

Microsoft®



a guide to licencing and compliance



[A guide to Licencing and Compliance](#)

[Choosing the right licence](#)

[Overview of the Licencing Programmes](#)

[Licence Comparison Guide](#)

[Choosing the right Licence for Small & Mid-sized Organisations](#)

[Open licence](#)

[Open Value](#)

[Select licence](#)

[Enterprise licence](#)

[Client access licence](#)

[Compliance guide](#)

[What is piracy?](#)

[Product Activation](#)

[The Genuine Windows Advantage](#)

[The Genuine Office Validation](#)

[Reference guide](#)

A Guide to Licencing and Compliance

Which Licencing Programme is Right for You?

Microsoft's licencing programmes were developed in order to answer the various needs and the different scopes of businesses and companies. The detailed account of the programmes shown below will allow you to learn about them, the advantages of each one, before choosing the appropriate plan and the one that is right for you. In the following pages you will find a table combining all the programmes as well as a broader detailed account about each programme and its advantages.

Microsoft licencing – what to look for

The information on this and the following pages changes from time to time.

Please check www.microsoft.com/howtotell for the most up-to-date information.

Pre-installed software on new PCs (OEM software)

When you purchase a new PC, it could be pre-installed with an operating system, such as Microsoft Windows.

To ensure you are getting genuine Microsoft software with your PC purchase, you should first look for the Certificate of Authenticity (COA) label affixed to your new PC.

Certificate of Authenticity (COA)

The COA assists you and your customer to determine whether the Microsoft software and components are genuine. The COA is included with each software unit in the Microsoft OEM System Builder Pack and authenticates only the software components with which it is legally distributed.



The customer will receive this COA from an OEM supplier.



The new DSP/COEM COA sold via the system Builder Channel

When distributing an operating system software unit with a fully-assembled computer system, the system builder must remove the COA label backing and adhere the COA label to the exterior of the PC chassis in an easily accessible location. Please note that the COA label is not designed to be removed.

The COA assists you in determining whether your Microsoft software and components are genuine. The COA has a holographic strip that reveals the words "Microsoft" and "Genuine". The product name and a unique product key are in the centre of the label and the "How to Tell" URL appears at the bottom of the label. COA labels are not designed to be removed. In addition to the COA label, you may also receive an OEM Product CD.

The CD or DVD will be clearly marked with either the PC manufacturer's brand or an edge-to-edge hologram CD. (Please refer to the Retail product section of this guide on page 9 for more information on the edge-to-edge hologram CD).

Microsoft has many licencing programmes to meet the differing needs of customers. The programme and product specifics can vary greatly. The information contained in this section will help you determine the right licensing program for your needs.

Additionally, you will learn what anti-counterfeiting features you should look for when purchasing specific products as well as the documentation you need to retain to verify licence compliance.



Choosing the right licences

Retail product

Sold in single-unit quantities at retail outlets and by Microsoft resellers, retail Full Packaged Product is packaged in boxes as shown and typically includes media and documentation. It is ideal for low-volume software needs, such as companies with fewer than five PCs.

To assist in determining if you have a genuine Microsoft product, look for the COA label on the box top. The heat-sensitive green dot changes colour from green to yellow when lightly rubbed.

The document that serves as your proof of licence is the EULA, which may be enclosed in hard copy form or online within the software product. To establish licence ownership, you should retain the hard copy EULA (if enclosed), COA and a copy of your purchase invoice. Microsoft's family of Windows and Office CD-ROM retail products feature edge-to-edge hologram technology.

See Microsoft's "How to Tell"

Web site at: www.microsoft.com/howtotell for detailed information on Windows operating system security features. In order to establish licence ownership, you should retain the End User Licence Agreement (EULA), which is the agreement between the PC manufacturer and the end user; the COA; media; manuals (if applicable); and your purchase invoice and receipt. You should not attempt to remove the COA label from the PC.

PCs may also come pre-installed with application software such as Microsoft Office. To ensure you are getting genuine Microsoft application software, look for the COA. The COA is not required to be affixed to the PC chassis and may be found on the product CD wallet, the product manual and/or the product jewel case.

Certain pre-installed Microsoft applications such as Microsoft Office XP incorporate the edge-to-edge hologram CD as described on the previous page. In order to establish licence ownership, you should retain the EULA*, the COA, and your purchase invoice and receipt.

*N.B. The EULA may be online within the software product.

Your proof of licence is posted on a secure site on the Internet at: <https://eopen.microsoft.com>. Log on using your Microsoft Passport ID and your unique Open Licence Authorisation number(s) to verify the number of licences purchased.

The terms of your licence, such as licence grants, conditions, etc., are in the Open Licence agreement, which is also available on the eOpen Web site.

Visit: www.microsoft.com/licensing for more information on Open Licence.

4

N.B. Full versions of Microsoft Operating Systems are not available via Microsoft's Volume Licencing programmes – only operating system upgrades. You must acquire full version operating system products via the OEM or retail channel.



Choosing the right licence for small and medium sized organisations

It is essential that you understand your customer's needs as well as their purchasing preferences.

	Volume Licencing		OEM	FPP
	Open Value Three-year agreement with upgrades	Open Business Three-year agreement with upgrades	Preinstalled on new computers	Boxed software, acquired through retail
Do you have fewer than five computers	No	No	Yes	Yes
Do you upgrade software only when purchasing new computers?	No	No	Yes	Yes
Do you need to create standard images to configure new computers?	Yes	Yes	No	No
Do you need to simplify license tracking? Do you have many Open agreements and find it difficult to track what you own? Yes	Yes	Yes	No	No
Do you want to standardise your desktop software?	Yes	No	No	No
Do you prefer to upgrade to the latest Microsoft software?	Yes	No	No	No
Do you need to minimise up-front costs by spreading payments over three years?	Yes	No	No	No

Microsoft Licencing Options

Microsoft offers four primary ways for small and mid-sized organisations to licence software:

- **Open Value** lets you pay a predictable annual fee for three years to licence all the desktops across your company (minimum five) and upgrade them at any time, to maintain a standard desktop.
- **Open Business** is a two-year agreement that enables you to save on estimated retail prices by placing an initial order for five or more licences or one server licence. Customers can combine any set of Microsoft products to qualify for the five-licence minimum.
- **Original Equipment Manufacturer (OEM)** software licences are acquired when you buy a computer with software legally preinstalled. If you have ever purchased a computer from the store with Microsoft Windows® or Microsoft Office installed, you have acquired a licence for OEM or System Builder software. OEM licences may be used only on the computer that the software was pre-installed on.
- **Full Packaged Product (FPP)** is boxed, shrink-wrapped software. Licences for this type of software are acquired through retail outlets. FPP is for consumers who are looking to acquire a small number of software licences quickly and is ideal for home users. When upgrading to a new computer, you may transfer FPP licences to new hardware no more than one time.





Best for customers needing as few as five licences, Open Licence is a great way to save on genuine Microsoft products. Under Open Licence, you determine the number of software products you wish to licence, place an order with a participating Microsoft reseller, and obtain the licences you need. You may then install the software by ordering media directly from Microsoft.

Microsoft Open Licence offers you two great ways to save on Microsoft products:

Open Business allows customers to save on estimated retail prices by placing an initial order for five or more licences. With Open Business, customers can combine any set of Microsoft products to qualify for the five licence minimum.

Open Volume potentially saves you even more if your organisation is able to make a larger initial up-front order in one or more product pools (applications, systems, servers).

Your proof of licence is posted on a secure site on the Internet at <http://eopen.microsoft.com>

Log on using your Microsoft Passport ID and your unique Open Licence Authorisation number(s) to verify the number of licences purchased.

The terms of your licence, such as licence grants, conditions, etc. are in the Open Licence agreement, which is also available on the eOpen website.

Visit [:http://www.microsoft.com/licensing/programs/open/default.asp](http://www.microsoft.com/licensing/programs/open/default.asp) for more information on Open Licence.

N.B. Full versions of Microsoft Operating Systems are not available via Microsoft's Volume Licencing Programmes - only operating system upgrades. You must acquire full version operating system products via the OEM or retail channel.

Open Value

Open Value makes licencing simple and more affordable

The Microsoft Open Value volume licencing programme is designed for customers with 5 to 250 computers who want to simplify licence tracking, want more control over the upgrade cycle, and want to better manage software costs.

Key benefits of Open Value include:

- **Simplified licence tracking.** For a predictable annual fee, Open Value enables customers to standardise desktop software. Customers simply count their desktops without worrying about tracking which version of software is installed on each computer. All licences can be tracked on a single agreement, even for offices in other cities or countries or for licences acquired with the purchase of new hardware (when adding Software Assurance).
- **More controlled upgrade cycle.** The upgrade cycle can now be planned with greater certainty, as management has already approved and budgeted for new versions of licenced software.
- **Improved management of software costs.** Up-front licencing costs can be minimised by choosing to pay for licences in three predictable annual payments.

9

Open Value programmes include:

Open Value with Companywide Option	Open Value with Non-companywide Option
For customers that want to standardise desktop software companywide. This programme offers discounts not available when choosing the non-companywide option.	For customers that prefer to purchase licences and do not need to standardise desktop software.
Two platform options are available for standardising desktop software through Open Value. Microsoft offers the best pricing to organisations that standardise on all three software components in either the professional platform or the small business platform.	
Professional Platform Options	Small Business Platform Options
Microsoft Office Professional Edition Microsoft Core CAL (Client Access Licence) Windows Professional Desktop Upgrade	Microsoft Office Small Business Edition Microsoft Windows® Small Business Server (SBS) CAL Windows Professional Desktop Upgrade

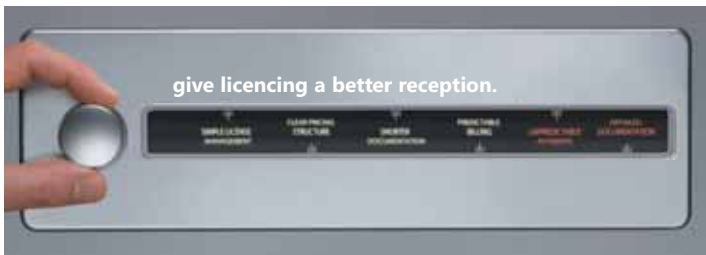
Introducing licencing that is on your wavelength

Microsoft® Open Value, the Microsoft volume licencing agreement for small and medium businesses, that fine tunes the attributes of Multi-Year Open and Open Subscription Licence agreements.

Open Value's new features are in sync with your organisation's licencing needs. So if you have five or more PCs, and you want to get more from your technology investment, Open Value is for you.

We've been doing some fine-tuning

We know that managing your company's licencing can be hard work, especially if you support multiple software versions in several locations across a range of products. And we recognise that you want a cost effective, straightforward way to take control of your upgrade cycle and stay compliant. Now, Open Subscription Licence (OSL) and Multi-Year Open (MYO) customers with expiring agreements can convert to Open Value. This agreement is tailored for businesses like yours. It improves some of the features of your existing agreement, while simplifying your enrolment. How? Read on.



Open Value can help your business:

Simplify licencing purchasing and management Order from as few as five licences, make additional orders monthly or consolidate your whole organisation's Microsoft licences into a single agreement. On-line management allows for easy licence repurchasing and tracking.

Manage the upgrade cycle

Open Value gives you the rights to run any version of your software during the term of your agreement, so you can stay current and upgrade to the latest Microsoft technology when it suits your business.

Manage the upgrade cycle

Open Value gives you the rights to run any version of your software during the term of your agreement, so you can stay current and upgrade to the latest Microsoft technology when it suits your business.

Spread the cost of licencing

Spread payments across the next three years at 0% financing, so reducing initial capital requirements and giving you budget predictability.

Enjoy cost savings

The Open Value subscription or company wide options offer additional cost savings and can reduce support costs. With the subscription option, for example, companies can annually reduce or increase their licence count so they only pay for the licences they use.

Increase productivity

Free eLearning courses, software home use rights, technology updates and online technical support ensure your IT staff and employees have the skills and knowledge to successfully deploy and use Microsoft solutions at work and at home.

Peace of mind, you're compliant

Open Value makes it easier for you to reduce your business risk by allowing you to install the latest version of software and track all your current licences online

Open Value offers a range licencing options, depending on whether you want to order just a few licences, or you want a company wide solution.

Which Open Value agreement is right for you?**Open Value (subscription)**

- Order software licences as you need them
- Choice of standardising desktop software
- Optional additional products
- Purchase annually with flexible, monthly reordering
- Up to 50% discounts in the first year for existing perpetual licences
- Three year term, with optional renewal for three more years
- Software is "rented"

Open Value (company wide)

- Low single price per PC (5-250 PC's)
 - Additional volume discounts (>250 PC's)
 - Choice of standardising desktop software
 - Optional additional products
 - Ability to purchase monthly
 - Three year term, with price protection throughout on standardised products
 - Software is yours to keep
- Software Assurance is available with both

Microsoft Open Value Licence Programme

This is your quick reference guide for comparing the features of the current Microsoft Open Licence with the new Microsoft Open Value Licence Programme.

New Fine-tuned Microsoft Open Value Licence Programme

	Previous Microsoft Open Licence Programme				New Fine-tuned Microsoft Open Value Licence Programme			
	Microsoft Open Licence Agreement	Microsoft Open Volume Agreement	Microsoft Multi Year Open Enterprise Agreement	Microsoft Open Value Company Wide Agreement	Microsoft Open Value Subscription Agreement	Microsoft Open Subscription Agreement	Microsoft Open Value Agreement	
When to Order	At any time during the agreement but before installation	Annually	Annually	Annually for Platform products, installation of additional products	Annually for Platform products, installation of additional products	Annually	Within month of installation, pay annually	
Spread Payments	No	Yes	Yes	Yes	Yes	Yes	Yes	
Price Protection	No	Yes	Yes	Yes, on Platform products only	Yes	Yes	Subsequent orders – not new orders	
Licence Type	Perpetual	Perpetual	Perpetual	Perpetual	Non perpetual	Non perpetual	Perpetual	
Software Assurance	Optional	Included	Included	Included	Included	Included	Included	
Entry Level	Initial order 5 licences	Initial order for 5 PCs	Initial order for 3 PCs	Initial order for 5 PCs	Initial order for 5 PCs	Initial order for 5 PCs	Initial order 3 licences	
Price Bands	Open Business and Volume Bands B&C	3	3	One and Volume discount for 250 PCs +	One and Volume discount for 250 PCs +	3	Single level	
Platform Discount	No	No	15%	15%	5%	15%	No	
Product Portfolio	Microsoft Business Products	Microsoft Business Products & additional products	Platform & additional products	Small Business or Desktop Pro Platform and additional products	Small Business/Desktop Pro Platform and additional products	Platform & additional products	Microsoft Business Products	
Up-to-date Discount	No	No	No	No	50% on current Platform products and one below	50% on current Platform products and one below	No	
True Up/Down	No	No	No	No	Yes	Yes	No	
Company-wide Standardisation	No	Optional	Yes	Yes	Yes	Yes	Optional	
Multiple Entities	No	Lead customer & affiliates	Lead customer & affiliates	Customer & affiliates	Customer & affiliates	Lead customer & affiliates	Customer & affiliates	
Agreement Term	2 years	3 years	3 years	3 years	3 years	3 years	3 years	
Renewal Term	2 years	1 or 3 years	1 or 3 years	3 years	3 years	1 or 3 years	3 years	
Buy Out Option	No	No	No	No	Yes 1.75 times the current annual fee	Yes 1.5 times the current annual fee	No	

To find out more about the new Microsoft Open Value Licence Programme call the **Microsoft Helpline on 0860 2255 67** or visit www.microsoft.com/licensing



Select Licence

Best for customers with 250 or more PCs and mixed Microsoft product requirements, the Microsoft Select Licence is available through Microsoft authorised Large Account Re-sellers (LARs). Under the Select Licence, customers receive volume discounts based on a three-year forecast of products required. There are three product "pools" (applications, systems, and servers) available for forecast under Select Licence, and point values associated with each product within the pool.

Visit : <http://www.microsoft.com/licensing/programs/sel> for more information on Select Licencing.

After you have signed your Select Agreement, you will receive a Welcome Kit from Microsoft. This kit will contain Microsoft software CDs, based on the product pools you have selected. On a monthly basis, you are required to submit to your Large Account Reseller (LAR) an order for the number of units of Microsoft software you have installed during the past month. Your LAR will invoice you and pass the order on to Microsoft. Microsoft Volume Licencing Services online offers secure personalised access to details about your Select Licence, including order confirmations, which serve as a portion of your proof of licence. Once your agreement is in place, you can track purchase information and agreement status at : [http:// www.licensing.microsoft.com](http://www.licensing.microsoft.com)

13

Please refer to your Select Agreement for further details on complete proof of licence requirements. Your signed Select Agreement and Product Use Rights will contain the terms of use applicable to these products. You should retain these documents which define your rights and obligations under the agreement.

N.B. Full versions of Microsoft Operating Systems are not available via Microsoft 's Volume Licencing Programmes - only operating system upgrades. You must acquire full version operating system products via the OEM or retail channel.



Enterprise Agreement

The Enterprise Agreement is designed for customers with 250 or more PCs who want to standardise on certain Microsoft products and have the ability to centrally purchase and track software. The Enterprise Agreement is available through Microsoft authorised Large Account Re-sellers (LARs), or Enterprise Software Advisors (ESAs).

Enterprise Agreement customers choose to standardise their selection of Microsoft products for the three-year term of their Enterprise Agreement. The price is based upon the number of qualified desktops within a defined enterprise and is divided into three equal annual payments. During the term of an Enterprise Agreement, you are permitted to run the chosen Microsoft products on all desktops, including those added after signing the agreement, subject to an annual "True Up" requirement.

14

An Enterprise Subscription Agreement gives you the ability to lease your software licences, while staying current on the products over the term of the agreement. Under the Enterprise Subscription Agreement, you do not own the product licences, but rather the rights to use the software for as long as you continue to maintain your Enterprise Subscription Agreement. If at the time your Agreement expires, you elect not to renew with either the one or three year option, then you relinquish your rights to continue running the software.

After you have signed your agreement, you will receive a Welcome Kit directly from Microsoft. This kit will contain Microsoft software CDs, based on the product pools you have selected. Microsoft Volume Licensing Services online offers secure, personalised access to details about your Enterprise Agreement Licences, including order confirmations, which serve as part of your proof of licence. Once your agreement is in place, you can track purchase information and agreement status at : <http://www.licensing.microsoft.com>.

Please refer to your Enterprise Agreement for further details on complete proof of licence requirements.

Your signed Enterprise Agreement and Product Use Rights will contain the terms of use applicable to these products. You should retain these documents which define your rights and obligations under the agreement.

Visit :<http://www.microsoft.com/licensing/programs/ent> for more information.

15

N.B. Full versions of Microsoft Operating Systems are not available via Microsoft's Volume Licencing Programmes - only operating system upgrades. You must acquire full version operating system products via the OEM or retail channel.



Client Access Licence (CALs) How do CALs work?

If your company's workstations are networked, you will utilise a network server and the workstations on the network will access that server's software to perform certain functions such as file and print sharing. In order to access this server legally, a Client Access Licence or CAL may be required. A CAL is not a software product; rather it is a licence that gives the user the right to access the services of the server.

In addition to CALs, Microsoft has recently implemented a "per-processor" licencing model that is available for certain products. Under this new model, customers acquire a Processor Licence for each processor running their server software, which includes access for an unlimited number of users to connect to the network. In this case, customers do not need to purchase separate CALs.

Due to the technical nature of server products, CAL and per-processor licencing can be a complicated area. Answer the following questions to help determine your need for CALs or per-processor licences.

1. Are your company's workstations networked?
2. If so, is your company using any of the following Microsoft Server products?

BackOffice® Server
BizTalk™ Server
Commerce Server
Content Management Server
Exchange Server
Host Integration Server
Internet Security and Acceleration Server
Mobile Information Server
Proxy Server
SharePoint™ Portal Server
Site Server
Small Business Server
SNA Server
SQL Server™
Systems Management Server
Windows NT Server
Windows 2000/3 Server
(including Terminal Services)

If you answered YES to the questions or for more information on each of these products and the corresponding CAL and per-processor licencing obligations and options, please see :
<http://www.microsoft.com/resources/sam/asp/findtool.aspx>

Compliance guide

What is software piracy?

1. End user copying/Corporate copying - Unlicensed software copying by individuals or businesses. Alternatively, in the case of volume licences, it can mean under-reporting the number of installed copies of software.

2. Hard disk loading - Practised by dishonest OEM system builders or dealers who sell PCs with unlicensed software preinstalled. The dealers use one copy of a programme to install unlawful copies on multiple machines. Original disks and documentation that should come with the PC are often missing or incomplete and in many cases, where they are supplied, they are counterfeits.

3. Counterfeiting - This is when software and sometimes its packaging is unlawfully reproduced to look like the “real thing” and is then sold on (often to unsuspecting resellers or customers) as being genuine. Academic Volume Licensing Programmes. Academic product is also available via Microsoft’s Volume Licensing programmes such as Academic Open Licence, Academic Select Licence Agreement, Campus Agreement and School Agreement.

18

Visit: www.microsoft.com/licensing for additional details on Academic licensing options and for Academic eligibility requirements or contact our Academic Division on 0860 22 55 67.

Government Open Licence programme - Special government pricing is available via the Government Open Licence programme. This volume licensing option is available to eligible small- and medium-sized government entities and is ideal for those who need to purchase smaller quantities of licences and need a simple and flexible model.

Visit: www.microsoft.com/licensing for additional information on the Government Open Licence programme, or call Microsoft Helpdesk on 0860 22 55 67 and ask for the [Local Government Division](#)

N.B. Proof of licence requirements for Academic and Government product are identical to that of commercial entities; however, you must first ensure you are eligible as an Academic or Government entity. Visit: www.microsoft.com/licensing

4. Mischanneling - Software distributed under special licences that are then redistributed to others who do not qualify for these licences. For example, the sale of academic licences to a small business, or the sale of OEM software outside the terms of the licence.

5. Fake Licencing-Loose counterfeit EULAs (End User Licence Agreements) sold on their own as 'licences'. However, these are in fact worthless pieces of paper and invalid when sold on their own.

6. Internet Piracy - During the past few years, the sale of counterfeit software to unsuspecting consumers through Internet businesses and auction sites has multiplied and become a challenging problem for consumers, legitimate Internet businesses and the software industry. We would strongly recommend that when buying online you check the following :

Take note of the geographical address and phone number.

Obtain a clear returns policy.

You should also:

Keep records.

Beware of advertisements for liquidated inventories, bankruptcy sales or special deals with the software publisher.

Beware of bargain prices. If the price seems too good to be true, it probably is. If in doubt, call the software publisher. In relation to Microsoft software, call the Microsoft Anti-Piracy Hotline 0860 22 55 67.

Downgrade rights grant you the right to use prior versions of Microsoft software. Microsoft Volume Licensing programmes include specific downgrade rights through the agreement and the Product Use Rights (PUR). The chart below compares volume licensing downgrade rights with those acquired through Original Equipment Manufacturer (OEM) and Full Packaged Product (FPP) resources.

Downgrade Rights for Software Offered Through Select Licence, Open Licence, Open Value OEM, and FPP by Product Pool

Software Licence Agreement Type	Applications Software	Systems Software	Server Software
Select Licence, Open Licence Agreement and Open Value Agreement	Downgrade rights are granted with all applications software licences acquired through the Select Licence and Open Licence programmes.	Downgrade rights are granted with all systems software licences acquired through the Select Licence and Open Licence programmes.	Downgrade rights are granted with all server software licences acquired through the Select Licence and Open Licence programmes.
Licences Enrolled in Software Assurance (SA)	Downgrade rights are granted in connection with all applications software licences acquired through Full Package Product (FPP) and Original Equipment Manufacturer (OEM) upon enrolment in SA through the Select Licence or Open Licence programmes (i.e., once the user exercises such rights in connection with the user's Open/Select Licence). Note that the only OEM versions of applications software that will qualify for enrolment in SA are OEM versions of Office System 2003 suites and individual applications.	Downgrade rights are granted in connection with most systems software licences acquired through FPP and OEM upon enrolment in SA through the Select Licence or Open Licence programmes (i.e., once the user exercises such rights in connection with the user's Open/Select Licence).	Downgrade rights are granted in connection with all server software licences acquired through FPP and OEM upon enrolment in SA through the Select Licence or Open Licence programmes (i.e., once the user exercises such rights in connection with the user's Open/Select Licence).
OEM End User Licence Agreement (EULA)	Rights to OEM versions of applications software are granted in the OEM EULA. The OEM EULAs for OEM versions of applications software do not grant downgrade rights.	Rights to OEM versions of systems software are granted in the OEM EULA. The OEM EULAs for most OEM versions of systems software do not grant downgrade rights. The exception is that the OEM EULA for Microsoft Windows® XP Professional grants downgrade rights. See the full text of the OEM EULA for the specific downgrade rights.	Rights to server software are granted in the OEM EULA. The OEM EULAs for most OEM versions of server software do not grant downgrade rights. The exception is that the OEM EULAs for Microsoft Windows Server 2003 operating system products and for Microsoft Small Business Server 2003 Premium Edition grant downgrade rights. See the full text of the applicable OEM EULA for the specific downgrade rights.



Product activation

Product Activation technology is being included in several Microsoft products, including Microsoft Office XP and Windows XP. Products are licenced for use on a single PC. They cannot be installed on more than one PC without purchasing additional licences.

Which customers will be required to activate?

All customers who purchase retail full package products or a new PC from an original equipment manufacturer (OEM) will be required to activate the software. The software on a new PC from an OEM may be activated in the factory. Product activation will not be required for licences acquired by a customer through one of Microsoft's volume licencing programmes such as Open Licence or Select Licence. Volume licencing programmes can scale to even the smallest businesses as customers can qualify for the Microsoft Open Licence programme by acquiring as few as 5 product licences. More information is available at Microsoft's licencing Web site on: www.microsoft.com/licensing

Product Activation Fast Facts

Microsoft Product Activation is entirely software based and requires no hardware dongles, floppy diskettes or other external tools.

Microsoft Product Activation is for users to accomplish and for many users will only be required once for the life of the product (some users may have to activate again if they move the software from one PC to another or upgrade a significant number of components within their PC).

Activation is completely anonymous and requires no personally identifiable information from the end user.

Activation requires each instance of a product installation to be activated with Microsoft.

A unique product key is required for each installation.

Customers may activate the product via one of two methods:

Internet :

Microsoft servers process the activation and silently activate the product.

Telephone :

Customer service representatives process activations and exceptions who can be reached on :

0800 99 56 37 or **0860 22 55 67** who will transfer you.

Customers who acquire their licences through one of Microsoft's volume licencing programmes will not be required to activate those licences.

Mandatory Product Activation Data

The installation ID is unique to each product and comprises two components

Product ID :

Unique to the Product Key used during installation

Hardware hash :

Non unique representation of the PC

The country in which the product is being installed

Voluntary Product Registration Data

Name. Company name and address

Phone and e-mail



The Genuine Windows Advantage

Does it matter if your copy of Windows is genuine? Yes, if you want the confidence of knowing that your software is legitimate and fully supported. And only genuine Windows customers can receive product downloads, Windows updates and special offers.

Benefit of Genuine Windows:

- **Capabilities You Expect**
Your system will deliver the features, options, and performance you need to maximise your productivity and enjoyment.
- **Confidence and Peace of Mind**
Your software is authentic, properly licenced and supported by Microsoft or a trusted partner.
- **Ongoing Improvements**
You will get access to updates, enhancements, and innovations that help you protect and do more with your PC.

What are the advantages of Windows validation?

In addition to having the confidence that you are using a copy of Windows that is licenced and fully supported by Microsoft or a trusted partner, genuine Windows customers are eligible for the following benefits:

- Free downloads from the [Microsoft Download Centre](http://www.microsoft.com/genuine/downloads/WhyValidate.aspx?displaying=en) (<http://www.microsoft.com/genuine/downloads/WhyValidate.aspx?displaying=en>)
- Free updates for Windows from [Windows Update](http://www.microsoft.com/genuine/downloads/WhyValidate.aspx?displaying=en) (<http://www.microsoft.com/genuine/downloads/WhyValidate.aspx?displaying=en>)
- Special offers including free downloads, special promotions, and discounts. For more information see [Windows Genuine Advantage Special Offer](http://www.microsoft.com/genuine/downloads/WhyValidate.aspx?displaying=en) (<http://www.microsoft.com/genuine/downloads/WhyValidate.aspx?displaying=en>)

25

How can I tell if my copy of Windows is genuine?

To help you verify that you are using genuine Windows, Microsoft offers a quick and easy online process called **validation**.

Validation takes only a few moments, and enables Microsoft to create a match between your PC's hardware profile and your 25-character Product Key (located on the Certificate of Authenticity), which Microsoft stores and checks against future activation and validation attempts. We do this to ensure that your Product Key is not used by another person in a malicious manner, such as activating a counterfeit or non-genuine copy of Windows. Watch the [Windows validation online demo](http://www.microsoft.com/genuine/downloads/WhyValidate.aspx?displaying=en) (<http://www.microsoft.com/genuine/downloads/WhyValidate.aspx?displaying=en>)

Will I be asked to provide personal information during validation?

Microsoft values your privacy, and we do not collect any information, such as your name or email address, that can be used to identify you or contact you. For more information about the genuine Windows privacy policy, see [Private Statement](http://www.microsoft.com/genuine/downloads/WhyValidate.aspx?displaying=en) (<http://www.microsoft.com/genuine/downloads/WhyValidate.aspx?displaying=en>)

Want more information?

Learn more about the Windows validation process by watching the [online demo](http://www.microsoft.com/genuine/downloads/WhyValidate.aspx?displaying=en) (<http://www.microsoft.com/genuine/downloads/WhyValidate.aspx?displaying=en>). See the [Genuine Windows FAQ](http://www.microsoft.com/genuine/downloads/WhyValidate.aspx?displaying=en) (<http://www.microsoft.com/genuine/downloads/WhyValidate.aspx?displaying=en>) for more information about Windows Genuine Advantage, Windows validation, and more.

The Genuine Office Validation

Why validate your Office

Does it matter if your copy of Office is genuine? Yes, if you want the confidence of knowing that your software is legitimate and fully supported by Microsoft. With genuine Office, you will have access to all the latest features and updates.

Here are just a few of the benefits of genuine Office:

- **Confidence**
Using genuine Office software helps you stay up to date with the features, security enhancements, and support that keep your PC running as smoothly as possible, now and in the future.
- **Greater productivity**
Using genuine Office software increases home and work productivity by giving you better access to tools that help you organise, manage, and share information more effectively.
- **Continuous improvements**
New innovations and offerings reserved exclusively for genuine Office users help you keep pace with the latest technology and constantly expand and improve the capabilities of your PC.

26

How can I tell if my copy of Windows is genuine?

Microsoft offers the [Office Validation Assistant \(http://www.microsoft.com/genuine/downloads/WhyValidate.aspx?displaying=en\)](http://www.microsoft.com/genuine/downloads/WhyValidate.aspx?displaying=en), an quick and easy validation process that enables you to verify that your copy of Office is genuine. You may also use the [Genuine Comparison Guide \(http://www.microsoft.com/genuine/downloads/WhyValidate.aspx?displaying=en\)](http://www.microsoft.com/genuine/downloads/WhyValidate.aspx?displaying=en) to compare the special anti-counterfeiting features of your Office XP or Office 2003 installation CD and Certificate of Authenticity (COA) with those included with genuine Microsoft software.

Will I be asked to provide personal information during validation?

Microsoft values your privacy, and we do not collect any information, such as your name or email address, that can be used to identify you or contact you.

For more information about the Office Validation Assistant privacy policy, see the [Privacy Statement \(http://www.microsoft.com/genuine/downloads/WhyValidate.aspx?displaying=en\)](http://www.microsoft.com/genuine/downloads/WhyValidate.aspx?displaying=en).

Additional Information

Please see the [frequently asked questions \(http://www.microsoft.com/genuine/downloads/WhyValidate.aspx?displaying=en\)](http://www.microsoft.com/genuine/downloads/WhyValidate.aspx?displaying=en) page to learn more about genuine Office software and the validation process.

Quick reference guide

Call Centre: For telephonic assistance on Software Asset Management phone **0860 22 55 67** and ask for the Software Asset Management Help Desk

More on Software Asset Management
Visit: <http://www.microsoft.com/southafrica/sam>

For more on the SAM programme or a list of SAM Partners
Visit: <http://www.microsoft.com/southafrica/sam>

For more on the different licencing options and other useful licencing documents
Visit: <http://www.microsoft.com/licensing>

To download the Microsoft Software Inventory Analyser and other SAM tools
Visit: <http://www.microsoft.com/resources/sam/asp/indtool.aspx>

For help on verifying that your products are genuine
Visit: <http://www.microsoft.com/howtotell>

For more information on Software Assurance
Visit: <http://www.microsoft.com/licensing/programs/sa/default.mspx>

To request a consumption or usage report that details your Microsoft Volume Licences,
send an e-mail to : salman@microsoft.com

27

Selecting the right solution partner

Microsoft Gold Certified and Certified Partners are independent companies that can provide you with the highest levels of technical expertise, strategic thinking, and hands-on skills. These partners encompass a broad range of expertise and vendor affiliations and their real world perspective can help you prioritise and effectively deliver your technology solutions. Microsoft Gold Certified and Certified Partners have access to the people, tools, services and support they need to aid in delivering and supporting Microsoft software and solutions. To find a partner in your area, or to check whether your current service provider is a Microsoft Gold Certified or Certified Partner, visit the Microsoft Resource Directory at:
<http://directory.microsoft.com>

To receive the Microsoft Certificate of SAM implementation, please complete the Microsoft Software Asset Management Review Form located in the blue booklet, pages 17-20.

You can either post this to:

P O Box 5817
Rivonia
2128

or

Fax to: **(011) 361 7124** or e-mail this to: salman@microsoft.com

