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From: Soft-Aid E-Newsletter Team <enews@aid.com>  
Reply-To: enews@aid.com  
To: enews@aid.com  
Subject: Soft-Aid E-Newsletter For End-Users, Issue #1  
X-Roving-Queued: 20040305 19:59:24.578  
X-Mailer: Roving Constant Contact 8.0.Patch800.P800\_Tracking\_01\_28\_04  
(<http://www.constantcontact.com>)  
Date: Fri, 5 Mar 2004 20:14:45 -0500 (EST)



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**Soft-Aid E-Newsletter for End-User Businesses**  
**Helping Assess the Business Issues of Software Compliance, License Evaluation and Best Usage**

**February 2004**

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**Dear David,**

**Welcome to the inaugural issue of Soft-Aid's E- Newsletter designed to help end-user businesses address the business issues of software license compliance, evaluation, and best usage.**

These next two issues (Feb/Mar) will focus on Microsoft licensing which is of obvious concern to many of our clients.

**"The Best of Both Worlds"?: Microsoft's New "Open Value" Licensing Program**

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**As of March 2003, Microsoft began offering Small-Medium Businesses (SMBs) a Volume Licensing Purchasing plan that offers many of the same benefits that larger customers have heretofore only received.** It is called "Open Value" licensing and has many additional benefits.

You may have previously heard of Microsoft's Open Volume Licensing Programs. **Before March 2003, they existed heretofore as the "Open Business" and "Open Volume" programs, in that order of purchasing requirements.** "Open Business" still exists for customers that want

volume pricing but can only commit to buying a minimum of five Microsoft products at a time. "Open Volume" has better pricing but in exchange a company had to commit to higher purchase levels.

The new "Open Value" volume licensing program harkens back to a low minimum purchase of five separate license and software assurance products. Open Value (unlike the other Open programs) requires the purchase of Software Assurance (SA) in addition to Licenses (L). Microsoft refers to this as "L&SA" (License & Software Assurance) or "SA renewal."

The official Microsoft Open Value volume license program site with downloadable customer guide is [www.microsoft.com/licensing/program\\_s/open/openvalue.asp](http://www.microsoft.com/licensing/program_s/open/openvalue.asp)

**While it shares the word "open" in its name, Open Value is a volume licensing program that shares many of the attributes of Microsoft's larger Select Agreements - a wider set of Software Assurance benefits and a pricing plan that offers savings for standardization - but unlike Select, no ongoing commitment to software purchases is required.** Other positives are that the contract term is three years versus two for Open Business/Volume; however, all Open programs do have a Software Assurance-only renewal option. Open Value customers can also spread their payments over that three-year term. They can also take advantage of extended Software Assurance benefits beyond "new version" rights as detailed at [www.microsoft.com/licensing/progr\\_ams/sa/offerings\\_chart.asp](http://www.microsoft.com/licensing/progr_ams/sa/offerings_chart.asp). **Take a look at this!**

**Open Value pricing is, however, the same as Open Volume's unless a customer takes advantage of special company-wide pricing.** Company-wide pricing provides a discount of up to 10-23% off of Microsoft ERP. To qualify, a company must standardize it's corporate computers with one or all of the following: Windows, MS Office, and a "Core CAL." It is most similar to Microsoft's Enterprise Volume Licensing Agreements in that regard; however, unlike the Enterprise Agreements, an Open Value customer can decide not to standardize on all three product sets (Windows, MS Office and the "Core CAL"). The possible discounts are ratcheted as a result; up to 10% off of ERP for standardizing on one, up to 10% for two, and up to 23% for three.

**Another caveat is budgetary. The Open Value company-wide standardization must extend to ALL company computers (even older ones);** that may require making additional purchases of SA, MS Office, Core CAL etc. for these older computers. Keep in mind that the NON-company wide Open Value option does not have this "look-back" requirement. In other words, to enter into Open Value does not require the purchase of SA for older computers.

Paul DeLorenzo, Microsoft Open Value Program Manager rightly warns that there can be significant savings here, but with savings comes risk. **Soft-Aid can help your company make the best choice between the options.**

**Two short-term benefits of switching to Open Value** are that Microsoft is offering a 15% rebate program for customers who consolidate their Software Assurance renewals from two or more existing Open License Agreements into the Open Value license program. This must be done by 5/31/04. For more info visit [www.microsoftincentives.com/olv/](http://www.microsoftincentives.com/olv/)

Second, there is an MS Office 2003 rebate of up to \$38,000 available to Open Value customers only. It is available until 4/30/04. More info at [www.microsoft.com/officerebate](http://www.microsoft.com/officerebate)

A Microsoft link that summarizes the differences between the various Microsoft Volume Licensing programs is [www.microsoft.com/licensing/programs/sa/saolsleacomp\\_are.asp](http://www.microsoft.com/licensing/programs/sa/saolsleacomp_are.asp)

Or go to "Licensing 101" from Microsoft [www.microsoft.com/licensing/resources/overview.asp](http://www.microsoft.com/licensing/resources/overview.asp)

**For More Information**



For more information on interpreting Microsoft "Open Value" Volume Licensing or any of Microsoft's other volume licensing programs, please contact us at [info@aid.com](mailto:info@aid.com) or via our [on-line form submission tool](#). Our Soft-Aid licensing consultants would be happy to schedule a conference call with you to discuss licensing issues.

Please also take time to review our web site, [www.aid.com](http://www.aid.com)

*Please note: We are independent consultants and not formerly affiliated with any software vendor.*

**Past and Future Issues**



Next Soft-Aid E-Newsletter on Business Issues of Software License Compliance, Evaluation & Best Usage:

Microsoft Software Assurance -- New Extended Benefits

To read past issues, go to <http://www.aid.com/enewsletters/>

**We Welcome Your Input**



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We welcome your input.

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**What Our Lawyers Made Us Say**



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