



LICENSE ADVISOR

Partner Sales Battlecard

Microsoft Software Assurance for Volume Licensing

Microsoft Software Assurance for Volume Licensing includes services and tools to help customers improve workforce productivity, streamline deployments, and capture greater value from their Microsoft software. Customers can use Software Assurance (SA) benefits to help IT staff efficiently implement and manage Microsoft products with access to new software releases as they become available, advanced technologies, and extended use rights to deploy certain products using a private or public cloud infrastructure. SA benefits can also help improve end-user productivity with online training and Office home use licenses to help users enhance skills and accelerate familiarity and acceptance.

Microsoft Software Assurance for Volume Licensing is included in many Volume Licensing programs and is optional in others.

WHY SHOULD A RESELLER CARE?

Software Assurance (SA):

- Helps increase revenue through SA attach, Volume Licensing renewal rates, and helps shift revenue to a predictable annuity-based model.
- Helps increase margins by selling value beyond just licenses, and reducing the focus on price-only negotiations.
- Provides a springboard for partner business development beyond standard SA benefits to include, for example, application solutions, implementation, or extended support services.
- Enables long-term customer relationships, loyalty, and satisfaction by improving your Software Advisor status as you provide licensing knowledge and value to your customers.

WHY SHOULD A CUSTOMER CARE?

Software Assurance:

- Provides access to new software versions as soon as they are available.
- Streamlines software deployments on-premises, in the cloud, or in hybrid environments, with access to technical expertise through planning services, 24x7 support, and other resources.
- Supports Virtual Desktop Infrastructure (VDI) and Bring Your Own Device (BYOD) scenarios with Windows To Go functionality, Virtual Desktop Access (VDA) use rights, optional Windows Companion Subscription Licenses (CSLs), Enterprise Sideloads of Windows 8 apps, and device management tools (MDOP).
- Provides training and support for IT staff without impacting budget.
- Helps employees gain skills with online training and the latest version of Microsoft Office to use at home.
- Eases budget planning and provides a cost-effective way to manage and support Microsoft Volume Licensing purchases.

ENGAGEMENT TIPS

1 Introduce SA early in the conversation

Start the conversation about SA early, positioning it to your customers as part of a complete solution that helps employees be more productive, ensures smooth deployments with flexible upgrade options, and provides a cost-effective way for them to manage and support their technology investments.

2 Become the customer's benefits administrator

Customers who activate and use their SA benefits renew their agreements at higher rates, providing an excellent opportunity for you to become their benefits administrator and enhance your role as trusted advisor.

3 Increase your services revenue

SA includes services delivered through partners like you. In addition to the Microsoft solution services you offer outside of SA, you can offer your customers planning services.

TARGET CUSTOMERS

SA provides value for customers of all sizes. Make sure to highlight the benefits that make sense for your customer's particular organization based on their size and the type of business they conduct.

- Small businesses are typically focused most on value for money and simplicity. Adding SA to Open License or Open Value should involve highlighting the availability of new product versions, training, and support.
- Midmarket customers are typically focused on uptime and efficiency. SA can help address these through deployment planning services, training, support, and licensing flexibility to help them take advantage of low-cost private or public cloud computing options.
- Lead with Select Plus with SA as the best licensing solution for the majority of midmarket customers, where an Enterprise Agreement does not meet the customer's needs.
- Enterprise sales have a longer sales cycle with a more complex decision process and deeper customer involvement. Enterprises have the resources to research a proposal and perform a thorough cost/benefit analysis. They are more likely to have a high level of interest in a specific aspect of SA beyond the core benefits of new versions, deployment planning, training, and support. SA benefits that have increased relevance to enterprises include Windows 8 Enterprise, Microsoft Desktop Optimization Pack (MDOP), deployment planning, and licensing flexibility to accommodate highly virtualized environments, hybrid and cloud product deployment, or BYOD scenarios.
- Lead with Enterprise Agreement, with SA as an integral part of the agreement.

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 as well as budget predictability"	The cost of staying up-to-date with technology	"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 that makes deploying new software difficult."	The resource requirements of complex software deployments	"Software Assurance Deployment Planning Services helps reduce the cost and complexity of software deployments with expert planning and automation tools delivered by qualified partners."
"What is your strategy for training IT staff, developers and users?"	"We really do need to build the skills of our technical staff and increase end user productivity."	Controlling the expense of training staff	"Software Assurance Training Vouchers and eLearning are available for both IT staff and end-users to learn new technology."
"How are you getting the support you need to help keep the business up and running?"	"We really need to keep current on IT best practices and a cost-effective way of getting support."	The difficulty of resolving business- critical issues quickly	"Software Assurance provides access to technical expertise through planning services, 24x7 support, and other resources."
"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."	The excessive resources required to maintain mixed-version environments	"Software Assurance provides access to the latest software versions, together with tools to help deliver a smooth migration path to the latest hardware, cloud services, and client operating systems."
How do you retain qualified employees and keep their skills on par with the technologies you've deployed?	"I can't always just offer more money. I need to include non-monetary benefits that have perceived value."	Retaining qualified employees	"Software Assurance helps employees gain skills with online training and the latest version of Microsoft Office to use at home."

Microsoft Software Assurance for Volume Licensing

COMMON OBJECTIONS

What You Hear	Your Response
"What's the value of Software Assurance if I don't plan to upgrade?"	"Software Assurance is about more than rights to version upgrades. It helps customers get the most out of their Microsoft Volume Licensing purchases with benefits such as 24x7 support, deployment planning services, end user and technical training, unique technologies, licensing options, and valuable use rights—all in one cost-effective program."
"I don't have budget allocated for Software Assurance. What are my options?"	"Software Assurance offers a Spread Payments benefit that translates to a first-year calculation at one-third of the total cost and is less than the cost of a new license. Microsoft financing for hardware, software, and partner services is also available."
"Why should I purchase Software Assurance instead of just purchasing new licenses when I need them?"	"Software Assurance is about more than rights to version upgrades. It helps customers get the most out of their Microsoft Volume Licensing purchases with benefits such as 24x7 support, deployment planning services, end user and technical training, advanced technologies, licensing options, and valuable use rights—all in one cost-effective program."
"I already have Microsoft Services Premier support so why do I need Software Assurance?"	"Software Assurance provides many valuable benefits in addition to support. You'll also receive deployment planning services, user and technical training, and the latest software releases and advanced technologies."
"I already acquired Windows with my PCs, so why do I need Software Assurance?"	"Windows 8 Enterprise is offered exclusively to Software Assurance customers. Windows 8 Enterprise edition includes all the capabilities of Windows 8 Pro, plus premium features designed to meet the mobility, productivity, security, manageability, and virtualization needs of today's businesses."
"Will I have access to the new benefits if I already have Software Assurance?"	"Yes. Software Assurance customers can begin using the benefits when they become available."
"If I acquire Software Assurance today, will I be able to take advantage of the New Version Rights benefit and get the next versions of Windows and Office?"	"With Software Assurance, you receive all product updates and new releases leading up to a major product release. In addition, you will be able to take advantage of the Software Assurance benefits that help your organization during the software lifecycle and its phases."

OPERATIONAL NOTES

Full Packaged Product (FPP) or OEM licenses can be enrolled in Software Assurance within 90 days of purchase. Details vary by product. Please consult the current Microsoft Product List for full details.

SOFTWARE ASSURANCE BENEFITS BY AGREEMENT

Software Assurance is an optional purchase with Open License Agreement, Select* and Select Plus Agreement and is included in all other agreements: The following chart provides an entitlement summary of Software Assurance Benefits for commercial and government offerings.

	Benefit	Open License	Open Value Non Company-Wide	Open Value Company-Wide and Subscription	Select/Select Plus	Select/Select Plus SAM	Enterprise Agreement/ Subscription	
	Typical Size (# of devices)	5-250	5-250	5-250	> 250	> 250	> 250	
	Software Assurance	Optional	Included	Included	Optional	Included	Included	
New Products	New Product Versions	✓	✓	✓	✓	✓	✓	
	Step-Up Licensing Availability		✓	✓	✓	✓	✓	
	Microsoft Desktop Optimization Pack		✓	✓	✓	✓	✓	
	Windows 8 Enterprise Edition	✓	✓	✓	✓	✓	✓	
	Planning Services		✓	✓		✓	✓	
Deployment	License Mobility Through Software Assurance	✓	✓	✓	✓	✓	✓	
	Windows Virtual Desktop Access Rights	✓	✓	✓	✓	✓	✓	
	Windows Companion Subscription License				✓	✓	✓	
	Windows RT Companion VDA Rights	✓	✓	✓	✓	✓	✓	
	Windows To Go Use Rights	✓	✓	✓	✓	✓	✓	
	Windows Roaming Use Rights	✓	✓	✓	✓	✓	✓	
	Windows Thin PC	✓	✓	✓	✓	✓	✓	
	Office Roaming Use Rights	✓	✓	✓	✓	✓	✓	
	Enterprise Sideload of Windows 8 Apps				✓	✓	✓	
	Microsoft Office Multi-Language Pack	✓	✓	✓	✓	✓	✓	
	Training Vouchers		✓	✓		✓	✓	
	Specialized Support	E-Learning	✓	✓	✓	✓	✓	✓
		Home Use Program	✓	✓	✓	✓	✓	✓
		Extended Hotfix Support	✓	✓	✓	✓	✓	✓
		24x7 Problem Resolution Support	✓	✓	✓	✓	✓	✓
Cold Backups for Disaster Recovery		✓	✓	✓	✓	✓	✓	
Enterprise Source Licensing Program						✓	✓	
Spread Payments			✓	✓	✓	✓	✓	

*As of July 2011, Microsoft no longer sells new Select License Agreements.