

Licensing Windows Embedded 8

This brief applies to all Microsoft Volume Licensing programs.

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Summary

Enterprises turn to Windows Embedded to power industry devices that delight their customers by providing unique and differentiated user experiences and help them gain competitive advantage by monitoring, assessing, reporting, predicting, and uncovering intelligence throughout their businesses.

Windows Embedded 8 offerings are available through Microsoft Volume Licensing. This brief explains the options for licensing Windows Embedded 8 editions and key enterprise features.

What's New in This Brief

This brief replaces the version published October 2013. It has been updated to reflect changes to the Windows Embedded licensing options effective April 1, 2014, including:

- ▶ Windows Embedded 8.1 Industry Enterprise edition is available as an upgrade license through Volume Licensing; it is no longer a Software Assurance benefit. This aligns to the changes made to Windows desktop effective March 2014.
- ▶ Only Windows Embedded 8.1 Industry Enterprise edition is eligible for Software Assurance. Therefore, customers who want Software Assurance can purchase the Windows Embedded 8.1 Enterprise Upgrade with Software Assurance.

Note: Customers will continue to be allowed to attach Software Assurance to new devices purchased before July 1, 2014.

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- ▶ New benefits are provided for devices covered by Software Assurance for Windows Embedded 8.1 Industry Enterprise. These include benefits previously available only for Software Assurance for Windows Desktop as well as new rights that allow customers to install certain Windows desktop editions in place of their licensed Windows Embedded Industry editions.
- ▶ Downgrade Rights are available for Windows for Embedded Systems products.

Details

Introduction

Windows Embedded 8 family of products is Microsoft's platform to help enterprises create lasting competitive advantage with industry devices that provide new insight, productivity, and opportunities to delight the users. Windows Embedded 8 products are based on Windows technologies, making new interactive device experiences possible while harnessing the power of the latest Windows innovations in power management, security, management, enterprise integration, user experience and connectivity.

Editions

The Windows Embedded 8 family of products include:

Edition	Description	Availability:	
		OEM	Volume Licensing
Windows Embedded 8.1 Industry Enterprise	A full edition for industry devices that delivers the full capabilities of Windows 8.1 Enterprise, plus enhanced lockdown technologies. This edition that includes all the capabilities of Windows Embedded 8.1 Industry Pro, plus premium features designed to meet the mobility, productivity, security, and manageability needs of today's large businesses.		✓ (Upgrade only)
Windows Embedded 8.1 Industry Pro*	A full edition for industry devices that delivers the full capabilities of Windows 8.1 Pro plus enhanced lockdown technologies needed to enable line-of-business scenarios across a range of different vertical markets.	✓	✓ (Upgrade only)
Windows Embedded 8.1 Pro	A full edition of Windows 8.1 Pro distributed through the Embedded OEM channel with licensing terms specific to industry devices.	✓	
Windows Embedded 8 Standard	A modular operating system based on Windows 8 enhanced to meet the needs of Intelligent Systems. It includes key Windows 8 Pro functionality plus Embedded-specific technologies. It also has enterprise features disabled the OEM version that can be activated through Volume Licensing. (Note: There is no version 8.1 of this product.)	✓	

*Windows Embedded 8.1 Industry Pro Retail is also available through OEMs specifically for point-of-service (POS) devices used in retail settings.

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This document provides an overview of the Windows Embedded products and features available through Volume Licensing, information about the products that are eligible for upgrades, and the key choices you have for utilizing Windows Embedded 8 in your organization.

Content included is for descriptive informational purposes only and is not meant to replace or override other licensing documentation, such as the Windows Embedded 8 End User License Agreement, Product Use Rights, or the Product List.

Acquiring Windows Embedded 8 Licenses: Overview

How you acquire your Windows Embedded 8 licenses depends upon whether you are purchasing the licenses for new devices or existing devices.

New Devices: OEM

When you purchase a new device from an OEM, it must come with the operating system preinstalled. The following Windows Embedded 8 editions are available preinstalled by the OEM:

- ▶ Windows Embedded 8 Standard (Note: There is no version 8.1 of this product.)
- ▶ Windows Embedded 8.1 Pro
- ▶ Windows Embedded 8.1 Industry Pro
- ▶ Windows Embedded 8.1 Industry Pro Retail

Refer to www.getwindowseembedded8.com for more information about these product editions.

Existing Devices: Volume Licensing





For existing devices, Microsoft Volume Licensing provides the path to:

- ▶ Upgrade a device's operating system to Windows Embedded 8.1 Industry Pro or Windows Embedded 8.1 Industry Enterprise
- ▶ Access benefits of Software Assurance
- ▶ Enable enterprise features that are disabled in the preinstalled OEM version of Windows Embedded 8 Standard

These Volume Licensing options are covered in further detail in this guide.

Key Enterprise Features in Windows Embedded 8

The Windows Embedded 8 family offers premium enterprise features designed to provide the mobile productivity, security, and manageability of today's businesses. These key enterprise features include the following.

	Feature	Description
	DirectAccess	Allows remote users to seamlessly access resources inside a corporate network without having to launch a separate VPN. Learn more about DirectAccess.
	BranchCache	Allows users' device to cache files, websites, and other content from central servers, so content is not repeatedly downloaded across the wide area network (WAN). Learn more about BranchCache.
	AppLocker	Enables IT to specify what software is allowed to run on a user's device through centrally managed but flexible Group Policies. Learn more about AppLocker.
	Enterprise Sideload*	Enables direct deployment of touch-optimized Windows 8 apps to devices without going through the Windows Store. Learn more about Enterprise Sideload.

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*As of the April 2014 update release, Enterprise Sideloading is enabled in Windows Embedded 8.1 Industry Pro and Enterprise editions (OEM and Volume Licensing).

How to Access Enterprise Features

Each of these enterprise features is enabled in Windows Embedded 8.1 Industry Enterprise edition, which is available as an upgrade license through Microsoft Volume Licensing.













Note: Devices must be re-imaged when the Windows Embedded 8.1 Industry Enterprise edition is installed.

For devices that are licensed for Windows Embedded 8 Standard, you can acquire the Windows Embedded 8 Standard Enterprise Kit license to enable the DirectAccess, BranchCache, AppLocker, and Enterprise Sideloading features, which are present but disabled in the OEM version of the software.

Licenses Available Through Volume Licensing

Microsoft Volume Licensing offers customized programs that help organizations purchase software licenses. Tailored for different organization type, size, and purchasing preferences, Microsoft Volume Licensing programs provide flexible and affordable solutions designed to help you manage your licenses with ease. Whether you have five or thousands of desktop PCs, there is a Microsoft Volume Licensing program for you.

You can purchase the following licenses through [Microsoft Volume Licensing](#):

License	Description	Availability by Volume Licensing Program			
		Open License	Open Value & Subscription	Select Plus	Enterprise Agreement & Subscription
Windows Embedded 8.1 Industry Enterprise Upgrade	Licenses device with a Qualifying Operating System already installed to upgrade to Windows Embedded 8.1 Industry Enterprise. Software Assurance (SA) is either included or available as an optional add-on.	 (SA Optional)	 (SA Included)	 (SA Optional)	 (SA Included)
Windows Embedded 8.1 Industry Pro Upgrade	Licenses device with a Qualifying Operating System already installed to upgrade to Windows Embedded 8.1 Industry Pro.				
Windows Embedded 8 Standard Enterprise Kit	Enables the DirectAccess, BranchCache, AppLocker, and Sideloading enterprise features that are disabled in the OEM Windows Embedded 8 Standard edition software.				
Windows Sideloading Rights	Enables Enterprise Sideloading for Windows 8 Apps on devices that are licensed for Windows Embedded 8.1 Pro.				

Note: Customers with a Select Plus or Open agreement who purchased POSReady 2009, POSReady 7, Windows Embedded 8 Industry Pro (General or Retail), Windows Embedded 8.1 Industry Pro (General or Retail), Windows Vista Business or Ultimate for Embedded Systems, Windows 7 Professional or Ultimate for Embedded Systems, or Windows

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Embedded 8 Pro OEM licenses prior to July 1, 2014, may attach SA for the Windows Embedded operating system to those licenses within 90 days of the license purchase date without the need to purchase the Windows Embedded Industry Enterprise Upgrade.

Qualifying Operating Systems

The operating system licenses granted for Windows Embedded 8.1 Industry Pro and Windows Embedded 8.1 Industry Enterprise are upgrade licenses only. Full operating system licenses are not available. Therefore, each device for which a customer acquires and runs the Windows Embedded 8.1 Industry Pro Upgrade or Windows Embedded 8.1 Industry Enterprise Upgrade must be licensed to run one of the qualifying operating systems identified below.

Qualifying Operating System Rules for Windows Embedded 8.1 Industry Products

- ▶ The Qualifying Operating System must be installed on the device to which the Upgrade license is to be assigned.
- ▶ Except as provided below, customers must remove the Qualifying Operating System from the device in order to deploy the Windows Embedded Industry Upgrade license.
- ▶ Customers who want to install or run more than one licensed Operating System at one time (including the Qualifying Operating System), may acquire SA for their Windows Embedded 8.1 Industry Enterprise Upgrade license.
- ▶ Customers that have active SA coverage do not need to uninstall the qualifying Operating System and may install and run the Qualifying Operating System and Windows Embedded 8.1 Industry Pro at the same time.

Customers with the Qualifying Operating System may purchase the corresponding Windows Embedded Industry SKU families as stated in the following table:

Qualifying Operating Systems	Windows Embedded 8.1 Industry Pro Upgrade	Windows Embedded 8.1 Industry Enterprise Upgrade	Windows Embedded 8.1 Industry Enterprise Upgrade (Std, POS, Ind Retail)
Windows Vista Business for Embedded Systems and Windows Vista Ultimate for Embedded Systems	✓	✓	
Windows 2000 Professional for Embedded Systems	✓	✓	
Windows NT Workstation for Embedded Systems	✓	✓	
Windows 7 Professional for Embedded Systems	✓	✓	
Windows 7 Ultimate for Embedded Systems	✓	✓	
Windows Embedded 8 and 8.1 Pro	✓	✓	
Windows Embedded 8 and 8.1 Industry Pro and Retail	✓		✓
Windows Embedded POSReady 7 Pro	✓		✓

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Windows Embedded for Point of Service (WEPOS)	✓		✓
Windows Embedded POSReady 2009 and POSReady 7	✓		✓
Windows NT Embedded	✓		✓
Windows XP Embedded	✓		✓
Windows Embedded Standard 7, 2009 and Windows Embedded 8 Standard	✓		✓

How to Acquire Licenses Through Volume Licensing

Contact your Microsoft representative or Microsoft Volume Licensing reseller to acquire licenses through Volume Licensing.

To find a Microsoft Volume Licensing reseller:

- ▶ In the United States, call (800) 426-9400 or [find an authorized reseller](#).
- ▶ In Canada, call the Microsoft Resource Centre at (877) 568-2495.
- ▶ Outside the United States or Canada, contact your [local Microsoft subsidiary](#).

Software Assurance Benefits for Windows Embedded 8

Software Assurance includes a core set of benefits to help improve workforce productivity, streamline software deployment, and reduce costs.

Software Assurance also provides the greatest flexibility for how you use Windows Embedded 8 as it includes access to enterprise offerings and use rights not available through other licensing programs.

Key Benefits of Software Assurance for Windows Embedded 8

Note: "Licensed device" refers to any device covered by Software Assurance for Windows Embedded 8.1 Industry Enterprise.

Benefit	Description
New Version Rights	<i>Always have the most current version.</i> With New Version Rights, you have access to new releases of Windows Embedded Industry on any licensed device as soon as they are released for no additional cost.
Windows Virtual Desktop Access (VDA) Rights	<i>Access Windows in a variety of ways across devices.</i> Windows VDA Rights enable users to access virtual instances of Windows in a variety of user scenarios.
Windows To Go Use Rights	<i>Travel light without sacrificing productivity.</i> Windows To Go is a fully manageable corporate desktop running Windows 8.1 Enterprise edition on a bootable USB stick. This use right allows Windows To Go to be run on any licensed device.
Roaming Use Rights	<i>Enable work from home and on the road scenarios.</i>

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	Roaming Use Rights allow the primary user of any licensed device to access a virtual instance of Windows running in the data center (VDI) or Windows To Go from non-corporate devices, such as personally owned or hotel business center PCs, while away from the office.
Windows Companion Subscription License (CSL)	<p><i>Enable bring your own device (BYOD) scenarios with flexibility for running corporate desktops by using personally owned companion devices at work.</i></p> <p>The Windows CSL is an <i>optional subscription add-on</i> that grants the primary user of a licensed device the rights to access a corporate desktop through either a VDI or Windows To Go on up to four devices that are capable of leveraging these technologies. Devices eligible for licensed use include any type of personally owned device as well as corporate-owned non-x86 devices.</p>
Enhanced Edition Benefits	<p><i>Install the Windows operating system that best fits your needs.</i></p> <p>Devices with active Software Assurance coverage may run certain current or prior versions of the Windows Desktop Operating System or Windows Embedded Operating System.</p> <p>See the Downgrade Rights and Enhanced Edition Benefits section below for more details.</p>

Customers with Windows Embedded Industry Software Assurance also have access to the following benefits:

- ▶ **Extended Hotfix support:** Provides specific product fixes on a per customer incident basis, beyond the standard product support.
- ▶ **24x7 Problem Resolution Support:** Provides around-the-clock phone and web incident support for Microsoft server and desktop products.
- ▶ **E-Learning:** Offers self-paced interactive training designed for end users and IT professionals; delivered over the Internet or an intranet.
- ▶ **Training Vouchers:** Provides in-depth technical classroom training for IT professionals and developers.
- ▶ **Spread Payments:** Payment for license and Software Assurance may be spread across three equal, annual sums.

Visit the [Software Assurance website](#) for further details about these benefits.

Note: Benefit eligibility varies by Volume Licensing program and products. Refer to the [Microsoft Volume Licensing Product List](#) to verify eligibility by program and products.

Acquiring Software Assurance for Windows Embedded

You can cover your Windows Embedded licenses with Software Assurance for Windows Embedded 8.1 Industry Enterprise in the following ways:

- ▶ When purchasing a Windows Embedded 8.1 Industry Enterprise Upgrade license through Volume Licensing, you may also acquire Software Assurance for that license.
- ▶ Software Assurance is automatically included in certain Volume Licensing programs, such as Enterprise Agreement, Enterprise Subscription Agreement, Open Value, Open Value Subscription, and Enrollment for Education Solutions.

Customers with a Select Plus or Open agreement who purchased POSReady 2009, POSReady 7, Windows Embedded 8 Industry Pro (General or Retail), Windows Embedded 8.1 Industry Pro (General or Retail), Windows Vista Business or Ultimate for Embedded Systems, Windows 7 Professional or Ultimate for Embedded Systems, or Windows Embedded 8 Pro OEM licenses prior to July 1, 2014, may attach SA for Windows Embedded Industry Enterprise operating system to those licenses within 90 days of the license purchase date without the need to purchase the Windows Embedded Industry Enterprise Upgrade. When you license a device with Software Assurance, the Software Assurance benefits for that device are available for the term of the Software Assurance coverage only.

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Downgrade Rights and Enhanced Edition Benefits

Though Downgrade Rights, customers with a valid license for Windows Embedded 8.1 Industry Pro or Windows Embedded 8.1 Industry Enterprise obtained through a Volume Licensing program are eligible to use certain prior versions in place of Windows Embedded 8.1 Industry Pro or Windows Embedded 8.1 Industry Enterprise.

Note: As of April 2014, new Downgrade Rights are available for the Windows for Embedded Systems products. Windows for Embedded Systems products are full Windows versions for use exclusively on industry devices.

Through Enhanced Edition Benefits, customers with a valid license for Windows Embedded 8.1 Industry Enterprise with Software Assurance obtained through Volume Licensing are eligible to use certain editions of the Windows desktop operating system in place of Windows Embedded 8.1 Industry Enterprise.

The following table shows the specific editions customers are licensed to install under Downgrade Rights and Enhanced Edition Benefits based on their licensed product.

Downgrade and Enhanced Edition Rights	Licensed Product	
	VL Windows Embedded 8.1 Industry Pro Upgrade	VL Windows Embedded 8.1 Industry Enterprise Upgrade
Windows 8 / 7 / Vista Enterprise		●
Windows 8 Pro		●
Windows 7 Professional		●
Windows Vista Business		●
Windows XP Pro		●
Windows 2000 Professional		●
Windows 95 / 98 / NT		●
Windows Embedded 8.x Industry Enterprise		■
Windows Embedded 8.x Industry Pro	■	■
Windows Vista Business for Embedded Systems / Windows 7 Professional for Embedded Systems / Windows Embedded 8 Pro*	■	■
Windows Embedded POSReady 7, Windows Embedded POSReady 2009 & Windows Embedded 8.1 Industry Retail	■	■
Windows Embedded Standard		

● = Software Assurance required

*Newly added option as of April 1, 2014. For use on industry devices only. These are Volume Licensing versions of Windows for Embedded Systems and require Volume Activation.

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Volume Activation

Windows product activation is a set of technologies enabling customers to confirm that their copy of Windows is properly licensed. Product activation is required for all editions of Windows Embedded 8.1 Industry.

Volume Activation allows enterprise customers to automate the activation process and make it transparent to users. Volume Activation applies to computers that are covered under a Volume Licensing program, and for customers using Volume Licensing media that were first introduced with Windows Vista and have since been enhanced. It is used strictly as a tool for activation, and it is not tied to license invoicing or billing.

Activation Through Key Management Service and Multiple Activation Key

Key Management Service (KMS) allows organizations to activate computers within customer environment through an internally hosted service (KMS), and Multiple Activation Key (MAK) activates computers on a one-time basis by using the hosted activation services provided by Microsoft. Customers can use either or both key types to activate computers in their environments.

Activation Through Microsoft Active Directory

During Active Directory-based activation, any computers connected to the domain and running Windows 8 or Windows Server 2012 (or later versions) will activate automatically during computer setup. These clients stay activated as long as they remain members of the domain and maintain periodic contact with a domain controller.

Learn more about volume activation at <http://technet.microsoft.com/volumeactivation>.

Note: If you purchase the Windows Embedded 8 Standard Enterprise Kit, you will receive a key that enables the DirectAccess, BranchCache, AppLocker, and Enterprise Sideload enterprise features that are disabled in the OEM Windows Embedded 8 Standard edition software.

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