licensee, not the customer.
- The Services Provider License Agreement is the primary licensing program for all service providers, including ISVs, offering their.
- Self-Hosted ISVs with qualified Unified Solutions may choose the “Self-Hosted Applications” use right.

## SPLA REPORTING REQUIREMENTS

Service Providers must submit either a monthly use report or a Zero Use report to the SPLA Reseller within ten days after the last day of each month.



## MONTHLY REPORTING

- Total number of licenses required for each product used during the preceding calendar month
- Name and address of all End Customers with more than \$1,000 USD (or equivalent) per month revenue in

## MICROSOFT PRODUCTS

### Zero Use Reports

- Must be submitted if there has been zero use of the products and no fees are due
- May only be submitted during the first six months of the SPLA agreement

## MINIMUM REQUIREMENTS

- After the first six months, Service Providers must begin reporting at least \$100 USD (or equivalent) per month to keep the SPLA agreement active







## SPLA LICENSING MODEL

### Licenses under the SPLA are subscription licenses (Non Perpetual)

- Per subscriber. A Subscriber Access License (SAL) is required for each unique individual user or device that is authorized to access or otherwise use the licensed products. You do not need a separate server license.
- Per core. Each Core License (CL) allows an unlimited number of users to access the server software installed on the licensed server with a determined number of physical cores for products licensed through a per-core model.

## DIFFERENT PRODUCT POOLS

And the points within each pool for a discounted price

Systems	Applications	Servers
Client Operating Systems	Client Applications	Server Operating Systems, Server Applications and CALs
 Windows10 (2 points)	 Office 2016 Professional Plus (2 points)	 Windows Server 2016 Datacenter 2-pack Core License (10 points)
	 Office 2016 Standard (2 points)	 Windows Server 2016 Client Access License (1 point)
	Visio 2016 (1 point)	 Microsoft SQL Server 2016 Standard 2-pack Core License (50 points)

## PRICE LEVELS

To qualify for the Open Level C price level for a pool, an organization must have at least 500 points in that pool. Otherwise, they qualify for the Open No Level price level.

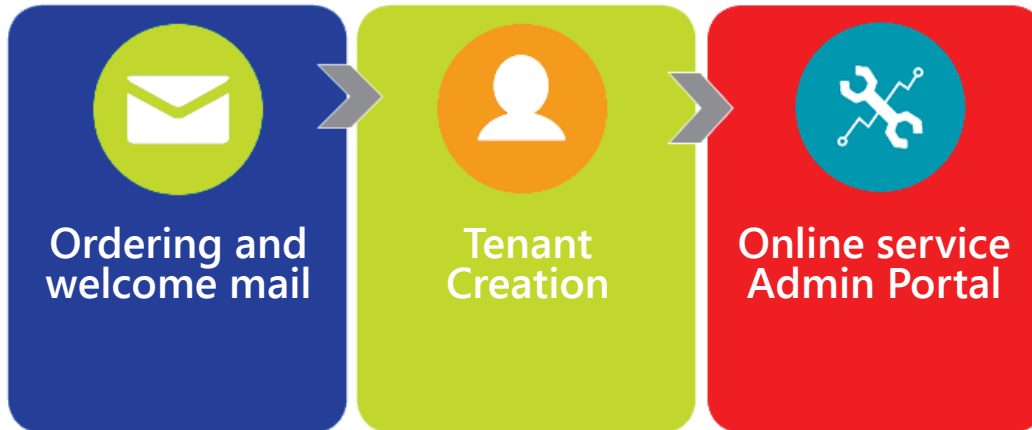
- It is quite possible that an organization will be at different price levels for different pools
- The price level is set at the start of the agreement, and subsequent purchases are made at that level for the duration of the agreement
- If it is advantageous, an organization may start a new agreement rather than make additional purchases at the initial price level set

# MICROSOFT ONLINE SERVICES PURCHASED UNDER VOLUME LICENSE

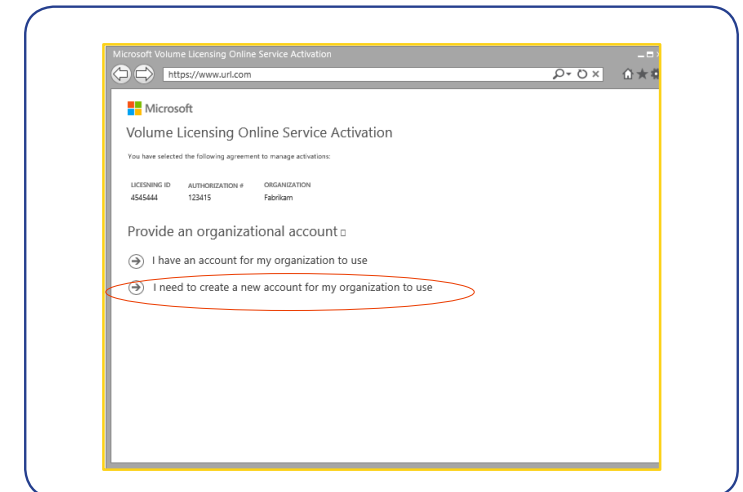
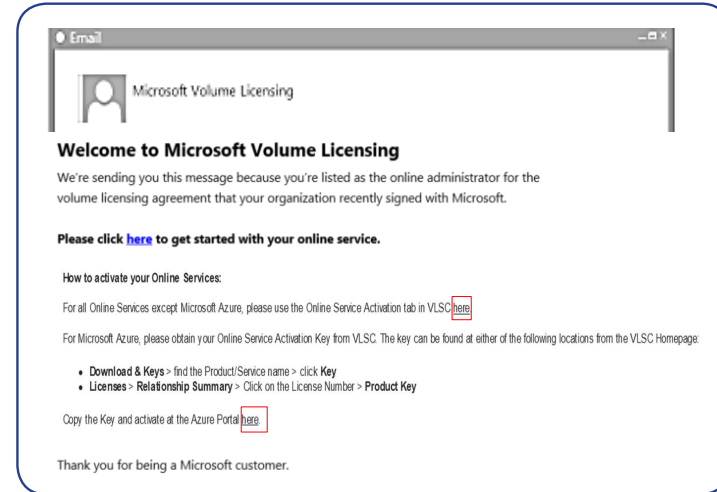
Open, Open Value or Open value Subscription as an annual Billing



Customer purchasing single product- CRMOL, EMS, O365 or Intune



Reseller / Customer will receive **Express** email to activate their **Online Service**. Once Customer/Reseller clicks on 'here' they will be redirected to Volume Licensing Service Activation. Select new customer creation to create a new organizational account and proceed to activate your online service

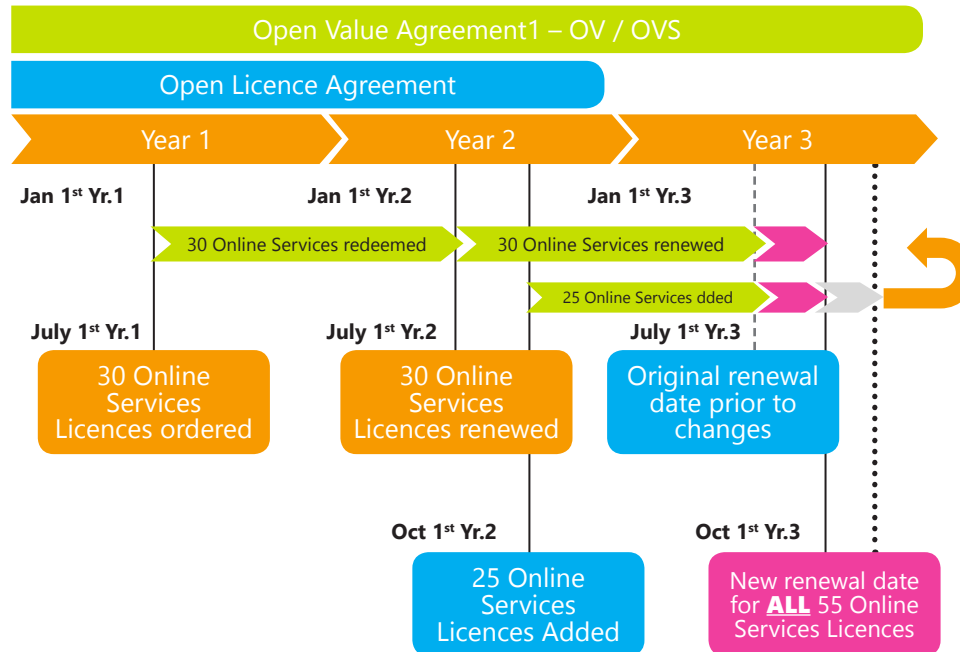


# ADDING SEATS MIDTERM FROM VOLUME LICENSE AGREEMENTS AND CALCULATING THE END DATES

## Recalculation of end date when new seats added midterm

### Calculation:

- 25 seats are added 3 months after the renewal of the Online Services Subscription, meaning the additional months for the 25 users are evenly split across the complete account (55 users)
- 25 added seats x 92 'extra' days = 2300 days worth of O365 subscription
- $2300 \text{ days} / 55 \text{ seats} = 41.8 \text{ days}$ . Rounded = 42 days is added to all 55 users therefore the complete a/c renews on the 12th of August



1 Org-Wide committed customers with Office and/or CAL Suite will qualify for reduced price.

## IF YOU MISS RENEWING ON TIME, THE GRACE PERIOD IS:

- 30 day grace for renewal (full functionality)
- After 90 days service will be deactivated
- After 120 days all data will be lost
- Please note that grace period is not applicable for Azure in Open





## CLOUD SOLUTION PROVIDER PROGRAM

This program enables partners to directly manage their entire Microsoft cloud customer lifecycle. Work with your local Westcon contact to understand the CSP business and technical capability requirements and product offer you will be asked to sign a contract and complete the CSP onboarding process.

## WHAT ARE THE BENEFITS OF CSP?

By participating in the CSP program, you can benefit from the following:

- You are the first point of contact for your customers' needs
- You own and control the billing cycle
- You sell integrated offers and services – one sales motion to drive services, attach, and upsell
- You receive in-product tools to directly provision, manage, and support your customers
- Ability to transact billing on a monthly and/or annual basis



# Cloud Solution Provider vs. Other Licensing Models

Compare various Microsoft licensing models and see why CSP is a flexible, profitable solution for partners looking to ramp up their cloud practices.

	Cloud Solution Provider — Indirect Reseller <sup>1</sup>	Advisor	Open	Enterprise Agreement	Microsoft Products and Services Agreement
Minimum Seats	One <sup>2</sup>	One <sup>2</sup>	One	500+	250
Add/Remove Seats	Monthly	Annually	Annually	Annually	Annually
Customer Transactions	Indirect provider and reseller collaboration	Microsoft	Partner	Partner	Partner
Customer Support	Indirect provider and reseller collaboration	Microsoft	Microsoft	Microsoft	Microsoft
Billing Cadence	Pay as you go	Monthly	Annual	Varies	Varies
Product Availability	All Microsoft online services	Seat-based services only	All Microsoft Online services	All Microsoft Online services	All Microsoft Online services
Azure Availability	Yes (2–3)	Yes	Yes	Yes (4–5)	No
Partner Compensation <sup>3</sup>	Margin (through indirect provider) + incentive	Incentive only	Margin + incentive	Margin + incentive	Margin + incentive
Duration of Agreement	12 mos. (minimum), evergreen	Three years	No-term or two years	Three years	No term / three years / evergreen

<sup>1</sup> Customer transactions, customer support, and partner compensation will vary in the [direct model](#).

<sup>2</sup> Minimum of five seats for Dynamics 365

<sup>3</sup> Incentives may vary by geographic location

# WHICH PRODUCTS CAN I SELL IN THIS PROGRAM?

- You can sell all major commercial suites and standalone products for
- Microsoft Office 365,
- Microsoft Intune, Enterprise Mobility Suite (EMS),
- Microsoft Azure, and Microsoft Dynamics CRM Online.
- M365 Business and M365 Enterprise.


## Microsoft Azure

 **Microsoft Azure**  
The Microsoft cloud platform: is a set of integrated computing, storage, data and network services and applications


## Enterprise Mobility Suite

 **Enterprise Mobility Suite**  
Enterprise Mobility Suite (EMS) manages user identity and access privileges while ensuring complete data protections


## Office 365

 **Office 365**  
Office 365 is a flexible software solutions made up of various software services connected in the cloud, enabling complete mobility


## Microsoft Dynamics CRM Online

 **Microsoft Dynamics CRM On Line**  
With Online CRM companies can deliver more intelligent marketing, effective sales, and customers services, from practically any locations in the world

## Exchange

 **Exchange Online**  
Online exchange increases user productivity and makes organisational tasks more secure, while also maintaining user control and management.

## Skype for Business

 **Skype for Business**  
A professional collaboration and meetings solutions, fully integrated into your office applications



## HOW DOES THIS BENEFIT CUSTOMERS?

- Customers can more easily purchase product and Services through partner tools, in one predictable monthly bill.





Westcon-Comstor is committed to helping you capitalize on the global cloud opportunity by enabling your business to grow and thrive. With billions of dollars in cloud opportunities at stake, we have the global strength and expertise to extend your capabilities, and are focused on transforming your business to deliver results together.

**WESTCON-COMSTOR IS READY TO HELP YOU REALIZE CLOUD SUCCESS.**