



# LICENSE ADVISOR

Partner Sales Battlecard

## Enrollment for Core Infrastructure

The Enrollment for Core Infrastructure (ECI) helps customers easily acquire the foundation for a protected, well-managed IT infrastructure. ECI offers a cost-efficient way to license the Windows Server operating system, and System Center server management together in a simple per-processor licensing model.

ECI is a Microsoft Enterprise Agreement (EA) enrollment for customers that want to simplify licensing, help reduce costs, and manage their core infrastructure more efficiently. Software Assurance (SA) is required on all licenses under enrollment and provides customers access to new products, support and an array of other benefits.

Choose the combination that suits a customer's virtualization needs and the workloads of their IT environment:

- Core Infrastructure Server Suite Datacenter supports an unlimited number of virtualized instances.
- Core Infrastructure Server Suite Standard supports two virtualized instance per processor.

### WHY SHOULD A RESELLER CARE?

- Enhance your Trusted Advisor relationship with customers by providing effective software solutions that help them save money and minimize compliance risks.
- Increase your customers' satisfaction by providing them with a well-managed infrastructure and simplified licensing.
- Drive sales efficiency and free up your customers' resources providing you with greater opportunity to cross-sell other services and software solutions.

### WHY SHOULD A CUSTOMER CARE?

With ECI, customers can manage their core infrastructure server investments from a single enrollment and benefit from:

- Simplified licensing: By licensing these suites per processor, customers can manage their licenses more easily, spend less time and effort ensuring that their data center is compliant, and upgrade easily as virtualization requirements increase.
- Lower costs: Save 20 percent off purchasing the product licenses individually.
- Greater flexibility: Choose any combination of suites and upgrade licenses to support growth in the IT environment.

### TARGET CUSTOMERS

ECI is best suited for customers who are running Windows Server for at least some portion of their server operations and are looking to simplify licensing and reduce product acquisition and administration costs.

ECI is also ideal for customers who:

- License a high volume of Windows Server: For customers already licensing Windows Server, use ECI to attach System Center to that deal. If a customer is licensing Windows Server regularly, they could also value ECI because it is intended for customers that consistently license core infrastructure technology.
- Are up for renewing their EA: If customers are at renewal with a large purchase of licenses for Windows Server, and even some System Center, ECI is a great way to ensure a protected, well-managed infrastructure at great cost savings.
- Have an at-risk EA: If a customer is not planning to renew SA on Windows Server, use ECI to provide customers with a new offer and save the EA renewal.
- Are considering re-deployments: Look for customers considering large purchases of Windows Server and System Center licenses, and use the ECI savings, and benefits available with SA, to upgrade them to the premium Datacenter offer.

### TRIGGERS, REALITIES, AND RESPONSES

Conversation Starters	What You Hear	The Business Challenge	Your Response
"How utilized are your servers today?"	"Our servers today are underutilized and inefficient."	Maximizing server efficiency	"Improve efficiency, flexibility, and costs with pooled infrastructure resources available with the Core Infrastructure Server Suites through ECI."
"Do you feel that you are getting a good deal on your licensing?"	"We would really like to save some money."	Difficulty deploying new technology because of tighter budgets	"With ECI, you can save 20 percent on licensing the Windows Server and System Center suite when compared to purchasing the product licenses individually."
"Are you looking for ways to quickly reduce costs in your datacenters?"	"We are spending too much on our datacenter and need to correct."	Controlling datacenter management costs	"ECI offers a discounted price when buying Windows Server and System Center licenses together. ECI customers buy the Core Infrastructure Suite (CIS) SKU, which pairs Windows Server and System Center licenses."
"How well are you able to deploy technology for new services within your business?"	"It can be difficult to deploy new solutions due to complex licensing."	Difficulties deploying new solutions due to licensing complexities	"ECI provides simplified licensing and allows you to select the suite right for your business. Choose either Standard or Datacenter Server Suite based on your virtualization needs, and use your included SA benefits to maximize your IT investment by getting help with planning, with deployment, and with training."
"Are you experiencing issues with managing your datacenter licensing?"	"Virtualization adds a layer of complication to our licensing."	Controlling virtualization licenses.	"By aligning the licensing for Windows Server and System Center management together into a simplified, processor-based licensing model, ECI helps you manage your licenses more easily and spend less time and effort when upgrading or adding licenses as your virtualization requirements change."

### COMMON OBJECTIONS

What You Hear	Your Response
"We already have Select Level A licensing."	"It is important to understand the value of purchasing products with Software Assurance, which is part of the ECI offer. These benefits include new version rights, deployment planning services, 24x7 Support Resolution, training vouchers, and spread payments. You can purchase ECI at a Select Level A price unless you have another enrollment, such as an Enterprise Agreement Enrollment for Desktops, which entitles you to a better pricing scheme, the same level used for ECI."
"We heard that Microsoft's solutions do not have the performance capabilities that VMware does."	"Hyper-V offers the highest levels of performance for virtualized workloads and enables you to aggressively consolidate your workloads without sacrificing performance. Hyper-V is successfully powering some of the largest infrastructures in the world."

# Enrollment for Core Infrastructure

## FEATURES COMPARISON

Standard	Datacenter
<b>Windows Server Standard</b>	<b>Windows Server Datacenter</b>
System Center 2012 Standard Supports up to 2 Operating System Environments (OSEs)	System Center 2012 Datacenter Supports unlimited Operating System Environments (OSEs)
System Center Standard includes: <ul style="list-style-type: none"><li>• Operations Manager</li><li>• Configuration Manager</li><li>• Data Protection Manager (DPM)</li><li>• Virtual Machine Manager (VMM)</li><li>• Service Manager</li><li>• Endpoint Protection</li><li>• Orchestrator</li><li>• App Controller</li></ul>	System Center Datacenter edition includes: <ul style="list-style-type: none"><li>• Operations Manager</li><li>• Configuration Manager</li><li>• Data Protection Manager (DPM)</li><li>• Virtual Machine Manager (VMM)</li><li>• Service Manager</li><li>• Endpoint Protection</li><li>• Orchestrator</li><li>• App Controller</li></ul>

## ENGAGEMENT STEPS

Identify whether the customer will meet minimum purchase requirements for the ECI. Customers who do not meet the 25 license minimum can purchase CIS SKUs individually and receive a 5% price advantage over purchasing the products individually.

- New ECI License: This situation is common when a customer does not own Windows Server licenses, or perhaps owns Windows Server licenses without SA.
  - Purchase Options - CIS Standard or Datacenter editions
  - Timing - At renewal, at mid-term, on new or expired agreement
- Migrating from a higher ECI edition: This situation is common when a customer has CIS Standard and wants to migrate to a higher edition.
  - Purchase Options - CIS Standard to CIS Datacenter Step-Up
  - Timing - Renewal or mid-term
- Renewal of SA Only: This situation is common when a customer has Windows Server with SA and System Center 2012 with SA
  - Purchase Options - Corresponding ECI SA-Only license (no migration to higher edition ECI suite)
  - Timing - Renewal only
- ECI CIS Standard customers can always step-up to CIS Datacenter.

## ELIGIBILITY AND REQUIREMENTS

ECI program requirements include the following:

- Minimum initial purchase: Initial purchase must be for 25 CIS suite licenses. Each license covers up to two physical processors. The customer can purchase any combination of the suites to meet the minimum purchase requirement.
- Annual true-up: Orders are consolidated annually to account for additional deployments during the year.
- Microsoft Software Assurance (SA). This is required on all licenses under the three-year enrollment.
- Windows Server Client Access Licenses (CALs): To access the Core Infrastructure Server Suites, customers must acquire Windows Server CALs for their employees. These can be acquired through the Enterprise, Select Plus, or existing Select Agreements as a stand-alone product, or through the Core CAL Suite or Enterprise CAL Suite.
- Two-processor minimums for Datacenter: Customers can only license Core Infrastructure Server Suite Datacenter on servers of two or more processors.

## RESOURCES

[www.microsoft.com/licensing](http://www.microsoft.com/licensing) - ECI Datasheet, ECI FAQs

[www.mspartner.microsoft.com](http://www.mspartner.microsoft.com)