

# Directions

on Microsoft

INDEPENDENT ANALYSIS OF MICROSOFT TECHNOLOGY & STRATEGY

**ICN**<sup>™</sup>

Association of

**CAUCUS**<sup>™</sup>

Technology Acquisition Professionals

Microsoft licensing guidance for software asset managers, software developers, solution architects, and other IT professionals.

## NEXT LICENSING BOOT CAMP

Get the information you need to intelligently evaluate your Microsoft licensing options

**Early Birds Save \$200!**

San Diego, CA  
February 21-22, 2012

# Microsoft Licensing Boot Camp

The *Directions on Microsoft* Licensing Boot Camp is a two-day workshop that gives you the information you need to intelligently evaluate your Microsoft licensing options and maximize the return on your software investment.

Topics:

- Microsoft licensing concepts, terminology, and models
- Evaluating and purchasing Software Assurance
- Licensing for the major products, such as Exchange and Windows Server
- Strategies to follow in your Enterprise Agreement (EA) evaluation process
- Licensing products for virtualized scenarios
- How to get answers to your daily licensing questions
- Choosing the right Microsoft volume purchasing plan for your business
- Architecting your solutions with licensing in mind for maximum cost savings
- Using a product roadmap to make better purchasing decisions

**NEXT BOOT CAMP:**

**February 21-22, 2012 – San Diego, CA**

# Graduate-Level Licensing Training

Get the knowledge and information you need to make licensing decisions for your company. We know that the better you understand how Microsoft licensing really works, the better positioned you'll be to make smart decisions for your company. Our team of independent experts have spent decades studying Microsoft licensing programs, policies, and rules. Join them for two days of intensive training to develop your own licensing expertise and maximize the return on your Microsoft software investments.

## Who Should Attend?

If your job has anything to do with Microsoft technology—you should attend. Whether you're a software architect or a purchasing specialist, this Boot Camp will advance your skills and enhance your reputation as the go-to Microsoft licensing expert in your organization.

This Microsoft Licensing Boot Camp is designed for:

- Any software asset manager responsible for IT purchases and software compliance
- Anyone responsible for the global implementation of an Enterprise Agreement
- The subject matter expert on Microsoft licensing for your team
- Anyone who needs to understand the impact of licensing choices on strategic decisions

## Why Attend?

You already know this better than anyone: Microsoft licensing presents an overwhelming array of programs and choices, each with implications for your IT operations, budgets, and plans. Making the wrong choice can cost you thousands or even millions of dollars, or worse, expose you to legal risk because of noncompliance. Gain confidence in your choices and network with your peers to get an insider's knowledge of how to find the answers your team needs for any licensing scenario.

## Boot Camp Instructors

### Rob Horwitz

Rob Horwitz is among the industry's most respected authorities on Microsoft licensing programs, policies, and strategies. Before co-founding *Directions on Microsoft* in 1992, Rob spent eight years at Microsoft in



software development and technical marketing roles. Rob holds a B.S. in computer science from the Massachusetts Institute of Technology and an M.B.A. from Wharton.

### John Cullen

Before joining *Directions on Microsoft*, John Cullen spent a decade at Microsoft resolving the most complex licensing issues faced by Microsoft's largest enterprise customers and partners. John brings an insider's understanding of



how Microsoft licensing programs really work and uses this knowledge to teach Boot Camp attendees how to drive maximum value from their Microsoft licensing decisions while staying safely within the rules. John is a graduate of the University of California at Berkeley and received an M.A. in foreign policy from Claremont, a J.D. from the University of Oregon, and a LL.M. in Taxation from the University of Washington.

## Upcoming Dates and Locations

**San Diego: February 21-22, 2012**

**New York City: April 18-19, 2012**

**Barcelona: April 24-25, 2012**

# Microsoft Licensing Boot Camp Curriculum

Class starts at 8:30 a.m. and ends at 4:30 p.m. each day.

## Product Licensing Lay of the Land

Figuring out what licenses are needed—why it's hard  
Rising complexity is not your imagination  
Top reasons licensing got so complex, and will stay that way  
Microsoft licensing models: types and caveats  
*What gets counted, exceptions/inconsistencies*  
*One product, multiple licensees*  
Versions and editions and related terms  
*Product upgrade, step-up*  
*Edition downgrade, version downgrade*  
Use of the word "Enterprise"  
Perpetual vs. subscription licenses  
Upgrades and Software Assurance (quick intro)  
Distribution channels  
Why you'll buy through volume licensing

## Licensing Windows and Office

Windows licensing: general rules, complicating factors  
Office licensing: general rules, complicating factors  
Windows 7 editions comparison  
Office 2007 and 2010 editions comparison  
Windows and Office license prices  
Licensing Windows "desktop" (with Office) for  
*Traditional thick client*  
*Remote boot (e.g., diskless PC)*  
*Application virtualization (App-V)*  
*Local virtual machines and MED-V*  
*Terminal Services*  
*Virtual desktop infrastructure (VDI), VECD*  
*subscription license*  
Licensing Office 365  
*Office 365 Licensing Basics*  
*Office 365 Offerings*  
*Enterprise Agreements & Office 365*

## Licensing Windows Server

General rules, complicating factors  
Windows Server editions comparison  
Virtualization licensing rules, scenarios  
Licensing the server, example  
Client Access License rules  
Licensing external users  
License prices  
Major licensing changes over last four years

## Licensing Exchange Server

General rules, complicating factors  
Licensing the server  
Virtualization licensing rules  
Server editions: Standard vs. Enterprise  
Licensing the server, example  
Types of Client Access Licenses, rules  
License prices

## Licensing SQL Server

General rules, complicating factors  
SQL Server editions comparison  
Microsoft products that depend on SQL Server  
Licensing choices for Standard and Enterprise  
Common licensing scenarios  
Virtualization licensing rules  
License prices

## Licensing SharePoint Server

General rules, complicating factors  
Types of Client Access Licenses (CALs), rules  
Feature split across CALs: portal, search, document management and business intelligence, infrastructure  
Licensing for Internet/extranet use  
Virtualization licensing rules  
Licensing SharePoint Server, an example  
License prices

## Server Licensing Summary: Similarities/Differences

Licensing models  
Client Access License (CAL) rules  
Core and Enterprise CAL Suites—what's included  
Server edition differentiators  
Server virtualization rules  
Server licensing: major takeaways

## Volume Licensing Concepts

Discounts, points and pools, platforms  
Comparing programs

## Evaluating Software Assurance and Product Roadmap

Drill down on Software Assurance  
Choose what's right for your organization  
Use the product roadmap to maximize value and flexibility

## Maximize Your Savings with Open and Select

Understand Microsoft's Open and Select License  
Pros and cons of using Open and Select  
How to structure purchases under Select for maximum cost savings

## Enterprise Agreements

Products, platforms, and true-ups  
Factors that impact Enterprise Agreement value  
Data to support an Enterprise Agreement decision

## Essential Resources

Activation and reimaging  
Tools and other resources for pricing and promotions  
Important resources, such as the PUR, price list, and product list

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## Testimonials

"Although the topic of licensing can be dry, complicated, and exhausting, the "Licensing Fundamentals" section of the course was well-written, current, and turned on the light bulb in all areas."

**Lyle Arsenault, Manager, IT Administration,  
Husky Energy**

"Exceeded my expectations in the amount of knowledge I gained."

**Bruce Burgin, Operations Leader, Owens Corning**

"The Licensing Boot Camp was an incredible help in pulling it all together just in time for contract renewal. Without it I would be making uninformed decisions that would have left the company in a non-compliance or over-purchase situation."

**Jim Jones, Director, Information Technology,  
Pittsburgh Corning Corporation**

"Microsoft licensing can be overwhelming, to say the least! Hearing from independent experts who have no personal stake in my decisions is of extreme value. I was able to take off the 'negotiating' hat, which is always present when speaking to vendors."

**Daphine Devine, Program Manager,  
Technology Sourcing & Contracts Group,  
PricewaterhouseCoopers**

"You did an excellent job of making this information understandable. I feel far more confident in my knowledge of Microsoft licensing."

**Jan Morris, CSAM, IT Procurement/Licensing  
Administrator, GuideOne Insurance**

## Microsoft Licensing Boot Camp

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### Three Ways to Register

Use a credit card or PO number:

1. Register online:  
[www.MicrosoftLicensingBootCamp.com](http://www.MicrosoftLicensingBootCamp.com)
2. Call +1 425 739 4669
3. E-mail us at:  
[Licensing@DirectionsOnMicrosoft.com](mailto:Licensing@DirectionsOnMicrosoft.com)

### Registration Pricing:

Standard Price: US\$2,695

Early Bird Price: US\$2,495

Register a group (2+), receive 10% discount

### For Information:

E-mail: [Licensing@DirectionsOnMicrosoft.com](mailto:Licensing@DirectionsOnMicrosoft.com)

Telephone: +1 425 739 4669