



**IAITAM ACE**  
May 7-9, 2024 The M Resort Las Vegas, NV

Mastering Microsoft: Understanding Subscriptions, Licensing, and On-Premise Metrics

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**Microsoft licensing is not a burden to be endured, but a challenge to be mastered.**

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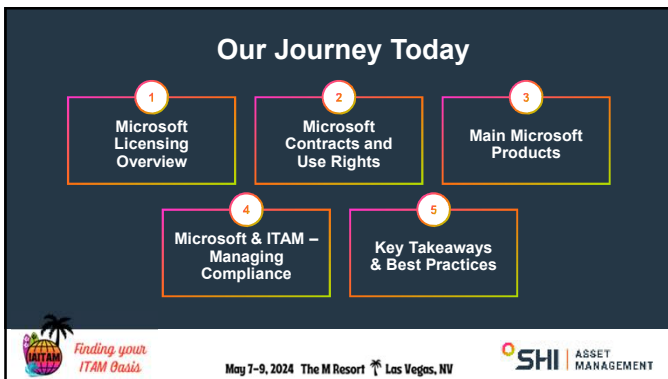
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**Our Journey Today**

- 1 Microsoft Licensing Overview
- 2 Microsoft Contracts and Use Rights
- 3 Main Microsoft Products
- 4 Microsoft & ITAM – Managing Compliance
- 5 Key Takeaways & Best Practices

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### Microsoft Licensing Overview - License Models

Perpetual      Subscription

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### Microsoft Licensing Overview - License Models

Perpetual	Subscription
Indefinite use of software	Term-based, use of software only allowable during active term
Single up-front cost	Monthly or annual cost
Version specific	Access to the latest version & updates for length of active subscription
Option to include Software Assurance which provides new version rights and additional product-specific benefits	

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### Microsoft Licensing Overview - License Metrics

- Per User**: Licenses a **User** for the software
- Per Device**: Licenses a **Device** for the software
- Per Core**: Licenses **Cores** on a server
- Per Core/CAL**: Licenses **Cores** on a server and requires **Client Access Licenses** for user/devices accessing the software
- Per Server/CAL**: Licenses the **Server** and requires **Client Access Licenses** for user/devices accessing the software

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### Microsoft Contracts and Use Rights Main Licensing Programs

- Enterprise Agreement (EA) / Enterprise Subscription Agreement (EAS)
- Server & Cloud Enrollment (SCE)
- Microsoft Products & Services Agreement (MPSA)
- Services Provider License Agreement (SPLA)
- New Commerce Experience (NCE)

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### Microsoft Contracts and Use Rights

#### Software Assurance

License

Software Assurance

New Version Rights	License Mobility	Disaster Recovery Rights
Fail-Over Rights	Step-Up License Availability	Azure Hybrid Benefit

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### Microsoft Contracts and Use Rights

#### Cloud Rights

On Agreement

Cloud

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### Microsoft Contracts and Use Rights

#### Cloud Rights

On Agreement

Cloud

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### Microsoft Contracts and Use Rights

#### Cloud Rights

Cloud

License Mobility    Flexible Virtualization Benefit    Azure Hybrid Benefit    Bring Your Own License (BYOL)

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### Main Microsoft Products

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**Main Microsoft Products**

**Windows Server**

<b>License Metric</b> Per Core	<b>License Model</b> Perpetual and Subscription	<b>Editions</b> Datacenter & Standard
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**Top Tips**

<b>1</b> Maximize your investment in Datacenter	<b>2</b> Separate Production workloads from Test	<b>3</b> Disaster Recovery isn't always covered
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**Main Microsoft Products**

**Microsoft System Center**

<b>License Metric</b> Per Core	<b>License Model</b> Perpetual and Subscription	<b>Editions</b> Datacenter & Standard
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**Top Tips**

<b>1</b> Implications of managing servers vs. desktops	<b>2</b> License only managed endpoints	<b>3</b> Use in a Test environment is not covered under Visual Studio subscription
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**Main Microsoft Products**

**Microsoft SQL Server**

<b>License Metric</b> Per Core or Per Server/CAL	<b>License Model</b> Perpetual and Subscription	<b>Editions</b> Enterprise & Standard <small>(Express &amp; Developer are free editions)</small>
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**Top Tips**

<b>1</b> Identify applications that include SQL Server	<b>2</b> Understand Fail-Over rights	<b>3</b> Collect additional data points required for Server + CAL
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### Main Microsoft Products


**Visual Studio**

License Metric Per User	License Model Perpetual and Subscription	Editions Enterprise, Professional, and Test Professional
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**Top Tips**

- 1 Implement access restrictions in Test environment
- 2 Validate that editions deployed align with edition subscribed
- 3 Validate software for Test is covered under subscription level


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### Main Microsoft Products

**Microsoft 365**

License Metric Per User	License Model Subscription	Editions F1, F3, E3, and E5
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**Top Tips**

- 1 License users, not accounts
- 2 Ensure devices are associated with users or user groups
- 3 Adopt user profiling to understand the appropriate subscription level needed


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### Main Microsoft Products

**Microsoft 365**

Microsoft 365 F1	Microsoft 365 F3	Microsoft 365 E3	Microsoft 365 E5
Enterprise Mobility + Security E3	Enterprise Mobility + Security E3	Enterprise Mobility + Security E3	Enterprise Mobility + Security E5
Limited Office 365 Services	Office 365 F3	Office 365 E3	Office 365 E5
	Windows 11 Enterprise E3 (No MDOP)	Windows 11 Enterprise E3	Windows 11 Enterprise E5
		Defender for Endpoint Plan 1	Additional M365 E5 Security and Compliance Value


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## What is the **role of ITAM** in Managing Microsoft?

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## What is the **role of ITAM** in Managing Microsoft?

- Trustworthy Data
- License Compliance and Optimization
- Lifecycle Management
- Audit Readiness

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# What are the benefits of staying compliant?



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# What are the benefits of staying compliant?



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-  Avoid Legal and Financial Penalties
-  Optimized Costs
-  Enhanced Security
-  Improved Productivity
-  Reputation Management

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**Key Takeaways & Best Practices**

- Understand Your Licensing Agreement
- Regularly Audit Your Assets
- Stay Up-to-Date with Licensing Changes
- Implement ITAM Process and Procedures
- Leverage Software Assurance Benefits
- Consider Cloud Options

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**Microsoft licensing, while complex, is a challenge that we can all conquer.**

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