

# Licensing Hot Topics

A close-up photograph of two hands shaking in a firm grip. The hands are positioned in the center of the frame, with one hand slightly above the other. The person on the left is wearing a dark suit jacket and a white shirt cuff is visible. The person on the right is also wearing a dark suit jacket. The background is blurred, showing more of the suits and a hint of a bright light source on the right side.

Microsoft Licensing and  
Financing 19/01/2007

**Microsoft** | Volume Licensing

# Agenda

- **CCF Server and CAL**
- **Compute Cluster**
- **CSF Server**
- **Data Protection Manager**
- **System Center Essentials**
- **Exchange Hosted Services**
- **ISA Server (Standard and Enterprise)**
- **E-CALs**
- **Exchange 2007 license changes**
- **Office Family licensing changes**
- **Quoting subscription services with EA's**
- **Resources**

# CCF Server

- **Microsoft Customer Care Framework, an integrated software solution that streamlines call center operations for service providers.**
- **CCF provides single sign-on to multiple applications, a 360° unified view of customer information, and a user friendly interface.**
- **The CCF 2005 server can push customer content information from multiple databases to the agent desktop.**

# CCF Server

- **Volume Licensing Channel**
  - Select, EA, Government License Programs
  - Server/CAL License Model
    - CCF Server License (per server)
    - CCF CAL (per user or device)
  - External Connector
    - CCF External Connector License (per server)
    - Required for CCF servers accessed by external users
    - CALs not required for External Connector Users
- **SPLA Licensing Channel**
  - CCF SAL (per user active user, per month)
  - CCF External Connector (per Processor)
- **MSDN Subscription Program**
  - Development use (not for commercial use)
- **120 Day CCF Evaluation Program**
  - Evaluation use
  - Limited runtime – full product use for evaluation period cannot be renewed

# CSF Server

## Connected Services Framework

- Consists of the CSF Server and the CSF SBE (Standard Business Event) Server (handles billing).
- Allows connection of new services to existing infrastructure.
- Turnkey solution for call centers based on BizTalk development engine.
- The CSF version 3.0 licensing options are:
- Volume Licensing
- SPLA
- New High Volume Service (HVS) for CSF Agreement
- ISV
- MSDN

# CSF Server

- **The CSF Core Server and SBE Servers are priced per server and are perpetual.**
- **The Client Access Licenses (CAL) is required for a customer's administrative personnel only.**
- **An External Connector License is available for customers that host customer-facing services or deliver CSF-enabled services to subscribers.**
- **Customers with Volume Licensing, SPLA, HVS and ISV Licensing Agreements will be provided with a Microsoft Licensing Fulfillment (MLF) Disk Kit, containing CSF Core Server 32 Bit and 64 Bit Software.**
- **Software can also be downloaded from the MVLS download site.**

# Compute Cluster

- **Microsoft Windows Compute Cluster Server 2003 is an integrated, standards-based distributed computing platform built on top of Windows Server 2003 x64 Edition.**
- **Windows Compute Cluster Server 2003 is comprised of two CDs. The first CD is Windows Server 2003 Compute Cluster Edition (CCE), and the second CD is the Microsoft Compute Cluster Pack (CCP).**
- **CCS is licensed by acquiring a license for each node (server) in the cluster and for the head node (server).**
- **You do not need CALs for Windows Compute Cluster Server 2003.**
- **CCS is restricted only to running High-Performance Computing (HPC) applications.**
  - HPC applications use several servers as a group, also called a cluster, to solve a single computational problem or a single set of closely related computational problems.

# Compute Cluster

- **I'd like to have a small cluster, but share the head node as a general purpose server for my company. Can I do this with Windows Compute Cluster Server 2003-based clusters?**
  - Yes, but you would need to install a licensed copy of Windows Server 2003 Standard x64 Edition or Enterprise x64 Edition on the head node instead of Windows Server 2003 Compute Cluster Edition. You would then install the Microsoft Compute Cluster Pack on the head node as usual and you would need to purchase Windows Server user or device CALs, to access the server for non-computational use.



# System Center Data Protection Manager

- **Microsoft System Center Data Protection Manager (DPM) is a server software application that enables disk-based data protection and recovery for file servers in an Active Directory domain.**
- **DPM performs replication, synchronization, and shadow copy creation to provide reliable protection and rapid recovery of data.**

# System Center Data Protection Manager

- **System Center Data Protection Manager (DPM) 2006 requires a Server License for each management server**
  - Permits one copy of DPM 2006 software to be installed on a single server.
- **and a Data Protection Management License (DPMLs) for each managed device.**
  - Permits one server running the Windows Server operating system to be protected by DPM 2006.
- **Alternative for acquiring the DPML through volume licensing is the System Center Server Management License (SML) suite.**
  - The System Center Standard SML includes the DPML for Data Protection Manager, and additionally the standard management licenses for [Microsoft Operations Manager 2005](#) and [Systems Management Server 2003](#).

# System Center Essentials

- **SCE 2007 includes Operations Manager 2007 (formerly known as MOM), and Windows Server Update Services.**
- **These are the core technologies in place to support all of our client and server monitoring, as well as software distribution, patch management, and inventory collection.**
  - Doesn't include SMS
  - Pricing and Licensing information are not available yet

# Exchange Hosted Services

- **Enhance the security and availability of your messaging environment. EHS operates over the Internet as a service and offer the following:**
  - Filtering for spam and viruses
  - Archiving to help satisfy compliance requirements and internal policies
  - Encryption to help preserve email confidentiality
  - Continuity for ongoing access to email during and after disasters
- **How is this different from Hosted Exchange?**
  - Hosted Exchange offers hosted e-mail through service providers.

# Exchange Hosted Services

- **EHS is a series of subscription services, available from Service Providers and Reseller Partners;**
  - Microsoft Exchange Hosted Filtering
  - Microsoft Exchange Hosted Encryption
  - Microsoft Exchange Hosted Continuity
  - Microsoft Exchange Hosted Archive
- **All services in Volume Licensing are ordered through Microsoft Volume Licensing Services.**
  - Free 30 day trial available
  - Customers can add it to their EA as an additional product

# ISA Server 2006

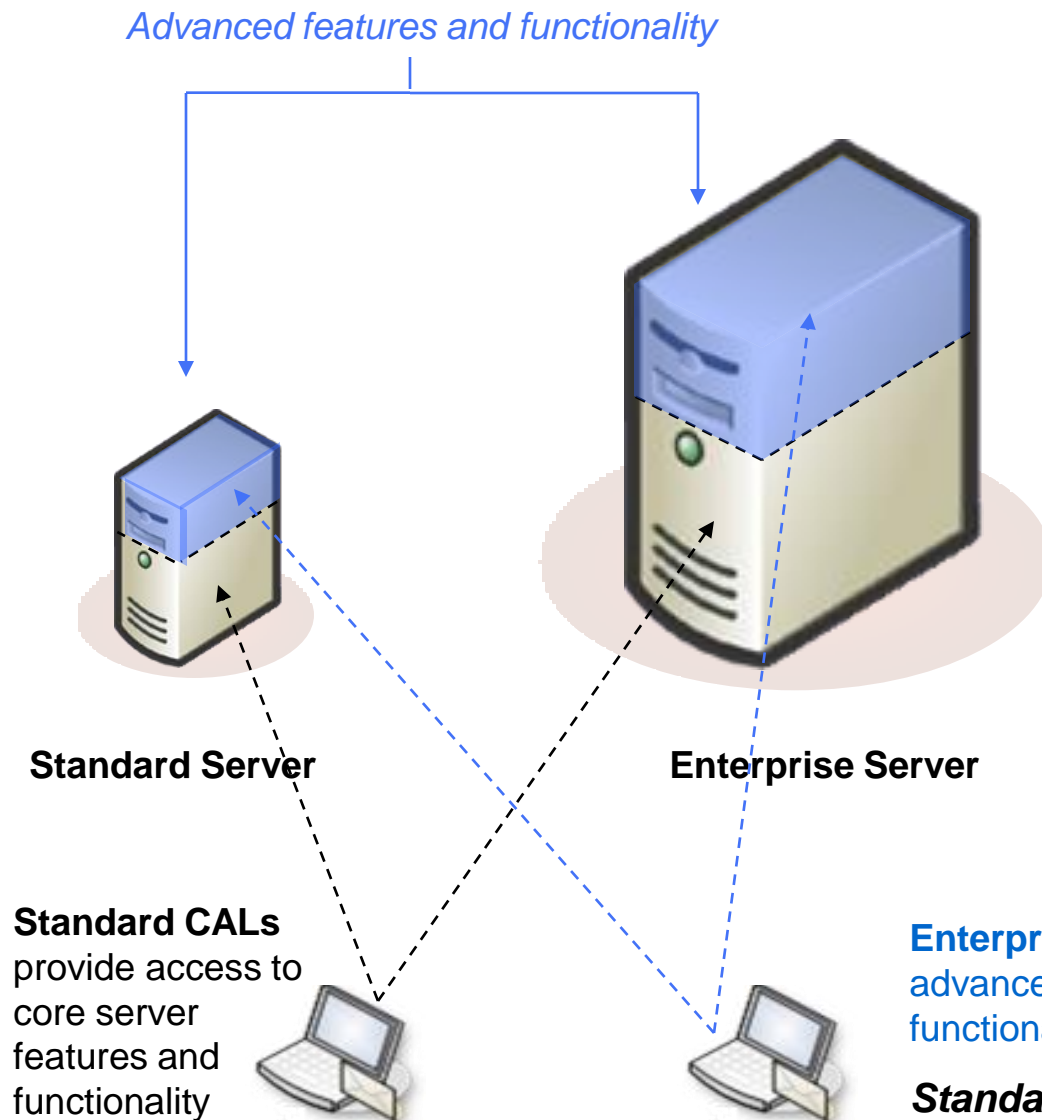
- **Microsoft's new integrated edge security gateway product.**
- **Per-processor licensing model**
- **Available in Standard, Enterprise and Enterprise 25-processor pack editions**
  - ISA Server 2006 Enterprise Edition 25-processor pack is offered at 50% off the base price for customers who need ISA Server in large deployment scenarios such as branch offices.

# The Enterprise CAL Suite

What will it do for you?

- **“ECAL helped save my business money”**
- **“I was able to better communicate with my subs using the ECAL”**
- **“Web conferencing has helped minimize time and money spent on travel”**
- **“I was able to deploy 5000 SharePoint sites for my business in a month because we had the ECAL”**
- **“ECAL enabled me to focus on strategic business problems rather than licensing”**

# Enterprise Servers vs. Enterprise CALs



**For Servers,  
Enterprise Editions  
offer increased  
scalability (support  
for failover, additional  
processors, etc.)**

**For CALs, Enterprise  
Editions provide  
access to advanced  
features and  
functionality**



# Microsoft Server Capabilities

## Core CAL Suite

Windows Server CAL

Exchange Server Standard CAL

Office SharePoint Server Standard CAL

System Management Server CAL

## Enterprise Core CAL Suite

Core CAL Suite

Office Communications Server Std CAL

Office SharePoint Server Ent CAL

Exchange Enterprise CAL

Windows Rights Management Services

Operations Manager Client OML

Office Communications Server Ent CAL

Forefront Security Suite

**SQL** (optional for an additional charge)

## Foundation for IT Infrastructure

- Platform, group policy, identity, security
- Email
- Content management
- Systems management
- Enterprise portal and search
- Team collaboration sites

## Secure Communication, Collaboration, and Compliance

- Presence and synchronous communications (IM)
- Information rights management
- Client, server and edge security
- Client monitoring and updates
- On premise multi-party audio, video and web conferencing
- Web based forms solutions
- Spreadsheet publishing
- Business data connector web parts
- SQL can be added as an optional purchase

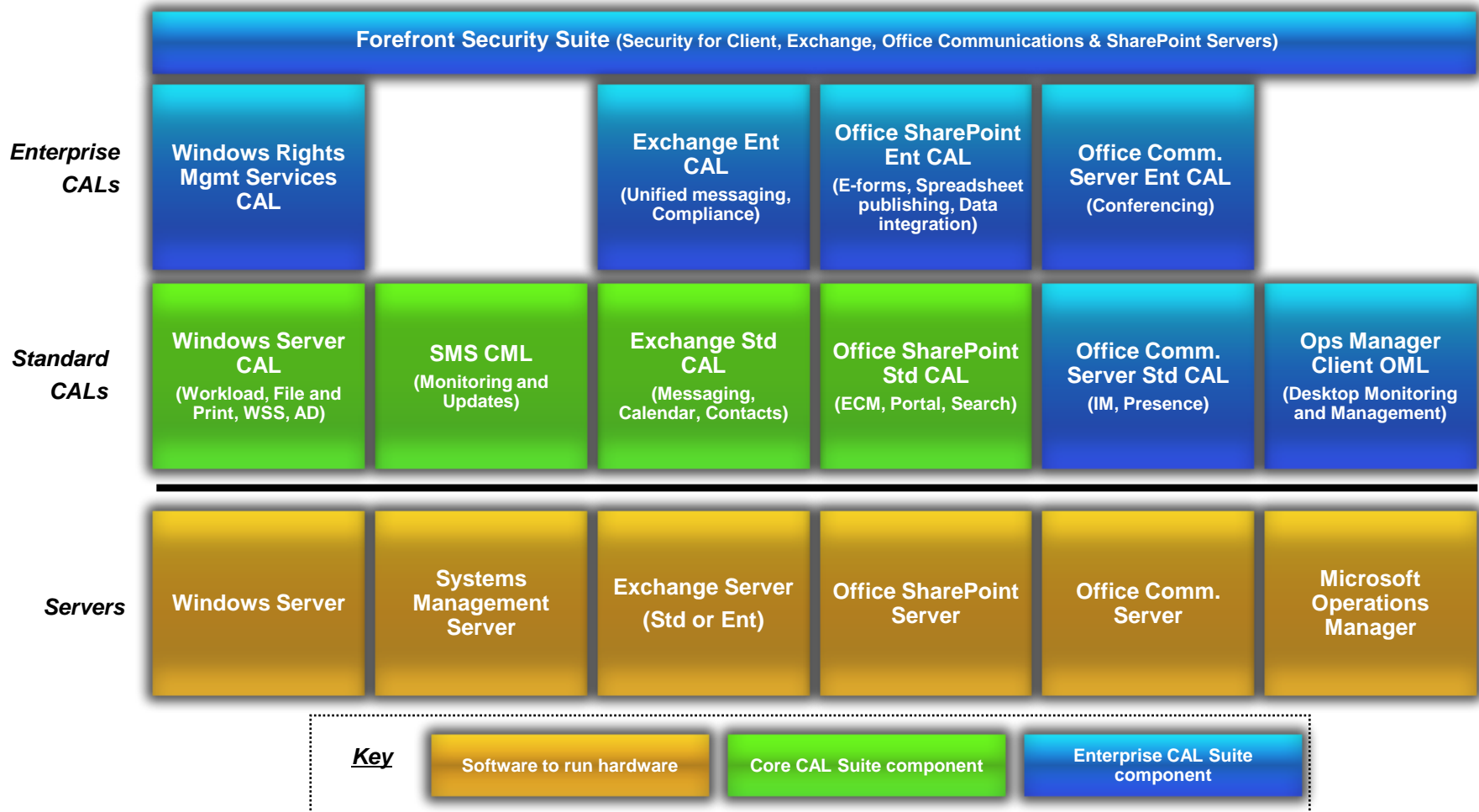
## Enterprise Database Management

# Office Professional Plus 2007 & Office Enterprise 2007

## Server-enabled Capabilities and CAL requirements

Feature	Relevant Client	Server(s)	CAL(s) Required
<b>PowerPoint Slide Libraries</b> Publish slides to server where they can be easily shared, access slides on Slide library from within PowerPoint – receive notification if slide on server changes.	PowerPoint	Microsoft Office SharePoint Server (MOSS)	MOSS Standard CAL
<b>Enterprise Content Management</b> Publish documents to server to enable content management tasks in the client e.g., start and/or participate in approval or review workflows from within the Office client, access content management features from within client e.g., auto-generated document properties.	Word, Excel, PowerPoint	MOSS	MOSS Standard CAL
<b>Publish and Host Excel Spreadsheets to Excel Services</b> Publish Excel spreadsheets to server for centralized management, browser-based spreadsheet viewing and access control.	Excel	MOSS	MOSS Standard CAL + MOSS Enterprise CAL
<b>E-forms services (Complete)</b> Publish forms to server to enable browser-based access for data collection. Initiate workflows and additional forms management tasks from InfoPath Client.	InfoPath	MOSS	MOSS Standard CAL + MOSS Enterprise CAL
<b>E-Forms service (Limited)</b> Publish forms to server to enable browser-based access for data collection.	InfoPath	Office Forms Server (OFS)	OFS CAL
<b>Access/SharePoint technologies integration</b> Move Access data to a Windows SharePoint v3.0 technologies site where it can be centrally managed – continue to access it using the client, or access via a browser. Works with both WSS v3.0 sites and MOSS sites, no feature differentiation.	Access	WSS v3.0 - or – MOSS	Windows CAL - or - MOSS Standard CAL. <i>(If site is hosted on MOSS Server, MOSS STD CAL is required)</i>
<b>Outlook SharePoint List/Task/Calendar Integration</b> Copy documents to Outlook Inbox folders, keep synchronized copies of SharePoint Tasks and Calendars in Outlook. Works with both WSS v3.0 sites and MOSS sites.	Outlook	WSS v3.0 - or - MOSS	Windows Server CAL - or - MOSS Standard CAL <i>(If site is hosted on MOSS Server, MOSS STD CAL is required)</i>
<b>Outlook task integration with Project Server</b> Outlook displays tasks managed on central Office Project Server.	Outlook	Microsoft Office Project Server 2007 (MOPS)	MOPS CAL
<b>Information Rights Management</b> Protect documents from unauthorized access or distribution from within the Office client applications.	Excel, InfoPath, Outlook, PowerPoint, Word	Windows Server 2003 w/ Windows Rights Management Services (WRMS)	WRMS CAL Windows Server CAL
<b>SharePoint Groove Integration</b> Take synchronized copy of SharePoint documents off-line in a Groove Workspace. Works with both WSS v3.0 sites and MOSS sites.	Groove	WSS v3.0 - or - MOSS	Windows Server CAL - or - MOSS Standard CAL <i>(If site is hosted on MOSS Server, MOSS STD CAL is required)</i>
<b>Enterprise Instant Messaging / Presence Info in Outlook</b> Ability to instantly communicate with co-workers and know if they are on or offline.	Outlook, Communicator	Office Communication Server	Office Communications Server Standard CAL

# Tiered Server CAL Structure



# Which Suite Is Right For You?

**Have Windows  
or Exchange**

If you see value  
in SPS or SMS.

**Benefit  
from Core  
CAL Suite**

If you see value in 3  
Enterprise CAL Suite  
component capabilities  
in next few years.

**Benefit from  
Enterprise  
CAL Suite**

## **CORE CAL Suite:**

Simple way to deploy  
Microsoft infrastructure

Cost effective way to buy CALs if  
you have Windows or Exchange CAL

## **ENTERPRISE CAL Suite:**

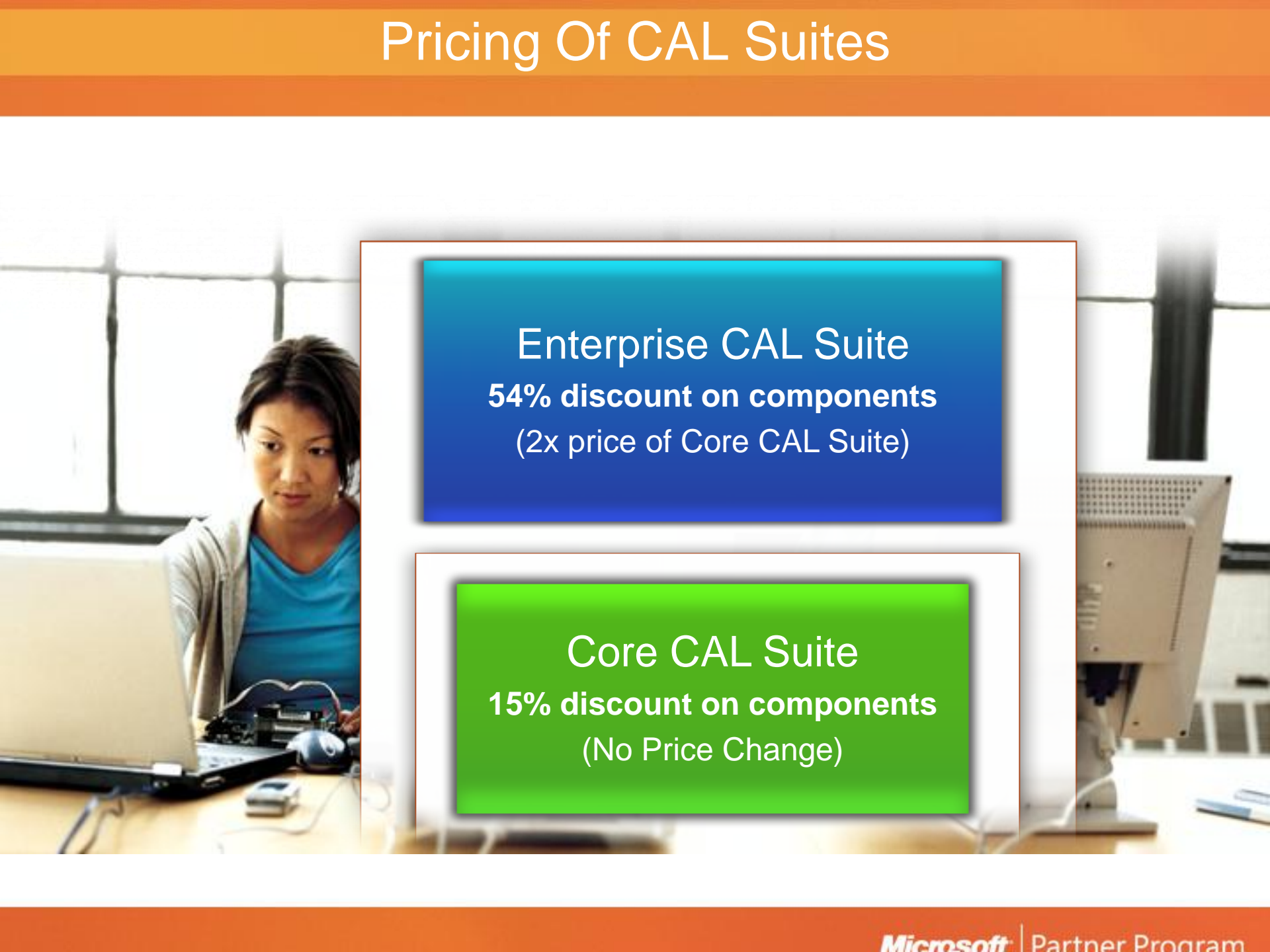
Offers Microsoft's most  
innovative server software

Cost effective way to buy CALs if  
you plan to deploy 3 of the 4 CAL  
components in the next 3 years

## **Both CAL Suites:**

**Extend your IT budget • Simplified licensing • More value for your money**

# Pricing Of CAL Suites

A woman with dark hair, wearing a blue shirt and a grey cardigan, is sitting at a desk and working on a laptop. The desk also has a mouse and some papers. In the background, there is a window with a grid pattern and a computer monitor.

**Enterprise CAL Suite**  
**54% discount on components**  
(2x price of Core CAL Suite)

**Core CAL Suite**  
**15% discount on components**  
(No Price Change)

# Enterprise CAL

## Component Availability

CY 2006 (Q4)	CY 2007 (Q1)	CY 2007 (Q2)
<div>Systems Management Server 2003 R2</div> <div>Office SharePoint Server 2007 Standard CAL</div> <div>Office SharePoint Server 2007 Enterprise CAL</div> <div>Exchange Server 2007 Standard CAL</div> <div>Exchange Server 2007 Enterprise CAL</div>	<div>Forefront Security Suite</div>	<div>Office Communications Server 2007 Standard CAL</div> <div>Office Communications Server 2007 Enterprise CAL</div> <div>Windows Server CAL “Longhorn”</div> <div>Windows Rights Management Services CAL</div> <div>System Center Configuration Manager 2007 OML</div> <div>System Center Operations Manager 2007 Client OML</div>

# Core CAL Suite

## Value Summary



### Flexibility

- Upgrade when you need to
- Add capabilities for team workspaces when business requires
- Better support the business with server management tools



### Simplicity

- Single, simple license agreement
- Single, accountable source for all your core server software



### Value

- Discount of **15%** over cost of individual product licenses
- More capabilities at a lower price
- Better deal if you use, or plan to deploy, at least two of the products included in the suite



# Enterprise CAL Suite

## Value Summary



### Flexibility

- Support a total IT strategy around communication, collaboration, and compliance
- Extend the value of your current investment



### Simplicity

- Save the costs and complexities of negotiating multiple agreements
- One-stop shopping for communication, collaboration and compliance



### Value

- Discount of 54% over the cost of individual product licenses
- Enterprise CAL Suite is a better deal if you use or plan to deploy two components in addition to Core CAL Suite
- Save on integration, deployment, management and end-user support costs when you add the capabilities your business needs now and in the future



# Top Reasons to buy E-CALs

- **Communications and Collaboration**
  - IM, telephony
  - Web, video and audio conferencing
  - Unified Messaging (voice, email, fax)
- **Enterprise Content Management**
  - Automate business processes (Core CAL/MOSS)
  - Publish InfoPath e-Forms to server for browser access
  - Exchange 2007 managed folders for email retention policy
- **Business Intelligence**
  - Web access to excel spreadsheets, visualise content, drive scorecards with excel web services
  - Access data from backend systems (ERP/CRM/SQL)

# Exchange Server 2007

## CAL Option Features

### Microsoft Exchange Server 2007

- Built-in Protection: **Exchange Server 2007 includes built-in protection that keeps the system up and running and protects it from threats.**
- Anywhere Access: **Users stay up-to-date with access to e-mail, voice mail, calendar and contacts from a variety of devices**
- Operational Efficiency: **Exchange server 2007 enables new levels of operations efficiency**

### Microsoft Exchange Server 2007 Enterprise CAL (Additive)

Offers a comprehensive package that includes security services offerings, Unified Messaging, and per-user Compliance functionality.

#### Security

- Antigen for Exchange
- Exchange Hosted Services Filtering

#### Compliance

- Per-user journaling
- Managed Email Folders

#### Unified Messaging

- Single inbox for voice, email, fax, calendaring

### Microsoft Exchange Server 2007 Standard CAL

Provides a feature-rich messaging environment for core users, including rich-client email, calendaring, mobile device access, and anti-spam functionality.

#### Messaging

- Rich-client email
- Calendaring
- Outlook Web Access
- Document access outside firewall

#### Mobility

- Direct-push email
- Mobile security
- Broad device support

- Anti-Spam protection
- B to B Secure Messaging

- Organization-wide policy management
- Cross-Mailbox search
- Mail flow rules

- **Outlook 2007 grant for Exchange Server 2003 CAL customers**
  - Exchange Server 2007 Standard or Enterprise does not include the right to install Outlook on devices for which CALs are obtained.
  - For each Exchange Server CAL, Core CAL Suite or Enterprise CAL Suite with active Software Assurance coverage as of November 30, 2006, customers will be granted one Office Outlook 2007 license.
  - The right to use Outlook under that license expires upon expiration of the corresponding CAL.

# Primary Volume Licensing Office Suites

22% more than  
Pro Plus 2007



## Extended collaboration and mobility

- Enable more efficient collaboration across geographic, organizational or network boundaries
- Ensure people get information they need when they need it, whether online or offline
- Valuable for mobile workers, disperse teams, project managers, and people who work with customers/partners

5% more than  
Office Pro EE 2003



## Comprehensive toolset for business productivity

- Most familiar suite for information work and collaboration
- Streamline processes with electronic forms
- Powerful tools for managing and analyzing data
- Integrated content management and workflow
- Protect documents with rights management
- Integrated instant messaging and application sharing
- Create "High-impact" content faster

No Price  
Change



## Personal productivity

- Core content creation with streamlined user interface
- E-mail, Personal Information Management, basic collaboration
- Developer extensibility

# Feature Differentiation

## *Office Professional Plus and Office Enterprise*

### **Integrated Enterprise Content Management**

- ◉ Integrated document workflow experience within Office
- ◉ PowerPoint slide libraries
- ◉ Prepare spreadsheets for publication to Report Center
- ◉ Printable metadata labels & barcodes to track documents
- ◉ Requires Office SharePoint Server and CALs

### **Integrated**

### **Electronic Forms**

Integrated Enterprise Content Management

Integrated Electronic Forms

Information Rights & Policy

- ◉ Customizable InfoPath forms in Word, Excel & PowerPoint
- ◉ Customized Document Information Panel forms
- ◉ InfoPath E-mail forms in Outlook
- ◉ Requires InfoPath on the user's PC

### **Information Rights & Policy**

- ◉ Create IRM protected documents and E-mail
- ◉ Apply policy statements to E-mail
- ◉ Requires Windows Rights Management Services and CALs

# Office 2007 Suite Matrix

## Volume Licensing

	Small Business	Standard	Professional Plus	Enterprise
Word	●	●	E	E
Excel	●	●	E	E
PPT	●	●	E	E
Outlook	●	●	E	E
BCMtechnology	●			
Access			E	E
Publisher	●		●	●
InfoPath			●	●
SBA				
Groove				●
OneNote				●
Communicator			●	●

E = Advanced features

# What is an Online Service?

- **An “online” or “hosted” service is one where a critical portion of the software resides with a service provider outside your organization’s IT environment**
- **The service provider is responsible for managing the operation, upkeep, and maintenance of the software on his systems**
- **Most online services include client software that delivers or enhances your use of the online service.**
  - This client software is installed locally on your systems, and accesses an online service that is managed by the server provider
- **Non-perpetual subscription based licenses**
- **Available with all VL programs except Open Business and Open Volume**

# The Online Services Model

- **Analogous to the CAL/Server model. There are two basic components:**
  - First is the USL/DSL—the subscription equivalent to a CAL. It is required for each unique person or device using the service (note: whether it's user or device is the customer's choice of which they prefer) and is charged on a \$/user or device/year basis
  - Second is the SSL—the subscription equivalent to the Server license. This is required for each organisation-wide online service and is charged on a \$/year basis

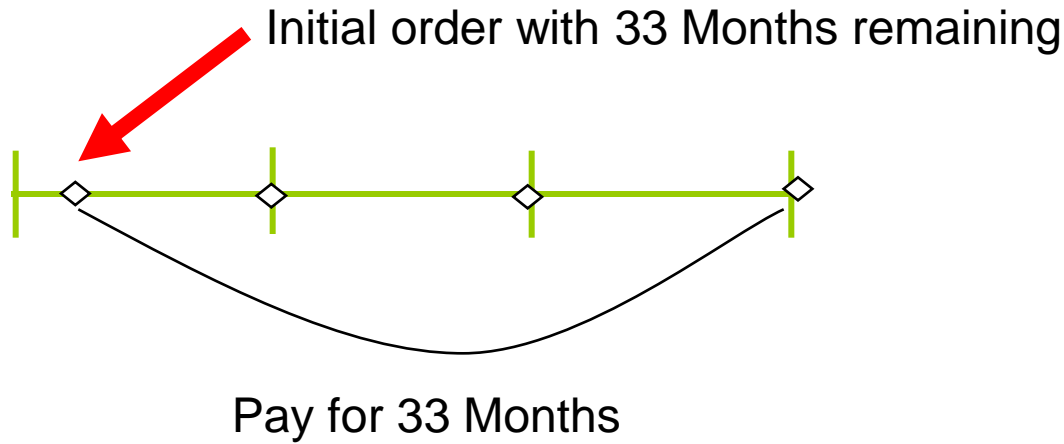


# How is Antigen Sold?

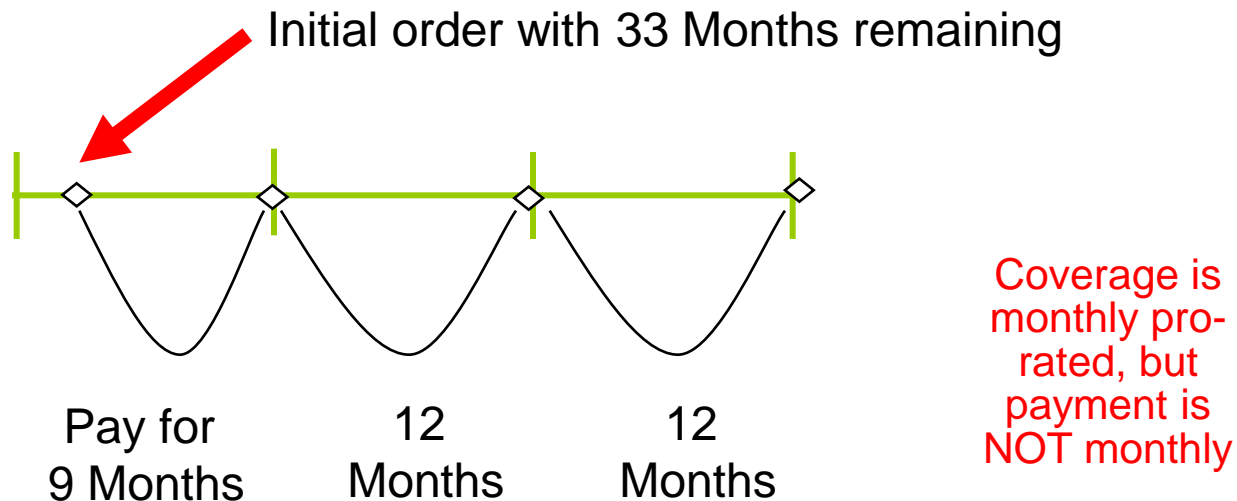
- **Through standard Licensing Programs and Channels**
- **Online services are billed annually and priced monthly**
- **When purchasing, the quantity ordered should represent number of users, and NOT the number of user months**
- **If purchased in the middle of an agreement year, coverage and pricing are prorated monthly.**
- **Payment is NOT prorated. Payments are made annually**
- **Can't lower usage subscribed for**
- **Can't cancel subscription during term**

# Payment Options

Upfront

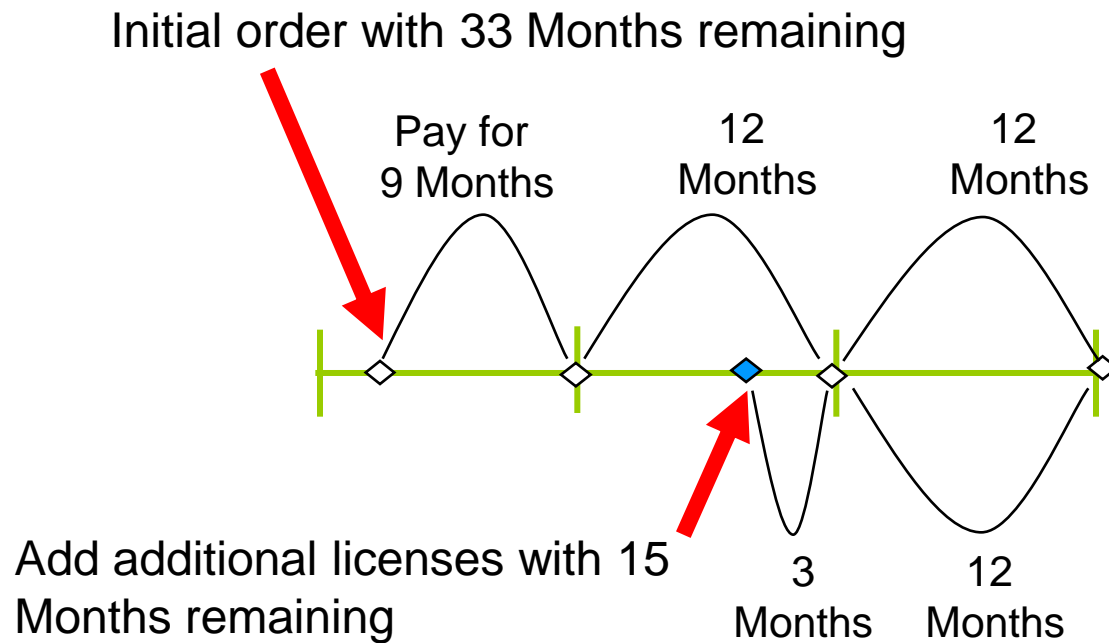


Annual



# Service Adjustments

- No True-down or cancellation
- Place an order to add more licenses

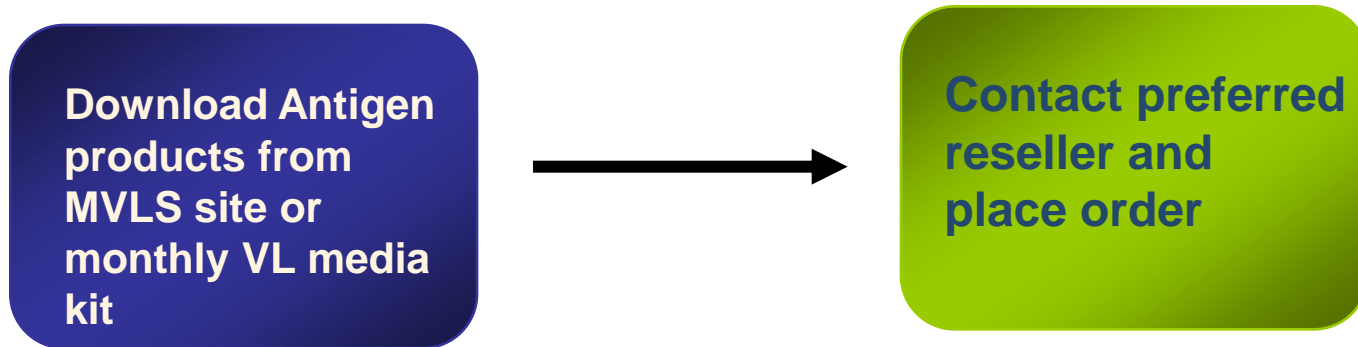


# Licensing Antigen: Online Services Model

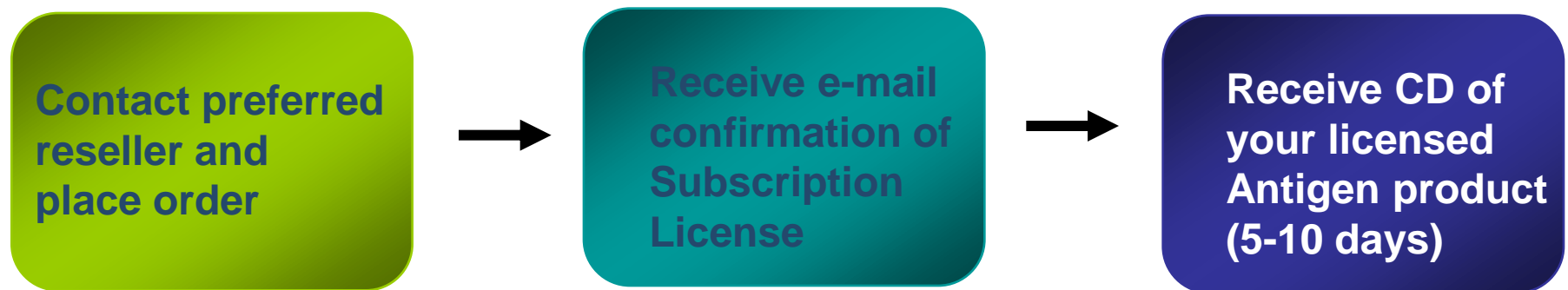
- User Subscription License (USL):
  - One USL/DSL required for each unique device/user (\$/user /month)
- Server Subscription License (SSL)
  - One SSL required for each Antigen Enterprise Manager console installation (\$/server/month)
    - NOT for each server you are managing

# VL Ordering Process

## Select/EA



## Open Value



# Resources

- [CCF and CSF](#)
- [Compute Cluster](#)
- [SCE 2007 Whitepaper](#)
- [Exchange Hosted Services](#)
- [ISA Server 2006](#)
- [E-CAL suite](#)
- [Online Services Guide](#)

Thank You

***Microsoft***<sup>®</sup>

*Your potential. Our passion.*<sup>™</sup>