



Windows 7 and Optimized Desktop Volume Licensing Guide

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Microsoft®
Desktop Optimization Pack
for Software Assurance



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Windows 7 in Microsoft Volume Licensing

The Windows® 7 operating system (OS) will help business users around the world become more productive and will help IT departments enhance security and control and streamline PC management.

Microsoft® Volume Licensing solutions provide the most flexible, cost effective way to give your organization access to the latest Windows desktop technologies. Whether your business wants to upgrade to Windows 7, have access to advanced technologies like Windows 7 Enterprise and the Microsoft Desktop Optimization Pack, or deploy emerging virtualization scenarios, there is a Volume Licensing program that is right for your organization.

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

This document is for descriptive informational purposes only and is not meant to replace or override other licensing documentation such as the Windows 7 End User License Agreement, Product Use Rights, Product List, or Licensing Briefs that will be available at <http://www.microsoft.com/licensing/> with the launch of Windows 7.

Windows 7 Editions and Related Products

There is a version of Windows 7 designed to meet the needs of every organization from a small, growing business to a multinational enterprise. The following table lists both consumer and business editions of Windows 7 and related products, and the channels through which they will be available.

Windows Desktop Products

Full Package Product	Pre-Installed on PC (OEM)	Volume Licensing
Windows 7 Ultimate Windows 7 Professional Windows 7 Home Premium Windows 7 Home Basic	Windows 7 Ultimate Windows 7 Professional Windows 7 Home Premium Windows 7 Home Basic Windows 7 Starter	Windows 7 Professional Windows 7 Enterprise Microsoft Desktop Optimization Pack for Software Assurance Windows Virtual Enterprise Centralized Desktop

Windows Desktop Products Available through Volume Licensing

Product	Description
Windows 7 Professional	Designed for small and midsize organizations, Windows 7 Professional provides a PC experience you can count on, helps you get more done, and helps safeguard your work. It is available as an upgrade license through Volume Licensing (Windows 7 Professional is the successor to Windows Vista® Business).
Windows 7 Enterprise	Designed for enterprises and businesses that want to optimize their desktop IT infrastructure, Windows 7 Enterprise will help make users productive anywhere, enhance security and control, and streamline PC management. It is available with Software Assurance for Windows.
Microsoft Desktop Optimization Pack for Software Assurance	Microsoft Desktop Optimization Pack (MDOP) is a suite of six client virtualization, management, and deployment technologies that help reduce the total cost of ownership, increase desktop manageability, and improve overall infrastructure satisfaction. Available as a subscription to Software Assurance customers.
Windows Virtual Enterprise Centralized Desktop	The Windows Virtual Enterprise Centralized Desktop (VECD) licensing option enables the use of business versions of Windows in both centralized and virtualization scenarios. Available as a subscription license through Volume Licensing.

What's New for Windows 7 Volume Licensing

Volume Licensing for Windows 7 is very similar to Windows Vista. The few changes featured in the table below help reduce the number of different licenses required and assist customers migrating from earlier versions of Windows.

New in Windows 7 Volume Licensing	Details
DVD Playback Codec and Media Center	Windows 7 Enterprise and Windows 7 Professional include DVD playback capabilities therefore no additional codec license is required. Since Windows 7 Enterprise will include all of the features of Windows 7 Ultimate—including Windows Media Center— Windows 7 Ultimate is not available through Volume Licensing. Customers currently entitled to Windows Vista Ultimate will continue to have access to the Windows Vista Ultimate product keys and media.
Four Local Virtual Machines with Software Assurance	A benefit of Software Assurance coverage is the right to run up to four instances of Windows in a local virtual machine (VM). In Windows Vista, these VMs could only run on Windows Vista Enterprise. In Windows 7 these VMs may be run on Windows 7 Enterprise, Professional, or any prior version (as specified in downgrade rights section of this white paper). Customers may use Volume License media to create and manage VM images.
Windows XP Mode	Windows XP Mode is specifically designed to help small business users run their Windows XP applications on their Windows 7 desktop. Customers using Windows 7 Professional, Enterprise, or Ultimate may run one copy of Windows XP Professional in a local virtual machine to aid application compatibility as they migrate to Windows 7. Windows Virtual PC software and the Windows XP Professional environment will be available for download after the general availability of Windows 7. Note: Windows XP Mode does not have IT management capabilities built in. Microsoft Enterprise Desktop Virtualization, a component of MDOP, adds important management capabilities to Windows XP Mode for larger businesses.
Downgrade Rights	Volume Licensing customers may downgrade to any prior version of Windows Professional. For a limited time (PCs purchased within six months after the general availability of Windows 7) the original equipment manufacturer (OEM) End User License Agreement includes the right to downgrade to Window XP Professional, Tablet PC, or Professional x64.
Windows Virtual Enterprise Centralized Desktop (VECD)	In January 2009 VECD was expanded to include three new scenarios in addition to Virtual Desktop Infrastructure: VM on employee-owned PC, VM on contractor-owned PC, and VM moved between PCs on removable media. For Windows 7, VECD will be further expanded to include remote boot rights and device-based access to a physically installed blade PC. This change was designed to simplify the purchasing experience for customers by including all of the flexible computing scenarios in a single license.
MDOP available in Enterprise Agreement Platform Products	To simplify the purchase process, customers can now get the benefits of MDOP directly in their Enterprise Agreement without the need to purchase an additional product. Two new Enterprise Agreement options will be available with even more value: Enterprise Desktop + MDOP, and Professional Desktop + MDOP.

Windows 7 Professional Upgrade License

Windows® 7 Professional

Volume Licensing is the most affordable way to upgrade your existing PCs to Windows 7. If your PCs are not already covered by Software Assurance, you can purchase upgrade licenses through a Volume Licensing program to gain access to Windows 7 Professional.

Windows 7 Professional is designed to run on PCs that meet the recommended hardware requirements of Windows Vista Business, which means that it will run on the majority of business PCs already in use today. Windows 7 Professional upgrade licenses can enable you to take advantage of the security, productivity, and ease of management of this modern operating system on the PCs that you already own.

Qualifying Operating Systems for Windows Volume Licensing

Windows licenses available through Volume Licensing are upgrade-only licenses. They do not replace purchasing the initial Windows licenses for software that comes pre-installed on new PCs. Each desktop that runs the Windows 7 upgrade must first be licensed to run one of the qualifying operating systems identified below—otherwise the PC will not have a valid, legal Windows license. If you don't have a pre-existing license for a genuine, qualifying OS on your PC, see the "[Get Genuine Options](#)" section in this guide.

Each of these conditions must be met in order for a base PC to be eligible for an upgrade license:

- Software under the qualifying OS license must already be installed on the device that will be assigned the Volume Licensing upgrade. See chart below of pre-installed OEM versions that are eligible for upgrade.
- You must remove the existing qualifying OS from the device in order to deploy the Volume Licensing upgrade license, unless the PC is covered by Software Assurance.
- Customers who wish to install or run more than one licensed OS at one time (including the qualifying OS), may either:
 - Acquire Software Assurance for their Volume Licensing upgrade license.
 - Purchase full Windows 7 licenses, separately.

Operating systems that qualify for a Windows 7 Professional Volume Licensing upgrade license:

Qualifying Operating Systems	New Enterprise Agreement/ Open Value	Existing Enterprise Agreement / Open Value	Select Plus / Select License Program	Open License Program	Academic
Windows 7 (32-bit or 64-bit)	X	X	X	X	X
Enterprise (N,K, KN)*	X	X	X	X	X
Professional (N, K, KN, Diskless)	X	X	X	X	X
Ultimate	X	X	X	X	X
Home Premium					X
Home Basic					X
Starter Edition					X
Windows Vista (32-bit or 64-bit)					
Enterprise (N,K, KN)	X	X	X	X	X
Business (N, K, KN, Blade)	X	X	X	X	X
Ultimate	X	X	X	X	X
Home Premium					X
Home Basic					X
Starter Edition					X
Windows XP (32-bit or 64-bit)					
XP Professional (N, Tablet, Blade)	X	X	X	X	X
XP Home Edition					X
XP Starter Edition					X
Windows 2000 Professional	X		X	X	X
Windows NT Workstation 4.0	X		X	X	X
Windows 98 (including 2nd Edition)	X		X	X	X
Apple Macintosh	X		X	X	X

**N, K, and KN are specialized editions available for certain markets.*

Microsoft Software Assurance

Microsoft Software Assurance for Volume Licensing

When you acquire Windows 7 Professional licenses, either through Volume Licensing upgrades or through an OEM, you can cover those licenses with Software Assurance to get rights to Windows 7 Enterprise, that offers unique benefits such as, BitLocker Drive Encryption and Multilingual User Interface Language Packs, as well as access to the Microsoft Desktop Optimization Pack.

Software Assurance Benefits

Software Assurance for Windows includes access to unique products and license rights not available through other licensing programs. Key benefits of Software Assurance for Windows include:

Benefit	Description
Windows 7 Enterprise	The most advanced edition of Windows 7, Windows 7 Enterprise is designed for the needs of enterprise customers with features like BitLocker Drive Encryption and Multilingual User Interface Language Packs. See the " Windows 7 Enterprise " section below for more details.
Microsoft Desktop Optimization Pack	MDOP is an add-on subscription license that provides innovative technologies to help better control the desktop PC, accelerate and simplify desktop PC deployments and management, and create a dynamic infrastructure by turning software into centrally-managed services. See the " MDOP " section below for more details.
Windows Virtual Enterprise Centralized Desktop for Software Assurance	Windows VECD is an annual device-based subscription that enables organizations to license virtual copies of Windows 7 (or prior OS versions) in a variety of user scenarios. See the " VECD " section below for more details.
Windows Fundamentals for Legacy PCs	Available exclusively to Microsoft Software Assurance customers, this small-footprint, Windows-based operating system solution is for customers with legacy computers running early operating systems who are not in a position to purchase new hardware.
Virtual OS Rights	Use up to four instances of Windows in virtual OS environments for each license that has active Software Assurance coverage.
New Version Rights	Receive new versions of licensed software released during the term of your coverage. If you have Software Assurance coverage for your PCs when Windows 7 is released, you will automatically receive rights to use Windows 7 Enterprise on those PCs.

Customers with Software Assurance for Windows also have access to the following additional benefits:

- TechNet benefits through Software Assurance

- Extended Hotfix support
- 24x7 problem resolution support
- Enterprise Source Licensing Program
- Employee Purchase Program
- E-learning
- Training vouchers
- Spread payments

Eligibility for these benefits may vary depending on the Volume Licensing program and license quantity. Learn more about Software Assurance customer benefits at <http://www.microsoft.com/licensing/sa/>.

Windows 7 Enterprise



Windows 7 Enterprise has unique technology designed to address the needs of enterprise customers. Built on the Windows Vista foundation, Windows 7 Enterprise helps make people productive anywhere, enhances security and control, and streamlines PC management.

Like Windows Vista Enterprise, Windows 7 Enterprise is only available to customers through Microsoft Software Assurance licensing.

Customers with Windows 7 Enterprise can take advantage of the following features, not available in Windows 7 Professional:

Feature	Description
DirectAccess	Give mobile users seamless access to corporate networks, when they are on Internet, without a need for them to start a virtual private network (VPN) connection.
BranchCache	Decrease time branch office users spend waiting to download files from remote servers by caching the previously accessed content locally in a branch's network.
Enterprise Search Scopes	Make content on intranet portals, such as SharePoint sites, more discoverable and accessible to users, by populating links to users Start Menu, pointing them to the most appropriate data sources on the network.
BitLocker and BitLocker To Go	Help protect data on PCs and removable drives with the manageability to enforce encryption and backup of recovery keys.
AppLocker	Specify software that is allowed to run on users' PCs with centrally managed, flexible group policies.
Virtual Desktop Infrastructure (VDI) Optimizations	Improved user experience for VDI with multi-monitor and microphone support. Reuse virtual machine (VHD) images to boot a physical PC.
Multi Lingual User Interface	Create a single OS image for deployment to users worldwide.
Subsystem for UNIX-based	Run UNIX applications unchanged on a Windows-based PC.

Learn more about Windows 7 Enterprise at <http://www.microsoft.com/windows/enterprise/products/windows-7.aspx>.

Microsoft Desktop Optimization Pack

Microsoft® Desktop Optimization Pack for Software Assurance

MDOP for Software Assurance is a dynamic desktop solution refreshed regularly with updates that employ innovative technologies to increase desktop manageability, reduce the total cost of ownership, and improve overall infrastructure satisfaction.

It is available to Software Assurance customers as an additional subscription license. Customers can access MDOP and any additions for as long as their MDOP subscription is active.

MDOP is a suite of six technologies:

Technology	Description
Microsoft Application Virtualization	Turns applications into centrally managed services that are never installed, never in conflict, and are streamed on-demand.
Microsoft Enterprise Desktop Virtualization	Provides enterprise deployment and management of Virtual PC images on a Windows desktop while also providing a seamless user experience in a virtual PC environment, independent of the local desktop configuration and OS.
Microsoft Asset Inventory Service	Translates software service into business intelligence with this service providing IT managers with an inventory of installed user software across an organization.
Microsoft Diagnostics and Recovery Toolset	Reduces downtime and accelerates desktop repair, recovery, and troubleshooting of unbootable, Windows-based systems.
Microsoft Advanced Group Policy Management	Provides governance and control over group policy through robust change management and role-based administration tools.
Microsoft System Center Desktop Error Monitoring	Enables proactive problem management by analyzing and reporting on application and system crashes.

Learn more about the Microsoft Desktop Optimization Pack at <http://www.microsoft.com/windows/enterprise/products/mdop.aspx>.

Acquiring Software Assurance

There are several ways to cover your Windows 7 Professional licenses with Software Assurance:

- When purchasing a Volume Licensing upgrade license you may also acquire Software Assurance for that license.

- Through a program that has Software Assurance as an included benefit, such as Enterprise Agreement, Enterprise Subscription Agreement, Open Value, and Open Value Subscription.
- A Windows 7 Professional license purchased on a new PC can be enrolled in Software Assurance through the Open License or Select License program within 90 days of the PC purchase.

When you cover a license with Software Assurance, the benefits for that PC are available for the term of the Software Assurance coverage only, with one exception: A Windows 7 Enterprise license—only available when purchased with Software Assurance—generally becomes perpetual once Software Assurance coverage ends so that the customer is able to keep using the product. See the [“How to obtain Volume Licensing for Windows”](#) section below for specific instructions.

Use of Prior Windows Versions

The downgrade options grant the right to use prior versions of Microsoft software in place of the purchased version.

Volume Licensing Programs

Microsoft Volume Licensing programs provide the flexibility to downgrade to any prior version of Windows 7 Professional or Windows 7 Enterprise.

Licensed Operating System	Volume License Downgrade Options
Windows 7 Professional	Windows Vista Business, Windows XP Professional (including Windows XP Tablet PC, and Windows XP x64), Windows 2000 Professional, Windows NT® 4.0, Windows NT 3.51, Windows 98, and Windows 95
Windows 7 Enterprise (requires Software Assurance)	Windows Vista Enterprise, Windows Vista Business, Windows XP Professional (including Windows XP Tablet PC, Windows XP x64, and Multilingual User Interface Packs), Windows 2000 Professional, Windows NT® 4.0, Windows NT 3.51, Windows 98, and Windows 95

OEM End User License Agreement

Limited end user downgrade rights are specified in the OEM End User License Agreement included with a PC purchased with licenses for Windows 7 Professional or Windows 7 Ultimate.

Licensed Operating System	End User Downgrade Options
Windows 7 Professional	Windows Vista Business For PCs purchased for a limited time(18 months after the general availability of Windows 7 from OEMs, or until the release of a Windows 7 service pack, whichever is earlier) the OEM End User License Agreement will include rights to downgrade to Window XP Professional, Tablet PC, or Professional x64.
Windows 7 Ultimate	Windows Vista Ultimate For PCs purchased for a limited time (18 months after the general availability of Windows 7 from OEMs, or until the release of a Windows 7 service pack, whichever is earlier) the OEM End User License Agreement will include rights to downgrade to

Window XP Professional, Tablet PC, or Professional x64.

Windows Virtual Enterprise Centralized Desktop



Windows Virtual Enterprise Centralized Desktop (VECD) is licensing to use business versions of Windows in both centralized and virtualization scenarios. These options are uniquely available with the VECD licenses.

VECD Licensing Options

VECD licenses can be obtained for both PCs and thin-clients. There are two version of VECD available:

- **Windows Virtual Enterprise Centralized Desktop for Software Assurance:** An annual subscription for PCs covered by Software Assurance.
- **Windows Virtual Enterprise Centralized Desktop:** An annual subscription which includes Software Assurance intended for thin-clients and scenarios where the PC is not covered by Software Assurance.

Note: to run desktop applications (such as Microsoft Office 2007) via the licensed device, each accessing device must be licensed for the application. VECD does not include application licenses.

VECD Usage Scenarios

The VECD license enables the following flexible usage scenarios:

- **Virtual Desktop Infrastructure (VDI):** VDI allows users to remotely access (e.g. from home) their personalized desktops running in a data center using protocols such as RDP. In this use case, the corporate device (which could either be a rich client or a thin client) that is used to access the virtual copy of Windows needs to be licensed through a VECD license, and the employee-owned PC use right is included.
- **VM on an Employee-owned PC:** A non-corporate PC that is owned by the employee can run a local virtual copy of Windows provided by his employer as long as the non-corporate PC is licensed through VECD and is already running at least a *home* version of Windows.
- **VM on a Contractor-owned PC:** An organization can provide a contractor with a virtual copy of Windows to run locally on the contractor's non-managed PC, if the contractor's virtual copy of Windows is licensed for VECD and the contractor's PC is already running a licensed copy of a *business* version of Windows.
- **VM Moved Between PCs on Removable Media:** The primary user of a VECD-licensed device can use a virtual copy of Windows that is copied on portable media such as a USB flash drive or DVD, and execute the software on another PC covered with VECD or use it on their qualifying home PC licensed for Windows. A qualified home PC is licensed for Windows (see the Product List at <http://www.microsoft.com/licensing/> for details).
- **Remote Boot from Storage Device:** Create and store a Windows image on a storage device, such as a network server, which may be run over an internal network locally in physical or virtual operating system

environments on any device covered by VECD.

- Blade PC Accessed by Non-Primary User (per device):** Multiple users can access a blade PC with a single copy of Windows physically installed on it. Access for the primary user is included in the base Windows 7 Professional license however access for additional users is licensed per device through VECD.

Recommended License by Scenario

The below table illustrates the recommended VECD license for each VECD usage scenario:

	VECD for Software Assurance	VECD
Estimated Price	\$23/PC per Device per Year In addition to Software Assurance	\$110/PC per Device per Year Includes Software Assurance
Virtual Desktop Infrastructure		
VM on Employee Owned PC		
VM on Contractor Owned PC		
VM Moved Between PCs on Removable Media		
Remote Boot from Storage Device		
Blade PC Accessed by Non-Primary User (per device)		

= Recommended License
 = Valid License

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 7.

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 now been enhanced in Windows 7. It is used strictly as a tool for activation, and it is not tied to license invoicing or billing.

Volume Activation provides two models for completing activations: Key Management Service (KMS) and Multiple Activation Key (MAK). KMS allows organizations to activate computers within customer environment through an internally hosted service (KMS), and 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.

For more information about Volume Activation and the improvements in Windows 7 please visit: <http://www.technet.com/volumeactivation>.

Get Genuine Options

Microsoft Windows upgrades are designed to upgrade previously acquired, qualified licenses. The best and most cost-effective way to acquire full Windows licenses is through preinstalled licenses on a new PC. However, if you discover counterfeit or pirated software or a non-qualified operating system on your computers, that may cause you to be out of license compliance, there are solutions available through Volume Licensing that can help you remedy this situation.

To purchase the correct Windows licenses through Volume Licensing, the Get Genuine Windows Agreement (GGWA) has two options: GGWA for Small and Medium Organizations, and GGWA for Large Organizations.

	GGWA for Small and Medium Organizations	GGWA for Large Organizations
Target Audience	Customers with five or more PCs needing Windows licensing	Customers with a large installed base of PCs needing Windows licensing
Order Quantity	Minimum five licenses (reorders allowed through the agreement term of two years)	Minimum five licenses
Details	<ul style="list-style-type: none"> Sold through Microsoft Resellers Non-signed commitment to buy legal going forward Generally no transferability of license, except as allowed by agreement Downgrade rights available Software Assurance can be purchased within 90 days Support is available for purchase from a Microsoft Reseller 	<ul style="list-style-type: none"> Sold through Microsoft Large Account Reseller or direct from Microsoft Pre-signed agreement that includes an audit clause Commitment that future Windows software acquisitions will contain legal software Placement of a one-time only order Non-transferability of GGWA licenses A Master Business and Services Agreement must be in place or one must be set-up Software Assurance can be purchased within 90 days Support is available for purchase from either Microsoft or Microsoft Large Account Reseller

More information is available at: <http://www.microsoft.com/piracy/knowthefacts/LegalizationSolutions.aspx>.

Microsoft Volume Licensing Programs

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.

Use the online Microsoft License Advisor (<http://www.microsoft.com/licensing/license-advisor.aspx>) to easily find and choose the Microsoft Volume Licensing program that can best help your organization simplify license management, optimize your IT infrastructure, and get the most value for your IT investment.

Windows Products Available by Volume Licensing Program

Product	Open License	Open Value & Subscription	Select Plus & Select License	Enterprise Agreement & Subscription
Windows 7 Professional Upgrade License (Without Software Assurance)	✓		✓	
Software Assurance (Includes Windows 7 Enterprise)	✓	✓	✓	✓
MDOP		✓	✓	✓
VECD		✓	✓	✓

Systems Product Pool Points

Some Volume Licensing programs use points to determine the price level and eligibility for volume discounts. Windows 7, MDOP, and VECD are all part of the “Systems” product pool and have the following point values listed in the table below. For example, an organization that licenses the Windows 7 Professional upgrade license, with Software Assurance and MDOP for three years, would accumulate seven points per PC.

License	Points
Windows 7 Professional Upgrade	2
Software Assurance (1 Year)	1
Microsoft Desktop Optimization Pack	2
Virtual Enterprise Centralized Desktop	2

How to Obtain Volume Licensing for Windows

To acquire the latest Microsoft technology at a significant cost savings over full-packaged products, through Microsoft Volume Licensing, contact your Microsoft representative or Microsoft Reseller Partner.

Your preferred Microsoft Volume Licensing reseller can help you acquire Software Assurance, which can be ordered through any Microsoft Volume Licensing program. To find a Microsoft Volume Licensing reseller:

- In the United States, call (800) 426-9400 or visit <https://solutionfinder.microsoft.com/>.
- In Canada, call the Microsoft Resource Centre at (877) 568-2495.
- Outside the United States or Canada, contact your local Microsoft subsidiary. To locate licensing information for your local subsidiary, visit <http://www.microsoft.com/licensing/index/worldwide.mspx>.

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