Microsoft Licensing
BOOT CAMP
& EA Negotiation Workshop

“The best seminar I have ever attended in terms of content relevancy and expertise of the instructors, quality of the materials, delivery.”

John Neutzman, Sr. Program Manager — IT Contracts & Procurement, Flow International Corp.

Intensive training to develop your own Microsoft licensing expertise and equip you with the critical knowledge and understanding you need to drive maximum value from your company’s Microsoft software investments.

Upcoming Trainings

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service@DirectionsOnMicrosoft.com

WWW.MICROSOFTLICENSINGBOOTCAMP.COM
What Is a Boot Camp?
The Directions on Microsoft Licensing Boot Camp is a two-day workshop that demystifies Microsoft licensing programs and rules. You get the information and knowledge you need to intelligently evaluate your Microsoft licensing options and maximize the return on your software investments. Learn licensing in a way that is clear and concise, with no hidden agendas.

You will learn:
- Key Microsoft licensing concepts and terminology
- Licensing models, use rights, and rules for major on-premises products such as SQL Server and Windows 10
- How online services such as Office 365 are packaged and licensed
- How to map software “use” to type and quantity of licenses required
- How to license products under virtualized scenarios
- Key items to consider while preparing for your next EA negotiation

You will also learn how to:
- Design solutions in a way that minimizes licensing costs
- Budget more effectively for upcoming deployments
- Translate architecture into the necessary licenses
- Interact more effectively with your reseller and Microsoft representative
- Choose the most appropriate volume program for your company
- Identify compliance issues before you are audited
- Time license purchases to maximize discounts, lock-in prices, and reduce maintenance payments

Who Should Attend?
If your job has anything to do with licensing Microsoft technologies, you should attend this seminar. Whether you’re an IT procurement specialist, a software asset manager, a systems architect, or a major Microsoft partner, this Boot Camp will advance your skills and give you the resources you need to address any Microsoft licensing question.

This training is relevant for you if you:
- Manage or negotiate your company’s EA
- Are responsible for software asset management and compliance
- Oversee software procurement and contracts
- Need to understand the licensing impact of your strategic IT decisions

“I have been managing software for over 12 years for a wide range of companies, and Microsoft has been a major part of every software asset management program I have set up. With all the changes in the Microsoft licensing programs, this was a great refresher class for me.”

Scott Touchet, IT Asset Manager, BMC Software

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Top 6 Reasons to Attend the Licensing Boot Camp

1. **Discover new options** that reduce licensing costs.
2. **Learn how** to stay compliant without overbuying.
3. **Fill in critical gaps** in your licensing knowledge.
4. **Identify weaknesses** in your licensing strategy.
5. **Add confidence** to your EA and SA decisions.
6. **Network with your peers** and compare notes.

**Topics Covered**

- Must-Know Fundamentals
  - Product Use Rights & Rules
  - Software Assurance
  - Server Licensing & CALs
  - Windows Server
  - SQL Server
  - Virtualized Desktops
- Office Professional Plus & Office 365 ProPlus
- Office 365, EMS, & Microsoft 365
- Azure VMs & Database Workloads
- Windows 10
- Enterprise Agreements & Negotiation Strategies
- Microsoft Audits

“The knowledge this group has, around all aspects of Microsoft licensing, is amazing. This training would be beneficial to anyone making decisions on how a company will implement or use Microsoft products.”

Darin Ivie, Software Asset Management Analyst, ConocoPhillips
Why Attend a Licensing Boot Camp?

You already know this better than anyone: Microsoft licensing presents an overwhelming array of programs and choices, each with its own set of implications that could seriously impact your IT operations, budgets, and plans. Making the wrong choice can cost you thousands 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.

Everyone will leave with:

• At least one tip that, by itself, more than pays for this course
• A to-do list of action items
• A reference guide to consult afterward
• Useful new peer contacts

Licensing newcomers will learn:

• Microsoft’s licensing vocabulary and concepts
• How Microsoft’s major products are licensed
• How the different volume licensing programs work
• A framework on which to build your licensing expertise

Microsoft licensing veterans will:

• Validate what you already know
• Fill in any gaps in your Microsoft licensing knowledge
• Get up to date on recent shifts in Microsoft licensing policies

“Directions on Microsoft Boot Camp training is absolutely essential for anyone who deals with Microsoft licensing. The course is taught by the most knowledgeable professionals, the course material is timely and succinct, and the overall experience is excellent.”

John Meiers, Sourcing Leader, H&R Block
Who's Already Attended?

Thousands of IT professionals from around the world have already completed and are benefiting from the Boot Camp and EA Negotiation Workshop. CIOs, CTos, IT architects, software asset managers, and IT procurement professionals — all emerged vastly better equipped to understand and make informed decisions about their Microsoft purchases. Our alumni represent companies such as:

Adobe Systems
Agilent Technologies
Align Technology
Allergan Group LLC
American Stock Transfer & Trust
America Health Administrators
Amica Mutual Insurance
Amway
Amc Management Solutions
Apple
Applied Materials
ARMA International
ARINC Incorporated
Arixon Bank
Arkansas Blue Cross
Arkansas Electric Coop
Audatex
Avanade
BAE Systems
Baker Hostetler LLC
Banfield Hospital
Battelle Memorial Institute
BCD Travel
 BdO Seidman LLP
Belastingdienst
Bemis Manufacturing
Bentley Systems Incorporated
Bio-Rad Laboratories
Black Box Network Services
Blue Cross Blue Shield of Florida
Blue Cross Blue Shield S. Carolina
Blue Earth County
BMP Software
Boehringer Ingelheim USA
Bonneville Power Administration
BP International Limited
BSEE
Business Connection
CA Technologies
Cabelas Inc.
Cambia Health Solutions, Inc.
Cambridge International Corporation
Campbell County ITS
Canadian Depository
Canadian Imperial Bank
Canadian Pacific Railway
Canadian Space Agency
Capital One
CapitalOne Bank
Cassidy Turley
CUGS
CH2MHILL
Charter Communications
Cherokee Nation Businesses
Children's Mercy Hospital
Cigna
Cisco Systems
Citrix Systems, Inc.
City of Calgary
City of Seattle
Coinstar
Colliers International
Columbia Sportswear
Compusern
Cooper Standard
County of Marin
Coventry Health Care, Inc.
Crawley Maritime Corporation
Crowley Maritime Corporation
Cumnus Associates
Dell
Denver Water
Department of the Interior
DHIL IS Services s.r.o
Dimension Data
DHS
DST Systems, Inc.
Duke Energy
Dykema
Earthlink, Inc.
Eaton Corporation
Edmonton Police Service
En Pointe Technologies
Enterprise Holdings Inc.
Enterprise Rent-A-Car
Ernst and Young
Essent (RWE)
Excel Inc.
Exelon Corporation
Express Scripts, Inc.
Farm Bureau Insurance
Fasken Martineau DuMoulin LLP
Federal Home Loan Bank
Federal Law Enforcement Ctr.
Federal Reserve Bank of Dallas
First Republic Bank
First-Citizens Bank & Trust
Flexera Software
Flow International Corporation
Foley & Lardner LLP
Food Services of America
FRCI
Fred Alger & Co.
GE Healthcare
General Mills Inc.
Global Life And Accident Ins Co.
Graphic Packaging Intl.
Great-West Life Assurance
GT Advanced Technologies
GuideOne Insurance
H&R Block
Harley-Davidson Motor Company
Harleyville Insurance
Harris Country Hospital District
HBE Grocery
Henry Schein Inc.
Hewlett Foundation
Hewlett Packard
Highlights for Children
Hill Mechanical Group
HopeWorks+
Honeywell Technology Solutions
HP FujiFilm LLC
Huntsman International
IBM
IDRC
IHS Inc.
Information Technology Authority
Ingram Micro
Insight Technology Solutions
Institute of Museum and Library
Insurance Auto Auctions
Int'l Research Development Ctr.
Invensys Corporation
ITRG
ITW
IVENT
J. R. Simplot
JCPenney
Kane County Government
Kimberly-Clark
King & Spalding
Konig Development Corp.
Kraft & Kennedy Inc.
Landstar System, Inc.
Legg Mason
LendingTree, LLC
LG&E and KU Services Company
Liberty International
Liberty Mutual Insurance
Lockheed Martin
Magellan Midstream Partners
Magnia International Inc.
Maritz Inc.
Marshfield Clinic
Mass Mutual
Mayo Clinic
Mckesson Corporation
Medline Industries
MemorialCare
Moody's
Mortgage Guaranty Insurance
Mutual of Omaha
National Semiconductor
Navy Exchange Srvc. Command
Nike
North Shore-LIJ Health System
Northeastern University
Novell
Oak Ridge Assoc. Universities
Occidental Petroleum
Ohio National Financial Services
Origin Healthcare
Oshkosh Corporation
Outokumpu Stainless
Pace Bus Suburban Service
Pacific Life Insurance Company
Panasonic Avionics
PDGE
PGD’s One
Physicians Insurance
Pier 1 Imports
Pinnacle Business Group
Pioneer Natural Resources
Pitney Bowes
Pittsburgh Corning Corporation
PJM Interconnection
Port of Seattle
Premera Blue Cross
Prime Healthcare
Progressive Insurance
Providence Health & Services
Provost Studentship
Purdue Pharma L.P
Qatar Petroleum
Qatar Telecom
Quest Diagnostics
Quick Chek Corp.
Quicken Loans
Rackspace
Rady Children's Hospital
Ralph Laurens Holdings
RDV Corporation
Rio Tinto
Rising Medical Solutions Inc.
Robert Half International
Robin Hood Foundation
Ross Stores
Rowan Companies, Inc.
RTI Biologics
RCA Center – Joan Coutou Group
S.C. Johnson & Son, Inc.
S1 Corporation
SABIC
Sagicor Financial Corporation
Sallie Mae
Sanofi-Aventis
SAS Institute
SCA Hygiene Products AB
SCH Patchwork
SchoolsFirst FCU
Scottrade
Shook, Hardy & Bacon LLP
Sierra Southwest Cooperative
Signal International, Inc.
Smithsonian Institution
SNL Financial LC
Sonoran County InfoServices
Sorenson Communications
South Carolina HealthCare
Stryker
Stryker Medical
Stryker Corporation
Stryker Corporation
TD Ameritrade
Telephone and Data Systems
Texas Children's Hospital
Texas Tech University
The Travelers Companies
Thrivent Financial
T-Mobile
Toys R Us
Travelers Insurance
Transatlantic Reinsurance
Transport Canada
Tristate Generation
TSA
Tuscan Electric Power Company
TV Globo
U.S. District Court
Unisys
United Natural Foods
Universal Property & Casualty
University of Florida
University of Wisconsin
Univision
UPS
Verizon
Via Christi Health
Wake Forest University
Walton International Group
We Energies
Wellmark Blue Cross Blue Shield
Wells Fargo
Williams-Sonoma
Woodforest National Bank
WSECU
Wunderman Seattle
Yale New Haven Hospital
Yellowbook
Zones

"The class was very informative. I now feel I can work more intelligently with my Microsoft sales representative."

Beth Beggns, Systems Programmer, AmeriHealth

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Why Attend a Negotiation Workshop?
Do you feel like Microsoft has an unfair advantage when you negotiate? Would you like to level the playing field?

This one-day, highly interactive seminar gives you the opportunity to work with DOM experts to apply the Microsoft licensing knowledge you gained at the Licensing Boot Camp.

You will leave with strategies and tactics specific to your negotiation that will enable you to achieve the best possible outcome. You will also emerge from the workshop prepared to handle any Microsoft negotiation with confidence.

You will learn:
- How to build a disciplined and structured negotiation plan for your organization
- What’s happening on the other side of the table—incentives, motivations, and timetables
- How to gain strategic concessions, such as price locks
- Who in your organization should be involved in the negotiation process and when

You will also learn about:
- Essential negotiation tactics, such as controlling information flow to Microsoft
- Contract clauses that protect your organization in an audit
- Ways to get Microsoft to pay for your evaluations and migrations
- Hidden traps and how to neutralize them

“Worth every penny and more.”
Eric Landon, IT Manager, GPI

Upcoming Workshops
Seattle, WA  July 12, 2018
Chicago, IL   Sept. 7, 2018
Dallas, TX      Oct. 18, 2018