



Your Guide to the Microsoft Open License Value Purchase Plan

A cost-effective way to keep current and spread your payments.

SOFTWARE SOLUTIONS AND BUDGET FLEXIBILITY HELP KEEP YOUR BUSINESS AGILE

In a rapidly changing environment, it's more important than ever to remain agile and adapt to shifts in the marketplace. The power of having a business edge comes from connections – connections that help you respond to customer demands and capture new business opportunities.

Microsoft software helps you operate in a world where time and distance no longer separate employees from customers, partners or operations. A key element in maintaining a competitive edge is the ability to keep software assets current in as cost-effective manner as possible.

DETERMINING THE BEST OPTION FOR ACQUIRING SOFTWARE LICENSES

Businesses have a number of choices for software acquisitions, ranging from retail and Original Equipment Manufacturer (OEM) purchases to volume licensing programs. The right purchase plan depends on your needs, which may include cash flow requirements and software and hardware deployment cycles.

If you refresh your software only when you get new computer hardware, an OEM package of software with the OEM equipment is the logical choice. For other needs, Microsoft Volume Licensing programs offer companies of all sizes a way to save on software licenses compared with retail while also providing an efficient means of tracking and managing licenses.

For organisations that need five or more licenses, Microsoft offers a variety of software license purchase plans through the Open License family.

1.

Open Business offers an easy five-License entry minimum and broad reseller base for initial orders.

2.

Open Volume is a compelling value proposition based on a volume commitment.

3.

Open License Value includes Software Assurance (SA), which allows you to keep current, spread payments, and take advantage of support, tools and training to help your business succeed. You also have the opportunity for additional savings through the Company-wide Option.

AN OVERVIEW OF OPEN LICENSE VALUE

Microsoft Open License Value is a software license purchase plan available under the Open License family. It offers the advantages of Software Assurance (SA) to stay current, and the ability to spread payments annually, to help cash flow, plus support, tools, training and other resources to deliver more value, more assistance and more manageability.

The **Company-wide Option** offers additional savings opportunities and a single price per desktop to organisations that want to standardise all their desktops (five desktop minimum) on one or more Microsoft Enterprise Products, and to spread payments annually.

Open License Value is available through a broad reseller channel. The agreement term is three years, and can be renewed for another three years when the initial agreement expires.



HOW CAN YOUR BUSINESS BENEFIT FROM OPEN LICENSE VALUE?

Software Assurance. Software Assurance can help you get the most value from up-to-date technology with several key benefits that can save time and money. With Software Assurance's powerful combination of productivity benefits, support and tools, and training, your company can gain the flexibility it needs to keep your business edge.

Spread payments. Lets you spread payments across the term of your agreement, which reduces initial capital requirements and provide budget predictability.

Enjoy Choices. Open License Value meets the needs of a broad range of organisations. Choose from a wide range of products available with SA. Reorder in any quantity.

Broad Reseller Base. Purchasing options and locations are widely available and can be accessed wherever and whenever your needs are best met.

Helps ease administration. Online license management tools help to ease the administrative task of tracking license acquisitions.

Standardisation advantages. The Company-wide Option offers you the opportunity to receive additional savings and reduce support costs if you want to acquire Microsoft software for all your desktops.



OPEN LICENSE VALUE GIVES YOU BUDGET PREDICTABILITY

The Open License Value purchase plan helps to create budget predictability by helping you determine costs up to three years in advance. Payments for L&SA are spread equally over the remaining agreement term, which helps to establish an annual schedule of predictable payments.

Moreover, with the Company-wide Option, you can also lock in the price for ongoing license acquisitions.

OPEN LICENSE VALUE GIVES YOU THE BUSINESS EDGE

- You may start saving with as few as five Licenses with Software Assurance (L&SA).
- With SA you stay current with the latest technology.
- You continue to enjoy savings while spreading payments annually.
- It's an effective way to consolidate software acquisition under a single agreement.
- Online license tracking makes license management easier and reduces administrative costs.



SOFTWARE ASSURANCE IN OPEN LICENSE VALUE

Software Assurance gives you the business edge to:

- **Succeed in the competitive market** with access to tomorrow's technology at today's prices and the ability to spread payments annually.
- **Respond to your customers' demands** for real-time solutions using the latest Microsoft software.
- **Capture new business opportunities** quickly and effectively by greatly streamlining the procurement process.

You expect technology that helps you stay ahead of the curve. With Software Assurance, you have access to valuable tools and resources to ensure that you can perform important tasks in the most efficient way possible.

PRODUCTIVITY

A key element of Software Assurance is productivity. You can access the latest technology when you need it, and choose to spread out payments annually.

New Version Rights

With Software Assurance, you receive access to new versions of licensed software released during the term of your agreement to deploy at your own pace. New Version Rights simplifies the procurement process and shortens the business process cycle. You can reduce the costs associated with acquiring new version releases and take advantage of the latest technology immediately.

Spread Payments

For companies that want greater flexibility in managing technology expenditures, Software Assurance allows you to spread payments annually, instead of one payment at the outset. This lets you reduce initial costs and forecast annual software budget requirements up to three years in advance.

Home Use Program

Help increase employee productivity and maximise the value of your Microsoft Office investment by enabling your employees to work at home. The Home Use Program allows employees to get a licensed copy of select Microsoft Office desktop programs (including Microsoft Office Access, Microsoft Office Excel, Microsoft Office FrontPage[®], Microsoft Office InfoPath[™], Microsoft Office, Microsoft Office OneNote[™], Microsoft Office PowerPoint[®], Microsoft Office Project Standard, Microsoft Office Publisher, Microsoft Office Visio[®], and Microsoft Office Word) for which they are licensed to use to work from home.

SUPPORT AND TOOLS

Your organisation has access to Microsoft support professionals, resources, and tools to help IT staff deploy software efficiently, as well as problem resolution support to help keep business systems running.

Problem Resolution Support

Customers with Software Assurance with Standard Editions of servers have access to Web-based problem resolution support on qualifying servers.

Customers with Software Assurance on Enterprise Editions of servers have

access to telephone problem resolution support on qualifying servers.

Problem Resolution Support provides assistance for problems with specific symptoms encountered while using Microsoft products, where there is a reasonable expectation that the problems are caused by Microsoft products.

TechNet Online Concierge Chat

For server licenses with Software Assurance, TechNet Online Concierge Chat offers one-on-one Web-based assisted search chat sessions between Microsoft online advisers and users to help them quickly locate information needed to troubleshoot technology issues.

TechNet Plus

For server licenses with Software Assurance, IT professionals can tap into TechNet Online Concierge Chat and post messages in Managed Newsgroups for timely answers to technical questions from industry colleagues. Microsoft support professionals monitor the newsgroups to help ensure accuracy.

IT professionals also have access to TechNet Plus Subscription content, featuring resources such as the knowledge base, utilities, drivers and how-to articles to help them succeed. The TechNet Plus Subscription Media also includes access to beta release candidate software and evaluation copies of the latest applications.

Extended Lifecycle Hot Fix Support

The 90-day time frame for Software Assurance customers to sign up for two years of additional non-security hot fix support beyond the mainstream period of five years has been removed. It is not necessary to sign up or pay the initial fee for extended support prior to determining a need. This means customers do not pay for extended support unless hot fixes are required. As always, security fixes are automatically extended to customers.

TRAINING

Everyone can realise greater efficiency with access to many levels of training in both instructor-led courses and eLearning, which give employees the flexibility to learn at their own pace. Employees get up to speed quickly on new products and IT professionals keep up to date with the latest technical information. Companies whose employees are educated with the latest knowledge are more productive and have a business edge and your IT staff can reduce the time they spend on help desk calls and end user training.

eLearning

Microsoft's eLearning delivers one of the best student experiences, using streaming audio and video software demonstrations, hands-on exercises and animations and courses designed by professional instructors. Designed by subject matter experts, Microsoft's eLearning courses can be used as traditional training or as a just-in-time reference resource – either online or offline. This flexibility makes it easier for employees to update their skills and stay current on information that can help them work more efficiently.

Training Vouchers

Your organisation receives training vouchers for training on select courses from Microsoft Certified Technical Education Centers (CTECs), the premier authorised training channel for delivering learning products and services on Microsoft technology. Over 1,600 Microsoft CTECs worldwide offer Microsoft Official instructor-led and online self-paced courses and consultative learning services to IT professionals and developers. Taking training from Microsoft CTECs enables customers to get the latest information about Microsoft technologies and training solutions earlier, giving them the competitive advantage they need.

ADDITIONAL BENEFITS AVAILABLE THROUGH OPEN LICENSE VALUE COMPANY-WIDE OPTION

TechNet Online Concierge Chat

Customers with Software Assurance with desktop or server licenses receive TechNet Online Concierge Chat and premium content to help IT professionals deploy and manage software. Online Concierge offers one-on-one Web-based assisted search chat sessions between Microsoft online advisers and users to

help locate quickly the information needed in troubleshooting technology issues. With premium content, IT staff receive a wealth of resources such as how-to articles, service pack downloads, security hot fixes, briefings and white papers.

Microsoft Windows Preinstallation Environment (WINPE)

WinPE is a tool based on Microsoft® Windows® XP Professional that allows IT staff to build customised solutions that speed up deployment through automation so they spend less time and effort keeping desktops updated. WinPE can run Windows setup, scripts and imaging applications.

Corporate Error Reporting (CER)

CER gives IT professionals a clear and easy way to monitor and review error information so they can control deployment of fixes and resolutions. It provides the ability for applications and the operating system to collect and report on crashes in the system.

CER lets IT professionals map solutions to crashes by helping them

- Identify which systems are failing and why
- Connect to up-to-date knowledge and fixes
- Determine actionable information when escalation is required

IT staff have the ability to control the types of reports sent to Microsoft.

Training Vouchers

Your organisation receives training vouchers for training on select courses from Microsoft Certified Technical Education Centers (CTECs), the premier authorised training channel for delivering learning products and services on Microsoft technology. Over 1,600 Microsoft CTECs worldwide offer Microsoft Official instructor-led and online, self-paced courses, as well as consultative learning services to IT professionals and developers. Taking training from Microsoft CTECs enables customers to get the latest information about Microsoft technologies and training solutions earlier giving them the competitive advantage they need.

To learn more about how Software Assurance can help you, please visit
www.microsoft.com/australia/licensing

OPEN LICENSE VALUE COMPANY-WIDE OPTION

The Open License Value Company-wide Option offers additional savings opportunities and a single price per desktop to organisations that want to standardise all their desktops on one or more Microsoft Enterprise Products and to spread payments annually.

The Company-wide Option is designed for organisations that:

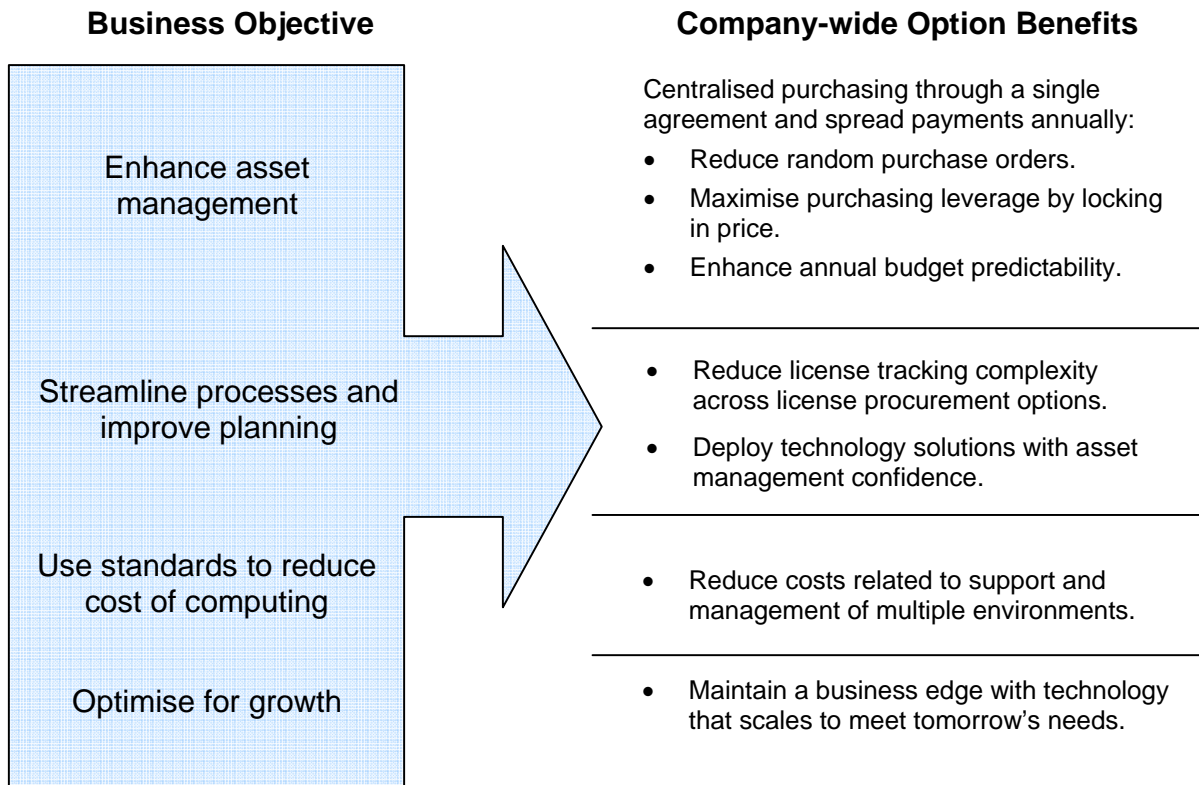
- Anticipate strong growth.
- Are interested in technology standardisation.
- Desire efficient asset management.
- Want centralised control.

With the Company-wide Product Option, you receive savings of up to 10 percent by licensing all qualifying desktops with one or two Enterprise Products:

- Microsoft Windows Professional Desktop Operating System Upgrade.
- Microsoft Office Professional.
- Microsoft Core CAL (Client Access License).

Or you can save even more by standardising on the Desktop Professional Platform, which is all three Enterprise Products as a group. Having all your desktops on one platform can help reduce costs associated with software acquisition, deployment and license management.

COMPANY-WIDE OPTION CONSIDERATIONS



QUALIFIED DESKTOPS FOR THE COMPANY-WIDE OPTION

With the Company-wide Option, all qualified desktops in an organisation are standardised on one or more Enterprise Products. Qualified desktops are defined as being personal computers and similar devices that are used for the general benefit of an enterprise.

Computers and systems dedicated to specialised purposes are not part of the standardisation for the Company-wide Option. These include computers designated as a server only, specialised systems dedicated exclusively to line-of-business software, such as an accounting program used by an accountant and systems running an embedded operating system. See your Open License Value Agreement for details.

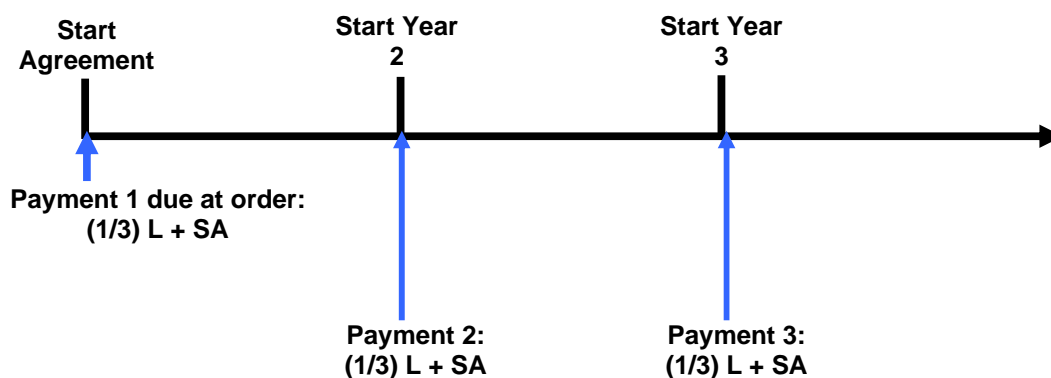
HOW THE OPEN LICENSE VALUE PROGRAM WORKS

Each L&SA counts as one order toward your minimum initial order of five L&SA. For example, if you have three desktops, you can qualify for Open License Value by acquiring three L&SA sets for Microsoft Office XP

Professional and two L&SA sets for Microsoft Project 2002. This would count as five L&SA, which meets the minimum. Or you could meet the minimum requirement with one L&SA for a Microsoft processor, such as Microsoft SQL Server™. Subsequent orders can be as small one L&SA, so you always have just the software you need.

You can also participate in Open License Value by renewing SA coverage acquired through any Microsoft Volume Licensing program and spread payments annually.

The initial payment is due at the time of order and the balance is split in equal amounts to be paid at the start of year two and year three of your agreement term.



**Spread payments equally over term.
Pay at order and at each anniversary.**

PRODUCT MEDIA INCLUDED IN INITIAL ORDER

Microsoft will send you product media, such as CDs and manuals, free for the products in your initial Open License Value agreement order. The media may be used for multiple installations of the same software title, which saves on media costs compared with retail. You can order additional media for a charge. Media is not provided for



subsequent orders unless paid for at the time of the subsequent order.

AFFILIATES BENEFIT FROM OPEN LICENSE VALUE

When an organisation chooses the Company-wide Option, its affiliates can also benefit from the Open License Value program. In addition to the cost savings, this lets you take advantage of the efficiencies of centralised purchasing control and easier software management and tracking. With Open License Value, only a consolidated bill will be sent, not separate bills. If you prefer separate bills, the affiliate will need to enter a separate Open License Value agreement.

An affiliate is defined as:

- Ownership of more than 50 percent.
- Any legal entity that you own, which owns you, or which is under common ownership.
- Located within a single region.

LICENSE TRACKING AND SOFTWARE ASSURANCE BENEFITS MANAGEMENT WITH MICROSOFT VOLUME LICENSING SERVICES SITE

On acceptance of your Open License Value order, you will receive access to Microsoft Volume Licensing Services (MVLS), a password-protected Web site to help you track and manage your software licensing and Software Assurance benefits.

MVLS captures and displays Microsoft records of license status and order history. Information at the site includes:

- Open License Value agreement.
- Software Assurance benefits entitlements.
- License number.
- Name and address of purchaser.
- Date of initial order.
- Products and quantity ordered.
- Expiration of agreement number.
- Other licensing data.

MVLS offers numerous benefits:

- Fast authorisation to deploy software.

- Easy online access to license agreement and product use rights.
- Online updates of license contact information.
- Reduction of administrative costs associated with tracking license certificates and software compliance manually.

COMPARISON OF OPEN LICENSE PURCHASE PLANS

To help you determine the best plan for your needs, following you'll find a comparison of the Open Business, Open Volume and Open License Value options.

Software Assurance (SA) is built into Open License Value, which provides immediate access to the latest Microsoft software. Open License Value also provides the ability to spread payments annually, which reduces initial costs.

	Open Business	Open Volume	Open License Value
Customer Profile	Organisations needing five or more licenses.	Compelling value proposition for customers based on a volume commitment	Organisations with as few as five and up to 250 desktops that want the advantages of SA and the ability to spread payments annually.
Entry Minimum	Minimum initial order of five licenses.	500 point minimum within a specific product pool on initial order. Pools include applications, systems and servers. Each license carries a point value.	Minimum of five Licenses and Software Assurance (L&SA) or five Software Assurance only (SA only).
Software License Offerings	License, L&SA and SA renewal		L&SA and SA renewal
Additional Savings Opportunities	No	No	Yes for Company-wide Option.
Payment Options	Full payment due upon order		Annual or up-front payments.
Term	Two years		Three years
How to Buy	From an extensive list of resellers. Call 13 20 58.		From an extensive list of Microsoft Software Advisers. Please visit http://msa.one.microsoft.com/msalist.aspx
Product Media	May order media at time of initial order or separately for a charge.		Microsoft provides media such as CDs for your initial product order. Additional media can be ordered for a charge.
Order Tracking	Microsoft assigns an authorisation number and posts order confirmations on the eOpen Web site. https://eopen.microsoft.com		Microsoft assigns an agreement number and posts order confirmations on the MVL Web site. https://licensing.microsoft.com

HOW TO TAKE ADVANTAGE OF MICROSOFT OPEN LICENSE VALUE

For more information on Microsoft Open License Value, contact your Microsoft Software Adviser, who can help you determine the licensing option that best meets your needs. Microsoft Software Advisers can also provide analysis and services such as asset management, deployment, migration and technical support options.

For the Microsoft Software Advisor nearest you, call 13 20 58 or visit **<http://msa.one.microsoft.com/msalist.aspx>**

To find out more about Microsoft's products, available training and support options, or for further details on Microsoft Open License Value visit **www.microsoft.com/australia/licensing**

GLOSSARY

Affiliates

A company or legal entity that owns, is owned by, or is under common ownership with the customer. Ownership is defined as more than 50 percent ownership. Qualifying affiliate means that the owned affiliated is located within a single region.

Agreement Number

This is the unique number assigned to the customer by Microsoft after receiving an initial order in a Microsoft Volume Licensing program. Within Open License Value, this number allows reorders for three years from the initial signing date.

Client Access License (CAL)

A license required for devices accessing certain Microsoft server products.

Company-wide Option

The Company-wide Option provides additional savings within Open License Value for organisations that want to standardise on one or two Enterprise Products or all three Enterprise Products as a group with the Desktop Professional Platform. The minimum desktop requirement is five desktops.

Effective Date

The date on which the term of a licensing agreement commences – typically the date on which Microsoft accepts the agreement.

Enterprise Products

Enterprise Products covered in Open License Value are Microsoft Office Professional, Microsoft Windows Desktop Operating System Upgrade and Core Client Access License (CAL). Organisations can also standardise on all three Enterprise Products as a group by selecting the Desktop Professional Platform.

Full Packaged Product (FPP)

This describes the physical, shrink-wrapped boxes, with one license per box, offered by software retailers. They contain media such as a floppy disk or CD for the licensed product, printed materials such as a user's guide or product manual and an End User License Agreement (EULA).

L&SA

See License and Software Assurance.

License

A License provides the right to run a specific version of the software product ordered.

License and Software Assurance (L&SA)

L&SA combines a License and Software Assurance within a single offering.

Media

Media are materials such as a floppy disk or CD ROM for a licensed software product and may also include printed materials such as a user's guide or product manual. Customers receive media for all licensed products in their Welcome Kit and with update shipments for products licensed in the initial order. They can order additional media during the agreement term for a charge.

Microsoft Volume License Services (MVLS)

Microsoft Volume License Services is a password-protected Web site that serves as a license management tool for customers. It displays a customer's license status, Software Assurance benefits entitlements, agreement numbers, online records and other license information.

Open Business

Open License is a Microsoft Volume Licensing program for small and medium-sized organisations that provides discounts over Estimated Retail Price (ERP) based on the size of the initial order. The minimum initial order is five licenses. Customers may submit reorders under the same Open License authorisation number at the established price level anytime during the two-year agreement period.

Open License Value

Open License Value is a Microsoft Volume Licensing program for organisations with as few as five desktops that want the advantages of the latest software and the ability to spread payments over the three-year term.

Product List

The statement published by Microsoft from time to time which identifies the products available under a volume licensing program and any product-specific conditions or limitations on the acquisition of licenses for the product.

Product Use Rights

The use of any product that is licensed by Microsoft is governed by product use rights specific to each product and version.

Qualified Desktop

Qualified desktops are defined as being personal computers and similar devices that are used for the general benefit of an enterprise. Computers and systems for dedicated to specialised purposes are not part of the standardisation for the Company-wide Option. These exceptions include computers designated as a server only, specialised systems dedicated exclusively for line-of-business software, such as an accounting program used by an accountant and systems running an embedded operating system. See your Open Value Agreement for details.

Reseller

This means an authorised entity that offers Microsoft product licenses to end-user customers. A comprehensive list of resellers serves customers worldwide.

Software Assurance (SA)

SA provides the right to run the latest version of licensed product and the ability to pay annually over the agreement term. Also includes tools, support, training and other benefits.

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