

Licensing Microsoft Windows 8

Volume Licensing

EDITIONS AND AVAILABILITY

		main options for business users		
Volume Licensing (VL)			Windows 8 Pro	Windows 8 Enterprise
Full Packaged Product (FPP)		Windows 8	Windows 8 Pro	
OEM (PC Preinstall)	Windows RT	Windows 8	Windows 8 Pro	

Windows RT is for devices powered by ARM-processors. It shares communality and code with Windows 8 and provides a consistent Windows experience. Windows RT is ideal for consumers, but also has a place in the business world where users can use it to access a VDI desktop.

BUYING WINDOWS 8

Through Volume Licensing

- ▶ Upgrade license for Windows 8 Pro only
- ▶ Qualifying operating system required
- ▶ Windows 8 Pro when purchased with SA provides additional benefits:
 - Rights to Windows 8 Enterprise
 - More licensing rights:
 - VDA rights**
 - Windows RT Companion VDA rights**
 - Windows To Go Use Rights
 - Roaming Use Rights
 - Purchasing options:
 - MDOP (Microsoft Desktop Optimization Pack)
 - Companion Subscription License**

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

** covered in the "Licensing Microsoft Virtualization Technologies" handout in this series

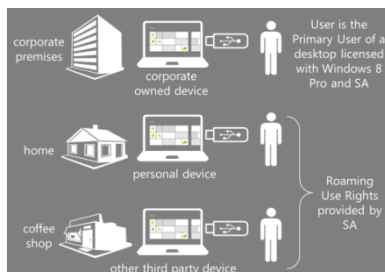
ADDING SOFTWARE ASSURANCE

Software Assurance (SA) can be added to Windows 8 Pro. When purchased through a Volume Licensing agreement, SA can be added at the time of license purchase only. When Windows 8 Pro is purchased through OEM, SA can be added within 90 days.

WINDOWS TO GO

For organizations who have purchased Windows 8 Pro 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 8 desktop on corporate devices, as well as personal devices and other third party devices when outside the corporate firewall.



FEATURE COMPARISON

	Windows 8 Enterprise	Windows 8 Pro	Windows 8	Windows RT
Start Screen, Live Tiles, Windows 8 Apps	✓	✓	✓	✓
Installation of x86/64 and desktop applications	✓	✓	✓	
Exchange ActiveSync	✓	✓	✓	✓
Mobile broadband	✓	✓	✓	✓
BitLocker and BitLocker To Go	✓	✓		
Device Encryption				✓
Client Hyper-V	✓	✓		
Domain Join and Group Policy	✓	✓		
DirectAccess	✓			
BranchCache	✓			
AppLocker	✓			
Enterprise Sideload*	✓			

ENTERPRISE SIDELOADING

New for Windows 8, Enterprise Sideload is the process of installing custom Windows 8 Apps directly to a device without going through the public Windows Store.

- ▶ *Enterprise Sideload is enabled as a feature for domain joined PCs running Windows 8 Enterprise
- ▶ *Windows RT, Windows 8 Pro, and non-domain joined Windows 8 Enterprise devices can be enabled for Enterprise Sideload via Product Key
- ▶ Windows EA, Select SA, and EES customers will be granted Enterprise Sideload license rights and provided keys through VLSC
- ▶ Other customers may purchase Enterprise Sideload licenses in packs of 100 and will also be provided keys through VLSC

WINDOWS 8 PRO DOWNGRADE RIGHTS

Can downgrade to:	FPP	OEM	VL (no SA)	VL (with SA)
Windows 7 Enterprise	-	-	-	✓
Windows 7 Professional	-	✓	✓	✓
Windows Vista Enterprise	-	-	-	✓
Windows Vista Business	-	✓	✓	✓
Windows XP Professional	-	-	✓	✓
Windows 2000 Professional	-	-	✓	✓
Windows 95 / 98 / NT	-	-	✓	✓

PRODUCT ACTIVATION

Every copy of Windows 8 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 8:

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