

Microsoft licensing guidance for software developers, suppliers, professional advisors, software asset managers, and other IT professionals.

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

April 22 & 23, 2010 — Washington, DC

November 2 & 3, 2010 — Chicago

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 you* if you are:

- A software asset manager responsible for IT purchases and software compliance
- Responsible for the global implementation of your EA and need help when your Microsoft contract comes up for renewal
- Needing a better understanding of Software Assurance
- The subject matter expert on Microsoft licensing for your team
- Negotiating contracts for your company
- Required to know how products are licensed to stay in compliance
- Don't know if you are getting the best deal
- Must understand the impact of licensing choices on your 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.

Get more information at:
www.DirectionsOnMicrosoft.com/licensing

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.

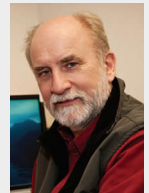


Rob has authored numerous licensing reports, the most recent of which include:

- Licensing Windows Server 2008 R2 (October 2009)
- Terminal Services Licensing Changes (September 2009)
- Microsoft Server Management Suite Licensing Changes (August 2009)
- Licensing Office 2007 Suites and Applications (February 2009)
- Licensing SQL Server (December 2008)
- Licensing Windows Desktop OS (August 2008)

Paul DeGroot

Paul DeGroot has been analyzing and writing on Microsoft's licensing, sales, and support strategies, including its relationships with partners, for more than 10 years. He is widely sought after by IT professionals across the world as an authority on Microsoft licensing rules and programs.



Prior to joining *Directions on Microsoft*, Paul consulted to telecom and software companies. Earlier in his career, Paul covered every aspect of the IT industry as a journalist. Paul received his B.A. in history from the University of Washington.

Paul has authored numerous licensing reports, the most recent of which include:

- Volume Licenses Available for Self-Hosting (October 2009)
- Evaluating Software Assurance (May 2009)
- Microsoft Volume Licensing Programs (April 2009)
- New Microsoft Agreement Licenses Servers Enterprise Wide, (January 2009)
- Evaluating Enterprise Agreements, (August 2008)

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
Windows and Office licensing: major takeaways

Licensing Windows Server

General rules, complicating factors
Windows Server editions comparison
Virtualization licensing rules, scenarios
Licensing the server, example
Client Access License (CAL) 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 EA value
Data to support an EA decision

Legal Framework and Operations

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

Directions

on Microsoft

INDEPENDENT ANALYSIS OF MICROSOFT TECHNOLOGY & STRATEGY

About Us

Since 1992, thousands of companies worldwide, from every major sector of the IT industry as well as financial services, manufacturing, media, and governmental agencies, have depended on *Directions on Microsoft* for concise, accurate, and independent research and analysis to guide their strategic decision-making.

If you buy from, partner with, sell to, or compete against Microsoft, you should read our research.

We offer research and advisory expertise on Microsoft technology and strategy in these areas:

Roadmap. This planning reference provides estimated release dates for future products, release histories for past versions, product overviews and new feature summaries, code names, support deadlines, retirement dates, and product dependencies for more than 100 versions of Microsoft enterprise software products.

Licensing Outlines. Each Licensing Outline provides an easy-to-understand explanation of licensing rules and purchasing considerations for a different Microsoft enterprise technology or an all-in-one-place description of the latest version of Microsoft volume licensing programs, such as Select or Enterprise Agreements.

Research. These in-depth reports drill down into key Microsoft technologies and initiatives so you understand their technical significance and the strategic underpinnings that can affect your business.

OrgChart. This visual diagram shows the reporting relationships of Microsoft's top 600+ executives, including their titles and job responsibilities.

Update. Our comprehensive newsletter keeps you up-to-date on the full breadth of Microsoft activities. It covers all aspects of Microsoft—including operating systems and server apps, development tools and programs, desktop applications, appliances, online services, licensing, organizational shifts, and marketing and sales initiatives.

Briefings and Advisory Services. One-on-one guidance improves your business with Microsoft at multiple levels so you can avoid miscues or missteps that can cost you precious time and capital.

2010 Microsoft Licensing Boot Camp

Dates and Locations:

April 22 & 23, 2010 — Washington, DC

November 2 & 3, 2010 — Chicago

3 Ways To Register

Use a credit card or PO number:

1. **Register online:**
www.DirectionsOnMicrosoft.com/licensing
2. **Call +1 425 739 4669**
3. **Email us at:**
Licensing@DirectionsOnMicrosoft.com

Registration Pricing:

Standard Price: US\$1,995

Early Bird Price: US\$1,795
(expires 1 month before class date)

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

The course registration includes coffee service and lunch on both days. You are responsible for travel and lodging.

For Information:

Email: Licensing@DirectionsOnMicrosoft.com

Telephone: +1 425 739 4669