



Volume Activation 2.0 Extends to Windows Server 2008

- **Geography** : Worldwide

Summary

Volume Activation 2.0 (VA 2.0), first implemented with Windows Vista Volume License (VL) editions, now applies to Windows Server 2008. VA 2.0 is designed to automate and manage the activation process while addressing the piracy and product key management problems associated with VLKs issued for Windows XP and Windows Server 2003. VA 2.0 is very similar for Windows Server 2008 and Windows Vista; however there are several changes for Windows Server 2008 that are important for you and your customers to know. Updated customer-ready documents are available on the [Download Center](#).

Call to Action

- ❖ **Read** the updated VA 2.0 documentation on the [Download Center](#), and coming soon in the TechNet Library at www.microsoft.com/technet/volumeactivation to be prepared for your and your customer's deployment of Windows Server 2008 as well as Windows Vista.
- ❖ **Watch** the new VA 2.0 Silverlight overview demo to be posted in February at <http://go.microsoft.com/fwlink/?LinkId=104707>.
- ❖ **Visit** the [Volume Activation section](#) on the Microsoft Partner Program web site

FULL ARTICLE

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Summary of Changes in VA 2.0 for Windows Server 2008

- ❖ Existing Windows Vista KMS Keys support activation of Windows Vista volume editions only
 - Windows Vista KMS will not activate Windows Server 2008
- ❖ MAK and KMS Keys are grouped by server edition (see table below for details)
 - To activate Windows Server 2008 using MAK, the corresponding group MAK key must be used
 - (*After Server RTM*) the KMS host on Windows Server 2008 can activate both Windows Vista and other Windows Server 2008 editions (based on the KMS key)
- ❖ KMS activation minimum policy requires 5 KMS clients for Windows Server 2008 activation; 25 KMS clients are still required for Windows Vista activation. (see below for details on policy changes)
- ❖ VAMT and KMS for Windows Server 2003 will require an update when Windows Server 2008 is released
 - Existing KMS host(s) will need to be activated with the new key(s)

Product Groupings

To simplify volume activation across the variety of Windows Vista and Windows Server 2008 editions, Microsoft has introduced the concept of Volume Edition Product Groups. KMS and MAK keys apply to product groups rather than being edition-specific. This greatly simplifies key management by reducing the number of possible keys. The following table illustrates the Volume Product Groups, MAK and KMS keys, and the Windows volume editions that can be activated by each.

Volume Product Group	Windows Editions	MAK	Windows product editions activated by this MAK	KMS Key	Windows product editions activated by this KMS
Vista VL	<ul style="list-style-type: none"> Windows Vista Business Windows Vista Enterprise 	MAK	<ul style="list-style-type: none"> Windows Vista Business Windows Vista Enterprise 	KMS	<ul style="list-style-type: none"> Windows Vista Business Windows Vista Enterprise
Server Group A	<ul style="list-style-type: none"> Windows Web Server 2008 	MAK_A	<ul style="list-style-type: none"> Windows Web Server 2008 	KMS_A	<ul style="list-style-type: none"> Windows Web Server 2008 Vista VL
Server Group B	<ul style="list-style-type: none"> Windows Server 2008 Standard Windows Server 2008 Standard without Hyper-V™ Windows Server 2008 Enterprise Windows Server 2008 Enterprise without Hyper-V™ 	MAK_B	<ul style="list-style-type: none"> Windows Server 2008 Standard Windows Server 2008 Standard without Hyper-V™ Windows Server 2008 Enterprise Windows Server 2008 Enterprise without Hyper-V™ 	KMS_B	<ul style="list-style-type: none"> Windows Server 2008 Standard Windows Server 2008 Standard without Hyper-V™ Windows Server 2008 Enterprise Windows Server 2008 Enterprise without Hyper-V™ Server Group A Vista VL
Server Group C	<ul style="list-style-type: none"> Windows Server 2008 Datacenter Windows Server 2008 Datacenter without Hyper-V™ Windows Server 2008 for Itanium-Based Systems 	MAK_C	<ul style="list-style-type: none"> Windows Server 2008 Datacenter Windows Server 2008 Datacenter without Hyper-V™ Windows Server 2008 for Itanium-Based Systems 	KMS_C	<ul style="list-style-type: none"> Windows Server 2008 Datacenter Windows Server 2008 Datacenter without Hyper-V™ Windows Server 2008 for Itanium-Based Systems Server Group B Server Group A Vista VL

Changes to KMS Policy

The KMS key is used to establish a local activation enablement service (the Key Management Service or KMS) that is hosted locally in your customer's environment. KMS activation requires a minimum number of physical machines before activation will occur. This is known as the KMS activation threshold (also "n-count"). The KMS activation threshold policy for Windows Server 2008 is different than for Windows Vista.

- ❖ For a Windows Server 2008 client to activate: at least 5 physical KMS client machines. Can be Windows Server 2008 only or a combination of Windows 2008 server and Windows Vista computers.
- ❖ For a Windows Vista client to activate: at least 25 physical KMS client machines. Can be Windows Vista computers only or a combination of Windows Vista and Windows Server 2008 computers.
- ❖ Virtual client machines: do not contribute to the count, although they will be activated once the activation threshold is met.
- ❖ KMS host machines: A physical or virtual KMS host does not contribute to the count.

Updated Documentation and Readiness Materials

The VA 2.0 materials produced for Windows Vista are being updated to include Windows Server 2008. A summary is below.

- ❖ Customer-ready core documentation set: the Step-by-Step Guide is now divided into several separate documents, plus an FAQ. They include best practices and guidance. These documents, updated for Windows Server 2008, are available on the [Download Center](#) at <http://go.microsoft.com/fwlink/?LinkID=75674>.
 1. Overview
 2. Planning Guide
 3. Deployment Guide
 4. Operations Guide
 5. Resources
 6. FAQ
- ❖ There is a new location for customer-ready Volume Activation content in the TechNet Library at www.microsoft.com/technet/volumeactivation. Content will be posted early February 2008 and will duplicate documentation in the Download Center.
- ❖ [Microsoft Deployment](#) aka D4 (ie BDD and WSD) references the updated VA 2.0 documentation and location vs. having separate VA 2.0 content.

Product Licensing and Licensing Programs

Hear what IDC and customers are saying about the Microsoft Desktop Optimization Pack

- **Geography** : Worldwide

Summary

In this exciting presentation, Fred Broussard, research director at IDC, discusses the results of a recent IDC survey of 132 IT professionals worldwide that illustrates how Microsoft Desktop Optimization Pack (MDOP) technologies can dramatically improve desktop management practices and address key pain points in managing, maintaining, and diagnosing desktop technology. The specific benefits from using MDOP solutions to resolve these challenges were measured and analyzed in the IDC survey and are presented in this session.

Link to More Information/Where to go with Questions

For more details about the Microsoft Desktop Optimization Pack and how it can benefit your customers please visit the following sites.

- ❖ <http://www.windowsvista.com/optimizeddesktop>
- ❖ <http://www.microsoft.com/systemcenter/softgrid/default.aspx>

Virtual Earth - January Launch

- **Geography** : Worldwide (Except when geopolitical issues exist)

Summary

Microsoft Virtual Earth™ launches on the January 2008 Volume Licensing price list. Virtual Earth provides powerful mapping capabilities for integrating location information into business solutions. The following provides licensing details.

Details

With Virtual Earth, organizations can create applications that enable users to visually interact with complex information. Additionally, its service-oriented architecture enables companies to develop innovative solutions that take advantage of customizable features and imagery, dynamic maps, driving directions, and powerful data visualization and reporting capabilities.

As a result, you can differentiate your business with:

- ❖ **Expanded accuracy:** Help improve customer satisfaction and retention by taking advantage of the latest enhancements. Through a commitment to accuracy, the Virtual Earth platform empowers businesses with reliable and detailed information to help build a precise view of their organization and the world.
- ❖ **New tools:** With new features and enhancements to the Virtual Earth API, organizations can utilize the unique imagery, dynamic maps, and various content layers to provide a tailored experience for their end-users. By providing multiple tools and exceptional control to change the way location solutions can be developed, businesses can continuously provide and update their online experience to help ensure they remain competitive.
- ❖ **Enhanced infrastructure:** Designed from features through support services for the enterprise user, the Virtual Earth infrastructure updates provide organizations with great confidence in pricing, availability, and performance, enabling them to focus their attention where it should be—on creating differentiated experiences for their customers.

Benefits of the Virtual Earth Platform:

- ❖ **Imagery, maps and data**
 - Exclusive provider of Microsoft's "bird's eye" view in many cities
 - Exceptional data providers, worldwide
 - Continuous investment in the location platform
- ❖ **Cost-effective investment**
 - Hosted service by Microsoft. No need to invest in GIS databases, maintaining mapping data or investing in own mapping hosting infrastructure.
 - No licensing fees to imagery providers
 - Compliments current GIS for data sharing for LOB applications

Programs and License Agreement Types:

- ❖ Enterprise 6 (Corporate / Government / Local Government)
- ❖ Enterprise Subscription (Corporate / Government / Local Government)
- ❖ Open License Value (Corporate)
- ❖ Open Value (Corporate / Government)
- ❖ Open Value Subscription (Corporate / Government)
- ❖ Select (Academic / Corporate / Government)
- ❖ Select Local (Corporate)



How to License:

- ❖ Virtual Earth in VL consists of three components
 - Services SL (standard or professional)
 - User SL (known user scenario – unlimited transactions)
 - Add-on SL (measured transactions)
 - Any combination of 1M and 100K transactions per month
- ❖ Must purchase the Services SL and either User SL(s) or Add-on SL(s)
- ❖ Quantity
 - One (1) Services SL
 - One or more User SLs and Add-on SLs

Additional Details:

- ❖ Transaction Rollover
 - Transactions roll over month-to-month but expire on agreement anniversaries
- ❖ Known Users
 - Adjustments to increase Known Users can be made anytime
 - Adjustments to reduce Known Users can only be made at time of renewal not anniversary
- ❖ Bird's Eye aerial imagery of the United States in Virtual Earth may not be used by government entities without separate approval from Microsoft.
- ❖ Restricted availability – Sales of this product are NOT permitted in the following markets:
 - Argentina, Armenia, Azerbaijan, China, Cyprus, Guyana, India, Israel, Morocco, Pakistan, Russia, Serbia
 - South Korea, Taiwan, Turkey, Venezuela, West Bank-Gaza
 - EMBARGO: (Microsoft does not sell any products to these countries)
 - Cuba, Iran, North Korea, Sudan, Syria

From MS

Visit this useful Web site which is designed to provide access to licensing terms, conditions and supplemental information relevant to the use of products licensed through Microsoft Volume Licensing Programs.

Using the drop down box, you can find information for a particular product all on one Web page. This information is taken directly from the Microsoft Licensing Product Use Rights and the Microsoft Product List for Volume Licensing documents which include general and product specific use rights, product point information, and product notes. You will also find supplemental materials designed to help you better understand how Microsoft licenses each product.

<http://www.microsoftvolumelicensing.com/userights/>

Product List Information

January 2008 CHANGES

Additions:

- Dynamics CRM 4.0 CAL (User & Device)
- Dynamics CRM 4.0 Enterprise Server
- Dynamics CRM 4.0 External Connector
- Dynamics CRM 4.0 Full Use Additive External Connector (User & Device)
- Dynamics CRM 4.0 Full Use Additive CAL (User & Device)
- Dynamics CRM 4.0 Limited CAL
- Dynamics CRM 4.0 Limited External Connector
- Dynamics CRM 4.0 Professional Server
- Dynamics CRM 4.0 Workgroup Server
- Microsoft ESP
- Microsoft ESP SDK
- System Center Virtual Machine Manager 2007 Workgroup Edition
- Virtual Earth Standard (User SL)
- Virtual Earth Professional (Services SL)
- Virtual Earth Professional (User SL)
- Virtual Earth 1MnTrx (Add-on SL)
- Virtual Earth 100K Trx (Add-on SL)
- Visual Studio® 2008 Professional Edition with MSDN Premium
- Visual Studio® 2008 Professional Edition with MSDN Professional
- Visual Studio® Team Architecture Edition 2008 with MSDN Premium
- Visual Studio® Team Development Edition 2008 with MSDN Premium
- Visual Studio® Team Test Edition 2008 with MSDN Premium
- Visual Studio® Team Database Edition 2008 with MSDN Premium
- Visual Studio® Team Suite 2008 with MSDN Premium
- Visual Studio® Team System 2008 Test Load Agent
- Visual Studio® Team System 2008 Team Foundation Server with SQL Server 2005 Technology
- Visual Studio® Team System 2008 Team Foundation Server User CAL
- Visual Studio® Team System 2008 Team Foundation Server External Connector

Works 9.0 for Windows

Promotions:

Office Live Meeting Standard

Office Enterprise / Office Professional Plus Mid-Market

Expiration of the following promotions:

Exchange Hosted Filtering

Exchange Server 2007

Identity Life-Cycle Manager (ILM) CAL

Office Professional Plus and Office Small Business Edition Extended Up-to-Date (UTD)

Deletions:

Content Management Server Enterprise version 2002 1 processor license

Content Management Server Standard version 2002 1 processor license

CRM 3.0 External Connector

CRM 3.0 Professional CAL

CRM 3.0 Professional Server

CRM 3.0 Small Business CAL

CRM 3.0 Small Business Edition Server

CRM Application Integration 1.2

CRM Customer Service 1.2 Module 1.2

CRM Customer Service Pro User 1.2

CRM Customer Service Standard User 1.2

CRM Sales Module 1.2

CRM Sales Pro User 1.2

CRM Sales Standard User 1.2

CRM Suite Module 1.2

CRM Suite Pro User 1.2

CRM Suite Standard User 1.2 MapPoint Web Services Professional (Services SL)

MapPoint Web Services Standard (Services SL)

MapPoint Web Services Standard (User SL)

MapPoint Web Services Standard 1MTrx Add On (Add-on SL)

MapPoint Web Services Standard 50kTrx Add On (Add-on SL)

MapPoint Web Services Standard 100kTrx Add On (Add-on SL)

Speech Server Enterprise Edition 2004 R2

Speech Server Standard Edition 2004 R2

Streets and Trips 2007

Student 6.0

Virtual PC 2004/ Virtual PC for Macintosh v. 7

Visual Studio® 2005 Tools for the Microsoft Office System

Visual Studio® 2005 Professional Edition with MSDN Premium

Visual Studio® 2005 Professional Edition with MSDN Professional

Visual Studio® Team Edition for Software Architects with MSDN Premium

Visual Studio® Team Edition for Software Developers with MSDN Premium

Visual Studio® Team Edition for Software Testers with MSDN Premium

Visual Studio® Team Edition for Database Professionals with MSDN Premium

Visual Studio® Team Suite with MSDN Premium

Visual Studio® 2005 Team Test Load Agent

Visual Studio® Team Foundation Server 2005

Visual Studio® Team Foundation Server 2005 User CAL

Visual Studio® Team Foundation Server 2005 External Connector

Works version 8.0 for Windows