



## Microsoft Product News September 2009



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### Windows 7 Volume Licensing Launch - September 2009

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- **Geography** : Worldwide

#### Summary

The Microsoft Windows 7 operating system is commercially available to Volume Licensing customers as of the September 1, 2009 price list. Software Assurance customers can download the product (English language) beginning August 7, 2009 from the Volume Licensing Service Center. (NOTE: all languages to be available by end of August.) General availability is scheduled for October 22, 2009 for consumers through the FPP and OEM channels.

The E editions of Windows 7 will not be offered in any channel. See MPN website for more information.

A "Windows 7 Licensing Guide" and other materials are available for Microsoft channel partners – see links below. Partners can also visit [www.readysset7.com](http://www.readysset7.com) to learn more about getting ready for Windows 7.

#### Details

Licensing for the Windows 7 operating system is very similar to Windows Vista. A few changes have been made to help reduce the number of different licenses required and assist customers migrating from earlier versions of Windows.

All Microsoft channel partners are invited to learn more about the licensing of Windows 7 in the Volume Licensing channel by downloading the Windows 7 licensing guide and playing back the licensing presentation on [www.WindowsPartnerReadinessDay.com](http://www.WindowsPartnerReadinessDay.com).

#### Availability for Partners

ISV (Independent software vendor) and IHV (Independent hardware vendor) Partners can download Windows 7 RTM from Microsoft Connect or MSDN on August 6. Microsoft Partner Program Gold/Certified Members can download Windows 7 RTM in English through the Microsoft Partner Network (MPN) Portal on August 16. By October 1, the remaining languages will become available to download. Microsoft Action Pack Subscribers can download Windows 7 RTM in English starting August 23. The remaining languages will become available to download by October 1.

#### Update on E editions of Windows 7 – as of August 2009

Microsoft proposed a set of measures to the European Commission (the "EC") that are intended to address antitrust concerns the EC has expressed relative to Windows and Internet Explorer. While these measures are still under consideration by the EC, based on feedback from partners and customers, Microsoft will now ship the same version of Windows 7 in Europe that we will ship worldwide, and not offer E editions of Windows 7 in any channel. If our proposal were to be accepted, Microsoft would then provide a web-based ballot to end users via Windows Update.

## New SPLA Offering

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- **Geography** : Worldwide

### Summary

At WPC, Microsoft announced the launch of a new offering through the Services Provider License Agreement (SPLA) program targeted at small to mid-market hosters and web developers. Now there are two ways to license the latest Microsoft software through the SPLA program—SPLA and SPLA Essentials.

- ❖ **SPLA Essentials** is a new offering in the SPLA program that offers a simplified agreement that provides the core rights you need for your hosting business and a streamlined online sign-up experience, getting you to market faster.
- ❖ **SPLA** is the premium offering for service providers and independent software vendors (ISVs). It offers the advanced license rights you need to offer highly-customized and robust solutions to a wider set of customers.

### Benefits for Both Offerings

The following benefits are available through both SPLA and SPLA Essentials:

- ❖ **Create a new revenue stream.** Tap into the millions of Microsoft.NET Framework developers worldwide already using the Windows Server operating system. Run both ASP.NET and PHP on the Windows Web platform to reach more customers and grow your business.
- ❖ **Deliver a customized service.** Flexibility to deliver tailored IT services to your customers through a dedicated or shared hosting environment. Increase the value of your services by managing software use rights for your customers.
- ❖ **Pay as you go with no up-front costs.** Pay only for the products that you authorized your customers to use the previous month. There are no start-up costs, monthly sales requirements, or long-term commitments.
- ❖ **Access the most current product versions.** Give your customers the most current and capable Microsoft platform. Download your products at no charge through the Microsoft Volume Licensing Service Center (VLSC) instead of ordering physical media.
- ❖ **Try before you buy.** Test and evaluate products internally before offering them to your customers as a service.

### Additional Benefits Specific to Each Offering:

#### SPLA Essentials

- ❖ **Accelerate time to market.** Just click to accept the simple terms and conditions and electronically sign the agreement on the SPLA Essentials Web site.
- ❖ **Use just a single online resource.** Direct partners can enroll, place monthly orders, and manage their account all in one place.
- ❖ **Choose how you partner.** You have the option to partner with Microsoft directly or through a SPLA reseller.

#### SPLA

- ❖ **Outsource data center services.** Install Microsoft products on servers under the day-to-day management and control of an outsourcing company. That company can then perform data center administration, testing, and maintenance support services on your behalf.
- ❖ **Install at customer facilities.** Install Microsoft products on devices you own or lease and that are located on your customer's premises.

- ❖ **Offer demonstrations and evaluations.** You can have up to 50 active user IDs for service/product demos, and provide your customers with a free 60-day trial period.
- ❖ **Receive great price savings.** With the Extended Term License, you can license select products for three years at a 12 percent savings—with no minimum purchase.
- ❖ **Include your affiliates.** Include affiliates under a single agreement.
- ❖ **Expand your reach to academic institutions.** Expand your business with specific price offerings available to your academic end customers through SPLA.

## Current Global Promotions

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### Summary

Learn about worldwide Microsoft Volume Licensing SKU-based promotions for Microsoft software.

### Product-Specific Promotions

Find a reseller promotion for a particular product:



#### Microsoft Business Productivity Online Standard Suite

Microsoft Business Productivity Online Standard Suite Promotion

Through August 31, 2009, Microsoft Enterprise Agreement and Microsoft Enterprise Subscription Agreement up to 10 percent savings on per user monthly subscription step-up licenses for Microsoft Business Productivity Online Standard Suite (BPOS) from Microsoft Core CAL Suite Software Assurance or Microsoft Enterprise CAL Suite Software Assurance. The Business Productivity Online Standard Suite includes rights to Microsoft Online Services, including Microsoft Exchange Online, Microsoft Office Communications Online, Microsoft Office Live Meeting, and Microsoft Office SharePoint Online.

Microsoft Business Productivity Online Standard Suite Compete Promotion

Beginning September 1, 2009, through December 31, 2009, Enterprise Agreement and Enterprise Subscription Agreement customers up to 30 percent savings on per user monthly subscription step-up licenses for Business Productivity Online Standard Suite from Core CAL Suite Software Assurance or Enterprise CAL Suite Software Assurance.



#### Microsoft Core CAL Suite

Microsoft Enterprise Subscription Agreement Promotion

Through December 31, 2009, customers who sign a new Enterprise Subscription Agreement savings on Core CAL Suite and Professional Desktop Platform subscription license and Software Assurance packs.



#### Microsoft Enterprise CAL Suite

Microsoft Enterprise Subscription Agreement Promotion

Through December 31, 2009, customers who sign a new Enterprise Subscription Agreement savings on Enterprise CAL Suite and Enterprise Desktop Platform subscription license and Software Assurance packs.



#### Microsoft Exchange Server 2007

Microsoft Exchange Server 2007 Standard Edition Promotion

Through October 31, 2009, Microsoft Open License and Microsoft Open Value savings on 1 to 10 server licenses and 10 to 500 CALs for Exchange Server 2007 Standard Edition—with or without Software Assurance.



#### Microsoft Forefront

Microsoft Forefront Security Suite Promotion

Through December 31, 2009, Open Value, Microsoft Select License, and Microsoft Select Plus savings on Forefront Security Suite per-device and per-user monthly subscription licenses.



### **Microsoft Internet Security and Acceleration Server 2006 Enterprise Edition**

Microsoft Internet Security and Acceleration Server 2006 Enterprise Edition Promotion

Through December 31, 2009, Open License, Open Value, Select License, Select Plus, and Enterprise Agreement savings on Internet Security and Acceleration (ISA) Server 2006 Enterprise Edition processor license and Software Assurance packs.

Microsoft Internet Security and Acceleration Server 2006 Standard Edition Promotion

Through December, 31, 2009, Open License, Open Value, Select License, Select Plus, and Enterprise Agreement customers savings on Internet Security and Acceleration (ISA) Server 2006 Standard Edition processor license and Software Assurance packs.

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### **Microsoft Office Enterprise 2007**

Microsoft Enterprise Subscription Agreement Promotion

Through December 31, 2009, customers who sign a new Enterprise Subscription Agreement savings on Office Enterprise 2007 and Enterprise Desktop Platform subscription license and Software Assurance packs.

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### **Microsoft Office Professional Plus 2007**

Microsoft Enterprise Subscription Agreement Promotion

Through December 31, 2009, customers who sign a new Enterprise Subscription Agreement savings on Office Professional Plus 2007 and Professional Desktop Platform subscription license and Software Assurance packs.

Microsoft Office Professional Plus 2007 No Better Time Promotion

Through December 31, 2009, Open License and Open Value customers up to 20 percent savings on up to 250 Office Professional Plus 2007 license and Software Assurance packs.

Microsoft Office Professional Plus 2007 Step Up Promotion

Through December 31, 2009, Select License, Select Plus, and Enterprise Agreement customers in emerging markets up to 35 percent savings on Office Professional Plus 2007 Software Assurance step-up licenses from Microsoft Office Standard 2007 Software Assurance.

Microsoft Rental Rights Promotion

Through September 30, 2009, Open License, Select License, and Select Plus customers in Brazil, China, Hong Kong, India, Korea, and Russia savings on Rental Rights for Office Professional Plus 2007.

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### **Microsoft Office Publisher 2007**

Microsoft Rental Rights Promotion

Through September 30, 2009, Open License, Select License, and Select Plus customers in Brazil, China, Hong Kong, India, Korea, and Russia savings on Rental Rights for Microsoft Office Publisher 2007.

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### **Microsoft Office Standard 2007**

Microsoft Rental Rights Promotion

Through September 30, 2009, Open License, Select License, and Select Plus customers in Brazil, China, Hong Kong, India, Korea, and Russia savings on Rental Rights for Microsoft Office Standard 2007.

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### Microsoft SQL Server 2008

#### Microsoft SQL Server 2008 Full-Use Promotion

Through September 30, 2009, Microsoft Independent Software Vendor Royalty Licensing Program partners can offer savings to end users on Microsoft SQL Server 2008 full-use embedded licenses and embedded maintenance.



### Microsoft System Center

#### Microsoft System Center Server Management Suite Datacenter License Grant

Through February 28, 2010, Open License, Open Value, Select License, Select Plus, and Enterprise Agreement customers: for each Microsoft System Center Server Management Suite Datacenter license and Software Assurance pack acquired to cover the management of servers with a minimum of four processors during the license grant period, will receive one complimentary System Center Server Management Suite Datacenter license and Software Assurance pack.



### Microsoft Visual Studio Team System 2008

#### Microsoft Visual Studio Team System 2008 Upgrade Promotion

Through September 30, 2009, Open Value, Select License, Select Plus, and Enterprise Agreement savings on Software Assurance step-up licenses to encourage those with Visual Studio 2008 Professional Edition licenses to upgrade to Microsoft Visual Studio Team System 2008 and to encourage those with Visual Studio Team System 2008 licenses to upgrade to Microsoft Visual Studio Team System 2008 Team Suite.



### Windows Desktop Operating System

#### Windows Software Assurance Attach Offer

For small- and midsize-business - attach Software Assurance to Windows desktop operating system licenses that were acquired with new PCs through an original equipment manufacturer (OEM). Customers will have rights to the Windows 7 operating system upon release for every Windows desktop license covered by Software Assurance. Through August 31, 2009, Microsoft has extended the time from 90 days to 180 days for Open License and Open Value customers to attach Software Assurance to Windows desktop licenses that were acquired with new PCs through an OEM.

#### Windows 7 Professional Upgrade Promotion

Through February 28, 2010, Open License, Open Value, Select License, and Select Plus customers with qualifying Windows desktop operating system licenses savings on the Windows 7 Professional operating system upgrade licenses—with or without Microsoft Software Assurance for Volume Licensing.

#### Microsoft Enterprise Subscription Agreement Promotion

Through December 31, 2009, customers who sign a new Enterprise Subscription Agreement savings on upgrade and Software Assurance packs for the Windows Vista Business operating system (with upgrade rights to the Windows Vista Enterprise operating system) and Professional Desktop Platform and Enterprise Desktop Platform subscription license and Software Assurance packs.

#### Microsoft Rental Rights Promotion

Through September 30, 2009, Open License, Select License, and Select Plus customers in Brazil, China, Hong Kong, India, Korea, and Russia savings on Rental Rights for Windows Vista Business.

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### Microsoft VDI Suites Launch - October 2009

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- **Geography** : Worldwide

#### Summary

The new Microsoft Virtual Desktop Infrastructure Standard Suite and Microsoft Virtual Desktop Infrastructure Premium Suite subscription offerings will become available on the October 2009 Volume Licensing price list.

Microsoft Virtual Desktop Infrastructure (VDI) is a collection of virtualization, infrastructure and management technologies that help customers implement VDI. Microsoft is now making it easier for VL customers to purchase Microsoft VDI as single SKUs with these new suites.

The Microsoft VDI suites make it simple to purchase the comprehensive Microsoft VDI infrastructure and management software, while providing excellent value amongst competing VDI offerings. These two new suites are subscription offerings available to Microsoft Software Assurance for Volume Licensing customers, thereby complementing the Virtual Enterprise Centralized Desktop (VECD) license. Along with VECD, the VDI suites provide customers with access to comprehensive VDI technology at a very cost-effective price.

The two new Suites are:

- ❖ Microsoft Virtual Desktop Infrastructure Standard Suite (VDI Standard Suite) — Includes the core products required to enable and manage a basic VDI environment, including:
  - Remote Desktop Services CAL (RDS CAL) — The RDS CAL component of the VDI Standard Suite provides remoting infrastructure for VDI via a basic connection broker. However, the use rights for the RDS CAL for the VDI Standard Suite is restricted to delivering VDI desktops only; it does not provide the use right for session-based RDS resources for a traditional Terminal Services scenario.
  - Microsoft Desktop Optimization Pack (MDOP) — MDOP is a SA benefit and represents a collection of technologies that enable desktop virtualization and management, and it includes App-V for dynamic application delivery to either a virtual or physical desktop.
  - System Center Virtual Machine Manager (SCVMM) Client Management License — Virtual Machine Manager provides centralized management of the Microsoft® Hyper-V™ -based virtual machines of the VDI host server.
  - System Center Configuration Manager (SCCM) Standard Server Management License — Configuration Manager provides centralized configuration management of the (physical) VDI host, provided that the VDI host is running ONLY VDI workloads. (Virtualization hosts with mixed VDI and server virtualization workloads cannot be licensed through the VDI Suite).
  - System Center Operations Manager (SCOM) Standard Server Management License — Operations Manager provides centralized monitoring and performance management of the physical VDI host, provided that the VDI host is running ONLY VDI workloads.
- ❖ Microsoft Virtual Desktop Infrastructure Premium Suite (VDI Premium Suite) — Includes all the components of the VDI Standard Suite, plus:
  - Unrestricted RDS CAL — In the Premium VDI Suite, the RDS CAL is not use restricted to the VDI scenario only, but can also be used for session-based desktop and applications scenarios, including using RemoteApp as an additional option to dynamically deliver applications to a virtual desktop.
  - App-V for RDS — App-V for RDS provides application-level virtualization and isolation for RDS sessions, so that conflicting applications running on a remote desktop session host can be sandboxed and more readily coexist on the same RD session host. Designed to help IT manage large scale enterprise virtualization implementations across multiple sites, App-V for RDS enables you to fully utilize your remote desktop sessions hosts by consolidating servers, therefore, increasing server farm ROI. Additional App-V for RDS benefits include: accelerated application deployment, simplified profile management, reduced deployment risk and shortened regression testing.

Both suites will be available on October 1, 2009, through the following VL programs: EA, Open Value, Select, School, Campus.



### Link to More Information

- ❖ To learn more about Microsoft VDI visit:  
<http://www.microsoft.com/windows/enterprise/solutions/virtualization/improve-flexibility.aspx>.

## Microsoft CCR and DSS Toolkit 2008 - September 30, 2009 Discontinuation

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- **Geography** : Worldwide

### Summary

Microsoft Concurrency and Coordination Runtime (CCR) and Decentralized Software Services (DSS) Toolkit 2008 will be discontinued in the Volume Licensing program effective September 30, 2009.

Due to customer demand, the toolkit was made available to MSDN Professional, MSDN Premium, and MSDN Embedded subscribers effective April 2009. MSDN is Microsoft's primary distribution channel for Microsoft Developer products. With most toolkit customers now acquiring the product through MSDN subscriptions, the decision has been made to no longer offer it through the Volume Licensing program.

## Microsoft Robotics Developer Studio 2008 - September 30, 2009 Discontinuation

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- **Geography** : Worldwide

### Summary

Microsoft Robotics Developer Studio 2008 (Microsoft RDS) will be discontinued in the Volume Licensing program effective September 30, 2009. Due to customer demand, Microsoft RDS was made available to MSDN Professional, MSDN Premium, and MSDN Embedded subscribers effective April 2009. MSDN is Microsoft's primary distribution channel for Microsoft Developer products. With most customers now acquiring the product through MSDN subscriptions, the decision has been made to no longer offer it through the Volume Licensing program.

### Link to More Information

Visit: <http://www.microsoft.com/robotics>