



Take a bigger bite of the public sector market

with the NEW Open Licensing Programme for Government

www.microsoft.com/uk/partner/olpg

Microsoft®

The Opportunity

Sell Microsoft's products into 5-250 PC size Government or Healthcare organisations and benefit from substantial discounts on your Open Licensing with the Open Licensing Programme for Government (OLPG)

What do you gain?

- Access to:
 - \$177m addressable market
 - 8% growth rate over the next three years
 - 1.7m desktops in SMB public sector
 - Thousands of public sector entities to target
- A special, single tier price level to offer Government and Healthcare organisations
- A great opportunity to begin building new, or strengthen existing relationships that will last over the longer term
- A route to building the deal size and generating revenue through the provision of service and support
- Set up the sale quickly and simply along the same lines as Open Licensing for the commercial sector.

Who is Eligible?

Any eligible government entity can benefit from OLPG.

That means any contracting authority as defined by the Public Contracts Regulations 2006 or the Public Contracts (Scotland) Regulations 2006.

The organisation must be:

- Supranational
- National
- Regional/State
- Local/Municipal
- Healthcare
- Other government organisations.

And can they answer 'yes' to the following:

- Do the revenues/profits go solely to the state not private shareholders?
- Is the entity in question exempt from corporation tax?
- Is the entity financed more than 50% by the state (or does it derive less than 50% of its funding from commercial activities)?

In practice: government and healthcare organisations with between 5-250 PCs may include, but not limited to the following types of organisations:

- Health clinics
- Housing associations
- NHS dental practices
- National Boards
- Hospitals
- Local and Parish Councils
- Doctors' surgeries
- Development Agencies
- Records Office
- Research Councils

The following entities are expressly **not** considered eligible government entities:

- Any entities which benefit from Microsoft's educational discount
- Charitable organisations
- Regulated industries
- Utilities as defined in the Utilities Contracts Regulations 2006
- The BBC and its subsidiary companies
- Royal Mail Holdings plc and its operating companies and subsidiaries
- British Nuclear Fuels Limited and its subsidiary companies.



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Questions to ask Public Sector Customers

1. Do you sell into government or healthcare organisations with 5-250 users?
2. Do you currently sell Microsoft® into these organisations but as either Open Commercial, Full Packaged Product (FPP) or OEM?
3. Did you know your customers can benefit from discounted licensing if you purchase via the new Open Licensing Programme for Government?
4. Did you know that purchasing OPEN licence helps your customers to manage and administer their licensing in one transaction?
5. Did you know that purchasing OPEN Value helps your customers to spread their payments and to gain the advantages of Software Assurance so you can be sure your customers have access to the latest Microsoft software.

Questions to ask Existing Open Licensing Customers

1. Are you familiar with selling Microsoft's Open Licensing?
2. Do you want a share of a market that is growing at 8% over the next three years?
3. Are you aware that you can now approach public sector customer's for their Microsoft business?
4. Did you know that your customer may qualify for the OLPG discounts if they pass the eligibility criteria?

Where can you find out more?

For more information, visit:
www.microsoft.com/uk/partner/olpg

What's the right agreement type?

