



# LICENSE ADVISOR

Partner Sales Battlecard

## Enrollment for Application Platform

The Enrollment for Application Platform (EAP) is a flexible cost-effective licensing program for customers standardizing on the Microsoft Application Platform. With the EAP, customers get the latest Application Platform products across their organizations on new and existing deployments with lower up-front costs, and savings of up to 40 percent on new IT solutions. EAP is a Microsoft Enterprise Agreement (EA) enrollment for customers that want to simplify licensing, help reduce costs, and manage their core infrastructure more efficiently.

### WHY SHOULD A RESELLER CARE?

Partners have the opportunity to build incremental revenue and enhance customer relationships. Key benefits include:

- **Enhance customer relationship** by acting as a trusted advisor for software solutions and helping your customers save money.
- **Increase Software Assurance attach** by covering the customer's entire footprint on Software Assurance.
- **Incent Premium Edition deployment** with cost savings of up to 40% while continuing to drive more revenue per unit compared to Standard Edition.

### WHY SHOULD A CUSTOMER CARE?

In addition to the benefits customers receive through the Enterprise Agreement, they will also benefit from the following:

- **Standardization made affordable**
  - Low upfront costs to take advantage of the latest product innovations
  - Up to 40% savings on license costs for new deployments
- **Rapidly adopt the latest technology**
  - Help increase IT productivity with Unlimited Problem Resolution Support
  - Customers can deploy on their schedule with unlimited deployment rights for Application Platform products across their organization
- **Flexible purchasing model**
  - Licensing models that meets the customer's needs
  - Predictable costs with fixed payment for life of the term with 3-Year True up model

### HOW DOES EAP WORK?

THERE ARE FOUR STEPS:

#### 1 CUSTOMER NEEDS TO COVER THEIR ENTIRE FOOTPRINT (INSTALLED BASE) ON SOFTWARE ASSURANCE, FOR THE APPLICATION PLATFORM PRODUCTS INCLUDED

- This includes the licenses that the customer owns when they enter the program that did not have Software Assurance.
- For the licenses that did not have Software Assurance, the customer can defer the license cost as long as they remain in the program. This means they only pay for Software Assurance during the agreement term.

#### 3 DETERMINE WHAT LICENSES THE CUSTOMER NEEDS

- For new licenses, customers will need to purchase License and Software Assurance at the price savings (15% for Standard Edition and 40% on Premium Edition) and will have perpetual rights for these licenses.

#### 2 DETERMINE WHAT LICENSES THE CUSTOMER HAS ON THEIR INITIAL FOOTPRINT

- For licenses without Software Assurance, they need to buy Software Assurance only and get to defer the License, making it an affordable way to standardize on the latest technology. The customer will have temporary rights to the latest version as long as they remain in the program.
- For licenses with Software Assurance, customers will only need to renew their Software Assurance (when it expires). The customer will have perpetual rights with these licenses.

#### 4 THERE ARE TWO LICENSING MODELS AVAILABLE—1-YEAR TRUE-UP AND 3-YEAR TRUE-UP

- The 1-Year True Up is similar to the EA and allows the customer to true-up annually. This model allows for flexible growth and there is no commitment.
- With the 3-Year True Up, there is no counting and provides predictable costs over the 3-year term with unlimited usage. The customer commits to 20% growth per year with 35% on Premium Edition products.

### TARGET CUSTOMERS

EAP is ideal for customers who want to do the following:

- Standardize on the Application Platform products across their organization.
- Consolidate to fewer vendors.
- Lower maintenance costs and use or evaluate SQL Server or SharePoint Server.
- Customers using two or more Application Platform products.

# Enrollment for Application Platform

## TRIGGERS, REALITIES, AND RESPONSES

Conversation Starters	What You Hear	The Business Challenge	Your Response
"How effectively are you able to manage your IT costs?"	"We need the latest software – and budget predictability"	The cost of staying up to date with technology	"With EAP you get 100% Software Assurance coverage on your initial footprint. Software Assurance helps lower the costs associated with software acquisition while simplifying procurement and forecasting."
"How effective are your deployment methods?"	"We have a complex environment which makes deploying new software difficult"	Complex software deployments taking up too much resource	"Software Assurance Packaged Services help reduce cost and complexity of software deployment with expert planning and automation tools delivered by qualified partners."
"How are you getting the support you need to help keep the business up and running?"	"We really need to keep current on best IT practices and a cost effective way of getting support."	The difficulty of resolving business-critical issues quickly	"Software Assurance provides business-critical support with 24x7 Problem Resolution phone support, unlimited Web support during business hours, and TechNet chat and newsgroups."
"How well are you able to operate in a mixed-version environment?"	"It is a real drain on our resources while we are upgrading and migrating software."	Mixed-version environments requiring too much resource	"Software Assurance provides access to the latest software versions, together with tools to help with a smooth migration path to the latest hardware and the latest client Operating System."
"How many versions of SQL Server are you managing?"	"We are running several different versions in our organization."	Cost of standardizing is high	"Software Assurance provides access to the latest software and with EAP, standardization is made affordable through low upfront costs to take advantage of the latest product innovations."
"Have you considered SQL Server Premium Editions for your Application Platform?"	"We'd like to but have had to keep the costs down so haven't been able to consider them."	Upfront cost of Premium SKUs	"EAP helps accelerate deployment of the Application Platform products for mission critical applications through significant price savings on Premium Editions. EAP provides up to 40% savings on license costs for new deployments."

## COMMON OBJECTIONS

What You Hear	Your Response
Customer is not willing to make a growth commitment	If the customer is not willing to make a growth commitment, the alternative solution to position would be the 1 Year True Up Model
Customer is not willing to make an enterprise wide commitment	Position the advantages of standardization, including: <ul style="list-style-type: none"> <li>• Standardized platform and vendors.</li> <li>• Integration of siloed solutions and reduced complexity.</li> <li>• Simplified licensing and compliance rules.</li> <li>• Improved productivity with access to the latest technologies.</li> <li>• Simplified software management</li> <li>• Faster deployment</li> </ul>
Customer has too many non-SA covered licenses and the initial cost will be too high.	Talk the customer about their upgrade path for their old licenses and what the cost of that upgrade will be outside of EAP. Also sell them on the value of SA.
Customer doesn't see the value in SA	Push the value of SA with the upcoming SQL Server code-named "Denali" release and even SQL Server 2008 R2 provide fantastic functionality around BI and high availability. The EAP is the only program where customers can bring old licenses under SA and upgrade to the latest version of the software. Also, customers who spend \$250K a year on SA in their EAP qualify for unlimited problem resolution support, which is a fantastic benefit.

## LICENSING MODELS

### WHERE CAN I FIND MORE INFORMATION ON THE EAP AND THE APPLICATION PLATFORM?

- Additional information on the Enrollment for Application Platform is available at <https://partner.microsoft.com/global/40090265>.
- For more information on the Application Platform, visit <http://www.microsoft.com/applicationplatform/>.

### WHERE CAN I FIND ADDITIONAL INFORMATION ON SOFTWARE ASSURANCE?

Microsoft Software Assurance resources are available at <https://partner.microsoft.com/40012220>.

## ADDITIONAL INFORMATION

### WHERE CAN I FIND INFORMATION ON SQL SERVER 2008 R2 AND VISUAL STUDIO 2010?

- For information on the new product versions, visit <https://partner.microsoft.com/global/partner>.

## RECOMMENDING THE RIGHT AGREEMENT

### ARE RESOURCES AVAILABLE TO HELP ME CREATE AN EAP QUOTE?

Yes. LicenseWise is an online, self-service resource that can help you:

- Recommend Microsoft product and Volume Licensing solutions to your customers.
- Simplify customer quote creation so that you have more time to invest in your business.
- Build an EAP configuration: Generate a customer quote, determine the number of licenses granted when 1 or 3 year True-Ups are selected, create pricing proposals, compare EA to EAP, and more!

### WHERE CAN I FIND ADDITIONAL INFORMATION ON LICENSEWISE?

- For resources, materials, and to access LicenseWise visit <https://partner.microsoft.com/licensewise/>.