



Reach

Microsoft Volume Licensing

Bell Micro recommends genuine
Microsoft® Software



Reach for success with Bell Micro and Microsoft

What is included?

Volume licensing offers companies of all sizes an easy way to manage and pay for multiple software licenses, but there are benefits for you too.

Decreased license costs can help increase your service revenue – when customers spend less on software licenses, a greater share of their IT budgets can be spent on larger deployments and additional services.

Volume licensing encourages customer engagements that can lead to long term relationships. Ongoing dialogue enables you to frequently connect with your customers; giving them a better experience and helping you become a trusted advisor.

It also enables you to learn more about your customer's business. The more you know the better service you can provide. You can also discover new opportunities for customer engagement.

Bell Micro's innovative online tool, Licence Desk on the Internet (LDi), simplifies the process of licence sales for resellers.

LDi assists resellers in overcoming the challenges faced in managing the variety of software licence products purchased by their end user customer. And it enables resellers lacking the necessary skills and resources to move into software licence sales.

LDi handles multi-vendor quotes/orders, has an 'always best price' saver wizard, offers unique end-user management tools and automatically handles order tracking and renewals.

To access LDi visit www.reachformicrosoft.com/how_licensing_ldi.htm
If you have not accessed LDi before, you will need to register for a new user account.

Programme Description	Partner Benefits/Impacts	Customer Benefits/Impacts
Open License (Open Business and Open Volume)		
<ul style="list-style-type: none"> • Can offer savings on estimated retail prices • Can be opened with any five licenses or one server processor license (Open Business) or 500 points in the applications, systems or server pool (Open Volume) • Additional orders may be for as few as one license • Uses Volume Licensing Product Keys for deploying 	<ul style="list-style-type: none"> • Most customers qualify • By setting pricing level for two-year term you can establish your company as the order source • Cross-sell Software Assurance • Simplifies software asset management for you and your customer • Simpler deployment, upgrading and patching 	<ul style="list-style-type: none"> • Instead of retail pricing, your customers can acquire licenses with discount • Two-year agreement establishes price level of additional acquisitions • Electronic license management simplifies compliance management • Quick and easy transaction with minimal paperwork • The SA for all licenses in any agreement ends when the agreement term ends
Open Value, Open Value with company-wide option, Open Value Subscription		
<ul style="list-style-type: none"> • The ability to spread payments annually • Open Value: any set of five licenses with Software Assurance • Open Value with company-wide option: reduced pricing for customers who have five or more PCs and want to standardise • Open Value Subscription: enhanced flexibility with non-perpetual licenses for customers who have five or more PCs and want to standardise 	<ul style="list-style-type: none"> • Generate recurring revenue by offering an annuity agreement to your customer • Facilitate customer software purchases by stretching their costs out over the three year agreement term, freeing up cash for other services and deployments • Offer customers more benefits than other Open programmes 	<ul style="list-style-type: none"> • Provides significant savings when covering all PCs with the full Microsoft platform • Help your customers maximise the value of their technology investments • Enable flexible payments that spread out your customer's licensing costs annually over three instalments • Includes all media for software ordered • Track licenses and transactions online

For more information visit www.reachformicrosoft.com or call your account manager



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Licensing Programme Facts

	Open License (Open Business and Open Volume)	Open Value	Open Value with company-wide option, Open Value Subscription
Customer Profile	Corporate customers with a need for as few as five licenses or one server license (Open Business) or at least 500 points in one of the product pools (Open Volume) Academic, charity and government customers with a need for as few as five licenses or one server license (Open Business) or at least 150 points in one of the product pools (Open Volume)	Organisations with as few as five desktops that want Software Assurance (SA) benefits and the flexibility to spread payments annually	Organisations with as few as five desktops that want Software Assurance (SA) benefits and the flexibility to spread payments annually
Licensing and Software Assurance options	<ul style="list-style-type: none"> License & Software Assurance (L&SA), SA only for renewal and eligible OEM and FPP licenses SA coverage is for two years or until the end of the term of the Open License Authorisation number, whichever ends first 	<ul style="list-style-type: none"> L&SA, SA renewal Renewal of SA coverage acquired through another Volume Licensing program qualifies for consolidation of SA in Open Value 	<ul style="list-style-type: none"> L&SA, L&SA renewal License buy out at end of agreement term turns non-perpetual into perpetual licenses Renewal of SA coverage through another licensing program qualifies for consolidation of SA in Open Value Company-Wide
Price levels and programme requirements	Open Business: 5 licenses or one server processor license minimum for initial acquisition. Open Volume: 500 points in applications, systems or server pool.	Minimum of 5 licenses (L&SA or SA only)	Minimum of 5 desktops. Choose between small business platform and Desktop Professional Platform, discount given for taking the complete platform plus an additional volume discount for customers who enrol 750 or more desktops into the initial agreement (for EMEA only)
Agreement terms/renewal options	Ability to acquire licenses under the same agreement for two years. May renew through a new agreement. Agreements are non-renewable	Three years, renewable for an additional three years	Three years, renewable for an additional three years. Open Value subscription has a License 'buy out' option
SA renewal option	Open License agreements are non-renewable. Customers may start a new open License Business Agreement with SA at any time	Renew agreement with SA for three years	Renew agreement with L&SA for three years
License/SA benefit tools	eOpen	MVLS	MVLS
Payment options	Up-front payment only	Annual payments or up-front payment	Annual payments or up-front payment
Media fulfilment	Media must be acquired separately	Microsoft provides media for the initial order and reorders of each software title	
Sales channel	Broad reseller channel		

For more information visit www.reachformicrosoft.com or call your account manager