LICENSE ADVISOR

Partner Sales Battlecard

Enrollment for Core Infrastructure

The Enrollment for Core Infrastructure (ECI) helps customers easily acquire the capabilities needed for a protected, well-managed information technology (IT) infrastructure, laying the foundation for the private cloud. ECI offers a cost-effective way to license the Windows Server® operating system, Microsoft System Center server management, and Microsoft Forefront® Endpoint Protection together in a simple per-processor license.

WHY SHOULD A RESELLER CARE?

- Earn more licensing revenue per server by attaching management, security, and Software Assurance, compared to selling Windows Server on its own.
- Enhance customer relationships by acting as a trusted advisor for software solutions and helping your customers save money while minimizing compliance risk.
- Increase customers' satisfaction by providing them with a well-managed infrastructure built properly from the beginning.
- Drive sales efficiency and a better customer experience by selling into the datacenter the way customers want to buy—providing licenses that help customers cover their datacenter servers easily, as opposed to licensing each core infrastructure server product individually, server by server.

WHY SHOULD A CUSTOMER CARE?

- **Simplified Licensing.** By licensing these suites per processor, customers can manage their licenses more easily, spend less time and effort ensuring that their datacenter is compliant, and upgrade easily as virtualization requirements increase.
- **Cost Savings.** Customers can manage and secure their servers at a compelling price point, saving 20 percent off purchasing the product licenses individually. The Core Infrastructure Server Suites provide server management and server security at only 10 to 34 percent more than the Windows Server standalone price.
- **Greater Flexibility.** Choose any combination of the three suites and upgrade licenses gradually to support the IT environment.

THINGS TO KNOW

1 SIMPLICITY
License the well-managed and protected datacenter together on a per-processor basis.

2 COST SAVINGS
Acquire a well-managed and protected datacenter at a low cost.

3 FLEXIBILITY
Choose the right scale and capabilities to meet IT needs as the IT environment changes.

TARGET CUSTOMERS

The audience for ECI comprises enterprise commercial and government organizations that:

- Are moving toward rationalized IT infrastructures in the Core Infrastructure Optimization model.
- Have an IT professional reviewing the long-term infrastructure needs for the organization.
- Have a procurement officer looking for ways to minimize the cost and complexity of deploying and managing IT infrastructure, such as a customer with expiring Microsoft Software Assurance for Volume Licensing for many Windows Server licenses who is looking to standardize the company's datacenter operations (what it buys) and procurement (how it buys).

TRIGGERS, REALITIES, AND RESPONSES

Conversation Starters	What You Hear	The Business Challenge	Your Response
"How are you currently managing your technology licensing?"	"We struggle a bit with managing our licensing."	"We would like to have an easier solution for managing our technology."	"By licensing these suites per processor, you can manage your licenses more easily and spend less time and effort ensuring that your datacenter is license-compliant."
"Do you feel that you are getting a good deal on your licensing?"	"We would really like to save some money."	"We are struggling to deploy new technology because of tighter budgets."	"With ECI, you can save 20 percent compared to purchasing the product licenses individually."
"How well are you able to deploy technology for new services within your business?"	"It can be difficult to deploy new solutions."	"We can't quickly deploy technology because the licensing process is too complicated."	"ECI allows you to select the combination and quantity of the three suites you need to meet the needs in your IT environment, and upgrade the licenses gradually to meet your organization's changing needs."
"How are you licensing your virtualization?"	"Virtual licensing adds a layer of complication."	"We are losing control of our virtualization licensing."	"With ECI, you'll benefit from a cost advantage as well as easier license management. By licensing these suites per processor, IT managers only need to remember "1–4–unlimited."

COMMON OBJECTIONS

What You Hear	Your Response
"Our Enterprise Agreement (EA) has already expired; we don't see the value."	"The Core Infrastructure Server Suites available on the ECI provide a powerful licensing solution if you have an expired EA. The Core Infrastructure Server Suites provide even more value—the opportunity to purchase Windows Server, as well as management and security, at a small incremental cost over purchasing Windows Server alone. Indeed, there may never have been a better time to get current!"
"We already have Select Level A licensing."	"It is important to understand the value of purchasing products with Software Assurance. This includes the value of Software Assurance benefits and future version rights. You can buy ECI at a Select Level A licensing price unless you have another enrollment, such as an Enterprise Agreement (Enrollment for Desktop), that entitles you to a better pricing scheme, in which case that would be the same level used for ECI."
"We are currently licensing VMware products."	"With the Core Infrastructure Server Suite Datacenter you can virtualize an unlimited number of operating systems. Since you may not fully understand the Windows Server operating system licensing requirements, ECI provides an easy way to right-license your physical and virtual IT environments."

Enrollment for Core Infrastructure

FEATURE COMPARISON

■ Feature Included ⊡ Improved ☑ New

Core Infrastructure Server Suite	Datacenter	Enterprise	Standard
Components Included	• 2+ Processors • Unlimited Virtualization	• 2 Processors • 2 Virtual Instances per Processor	• 1 Processor • 1 Virtual Instance
Windows Server Edition	Datacenter	Enterprise	Standard
Forefront Client Security and Consoles	■	■	■
System Center Server Edition	Server Management Suite Datacenter	Server Management Suite Enterprise	Standard Management Licenses
Operations Manager & Console	■	■	■
Configuration Manager & Console	■	■	■
Data Protection Manager & Console	■	■	■
Virtual Machine Manager & Console	■	■	
Service Manager & Console	■	■	
Opalis™ & Console	License Grant	License Grant	
AVIcode & Console	License Grant	License Grant	

PURCHASE SCENARIOS

	1-processor Servers	2-processor Servers	4+-processor Servers
Datacenter	N/A (2-processor minimum)	ECI Datacenter	ECI Datacenter
Enterprise	N/A (2-processor minimum)	ECI Enterprise	Best Pricing with Standalone
Standard	ECI Standard	Best Pricing with Standalone	Best Pricing with Standalone

1. Determine IT requirements.
2. Select the suites with the capabilities that meet those requirements.
   a. Upgrades to higher Core Infrastructure Sever Suites available during the ECI term.
3. Select the quantity of each suite needed to meet the scale required.
   a. Migrations and upgrades available for Windows Server Software Assurance customers at mid-term and renewal.
   b. Cost-effectiveness of Core Infrastructure Server Suite versus standalone can depend on the number of processors in a server.

ELIGIBILITY AND REQUIREMENTS

Eligibility:

- Current Enterprise Agreement
- 50-processor minimum

Requirements:

- Two-processor minimum required for Enterprise and Datacenter
- Core Infrastructure Server Suites are licensed per-processor
- Windows Server Client Access Licenses still required to access servers

MICROSOFT CONFIDENTIAL. Distribution Only to Partners Under Nondisclosure. Microsoft makes no warranties, express or implied.