

# Microsoft Partner Network

## Product Usage Guide to Software and Cloud Services Benefits

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## Introduction to the Product Usage Guide

This guide is for Microsoft Action Pack subscribers and competency partners. It is intended to provide you with an overview of the software and cloud services benefits through the program. Specific usage guidelines are provided to you for each product if the Microsoft Partner Network benefit differs than the terms of use outlined for other channels.

## How to Access Your Benefits

Your program administrator is able to manage privileges through the Partner Membership Center and grant access to individuals to have the ability to perform the following:

Privilege Name	What does it allow?
Software Download	Ability to download software from the partner digital download site.
View Keys	View product keys and tokens for cloud services at the partner digital download site.
View License Statement	View the organization's software and cloud services license grants at the partner digital download site.
MSDN Subscriptions	Access MSDN subscription benefits (including Visual Studio).

Individuals with assigned privileges can refer to the [End-User Guide](#) to learn how to access the above benefits. If you require access privileges to one or more of the above functions, please see your Program Administrator. If you are a Program Administrator, you may refer to the [Program Administrator Guide](#) to learn how to assign privileges.

## Overview of Software and Cloud Services Licenses

Software and cloud services licensing benefits provided by the Microsoft Partner Network enable you to learn about Microsoft software and services, develop and support solutions on Microsoft platforms, and promote and sell Microsoft software and services. Partners have the power of choice to mix and match on-premises software and cloud services licenses for internal use.

You have the choice to deploy your program license grants as an on-premises only, online only, or an on-premises and online combination solution for the following products and online services:

- Microsoft Office 365 or on-premises Microsoft Office clients (Office Professional Plus, Exchange CALs, Lync CALs, and SharePoint CALs).
- Microsoft Dynamics CRM Online or Microsoft Dynamics CRM Server.
- Windows Intune or on-premises Microsoft System Center clients (Configuration Manager Client Management Licenses and Endpoint Protection).

Partners may receive access to volume license (VL) product software and cloud services as a program benefit, but partners do not receive all the benefits of VL programs such as downgrade rights and Software Assurance benefits. For specific terms of use and details regarding the activation of each on-

premises software and cloud service, refer to the individual product section.

The intent of the Microsoft Partner Network is to showcase the latest Microsoft software technology. **Licenses granted to partners are for the latest released versions of Microsoft software only. Licenses do not provide downgrade rights.** Refer to the [software update table](#) for a complete list of retired products and grace periods. You have 12 months from the effective date to upgrade internal-use software to newer versions.

The program grants software and cloud services licenses for internal business needs, customer demonstrations, and internal training purposes:

- Internal use licenses are for use in a production environment for general internal business purposes and not for any type of commercial purpose. For example, installing the Windows Server operating system and Microsoft Exchange Server to set up an email system that you can use to send business-related email is acceptable. However, production use for external commercial purposes, such as hosting a commercial website, is outside the scope of these rights.
- Customer demonstration licenses can be used for demonstration purposes only by partners. Sales and marketing employees of the organization can use this software to showcase products to your customers, but demonstration products cannot be installed on customer hardware or infrastructure and must be used with partner supervision.
- Internal-training licenses can be used for training internal employees only. These licenses cannot be used for customer training or for any commercial purpose.
- MSDN subscriptions allow designated employees of your organization to use the available software for the design, development, testing, and demonstration phases of application development.

Licenses granted to partners cannot be used for:

- Direct revenue-generating activities such as hosting a customer's applications or development of custom solutions for a specific client
- Employee personal use at home
- Installation at a customer site
- Customer training (except for partners holding a Learning competency)
- Resold or transferred to any third party.

Your organization is responsible for tracking the consumption of software and cloud services license entitlement. If your organization is selected for a compliance audit, your organization is responsible for presenting records regarding the active, program licenses used by the organization and compliance to the terms of use. If you have questions regarding how your organization tracks consumption of license entitlements, please check with your program administrator.

## License Maximums

License entitlements are defined per organization. Partners with multiple office locations may enroll in the network with each location as a single organization, as a headquarters with multiple locations, or as

a combination of the two. If these locations or organizations are part of the same company conducting the same business (for example, developing and selling the same products and services), the Microsoft Partner Network will view these locations as a single partner entity for the purposes of license grants and maximum grant limits.

For Microsoft Action Pack, only one subscription per qualifying country may be purchased.

For competency partners, there are maximum limits per organization at both the country and worldwide level for internal-use software, cloud services, and MSDN subscription licenses. These limits define the maximum licenses you can have, regardless of the number of licenses earned through the combination of core benefits, competency benefits, and Additional Benefit Toolkits for qualifying locations. These maximums cover all products and services per partner organization.

Maximums are five times the initial grant for each product or service within a single country, and 15 times the initial grant worldwide. License maximums apply to program granted licenses only, not purchased licenses. If an organization has a combination of silver and gold competencies, the maximum cap is based on the highest competency earned for the country or organization for the worldwide max cap. For country and worldwide maximum details by product and online service, refer to the [competency license table](#).

## Sharing of Licenses

Your organization can share licenses across your headquarters and associated locations. Note the following guidelines regarding the sharing of licenses:

- Action Pack subscribers may share licenses within the subscribing country, but may not share licenses across countries.
- Competency partners may share licenses only within the organization that earns these licenses—between the headquarters location and any of its associated locations. These locations must be associated with the headquarters location in the Partner Membership Center to be eligible for this benefit. Partners cannot share licenses across separate organizations. Competency partners may share licenses across countries, but the total number of licenses used within a partner organization cannot exceed per country and/or worldwide maximum license caps. For example, if the maximum license grant is 500 licenses for a certain product, and a partner has earned a total of 300 licenses in country X and 400 licenses in country Y for that product, the partner cannot use all 700 licenses earned within a single country. A maximum of 500 licenses can be used in country X or country Y. Hence, the partner could choose to assign 500 licenses to country X and 200 licenses to country Y. This same principle applies to the worldwide maximum license grant per partner organization. Refer to the [License Maximums](#) section for specific details.

## License Entitlement

Individuals who have been granted privileges to view the license statement on the [partner digital download site](#) have the ability to view the license entitlement of your organization. To learn how to use the license statement, refer to the [End-User Program Guide](#). Your program administrator should ensure the people responsible for tracking the consumption of software and cloud services benefits for your organization has access to the view the license statement. If you do not have access to the license statement, please see your program administrator for access privileges. If you are a Program Administrator, you may refer to the [Program Administrator Guide](#) to learn how to assign privileges.

If your organization requires more licenses than your current license entitlement, refer to Appendix B of this guide for options available to you for obtaining additional licenses. Product specific options available to you for obtaining additional licenses are also noted in the product section.

### License Statement

Your license statement reflects the individual licenses for the on-premises product and online services, but by policy the internal-use of your on-premises licenses decrement from your online services licenses and vice-versa. Country and worldwide license maximums apply. Please refer to the product specific usage guidelines for complete details.

Your organization's license statement may not be reflected accurately if you are a competency partner that has more than one qualifying location.

- The license statement currently displays licenses based on the headquarters competency level and competencies inherited for locations that have an Additional Benefit Toolkit. Based on the Additional Benefit Toolkit purchased (gold or silver) by the location, the location will be entitled to one core set of software and cloud services benefits along with incremental benefits associated to the competencies earned by that location. You may refer to the [competency partner license table](#) to determine your license benefits for Additional Benefit Toolkits. If you need assistance, please contact your Regional Support Center.
- The license statement does not reflect worldwide maximums for internal-use licenses and MSDN subscriptions. [Worldwide maximums](#) are 15 times your initial benefit.

## Product Keys and Tokens

Some products and cloud services require a product key for installation and/or activation. Product keys for cloud services may also be referred to as tokens. Both product keys and tokens have a unique series of 25 characters consisting of five sets of five alphanumeric characters; this is also referred to as the "5X5 product key". Keys are issued per organization and not per end-user of the organization.

Not all product and cloud services licenses require product keys for installation or activation. Many product keys issued to you are Multiple Activation Keys (MAKs) which mean the product key has a finite number of installation, activations, or seats.

Key Management Service (KMS) keys are limited to Microsoft Volume Licensing customers and are not issued through the Microsoft Partner Network. There are no exceptions to this policy. If your organization has access to a KMS key through a Volume Licensing agreement, you can use your KMS

keys for licenses granted through the Microsoft Partner Network. You can use any combination of methods and keys that you have acquired through various Microsoft programs to activate machines, depending on your business and infrastructure needs, as long as the systems are properly licensed and appropriate use rights are applied.

Product keys are issued per organization and not per location or per end-user. The product keys issued to your organization will enable most organizations to utilize the licenses granted to you through your subscription or program. If you are not able to install or activate a product, ensure the software and product keys are compatible. For instance, the Office client application software posted on MSDN will not work with the product key issued to you on the [partner digital download site](#). Refer to the specific product section in this guide for complete details regarding installation and activation and software and key compatibility. If after validating the software and key compatibility and the specific product installation and action notes, you are unable to install or activate a product or service, please contact your [Regional Service Center](#) for assistance.

**Quick Tip:** If a product key is required for installation or activation, select “View” to access the product key. If a product key is not required, you will see “Not Required” noted in the Product Key column. Please note if there is no software or product key required for a license, you will not see the product listed in the “Product Download and Keys” menu. For example, Windows Server Client Access Licenses (CALs) are required for user and devices to access the server directly or indirectly, but there is no software or product key associated to the Windows Server CALs thus it is not in the product list. Please refer to the License Statement for complete details of the licenses earned by your organization.

## On-premises Software Installation and Activation

If a product requires a product key for installation, the end-user will be prompted to enter a product key during the installation process.

Although some products require the entry of a product key during the installation process, not all products require product activation. Product activation is required for Windows server and client operating systems and all Microsoft Office client applications.

Consumption behavior of activations on a product key differs between Action Pack subscribers and competency partners:

For Action Pack subscribers, the product key activation behavior is based on scenario:

- If the software is installed on a new machine, one product activation is consumed against the product key.
- If the software is installed on the same machine with no significant hardware changes, product activation is not consumed against the product key.
- If the software is installed on the same machine with no significant hardware changes, product activation is consumed against the product key.

For competency partners, each time a machine is activated, one of the product activations for that particular product key is consumed. This includes situations in which the same machine is reimaged and activated. For this reason, the number of licenses your organization is entitled to and the number of activations it has been assigned are not the same.

You should not activate learning, development lab, and demonstration computers that are frequently reimaged. Instead, for these computers, you should use the initial grace periods combined with the rearm functionality. For specific details, refer to the [Partner Volume Activation Guide](#).

## Cloud Services Activation

Tokens are issued for Microsoft Office 365 (O365), Microsoft Dynamics CRM Online, and Windows Intune. These tokens may be obtained on the [partner digital download site](#) by selecting “Microsoft Online Services”. You may have multiple tokens for each online service. The O365 and CRM Online tokens are redeemed on the [O365 Key Redemption Portal](#) and the Windows Intune tokens are redeemed on the [Windows Intune Key Redemption Portal](#).

When you enter your tokens into one of the Key Redemption Portals, you will be given an option to either add more seats or extend your subscription. **To be compliant with the Microsoft Partner Network terms of use, you must select to add more seats. Your organization will not be compliant, if you select to extend your subscription.** Each token may only be activated one-time. Once a token has been activated for seats on a tenant, those seats may not be moved to another tenant.

Your cloud services entitlement terminates at the conclusion of your subscription/program enrollment year. **You may continue to have access to your cloud services benefits past your program enrollment end date, but you will no longer have use rights through the program.** During the program year, your organizations will be issued additional tokens as you qualify for more seats.

Each year when your organization renews your subscription or re-enrolls into the subscription/program with a competency, a new set of tokens will be issued based on your organization’s entitlement at the time of re-enrollment. You will be required to enter these new tokens on the Key Redemption Portals each program year to avoid a lapse in your cloud services. If you do not re-enroll into the program, you must purchase the cloud services through the Volume License channel.

For specific terms of use and details regarding the activation of each cloud service, refer to the individual section for the product.

## Microsoft Organization Account

A Microsoft Organization Account (also referred to as a Microsoft Account for Organizations) is specific to accessing Microsoft Cloud services for your organization. The first time your organization signs up for a Microsoft cloud service such as Microsoft Azure Active Directory, Microsoft Office 365, Windows Intune, or sign-up for Microsoft Azure as an organization, you are prompted to provide details about your organization and your organization’s Internet domain name registration. This process will create an Organization Account. Once you have signed up for your first service, Microsoft recommends you continue using the same tenant administrator account associated with your organization that you received during initial signing up.

## Microsoft Online Services Partner Features

As a partner, you have the capability to create and send trial invitations and purchase offers to prospective customers, and manage your customers’ accounts using delegated administration. Your partner features benefits can be added to your current Office 365, Windows Intune, or Microsoft Dynamics CRM Online account. After an account is created, you will be able to add subscriptions, such as IUR software, to your account.

To activate partner features benefits, you must meet the following requirements:

- Be an active member of the Microsoft Partner Network
- Opt in to the [Microsoft Online Services Partner Agreement](#) (Exhibit C of the Microsoft Partner Network Agreement).

To learn more about the partner features, refer to the [Partner Feature Guide](#). You may activate your partner features from the [partner digital download site](#).

## Product Usage Guidelines

The following sections will provide you with detailed instructions, terms of use, and policies that are relevant to specific Microsoft products or cloud services offered to you through the program.

### Operating Systems

#### Windows 8 and Windows 8.1

Action Pack subscribers are granted licenses for the Pro edition. Competency partners are granted licenses for the Enterprise edition. The Windows client licenses granted through the Microsoft Partner Network are upgrade licenses only. To apply these usage licenses to computers within your environment, each of the computers must have a preexisting, qualifying<sup>1</sup> operating system license (that is, a license for Windows XP Professional, Windows Vista Business, Windows 7 Professional, or Windows 8 Pro). Partners with an OEM competency are granted incremental full licenses which can be used on machines without a current Windows operating system installed—refer to your license statement or the [competency license table](#) for grant details.

Product keys issued to you are MAKs and have a finite number of activations. Refer to the [Software Installation and Activation](#) section for detailed information about activation consumption.

For Action Pack subscribers, if the client is connected to the internet at the time of installation, Windows Pro will automatically be activated upon entry of the product key.

For competency partners, Windows Enterprise software installs automatically as KMS clients. You will not be prompted for a product key during installation. To activate the client with your Microsoft Partner Network issued product key, you must convert the KMS client to a MAK activation client by one of the following methods:

- Change product key option: Computer Properties, View details in Windows Activation, Activate, Activate with a new key.
- Using cscript (slmgr.vbs -IPK) , Windows Management Instrumentation (WMI) scripts, or the Volume Activation Management Tool (VAMT).

You should not activate learning, development lab, and demonstration computers that are frequently reimaged. Instead, for these computers, you should use the initial grace periods combined with the rearm functionality. For specific details, refer to the [Partner Volume Activation Guide](#).

Partners do not receive the following SA benefits associated to the Windows 8 and 8.1 Pro and/or Enterprise editions:

- Client Hyper-V: Client Hyper-V is the same computer virtualization technology that was previously available in Windows Server. In Windows 8 and 8.1 Pro, the technology is now built

into the non-server version of Windows, often called the “desktop” version because it does not run on server-class hardware. A similar functionality in Windows 7 is called Windows XP Mode.

- Windows Virtual Desktop Access (VDA) Rights with the exception of partners who have earned either the Devices and Deployment or Management and Virtualization competency. Refer to your license statement or the [competency license table](#) for grant details. Windows VDA Rights enable users to access virtual instances of Windows in a variety of user scenarios. Your organization will need to purchase the required VDA licenses from the VL channel to support your business needs.
- Windows To Go: Windows To Go is a fully manageable corporate desktop running Windows 8 Enterprise edition on a bootable USB stick.
- Roaming Use Rights: Roaming Use Rights allow the primary user of any licensed device to access a virtual instance of Windows running in the datacenter (VDI) or Windows To Go from non-corporate devices such as personally owned or hotel business center PCs while away from the office.
- Windows RT Companion VDA: Windows RT Companion VDA Rights allow the primary user of a licensed device rights to access a corporate desktop through a VDI from a corporate-owned companion Windows RT device.

To comply with certain laws in various countries, Microsoft produces editions of Windows with removed or added functionality. These editions are intended for use in specific geographic areas, and you may use them or find them in use at customer sites within affected countries.

<sup>1</sup>Home editions are not considered a qualified operating system and are not eligible for a Windows 8 or 8.1 Enterprise upgrade license through the Microsoft Partner Network. The software licenses provided are for your organization’s internal installation only, and cannot be installed on any other computer outside your organization on either a permanent or a temporary basis. The product keys and the software bits provisioned through this program will allow for a clean or custom install of the software, thus providing the opportunity to customize the installation to suit your needs.

### Windows Embedded 8 and 8.1 (all editions)

Action Pack subscribers are granted licenses for Windows Embedded 8 and 8.1 editions. Partners with select competencies also receive license grants for Windows Embedded 8 and 8.1 editions—refer to your license statement or the [competency license table](#) for specific grant details.

All editions of Windows Embedded are not for internal use. You are only licensed to use this product in compliance with the terms of the Microsoft Partner Network Agreement and the terms of the license agreement packaged with or otherwise applicable to this product.

A product key is required for all editions. For details regarding installation and activation, refer to the following resources:

- [Product Keys and Activation \(Standard 8\)](#)
- [Product keys and activation \(Industry 8.1\)](#)

**This product may not be used as a general purpose computing device (such as a personal computer) or a multi-functional server or a commercially-viable substitute for one of these systems. ANY OTHER**

INSTALLATION OF THIS SOFTWARE IS IN VIOLATION OF YOUR AGREEMENT AND APPLICABLE COPYRIGHT LAW.

### Microsoft SQL Server 2014

Action Pack subscribers are granted licenses for SQL Server 2014 Standard. The Standard edition is licensed under the server+CAL model. Product keys are required for installation of SQL Server 2014 Standard. The CALs can be used in either per user or device mode.

Competency partners are granted licenses for SQL Server 2014 Enterprise. The Enterprise edition is licensed under the per core model. All license grant information in the program license tables and the license statement are reflective of individual cores and not core packs of two in which they are sold to customers. Unlike the server+CAL licensing model, the per core model allows access for an unlimited number of users or devices to connect from either inside or outside the organization's firewall. With the per core model, you do not need additional client access licenses (CALs) to access the SQL Server software. Competency partners are also granted demo use rights to SQL Server 2014 Standard to enable partners to conduct customer demonstrations on laptop machines running Windows client OS.

The number of core licenses needed depends on whether you are licensing the physical server or individual virtual operating system environments (OSEs). When running SQL Server in a physical OSE, all physical cores on the server must be licensed. All virtual cores (v-cores) supporting virtual OSEs that are running instances of SQL Server 2014 software must be licensed. To license individual VMs using the per core model, core licenses are required for each v-core (or virtual processor, virtual CPU, virtual thread) allocated to the VM. For licensing purposes, a v-core maps to a hardware thread. Note there is a minimum of four core licenses required for each physical processor on a physical server or VM.

Program use rights do not provide partners with SA specific benefits associated to SQL Server 2014 such as unlimited virtual machines (VM) rights, License Mobility, etc. For additional details regarding SQL Server 2014 licensing or virtualization, refer to the following resources:

- [SQL Server 2014 Datasheet](#)
- [What's New in SQL Server 2014](#)
- [SQL Server 2014 Licensing Datasheet](#)

### Windows Server 2012 R2 (Standard and Datacenter editions)

As a core benefit, both Action Pack subscribers and competency partners are granted licenses for Windows Server 2012 R2 Standard. Partners with select competencies also receive license grants for Windows Server 2012 R2 Datacenter—refer to your license statement or the [competency license table](#) for specific grant details. Both editions are licensed under the processor+CAL model. The editions are differentiated by virtualization rights only (two OSEs for Standard and unlimited OSEs for Datacenter). A single license covers up to two physical processors.

Product keys issued to you are MAKs and have a finite number of activations. Refer to the [Software Installation and Activation](#) section for detailed information about activation consumption.

For Action Pack subscribers, if the system is connected to the internet at the time of installation, Windows Server will automatically be activated upon entry of the product key.

For competency partners, Windows Server software installs automatically as KMS. You will not be prompted for a product key during installation. To activate, you will need to perform the following:

1. Select “Activate Windows” option in System Properties. (Setting -> Server Info -> System Properties-> Click on the “Activate Windows” link)
2. Enter your product key. If the system is connected to the internet, Windows Server will be activated upon entry of the product key.

You should not activate learning, development lab, and demonstration computers that are frequently reimaged. Instead, for these computers, you should use the initial grace periods combined with the rearm functionality. For specific details, refer to the [Partner Volume Activation Guide](#).

Windows Server Standard and Datacenter editions require Windows Server CALs for every user or device accessing a server. Both Action Pack subscribers and competency partners are granted Windows Server CALs which can be used either in user or device mode.

Additive CALs are required for some additional or advanced. These are CALs that you need in addition to the Windows Server CAL to access functionality, such as Remote Desktop Services (RDS) or Active Directory Rights Management Services (AD RMS):

- RDS<sup>1</sup> CALs are granted to both Action Pack subscribers and competency partners. RDS CALs are not edition specific. The CALs can be used in either user or device mode. Product keys are required and can be accessed on the [partner digital download site](#). If you are a competency partner who has earned a competency which entitles you to incremental Windows Server 2012 RDS CALs, you will receive those product keys in your competency welcome kit when you re-enroll into the program. If you have purchased an Additional Benefit Toolkit for a qualifying location and require additional RDS CAL product keys, please contact your local [Regional Service Center](#) for assistance.
- AD RMS CALs are granted to competency partners. Every user or device that creates or views rights-protected information through Rights Management Services requires an AD RMS CAL. The CALs can be used in either user or device mode.

<sup>1</sup>Microsoft licensing policies for Windows Server Remote Desktop Services (including the components that are included in Windows Server 2008, Windows Server 2008 R2, Windows Server 2012, and Windows Server 2012 R2) require that, in addition to a Windows Server CAL, you must acquire a Windows Server 2012 RDS CAL for each user or device that (i) directly or indirectly accesses any of the RDS functionality, and/or (ii) directly or indirectly accesses the server software to interact with a graphical user interface (GUI) using RDS functionality or any other third-party technology.

For additional details regarding Windows Server 2012 R2 licensing or virtualization, refer to the following resources:

- [Windows Server 2012 R2 Licensing Guide](#)
- [Windows Server 2012 R2 Licensing Datasheet](#)
- [Windows Server 2012 R2 Remote Desktop Services Licensing Datasheet](#)

## Windows Server 2012 R2 Essentials

Both Action Pack subscribers and competency partners are granted licenses for Windows Server 2012 R2 Essentials. One license covers a single server with up to two processors. Essentials does not require CALs, but is limited to 25 user accounts. A product key is required.

For additional product information, refer to [Window Server 2012 R2 Essentials Datasheet](#).

## Windows Server 2012 R2 Foundation

Action Pack subscribers are granted one license for Windows Server 2012 R2 Foundation. Partners with select competencies also receive license grants for Windows Server 2012 R2 Foundation—refer to your license statement or the [competency license table](#) for specific grant details. One license covers a single server with one processor. Foundation does not require CALs, but is limited to 15 user accounts. A product key is required. Note Foundation is available for sale as OEM only.

## Windows Storage Server 2012 R2

Action Pack subscribers are granted one license for Windows Storage Server 2012 R2 Workgroup. . Partners with select competencies also receive license grants for Windows Storage Server 2012 R2 Workgroup and Windows Storage Server 2012 R2 Standard —refer to your license statement or the [competency license table](#) for specific grant details. Product key is required.

For additional product information, refer to the [Windows Storage Server Overview](#).

## Windows MultiPoint Server 2012 Premium

Both Action Pack subscribers and competency partners are granted licenses for Windows MultiPoint Server 2012 Premium. Windows MultiPoint Server is licensed under the server+CAL model. The CALs can be used in either user or device mode. Product key is required.

After installation, the MultiPoint Manager (MPM) will display a warning when the number of stations/sessions exceeds the number of Client Access Licenses (CALs) that have been entered into MPM and you will need to perform the following:

1. From the home tab of the MPM, select the “Add client access licenses” task from “Selected Items Tasks” menu on the right.
2. An “Add Client Access Licenses” window will appear. Select “Other volume licensing program” and select “Next”.
3. In the next window, enter “2644675” as the value in the “Agreement/enrollment number” field:
  - a. If you are an Action Pack subscriber, enter “10” as the value in the “Number of Windows MultiPoint Server CALs field, and select “Next”.
  - b. If you are a competency partner, enter “20” as the value in the “Number of Windows MultiPoint Server CALs field, and select “Next”.

## Productivity

### Microsoft Office Professional Plus 2013

Action Pack subscribers and competency partners are granted licenses for Office Professional Plus 2013 which includes Word, Excel, PowerPoint, Outlook, OneNote, Publisher, Access, and Lync. Office Professional Plus 2013 is licensed per device. A license is required for each physical device running or accessing the application. Product key is required.

For Action Pack subscribers, the software and keys issued to you are not compatible for operating Office 2013 in a Remote Desktop Services (RDS) environment. Using Office 2013 in a Remote Desktop Services (RDS) environment is not supported. If you require this functionality, the application needs to be purchased from the appropriate Volume Licensing program.

Partners do not receive all the Volume Licensing benefits associated with Office Professional Plus:

- Action Pack subscribers do not have access to Office Web Apps, Office Multi-Language Pack, and Remote Use Rights such as Remote Desktop Services (RDS). These benefits are available to competency partners.
- Both Action Pack subscribers and competency partners *do not* receive the following benefits: downgrade rights, Office Home & Student 2013 RT for commercial use, Roaming Use Rights, use of Office installed on a USB drive with Windows To Go, and Home Use Programs.

### **Product Activation of Office Client Applications (Office Professional Plus, Project, Visio)**

Product keys issued to you are MAKs and have a finite number of activations. Refer to the [Software Installation and Activation](#) section for detailed information about activation consumption.

For Action Pack subscribers, if the client is connected to the internet at the time of installation, the Office client application will automatically be activated upon entry of the product key.

For competency partners, Office client application software installs automatically as KMS clients. You will not be prompted for a product key during installation. To activate the client with your Microsoft Partner Network issued product key, you must convert the KMS client to a MAK activation client by one of the following methods:

- Change product key option: File tab, and then clicking Account
- Using cscript: opspv.vbs or the Volume Activation Management Tool (VAMT)

You should not activate learning, development lab, and demonstration computers that are frequently reimaged. Instead, for these computers, you should use the initial grace periods combined with the rearm functionality. For specific details, refer to the [Partner Volume Activation Guide](#).

### **Microsoft Project Professional 2013**

Action Pack subscribers and competency partners are granted licenses for Project Professional 2013. A license is required for each physical device running or accessing the application. Licenses granted through the program do not include a Project Server CAL—this is an SA benefit. Product key is required. For activation details, refer to the above details for [Product Activation of Office Client Applications](#).

For Action Pack subscribers, the software and keys issued to you are not compatible for operating Office 2013 in a Remote Desktop Services (RDS) environment. Using Office 2013 in a Remote Desktop Services (RDS) environment is not supported. If you require this functionality, the application needs to be purchased from the appropriate Volume Licensing program.

## Microsoft Visio Professional 2013

Action Pack subscribers and competency partners are granted licenses for Visio Professional 2013. A license is required for each physical device running or accessing the application. Product key is required. For activation details, refer to the above details for [Product Activation of Office Client Applications](#).

For Action Pack subscribers, the software and keys issued to you are not compatible for operating Office 2013 in a Remote Desktop Services (RDS) environment. Using Office 2013 in a Remote Desktop Services (RDS) environment is not supported. If you require this functionality, the application needs to be purchased from the appropriate Volume Licensing program.

## MapPoint 2013 North America Maps or Microsoft MapPoint 2013 European Maps

Action Pack subscribers are granted one license for MapPoint 2013. Partners with select competencies also receive license grants for MapPoint 2013—refer to your license statement or the [competency license table](#) for specific grant details.

MapPoint 2013 delivers mapping and location technology that helps business users to visualize, analyze, and communicate data. MapPoint contains all of the features and functionality of Streets & Trips as well as demographic data, thematic mapping, territory management, and developer programmability.

MapPoint has a COM interface and ActiveX control, so developers can customize it or create standalone applications focused on fleet management, crime analysis, healthcare, or any other vertical that needs a location-based solution. Additionally, MapPoint enables easy integration with access points from Office applications that open basic functions such as data mapping and address find. MapPoint offers enhanced GPS functionality including voice directions for driver guidance, map rotation, intelligent zooming and bread-crumbs; trails. For additional information, please visit <http://www.microsoft.com/mappoint>.

Microsoft MapPoint may not be distributed and used in Argentina, Armenia, Azerbaijan, China, Cuba, Cyprus, Guyana, India, Iran, Israel, Japan, Korea (South and North), Morocco, Myanmar (Burma), Palestinian Areas (West Bank/Gaza), Pakistan, Russia, Serbia, Sudan, Syria, Taiwan, Turkey or Venezuela.

## Microsoft Exchange Server 2013

Exchange Server 2013 is licensed under the server+CAL model. CAL is required for each user or device that accesses the server software. There are two types of CALs for Exchange, both of which work with either edition of the server:

- Standard: designed to help users be more productive from virtually any platform, browser, or mobile device, with new features in Exchange Server 2013 that help manage communications overload and lower helpdesk costs. To enable Standard CAL features for a user, the user must be licensed with the Standard CAL.
- Enterprise: designed to allow organizations to reduce the cost and complexity of meeting compliance requirements with new integrated archiving functionality and information protection capabilities, while also helping you cut costs by replacing legacy voice mail systems with Unified Messaging. The Enterprise CAL is an add-on to the Standard CAL—to enable Enterprise CAL features, the user must be licensed with one Standard CAL plus one Enterprise CAL.

Action Pack subscribers are granted licenses for Exchange Server 2013 Standard with Standard CALs. Product key is required for the server. The CALs granted in the program may be used in either user or device mode.

Competency partners are granted licenses for Exchange Server 2013 Enterprise with Standard plus Enterprise CALs. Product key is required for the server. The CALs granted in the program may be used in either user or device mode. The program grants for Enterprise CALs are without services and does not include [Exchange Online Protection](#) (anti-malware and anti-spam services), plus cloud DLP in Office 365. You may purchase [Exchange Online Protection](#) as a standalone plan. DLP services in Office 365 are not available as a standalone plan.

### Microsoft Lync Server 2013

Lync Server 2013 is licensed in a single edition for all deployment types. Lync Server 2013 on-premises is licensed in the server+CAL model. There are three CALs for Lync:

- Lync Server 2013 Standard CAL is the base CAL and required for all authenticated internal users accessing Lync Server functions. The Lync Server 2013 Standard CAL offers instant messaging and rich presence (IM/P) features. It provides users with real-time presence and enhanced IM along with PC-to-PC audio and video communications, as well as authenticated attendee experience for internal Lync Meetings.
- Lync Server 2013 Enterprise CAL is supplemental to the Standard CAL. The Lync Server 2013 Enterprise CAL offers Lync Meetings, including Audio, Video, and Web conferencing features. It provides users the ability to create, moderate, and join conferences for collaboration with both internal and external users.
- Lync Server 2013 Plus CAL is supplemental to the Standard CAL. The Lync Server 2013 Plus CAL offers enterprise voice capabilities that can enhance or replace traditional PBX systems. These capabilities include common calling features such as answer, forward, transfer, hold, divert, release, and park, along with Enhanced 9-1-1 calling for North America, support for analog devices and a broad range of both IP and USB user devices.

Action Pack subscribers are granted licenses for Lync Server 2013 with Standard CALs. Product key is required for the server. The CALs granted in the program may be used in either user or device mode.

Competency partners are granted licenses for Lync Server 2013 with Standard, Enterprise, and Plus CALs. Product key is required for the server. The CALs granted in the program may be used in either user or device mode.

For additional product and licensing information, refer to the [Lync Licensing and Pricing Guide](#).

### Microsoft SharePoint Server 2013

SharePoint Server 2013 is licensed in a single edition for all deployment types. SharePoint Server 2013 on-premises is licensed under the server+CAL model. SharePoint Server 2013 is required for each running instance of the software, and CALs are required for each person or device accessing a SharePoint Server. Product key is required for the server. The CALs granted in the program may be used in either user or device mode. There are two SharePoint Server CALs:

- SharePoint Standard CAL. The Standard CAL delivers the core capabilities of SharePoint:
  - Sites: A Single Infrastructure for All Your Business Web Sites

- Communities: An Integrated Collaboration Platform
- Content: ECM for the Masses
- Search: People & expertise search, visual previews, visual best bets
- SharePoint Enterprise CAL is additive to the Standard CAL. To access the Enterprise features of SharePoint, a person/device must have both the SharePoint Standard CAL and the SharePoint Enterprise CAL. The Enterprise CAL delivers the full capabilities of SharePoint:
  - Sites: A Single Infrastructure for All Your Business Web Sites
  - Communities: An Integrated Collaboration Platform
  - Content: ECM for the Masses
  - Search: Standard search features plus entity extraction, video search, item recommendations
  - Business Solutions (includes Access Services and InfoPath Services)
  - Business Intelligence for Everyone (includes Power View, PerformancePoint Services, Excel Services, and Visio Services)

### Microsoft Project Server 2013

Competency partners are granted licenses for Project Server 2013. Project Server 2013 is licensed under the server+CAL model. The CALs granted in the program may be used in either user or device mode. Product key is required for the server.

### Office 365 (O365)

O365 is subscription-based, per-user licensing. The O365 Enterprise E3 includes access to Office applications plus other productivity services that are enabled over the Internet (cloud services), such as Lync web conferencing and Exchange Online hosted email for business. Access to Yammer Enterprise is included in O365 (E3).

As a core benefit, Action Pack subscribers and competency partners have the flexibility of using O365 (E3) subscriptions or on-premises Office client licenses (Office Pro Plus, Exchange CALs, Lync CALs, and SharePoint CALs). You have the choice to deploy your program license grants as an on-premises only, online only, or an on-premises and online combination solution. Your internal-use of online services decrement from your on-premises licenses and vice-versa. Your combined license usage for Office on-premises client licenses and O365 may not exceed your program license entitlement. Country and worldwide license maximums apply.

For example gold competency partners are granted a choice of 100 O365 (E3) seats or 100 Office Professional Plus licenses and Office server CALs for Exchange, Lync, and SharePoint, you may choose to deploy 80 seats of Office 365, and utilize 20 on-premises license for Office Professional Plus licenses and CALs for accessing Exchange Server, Lync Server, and SharePoint Server. You will maintain your Office server licenses even if you elect to use only your online O365 seats—the server licenses may be used for demonstration, internal employee training, or additional CALs you purchase.

Competency partner may experience O365 (E4) features which include Enterprise Voice capability by using the O365 (E3) license grants along with on-premises licenses for Lync Server 2013 and Plus CALs.

**Activating O365** (Ensure you are compliant with the use terms outlined in the above [Cloud Services Activation](#) section)

1. Log into the [partner digital download site](#).
2. Navigate to Online Services and “view” under “product key” to display your tokens for O365.
3. Select the link to the [Key Redemption Portal](#) (bottom of page).
4. Enter keys and select "add more seats" when prompted. Do not select "extend subscription".
5. If you have an existing Microsoft Organization Account, log in with your credentials. If you do not have an existing Microsoft Organization Account, refer to the above [Microsoft Organization Account](#) section.
6. Refer to the Appendix A for supporting screenshot on how to create your account and assign your seats.

Please note O365 benefits are only available to partners in geographies where O365 is available. For all other geographies, these benefits will not be applicable until O365 is available in those geographies. Refer to [Microsoft Online Services International Availability](#) for details.

#### **Partners in China:**

If you are a partner residing in China, you will not be able to activate your Office 365 tokens using the key redemption portal. To obtain your Office 365 licenses, your organization will need to activate Partner Features and then contact your Regional Service Center to have your Office 365 license entitlement added to your tenant. Please note to activate your Partner Features, you must have an active MOSPA. If you currently receive Office 365 from Cloud Essentials or Cloud Accelerate, you will need to contact your local Regional Service Center to access your license entitlement for the program year. We will be implementing additional benefits for competency partners residing in China for Office 365 operated by 21Vianet. Partners will receive additional details in an upcoming newsletter or email.

## **Business Solutions**

### **Microsoft Dynamics CRM 2013**

**Action Pack subscribers** are granted a license for Microsoft Dynamics CRM Workgroup Server 2013. Microsoft Dynamics CRM Workgroup Server 2013 offers the same rich feature set as Microsoft Dynamics CRM Server 2013, but includes and supports a *maximum of five users*. Product key is required.

Additionally, Action Pack subscribers may qualify for five user subscription licenses for Microsoft Dynamics CRM Online by meeting the following requirements:

- Active Certified Software Advisor agreement. (Find more details through the [Microsoft Dynamics Certified Software Advisor Fee Overview](#))
- One deal<sup>1</sup> of Microsoft Dynamics CRM Online in the previous 12 months **OR**
- Sales<sup>1</sup> of 50 or more seats of Office 365 in the previous 12 months.

<sup>1</sup>Qualifying sales are based on the products listed in the Online Incentives Guide.

For Microsoft Dynamics CRM Online, every internal user who will access the service requires a User Subscription License (USL). USLs are assigned on a “named user” basis, meaning each user requires a separate USL; USLs cannot be shared. With the program entitlement for CRM Online, you are able to experience the same feature functionality as the Professional USL. CRM Online seats granted to you through the program do not include non-prod instances or additional storage. Please note CRM Online benefits are only available to partners in geographies where Microsoft Dynamics CRM Online is

available. For all other geographies, these benefits will not be applicable until Microsoft Dynamics Online is available in those geographies. Refer to the [Microsoft Dynamics CRM Online Licensing and Pricing Guide](#) for availability by geography.

**Competency partners** are granted licenses for Microsoft Dynamics CRM 2013. You have the choice to deploy your program license grants as an on-premises only, online only, or an on-premises and online combination solution:

- For on-premises deployment Microsoft Dynamics CRM 2013 is licensed under the server/CAL model. You license the Microsoft Dynamics CRM 2013 solution functionality running on the server(s) through Microsoft Dynamics CRM Server 2013 Server License(s), and access to the Microsoft Dynamics CRM 2013 solution functionality by internal users or devices through CALs. The CALs granted to you through the program enable you the same feature functionality as the Microsoft Dynamics CRM 2013 Professional CALs. Access by external (third party) users is included with the Server License. Product key is required for the server license.
- As an online service, every internal user who will access the Microsoft Dynamics CRM Online service requires a User Subscription License (USL). USLs are assigned on a “named user” basis, meaning each user requires a separate USL; USLs cannot be shared. With the program entitlement for CRM Online, you are able to experience the same feature functionality as the Professional USL. CRM Online seats granted to you through the program do not include non-prod instances or additional storage. Please note CRM Online benefits are only available to partners in geographies where Microsoft Dynamics CRM Online is available. For all other geographies, these benefits will not be applicable until Microsoft Dynamics Online is available in those geographies. Refer to the [Microsoft Dynamics CRM Online Licensing and Pricing Guide](#) for availability by geography.
- You may elect to mix and match your Microsoft Dynamics CRM licenses grants for on-premises and online usage. Your internal-use of CRM Online USLs decrements from your on-premises Dynamics CRM CALs and vice-versa. Your total on-premises and online license usage may not exceed your program license entitlement for Microsoft Dynamics CRM. For instance, if you are a gold competency partner, you will receive 60 license grants as a core benefit, you may elect to use 20 seats of Microsoft Dynamics CRM Online and 40 Dynamics CRM CALs with Microsoft Dynamics CRM Server 2013 server license for on-premises. You have the flexibility to mix and match any combination of the 60 licenses between on-premises and online. The Dynamics CRM CALs and the associated use rights align to the USL for Microsoft Dynamics CRM Online. You will maintain your CRM server license even if you elect to use only your online seats—the server licenses may be used for demonstration, internal employee training, or additional Dynamics CRM CALs you purchase.

**Activating Microsoft Dynamics CRM Online** (*Ensure you are compliant with the use terms outlined in the above [Cloud Services Activation](#) section*)

1. If you do not have an existing tenant from Cloud Essentials, Cloud Accelerate, or through your core benefit as a competency partner, proceed to step #2. If you have an existing tenant from one of these programs, validate your tenant has moved. Refer to the [Cloud Transition Guide](#) for complete details. **IMPORTANT:** DO NOT REDEEM YOUR CRM ONLINE PRODUCT KEYS UNTIL YOUR TENANT HAS BEEN MIGRATED TO THE ONLINE SERVICES DELIVERY PLATFORM (OSDP). IF

YOU REDEEM YOUR KEY BEFORE YOUR TENANT IS MOVED, YOU WILL BE REQUIRED TO MANUALLY MIGRATE).

2. Log into the [partner digital download site](#).
3. Navigate to Online Services and “view” under “product key” to display your tokens for Microsoft Dynamics CRM Online.
4. Select the link to the [Key Redemption Portal](#) (bottom of page).
5. Enter keys and select "add more seats" when prompted. Do not select "extend subscription".
6. If you have an existing Microsoft Organization Account, log in with your credentials. If you do not have an existing Microsoft Organization Account, refer to the above [Microsoft Organization Account](#) section.
7. Refer to the Appendix A for supporting screenshot on how to create your tenant and assign your seats.

### **Activating Microsoft Dynamics CRM Online Non-Production Instances (CRM competency partners only)**

Follow steps #2-#6 above for Activating Microsoft Dynamics CRM Online, but in step #3, you will want to view your Microsoft Dynamics CRM Online (non-production) tokens.

If you have an existing tenant from Cloud Essentials, Cloud Accelerate, or through your core benefit as a competency partner, validate your tenant has moved. Refer to the [Cloud Transition Guide](#) for complete details. **IMPORTANT:** DO NOT REDEEM YOUR TOKENS FOR CRM ONLINE NON-PRODUCTION INSTANCES UNTIL YOUR TENANT HAS BEEN MIGRATED TO THE ONLINE SERVICES DELIVERY PLATFORM (OSDP. IF YOU REDEEM YOUR KEY BEFORE YOUR TENANT IS MOVED, YOU WILL BE REQUIRED TO MANUALLY MIGRATE).

### **Additional Partner Benefits**

- **DISCOUNT OFFER:** purchase additional seats for US\$45 per seat per month up to a maximum of 100 seats worldwide. CRM Online seats purchased at the discounted rate do not include non-prod instances or additional storage. [Submit your request](#) for Microsoft Dynamics CRM Online Professional seats. Note: Once you receive this offer you can add licenses in increments of your choosing at any time without submitting a new request. Refer to Appendix A for supporting screenshots on purchasing additional seats.
- **ADD-ONS:** If you need to purchase add-ons such as additional non-production instances and storage which do not already come with your benefits as described in the benefits table above. [Submit your request](#) for Microsoft Dynamics CRM Online Professional seats. Note: You do not need to sign up to purchase add-ons if you have purchased the partner discounted \$45 per seat licenses. Refer to Appendix A for supporting screenshots on purchasing non-production instances or additional storage.

For additional details regarding Microsoft Dynamics CRM 2013, refer to the following resources:

- [Microsoft Dynamics CRM 2013 On-Premises Pricing and Licensing Quick Reference Guide](#)
- [Microsoft Dynamics CRM 2013 On-Premises Licensing and Pricing Guide](#)
- [Microsoft Dynamics CRM 2013 Online Pricing and Licensing Quick Reference Guide](#)
- [Microsoft Dynamics CRM Online Licensing and Pricing Guide](#)

## Microsoft Dynamics AX, Microsoft Dynamics GP, Microsoft Dynamics NAV, Microsoft Dynamics SL

Partners who have the Application Development, Customer Relationship Management, and/or Enterprise Resource Planning competencies receive license grants for Microsoft Dynamics ERP solutions—refer to your license statement or the [competency license table](#) for specific grant details. Each competency entitles the qualifying location to one set of internal use licenses for one Microsoft Dynamics ERP solution of choice. Only one solution may be chosen per competency per qualifying location. The total number of ERP licenses (regardless of solution chosen) across the organization may not exceed the country and worldwide maximums. To receive access to these license grants, you must complete the Microsoft Dynamics ERP Internal Use Software Request [Form](#).

With the exception of Microsoft Dynamics AX 2012, the program grants concurrent, full user CALs which are not specific to individual persons or devices and there is no license-based limitation on how many individuals or devices can share a concurrent user license. For Microsoft Dynamics AX 2012 R2, grants are for Enterprise CALs.

If you do not maintain your competency which grants Microsoft Dynamics ERP licenses, you are required to transfer from a partner to a customer account for any additional ERP user licenses purchased to compliment the Microsoft Dynamics ERP internal-use software license grant. The license transfer will be made on a no-charge basis. Only additional user licenses purchased under the Microsoft Dynamics ERP Not for Resale (NFR) Internal-use programs (Solution Provider Agreement (SPA) and ERP competency holders) can be transferred. Partners will be required to set up a customer account to complete the conversion process. Conversion conditions:

- Business Ready Enhancement Plan (BREP) will be charged.
- Required ERP product server modules must be purchased as part of this transaction.

The additional user licenses will be added to the customer account created by the partner. To request additional user license conversions, contact your local [Regional Service Center](#).

For additional product and licensing details, refer to the following resources:

- [Microsoft Dynamics AX 2012 R2 Licensing Guide](#)
- [Microsoft Dynamics NAV 2013 and GP 2013 Licensing Guide](#)
- [Microsoft Dynamics SL Licensing and Deployment Guide](#)

## Management

### System Center 2012 R2 (Standard and Datacenter)

As a core benefit, both Action Pack subscribers and competency partners are granted licenses for System Center 2012 R2 Standard. Partners with select competencies also receive license grants for System Center 2012 R2 Datacenter—refer to the [competency license table](#) for specific grant details. The only differentiation between the editions is the number of Operating System Environments (OSEs) that you can manage per license. Standard Edition allows the management of up to two OSEs per license. Datacenter Edition allows the management of an unlimited number of OSEs per license. Both editions are licensed under the processor+CAL model. A single license covers up to two physical processors for server management. Each server management license includes the following components: Operations Manager, Configuration Manager, Data Protection Manager, Service Manager, Virtual Machine

Manager, Endpoint Protection, Orchestrator, App Controller. Product key(s) are required. No additional licenses are needed SQL Server technology.

Client Management Licenses (MLs) are required for managed devices that run non-server OSEs. Client MLs are available on a per-OSE or per-user basis. You receive license grants of each of the three System Center 2012 R2 Client ML offerings:

- **Configuration Manager Client ML** includes the Configuration Manager and Virtual Machine Manager components.
- **Endpoint Protection Subscription** includes the Endpoint Protection component.
- **Client Management Suite Client ML** includes the Service Manager, Operations Manager, Data Protection Manager, and Orchestrator components.

Your program license grants do not entitle you the License Mobility benefits that are specific to SA customers. Your organization may elect to mix and match your System Center 2012 Client MLs along with seats of Windows Intune for and

For additional details regarding System Center 2012 R2, refer to the following resources:

- [System Center 2012 R2 Licensing Datasheet](#)
- [System Center 2012 R2 Licensing Guide](#)

## Windows Intune

Windows Intune is subscription-based, per-user licensing. As a core benefit, Action Pack subscribers and competency partners have the flexibility of using Windows Intune or the System Center clients (Configuration Manager Client ML and Endpoint Protection). You have the choice to deploy your program license grants as an on-premises only, online only, or an on-premises and online combination solution. Your internal-use of online services decrement from your on-premises licenses and vice-versa. If you elect to mix and match your on-premises license grants for System Center Configuration Manager Client Management Licenses and Endpoint Protection and Windows Intune, your combined license usage for System Center on-premises clients and Windows Intune may not exceed your program license entitlement. Country and worldwide license maximums apply.

**Activating your Windows Intune benefits with tokens** (*Ensure you are compliant with the use terms outlined in the above [Cloud Services Activation](#) section*)

1. Log into the [partner digital download site](#).
2. Navigate to Online Services and “view” under “product key” to display your tokens for Windows Intune.
3. Select the link to the [Windows Intune Key Redemption Portal](#) (bottom of page).
4. Enter keys and select "add more seats" when prompted. Do not select "extend subscription".
5. If you have an existing Microsoft Organization Account, log in with your credentials. If you do not have an existing Microsoft Organization Account, refer to the above [Microsoft Organization Account](#) section.

Please note Windows Intune benefits are only available to partners in geographies where Windows Intune is available. For all other geographies, these benefits will not be applicable until Windows Intune is available in those geographies. Refer to [Microsoft Online Services International Availability](#) for details.

## Microsoft Azure

As a core benefit, Action Pack subscribers and competency partners receive a Microsoft Azure US\$100 monthly credit. This is in addition to current on-premises internal-use software licenses. This credit is per an organization regardless of the number of Action Pack subscriptions or Additional Benefit Tool Kits purchased.

### Microsoft Azure Sign-up for Partners

1. Log into the [partner digital download site](#).
2. Navigate to Online Services and select Microsoft Azure.
3. Select the link displayed under Special Instructions.
4. You will be redirected to a Microsoft Azure page where you may sign-up for the offer.

Note if you do not initiate the sign-up process for the partner digital download site, you may not be able to successfully sign-up for the offer.



Partners are not required to provide payment information (e.g. no credit card) during the sign-up process. By default, we enable a “spending limit of \$0” to ensure you are not accidentally billed for usage above your partner credit. If you elect not to provide payment information and your usage exhausts the monthly amounts included in the partner offer, we will disable your service for the remainder of that billing month. At the beginning of the next billing month, your subscription will be re-enabled. You will receive notifications once you hit the spending limit for your offer. To avoid the risk of interruption in service, you can enable overages by providing the payment information and removing the spending limit. Refer to [Azure Spending Limit](#) features for complete details.

Please note Microsoft Azure benefits are only available to partners in geographies where Microsoft Azure is available. For all other geographies, these benefits will not be applicable until Microsoft Azure is available in those geographies. Refer to [Microsoft Online Services International Availability](#) for details.

## MSDN Subscriptions (including Visual Studio 2013)

Action Pack subscribers are granted subscriptions to MSDN for Microsoft Action Pack which includes access to Visual Studio Professional.

Competency partners are granted licenses to Visual Studio Professional with MSDN. Application Lifecycle Management competency partners are granted incremental licenses to Visual Studio Ultimate with MSDN. Country and worldwide license maximums apply to MSDN subscriptions, refer to your license statement or the [competency license table](#). Your MSDN subscriptions include evaluation use rights; therefore you can use your MSDN benefits to access software for evaluation purposes. Competency partners may purchase additional Visual Studios with MSDN subscriptions at a 20% discount.

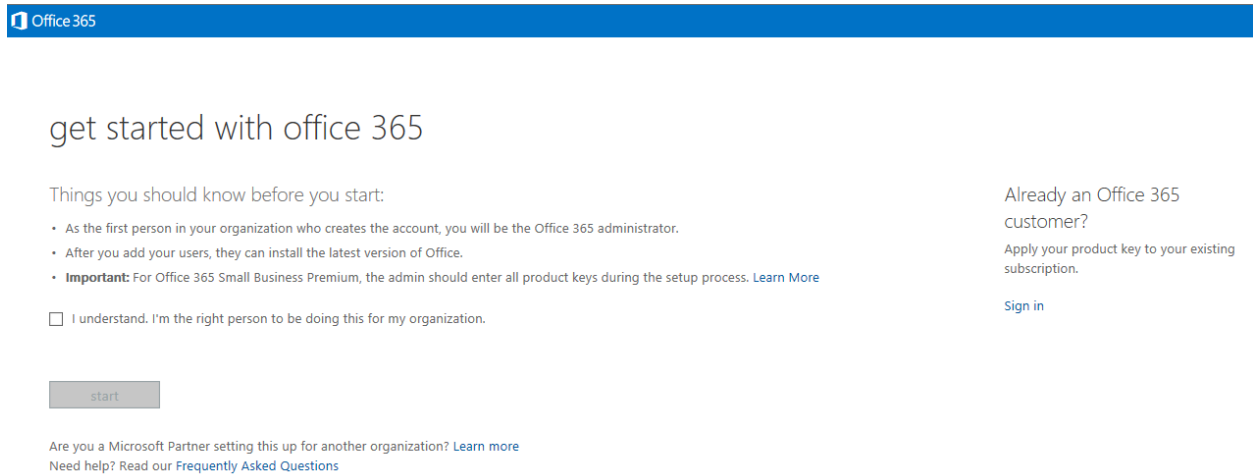
Only users in your organization assigned to an active subscription are entitled to use the software on MSDN. Sharing sign-in credentials is prohibited. If you are using Visual Studio 2013 editions (Professional, Premium, Ultimate), you are required to login with your MSDN credentials at least once every 30 days or your copy of Visual Studios will move to a trial copy.

Visual Studio with MSDN subscriptions granted to Action Pack subscribers and competency partners may use the software in accordance with the MSDN subscriptions not for resale (NFR) [retail license terms](#). These MSDN subscriptions cannot be used for direct revenue-generating activities, such as providing consulting services, customizing a packaged application for a specific customer, or building a custom application for a customer, for a fee. You can use MSDN subscriptions for indirect revenue-generating activities, such as building a packaged application on the Microsoft platform, which you can then market and sell to customers. You can also purchase MSDN subscriptions separately for use in direct revenue-generating activities. For complete details regarding differences between MSDN subscriptions offered through the Microsoft Partner Network and those that are purchased, refer to the [MSDN](#) page.

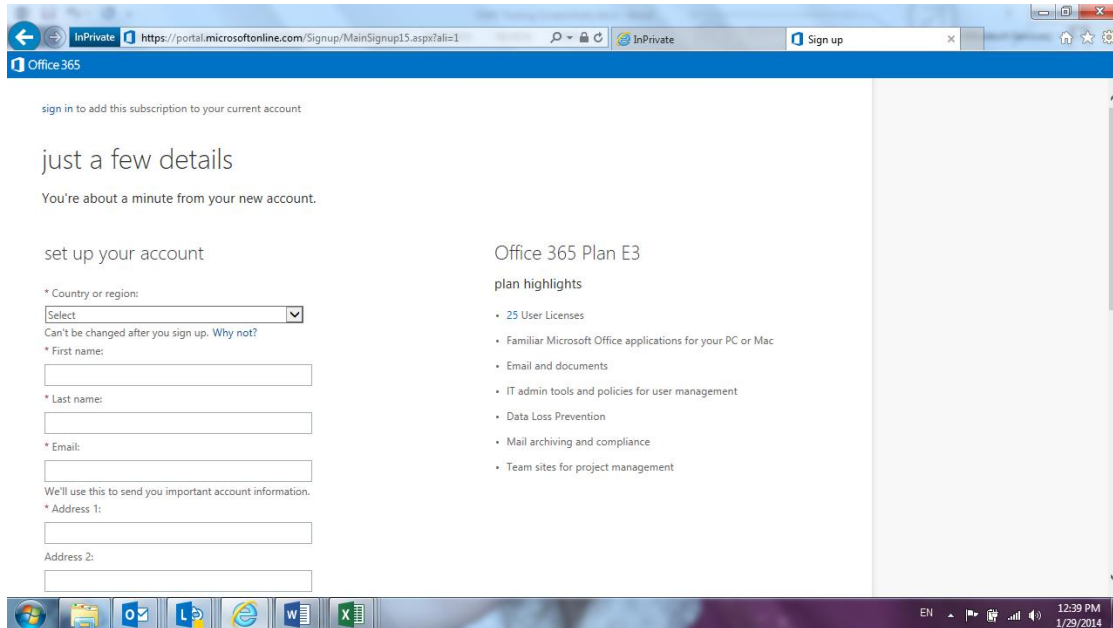
# Appendix A—Supporting Screenshots for Office 365 and Microsoft Dynamics CRM Online

## Creating an Account, Redeeming Tokens, and Assigning Seats

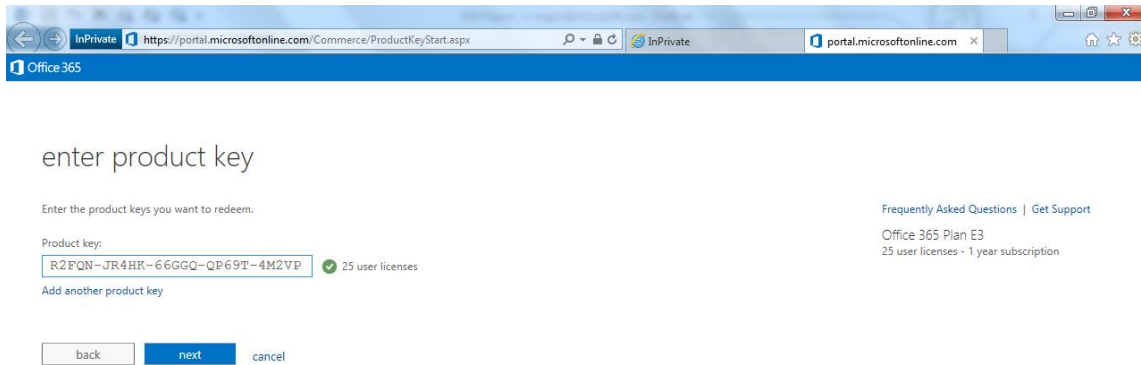
Go to the [Key Redemption Portal](#). If you are an existing customer, sign into your account.



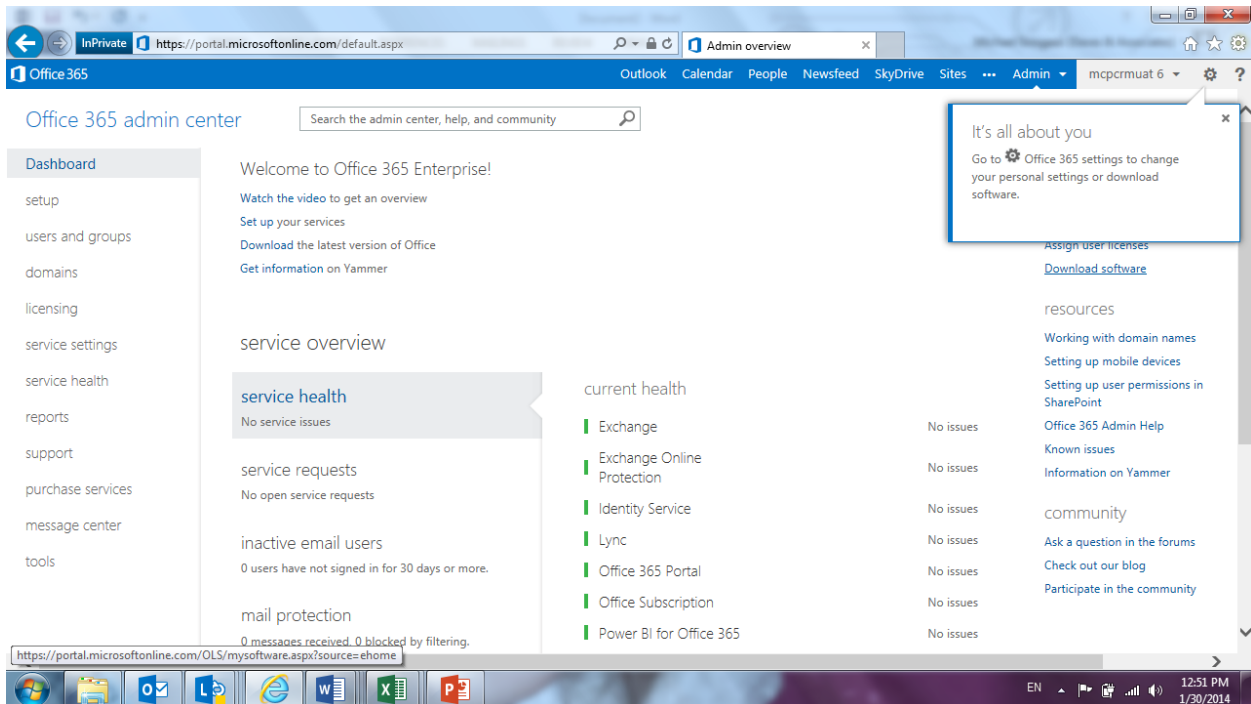
If you do not have a Microsoft Organization Account, you will need to create an account.



Enter your product keys. If you entering multiple product keys, select “Add another product key”. When finished, select “Next”.



When you log into the Office 365 Admin Center, you will default to the Dashboard page of the Office 365 Admin Center.



Select "licensing" from the menu on the left. If you select "subscriptions" on the top menu, you will see the subscriptions associated to your account. To add seats, select the online services.

The screenshot shows the Office 365 admin center interface. The left navigation pane is expanded to "licensing". The top navigation bar includes "subscriptions" and "Licenses". The main content area displays a table of subscriptions.

SUBSCRIPTION	QUANTITY	COST	TERM END DATE	PLAN OPTIONS
Office 365 Plan E3	25 user licenses <a href="#">Add</a>	Product key	Expires January 29, 2015 <a href="#">Renew</a>	No options <a href="#">Learn more</a>

resources

- [Learn about managing your subscriptions](#)
- [Learn about assigning licenses to user accounts](#)
- [Optional privacy and security contractual supplements](#)

To view the seat details, select "Licenses" on the top menu and then the online service.

The screenshot shows the Office 365 admin center interface with the "Licenses" page selected. The left navigation pane remains on "licensing". The top navigation bar now highlights "Licenses". The main content area displays a table of license details.

Name	Valid	Expired	Assigned
Microsoft Office 365 Plan E3	25	0	1

# CRM Online Non-Production Instances and Additional Purchases

## Redeeming Non-Production Instances

If you would like to add non-production instances to your CRM Online account, redeem and enter your product keys as you would for internal-use seats. Sign in with your account credentials and when you select the “licensing” menu on the left and “subscriptions” on the top menu, you will see the non-production instances listed.

The screenshot shows the Office 365 Admin Center interface. The left navigation pane includes 'licensing' and 'subscriptions'. The main content area shows a table of subscriptions:

SUBSCRIPTION	QUANTITY	COST	TERM END DATE	PLAN OPTIONS
Microsoft Dynamics CRM Online Non-Production Instance for Partners	2 instances Add	Product key	Expires January 28, 2015 Renew	No options <a href="#">learn more</a>
Microsoft Dynamics CRM Online Professional for Partners	5 user licenses Add	Product key	Expires January 27, 2015 Renew	No options <a href="#">learn more</a>

Below the table, there is a 'resources' section with the following links:

- Learn about managing your subscriptions
- Learn about assigning licenses to user accounts
- Optional privacy and security contractual supplements

## Purchasing Additional Seats, Storage, or Non-Production Instances

Once you have submitted your request to purchase additional seats under the US\$45 partner offer, buy additional storage, or additional non-production instances, you will receive an offer link.

The screenshot shows the 'Customize your order' page in the Office 365 Admin Center. The page is divided into two main sections:

- Order Summary:** Shows the selected item: 'Microsoft Dynamics CRM Online Professional Discount for Partners | 1 year term Details'. The quantity is set to 1, with a note 'user license at \$45.00 per user license, per month'. There are expandable sections for 'optional add-ons' and 'Additional services', and a 'cancel order' link.
- Shopping Cart:** Shows the item in the cart: 'Microsoft Dynamics CRM Online Professional Discount for Partners' with a price of \$45.00. The subtotal is \$45.00 per month. There are buttons for 'edit cart', 'buy now', and 'Chat now'.

At the bottom of the page, there is a footer with the Microsoft logo, copyright information (© 2014 Microsoft Corporation), and links for 'Legal' and 'Privacy'. On the right side of the footer, there are links for 'Community' and 'Feedback'.

You will be able to place your customized order.

Customize your order

Microsoft Dynamics CRM Online Professional Discount for Partners | 1 year term [Details](#)

user licenses at \$45.00 per user license, per month

optional add-ons -

Professional Direct Support for CRM Online [Details](#)

user licenses Professional Direct Support for CRM Online at \$10.00 per user license, per month

Microsoft Dynamics CRM Online Additional Storage [Details](#)

gigabytes Microsoft Dynamics CRM Online Additional Storage at \$9.99 per gigabyte, per month

Microsoft Dynamics CRM Online Additional Production Instance [Details](#)

instances Microsoft Dynamics CRM Online Additional Production Instance at \$549.00 per instance, per month

Enhanced Support for CRM Online [Details](#)

user licenses Enhanced Support for CRM Online at \$5.00 per user license, per month

Additional services -

cancel order

shopping cart

Microsoft Dynamics CRM Online Professional Discount for Partners

15 user licenses \$675.00

subtotal \$675.00 per month

[edit cart](#) [check out](#)

[Chat now](#)

Submit payment information for your additional purchases.

checkout

- review
- legal agreement
- payment**

payment

payment frequency

Pay full year now.

Pay each month.

payment type

New credit card

Invoice

PO number or memo (optional):

Invoice details

\* First name: Sally

\* Last name: Sample

\* Address 1: 123 Main

Address 2:

shopping cart

Microsoft Dynamics CRM Online Professional Discount for Partners

15 user licenses \$675.00

subtotal \$675.00

tax \$0.00

total \$675.00 per month

[edit cart](#) [Chat now](#)

Agree to the legal terms of use and complete your order.

order completed

Thank you. You will receive an email message with your receipt and the details of your order.

[continue](#)

order details

Microsoft Dynamics CRM Online Professional Discount for Partners | 1 year term  
15 user licenses \$675.00

---

subtotal **\$675.00**  
tax **\$0.00**  
**total \$675.00**  
All prices are per month

payment details  
Payment method: Invoice  
Frequency: Prepay full month

company address  
123 Main  
Anchorage AK 99501

service usage address  
123 Main  
Anchorage AK 99501

Your confirmation number is:  
036a680a-0b34-441d-a963-5111bc3b09f5

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When you log into the O365 Admin Center, you will see your additional purchases. Below you will see the purchase of 15 additional seats to an account with five seats for internal-use.

SUBSCRIPTION	QUANTITY	COST
Microsoft Dynamics CRM Online Professional for Partners	5 user licenses <a href="#">Add</a>	Product key
Microsoft Dynamics CRM Online Professional Discount for Partners	15 user licenses	\$675.00 /month

## Appendix B — Earning Additional Licenses

If your organization requires more licenses than your current program license entitlement, there are several options available to you earn and purchase additional licenses.

### Action Pack Subscribers

#### Purchase an Additional Action Pack Subscription

If you meet the enrollment requirements to purchase an Action Pack subscription in another country, your organization will earn an additional set of subscription benefits. Note some benefits (such as Microsoft Azure credit) are granted per organization and not per subscription. Competency partners are not eligible to purchase Action Pack.

#### Sell Microsoft Online Services

Qualifying sales are based on the products listed in the Online Incentives Guide:

- **CRM Online:** Earn an additional five seats by either selling at least 50 seats of Office 365 or one CRM online deal in the previous 12 months.
- **O365 (E3):** Earn an additional five seats by selling 25 seats of Office 365 within the previous 12 months.

#### Purchase Additional Licenses

##### CRM Online—partner discounted pricing

Action Pack subscribers may purchase up to 100 CRM Online seats at US\$45 per month per seat per month. The 100 seats is per an organization, not per subscription. CRM Online seats purchased at the discounted rate do not include non-prod instances or additional storage. To purchase, [submit your request](#) for Microsoft Dynamics CRM Online Professional seats. Note: Once you receive this offer you can add licenses in increments of your choosing at any time without submitting a new request.

##### All Other Products

Additional licenses for other products and online services may be purchased through other appropriate channels (retail, Volume Licensing programs, and OEM).

### Competency Partners

#### Qualify for Additional Benefit Toolkit

A location<sup>1</sup> qualifies when it attains either a silver or gold competency (specific to that location). Once the location has attained a competency, your program administrator can order Additional Benefit Toolkits within the Partner Membership Center. Note Additional Benefit Toolkits are not available during re-enrollment (three months before your end date) and the benefits expire with your organization's program membership.

Additional Benefit Toolkits include core and competency-specific benefits:

- One set of core benefits: internal-use, demonstration, and internal training use licenses, MSDN subscriptions, Technical Presales, and Advisory Services. **Country and worldwide maximums apply to all internal-use and MSDN subscription licenses—refer to the [competency license table](#) and the [MSDN page](#).** Demonstration and training use licenses do not have license maximums.

- Incremental licenses and benefits for competencies earned at the location. Note licenses are not granted for inherited competencies. **Country and worldwide maximums apply to all internal-use and MSDN subscription licenses—refer to the [competency license table](#) and the [MSDN](#) page.**

<sup>1</sup>The location must be associated to your headquarters. The headquarters location is not eligible to purchase an Additional Benefit Toolkit.

### [Earn Additional Competencies](#)

Earn additional competencies at your headquarters or existing locations and receive incremental license grants for products and online services specific to the competency. Only one set of core benefits are granted per headquarters or location regardless of the number of competencies earned.

### [Purchase Additional Licenses](#)

#### **CRM Online—partner discounted pricing**

Competency partners may purchase up to 100 CRM Online seats at US\$45 per month per seat per month. The 100 seats is per an organization, not per subscription. CRM Online seats purchased at the discounted rate do not include non-prod instances or additional storage. To purchase, [submit your request](#) for Microsoft Dynamics CRM Online Professional seats. Note: Once you receive this offer you can add licenses in increments of your choosing at any time without submitting a new request.

#### **Visual Studios with MSDN Subscriptions**

Competency partners may purchase additional Visual Studios with MSDN subscriptions at a 20% discount. Refer to the [MSDN](#) page for full details.

#### **All Other Products**

Additional licenses for other products and online services may be purchased through other appropriate channels (retail, Volume Licensing programs, and OEM).

## Appendix C—Additional Program Resources

### Other Program Guides

- [Program End-User Guide](#) is intended for users with privileges to download software, access cloud services, obtain keys or tokens, view the license statement, or for users assigned to an MSDN subscription
- [Program Administrator Guide](#) is intended for individuals assigned the role of program administrator, providing an overview of the role's responsibilities and step-by-step guidance about how to enable your organization to consume your Internal-user rights (IUR) license benefits
- [Partner Features Guide](#) details the partner-specific feature available for cloud services benefits, including Delegated Administration Partner (DAP) and Partner Quote privileges.
- [Partner Transition Guide](#) is a scenario-based guide with step-by-step instructions by cloud services to ensure that the transition of your organization's current cloud services benefits granted through Cloud Essentials and Cloud Accelerate to the Action Pack subscription or competency benefits is successful

### Software and Cloud Services License Tables

- [Action Pack license table](#), to download the comprehensive license grants for partners with an Action Pack subscription.
- [Competency license table](#), to download the comprehensive license grants and maximum license caps for partners with a competency.
- [New software and version upgrades](#), for a complete list of updates, and information about retired products and grace periods.

### Online Resources

- [Software and online services benefits](#) page
- [Internal-Use Rights FAQ](#)
- [MSDN](#) page, to learn about how to activate your MSDN subscription and the specific use rights for MSDN subscriptions granted to you through the program.
- [Partner Volume Activation Guide](#) outlines how to install and activate Windows client and server operating systems and Office client applications.
- [Activation Guide for Microsoft Official Courses \(MOC\) Lab](#) is for partners with a Learning competency only and provides important details on how to activate the Windows desktop operating system used in Microsoft Learning labs.
- Refer to the [Get Support](#) page for information regarding the Partner Support Community and other resources available to you as a partner, including product and cloud services support, incident support, and managed support options.