

# Licensing Microsoft Windows 10

## Volume Licensing

### EDITIONS AND AVAILABILITY

main options for business users			
Volume Licensing		Windows 10 Pro	Windows 10 Enterprise
Full Packaged Product (FPP)	Windows 10 Home	Windows 10 Pro	
OEM (PC Preinstall)	Windows 10 Home	Windows 10 Pro	

### BUYING WINDOWS 10

#### Through Volume Licensing

- Upgrade license for Windows 10 Pro or Windows 10 Enterprise
- Qualifying operating system required

#### Through OEM

- Preinstalled on a new computer
- The software "lives and dies" on that machine
- Full version, non-transferrable license
- New license required if motherboard is changed

### WINDOWS 10 DOWNGRADE RIGHTS

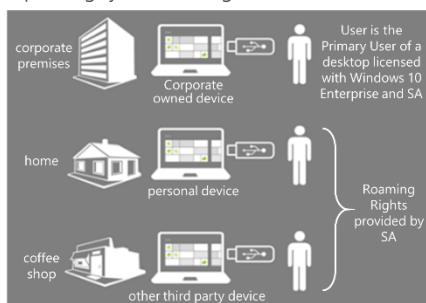
#### Can downgrade to:

	FPP	OEM	Volume Licensing	
			Pro	Enterprise
Windows 8/8.1 Enterprise	-	-	-	✓
Windows 8/8.1 Pro	-	✓	✓	✓
Windows 7 Enterprise	-	-	-	✓
Windows 7 Professional	-	✓	✓	✓
Windows Vista Enterprise	-	-	-	✓
Windows Vista Business	-	-	✓	✓
Windows XP Professional	-	-	✓	✓
Windows 2000 Professional	-	-	✓	✓
Windows 95 / 98 / NT	-	-	✓	✓

### WINDOWS TO GO

For organizations who have purchased Windows 10 Enterprise with SA, Windows To Go enables the creation of a Windows To Go desktop that can be booted from a USB stick on PCs, regardless of the operating system running on the PC. Windows To Go desktops can use the same image enterprises use for their desktop PCs and laptops and can be managed the same way.

When end-users are provided with the bootable USB stick, they are able to use their Windows 10 desktop on corporate devices, as well as personal devices and other third party devices when outside the corporate firewall.



### FEATURE COMPARISON

	Windows 10 Enterprise	Windows 10 Pro	Windows 10 Home
Device encryption	✓	✓	✓
Windows Hello, Continuum	✓	✓	✓
Domain Join and Group Policy	✓	✓	
BitLocker	✓	✓	
DirectAccess	✓		
BranchCache	✓		
AppLocker	✓		
Granular UX Control	✓		
Device Guard	✓		
Credential Guard	✓		

### FREQUENCY OF FEATURE UPDATES

**Current Branch (CB)** – Machines on Current Branch (CB) will receive updates first and they will be installed straight away.

**Current Branch for Business (CBB)** – By putting devices on the Current Branch for Business (CBB), enterprises will be able to receive feature updates after their quality and application compatibility has been assessed in the consumer market, while continuing to receive security updates on a regular basis.

**Long Term Servicing Branch (LTSB)** – Where organizations need very strict change management policies, for prolonged periods of time, LTSB keeps systems more secure with the latest security and critical updates, while minimizing change by not delivering new features for the duration of mainstream (five years) and extended support (five years).

### SOFTWARE ASSURANCE

Windows 10 Enterprise may be purchased with or without Software Assurance. When purchased with SA, Windows 10 Enterprise provides additional benefits:

- VDA rights (covered in the "Licensing Microsoft Virtualization Technologies" handout in this series)
- Windows To Go Use Rights
- Roaming Rights
- MDOP (Microsoft Desktop Optimization Pack)
- Ongoing access to new Long Term Servicing Branch (LTSB) builds

### PRODUCT ACTIVATION

Every copy of Windows 10 must be activated with a valid product key. Licenses bought through FPP and OEM can be activated via the Internet or telephone. There are three ways which organizations with Volume Licensing agreements can activate Windows 10:

A **Multiple Activation Key (MAK)** is a volume license key that is used for one-time activation with activation services that are hosted by Microsoft. This method is useful for smaller organizations, and for computers which are infrequently connected to the organization's network.

**Key Management Service (KMS)** activation is done against a service hosted within an organization, enabling organizations to activate systems within their network, eliminating the need for individual computers to connect to Microsoft.

**Active Directory-based Activation** is a role service that allows organizations to use Active Directory Domain Services (ADDS) to simplify the task of maintaining volume activation services for a network.

Further Microsoft Licensing handouts and exams:  
[GetLicensingReady.com](http://GetLicensingReady.com)