

# Licensing Microsoft Windows 10

## Volume Licensing

### EDITIONS AND AVAILABILITY

		main options for business users	
Volume Licensing		Windows 10 Pro	Windows 10 Enterprise LTSB/E3/E5
OEM (Preinstalled on a PC)	Windows 10 Home	Windows 10 Pro	
Full Packaged Product (FPP)	Windows 10 Home	Windows 10 Pro	

### BUYING WINDOWS 10

Through Volume Licensing

- ▶ Upgrade license for Windows 10 Pro or Windows 10 Enterprise LTSB
- ▶ 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

### FEATURE COMPARISON

	Windows 10 Edition				
	Enterprise E5	Enterprise E3	Enterprise LTSB	Pro	Home
Device encryption	✓	✓	✓	✓	✓
Windows Hello, Continuum	✓	✓	✓	✓	✓
Domain Join and Group Policy	✓	✓	✓	✓	
BitLocker	✓	✓	✓	✓	
DirectAccess	✓	✓	✓		
BranchCache	✓	✓	✓		
AppLocker	✓	✓	✓		
App-V and UE-V	✓	✓	✓		
Microsoft Desktop Optimization Pack	✓	✓			
Virtual Desktop Access (VDA) Rights	✓	✓			
Windows To Go (WTG) Rights	✓	✓			
Windows Defender Advanced Threat Protection	✓				

### WINDOWS 10 PRO/ENTERPRISE DOWNGRADE RIGHTS

Can downgrade to:	Volume Licensing			
	FPP	OEM	Pro	Enterprise LTSB/E3/E5
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	-	-	✓	✓

### SOFTWARE ASSURANCE

- ▶ Windows 10 Enterprise LTSB may be purchased with or without Software Assurance
- ▶ Windows 10 Enterprise E3 and E5 licenses include Software Assurance which gives the following rights:
  - Virtual Desktop Access: rights to access virtual machines hosted in a virtual desktop infrastructure
  - MDOP: Microsoft Desktop Optimization Pack tools
  - Ongoing access to new Long Term Servicing Branch builds
  - Windows To Go: rights to run a Windows desktop from a USB stick

### FREQUENCY OF FEATURE UPDATES

Servicing Channels allow customers to designate how frequently their individual devices are updated for new features. Organizations use the following channels for the majority of their devices:

#### Semi-Annual Channel

- New functionality is provided with twice-per-year feature update releases
- Organizations may defer feature updates, but each feature update release is only supported for 18 months from the time of its release

#### Long-Term Servicing Channel

- New functionality is provided via new feature releases every two to three years
- Specialized systems—such as PCs that control medical equipment, point-of-sale systems, and ATMs—often require a longer servicing option because of their purpose. These devices typically perform a single important task and don't need feature updates as frequently as other devices in the organization. It's more important that these devices be kept as stable and secure as possible than up to date with user interface changes. The LTSC servicing model prevents Windows 10 Enterprise LTSB devices from receiving the usual feature updates and provides only quality updates to ensure that device security stays up to date

Note:

- *Devices licensed with any edition of Windows 10 receive security updates*
- *Organizations can choose ANY of the servicing channels for devices covered by Windows 10 Enterprise E3 or E5 licenses*

WINDOWS 10 AVAILABILITY

Offering	Open License	Open Value & Subscription	MPSA	Enterprise Agreement & Subscription	Cloud Solution Provider
Windows 10 Pro Upgrade	✓		✓		
Windows 10 Enterprise LTSC Upgrade	✓		✓		
Windows 10 Enterprise E3 per Device	✓	✓	✓	✓	
Windows 10 Enterprise E3 per User			✓	✓	✓
Windows 10 Enterprise E5 per Device			✓	✓	
Windows 10 Enterprise E5 per User			✓	✓	✓
Windows 10 VDA E3 per Device		✓	✓	✓	
Windows 10 VDA E3 per User			✓	✓	✓
Windows 10 VDA E5 per Device			✓	✓	
Windows 10 VDA E5 per User			✓	✓	

WINDOWS 10 ENTERPRISE USER AND DEVICE LICENSING

(Volume Licensing)

DEVICE LICENSES

- ▶ Windows 10 Enterprise LTSC is only available as a device license
- ▶ Windows 10 Enterprise E3 and E5 are available as device or user licenses. Note that the E5 device license is only available as a subscription license
- ▶ Windows 10 Enterprise software may be installed locally on a single device that is already licensed for Windows 7 Professional/Enterprise or Windows 8.1/10 Pro/Enterprise
- ▶ Windows 10 Enterprise E3 and E5 device licenses allow any user to access a VDA or WTG desktop on the licensed device



USER LICENSES

- ▶ All user licenses are subscription licenses
- ▶ Windows 10 Enterprise software may be installed locally on any number of devices already licensed for Windows 7 Professional/Enterprise or Windows 8.1/10 Pro/Enterprise for use by the licensed user
- ▶ The licensed user may access a VDA or WTG desktop on any number of capable devices



PRODUCT ACTIVATION

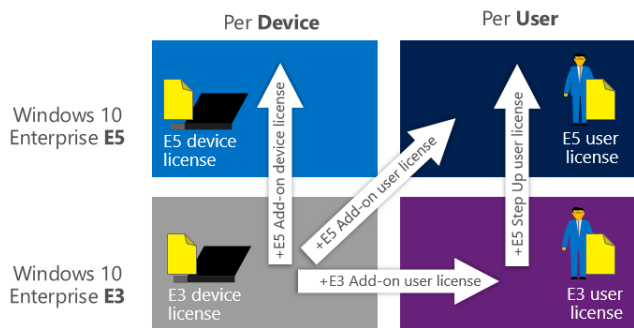
Every copy of Windows 10 must be activated with a valid product key. Licenses bought through FPP and OEM can be activated via the Internet or telephone. There are three ways which organizations with Volume Licensing agreements can activate Windows 10:

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.

MOVING BETWEEN EDITIONS AND LICENSING MODELS



Windows 10 Enterprise E3 and E5 are available as user or device licenses and organisations may move between the editions and licensing models with additional licenses as shown left. The Add-on and Step-up licenses are available through the Enterprise Agreement or the MPSA.

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

VIRTUAL DESKTOPS

- ▶ Organizations wishing to use virtual desktops must be licensed with either Windows 10 Enterprise E3/E5 or VDA E3/E5 licenses
- ▶ Virtual desktops may be deployed in:
  - An on-premises Virtual Desktop Infrastructure
  - Azure
  - A partner's multitenant (shared) infrastructure
- ▶ Customers who have Windows 10 or VDA device licenses may use an on-premises VDI
- ▶ Customers with licenses acquired through CSP may use Azure or a partner's multitenant (shared) infrastructure
- ▶ Customers with Windows 10 or VDA user licenses acquired through a Volume Licensing agreement may choose any of the deployment options