Windows 8 Partner Ready Handbook

Yours from the start.

Windows 8

Welcome to the new Windows!

We are pleased to provide this Windows 8 Partner Ready Handbook as a resource to help you learn, understand and sell Windows 8.

This Windows 8 Partner Ready Handbook brings together the most relevant Windows 8 information.

	Introduction	Meet the New Windows and navigation
	Editions	Meet and compare the editions, feature deep dives and value propositions
	Selling	Conversation aids for selling all Windows 8 editions
	Licensing	Ways to buy and license Windows 8
	Resources	For Customers and Partners

Thank you for being a valued Microsoft partner.

Note: This handbook is meant to provide overarching partner readiness information for Windows 8. The content provided is not meant to be customer facing. Please access the resources listed at the end of the handbook, or contact your Microsoft account manager for complete details.

■■ **Windows 8**

Meet the new Windows

Windows 8 has been reimagined to be all about you. Put what matters most right on your Start screen, and get instant access to your people, apps, sites and more, so you can spend less time searching and more time doing.

Built on a solid foundation
The new Start screen
Touch, keyboard and mouse
Familiar Windows desktop
All the apps you want
Windows Store
Cloud-connected
Wide range of hardware

Windows 8

Amazing new hardware choices

Windows 8 brings the power of choice – and a device for every workstyle.

Touch, keyboard and mouse

Thinner, lighter, faster

Long battery life

Modern security

Sensors and connectivity

Certified to high standards

Tablets and convertibles

Notebooks, desktops and all-in-ones

Windows 8

Windows 8 Navigation

Windows 8 was built for touch, but still delivers amazing experiences with a mouse and keyboard. Help your customers navigate Windows 8 by learning these gestures.

Touch

1. Swipe in from the right edge to reveal charms. You can also return to your Start screen here.
2. Swipe in from the left edge to switch to your last used app.
3. Swipe in from the top or bottom edge to reveal app commands specific to the current app.
4. Drag from the top edge of the screen down to the bottom to close the current app.
5. Pinch or stretch your fingers to zoom in and out.
6. Slide your finger across the screen to see more.

Mouse and keyboard

1. Move the mouse pointer into the upper or lower-right corner, then toward the center of the right edge to reveal charms.
2. Move the mouse pointer into the upper-left corner and click to switch to your last used app.
3. Right-click to reveal app commands specific to the current app.
4. Click and drag from the top edge of the screen down to the bottom to close the current app.
5. Click the minus icon in the bottom-right to zoom out. Click on the screen to zoom back in.
6. Roll your mouse pointer to the edge of the screen to see more.

Windows 8

Meet the editions

The Windows 8 edition plan was designed to help simplify the customer's shopping experience.

New PC or Tablet Preinstalled	Windows RT	Windows 8	Windows 8 Pro	
Upgrade or Full Product Software		Windows 8	Windows 8 Pro	
Volume Licensing			Windows 8 Pro	Windows 8 Enterprise

Windows 8

Meet the editions

Windows RT
Always on and instantly connected

Only available preinstalled on PCs and tablets powered by ARM processors
Works exclusively with apps from the Windows Store [1]
Remain connected to email, social networks, apps, and more—even when RT devices are in standby mode
Microsoft Office Home & Student 2013 RT Preview preinstalled to help customers get more done [2][3]

Windows 8
A great solution for most customers

The new Windows 8 Start screen and live tiles keep customers up-to-date on what matters most
Amazing apps pull contacts, photos, and services together and make it all available from a single location
With a Microsoft Account and SkyDrive, customer settings, preferences, and files move with them from
PC to tablet.

[1] Not compatible with earlier desktop software programs.
[2] To optimize for an RT device, certain Office features were removed, including support for macros, third-party add-ins, VBA support, and a small number of features. For further deatils, go to http://office.com/officeRT.
[3] Internet connection required. Internet and/or data plan usage charges may apply. Access from mobile devices requires Wi-Fi capability or depends on network availability.

Windows 8

Meet the editions for business

Windows 8 Pro
Ready for business

Windows 8 Pro is for small and medium sized businesses and delivers new levels of productivity, security, and mobility, all without sacrificing performance or choice. It provides enhanced features that help to easily connect to company networks, access files on the go, encrypt data, and more. Windows 8 Pro is ready for business.

BitLocker and Bitlocker To Go
Domain Join & Group Policy
Client Hyper-V
Remote Desktop Host
Offline files

Windows 8 Enterprise
Solid business foundation

Windows 8 Enterprise edition is available through Software Assurance for Windows and includes all the capabilities of Windows 8 Pro, plus premium features designed to meet the mobility, productivity, security and manageability, and virtualization needs of today's large businesses.

Windows To Go
DirectAccess
BranchCache
Virtual Desktop Infrastructure (VDI)
Applocker

■■ Windows 8

Compare editions

Feature	Windows 8 Windows RT*	Windows 8 Pro
Start screen with live tiles Brings everything you care about front and center.	✔	✔
Personalize with apps Pin your favorite apps, photos, content and contacts.	✔	✔
Picture Password Never forget your password again. Use gestures to sign in.	✔	✔
Windows Store Open a world of great apps designed especially for Windows 8.	✔	✔
Sync across devices Your settings and files go with you.	✔	✔
BitLocker Encrypt your entire drive to help protect you against loss and thef.		✔
Advanced Backup Backs up your data to another drive, DVD, or network location.		✔
Domain Join Connect to company or schools networks.		✔
Remote Desktop Access the apps and files of a remote PC.		✔
Group Policy Better manage the security costs of multiple PCs.		✔
Offline Files Access important files on the network, even when you're not connected.		✔
Client Hyper-V Run multiple operating systems on a single computer.		✔

*Windows RT shares all of the great capabilities of Windows 8 with a few key differences: With Windows RT, Microsoft Office 2013 RT Preview is included, and Windows RT works exclusively with apps from the Windows Store.[1]

[1] Not compatible with earlier desktop software programs.

Windows 8

Meet Windows 8: Beautiful, fast, fluid

With Windows 8, Windows has been reimagined. It's the best of both worlds, the best device for work *and* play – available on hardware that matches each customer's style.

Start screen and live tiles.

Cloud Connected.

Amazing apps.

Be more productive.

Windows 8

Start screen and live tiles

Windows 8 lets you personalize your Start screen with live tiles that bubble-up information for the things you care about most.

Easy and fun navigation.

New Windows 8 user experience, optimized for touch, and mouse and keyboard.

Live tiles deliver real-time updates to keep you informed without opening apps.

Windows 8

Using this feature: Start screen

Feature	Touch	Mouse & Keyboard
Start screen and live tiles	1. Swipe down on a tile to pin/ unpin, resize, or turn off the live tile updates. 2. Hold and drag a tile to move it. 3. Pinch to zoom out and edit tile groups. 4. Swipe down to rename group. 5. Hold and drag a group to move it. 6. Tap a group to zoom back in.	1. Right-click on a tile to pin/ unpin, resize, or turn off the live tile updates. 2. Click and drag a tile to move it. 3. Click the minus icon in the bottom-right to zoom out and edit tile groups. 4. Right-click to rename a group. 5. Click and drag a group to move it. 6. Click a group to zoom back in.

Windows 8

Amazing Apps

Windows 8 includes amazing, built-in apps that work together seamlessly. Find even more apps in the Windows Store.

Share content easily between apps including services like Facebook and Twitter.

With charms, share content from the web to the People app.

Pin from within an app to quickly get to the content that interests you.

Windows 8

Using this feature: Apps

Feature	Touch	Mouse & Keyboard
Apps	1. Tap to open Internet Explorer. 2. Reveal charms and tap share. 3. Tap mail or people to share via email, Facebook, or Twitter.	1. Click to open Internet Explorer. 2. Reveal charms and click share. 3. Click mail or people to share via email, Facebook, or Twitter.

Windows 8

Cloud connected

Windows 8 connects your favorite services to your Microsoft account, giving you immediate access to your personal content through SkyDrive and your apps.

Get immediate access to SkyDrive online storage from any web connected device.

The People app brings your social networks together.

Your apps are connected to the services you use by adding them to your Microsoft account.

Windows 8

Using this feature: Microsoft Account

Feature	Touch	Mouse & Keyboard
Microsoft Account	1. Reveal charms and tap Settings. 2. Tap Change PC settings to see more options. 3. Tap Sync your settings and point out all the sync settings that you can turn on or off.	1. Reveal charms and click Settings. 2. Click Change PC settings to see more options. 3. Click Sync your settings and point out all the sync settings that you can turn on or off.
People App	1. Tap to open the People app. 2. Tap Me to view your notifications. 3. Tap What's new to view your friends' updates and Like or comment on a post. 4. Tap People to see your contacts from all of your connected accounts. 5. Tap a contact and swipe up from the bottom to Pin to Start. 6. Drag the app down from the top to close it and point out your contact's tile on the Start screen.	1. Click to open the People app. 2. Click Me to view your notifications. 3. Click What's new to view your friends' updates and Like or comment on a post. 4. Click People to see your contacts from all of your connected accounts. 5. Click a contact and right-click to Pin to Start. 6. Drag the app down from the top to close it and point out your contact's tile on the Start screen.
SkyDrive	1. Tap to open the SkyDrive app. 2. Reveal app commands and tap Add. 3. Tap Files in the top-left to choose Photos as a source. 4. Choose a photo from the Pictures library. 5. Tap Add to SkyDrive to add the photo to your online storage.	1. Click to open the SkyDrive app. 2. Reveal app commands and click Add. 3. Click Files in the top-left to choose Photos as a source. 4. Choose a photo from the Pictures library. 5. Click Add to SkyDrive to add the photo to your online storage.

Windows 8

Be more productive

Windows 8 offers the fun of a tablet with the productivity of a PC; it's the best of both worlds.

Multi-task by placing two apps side-by-side.

Access the familiar desktop and run your favorite Microsoft Office applications.

All Windows 8 devices-even tablets-offer USB ports.

Windows 8

Using these features: Productivity

Feature	Touch	Mouse & Keyboard
Snap	1. Tap to open any app. 2. Swipe in from the left edge and back out without letting go to see your recently used apps. 3. Tap and drag an app to the right side of the screen to snap it side-by-side with the main app. 4. Slide the divider to see more of the app on the right. 5. Slide the divider bar off-screen to make your app full-screen again.	1. Click to open any app. 2. Move the mouse pointer into the upperleft corner, and then toward the center of the left to see your recently used apps. 3. Click and drag an app to the right side of the screen to snap it side-by-side with the main app. 4. Drag the divider to see more of the app on the right. 5. Drag the divider bar off-screen to make your app full-screen again.
Desktop	1. Tap the Desktop tile to open the familiar desktop. 2. Point out the File Explorer to browse your files. 3. Open a Microsoft PowerPoint presentation to show that Windows 8 runs desktop apps.	1. Click the Desktop tile to open the familiar desktop. 2. Point out the File Explorer to browse your files. 3. Open a Microsoft PowerPoint presentation to show that Windows 8 runs desktop apps.
USB Ports	1. Select a Windows 8 tablet from the display. 2. Show how thin and light the tablet is. 3. Point out the USB ports on the edge of the device.	

Windows 8

Meet Windows 8 Pro: Built for business, compatible with life

Every aspect of Windows 8 Pro was designed and built to meet the demands of your business, and your life. It starts with the completely re-imagined experience of Windows 8 where an intuitive interface puts the things you rely on most right in front of you.

Get it all done.

Protect your business.

Keep everything connected.

Take control.
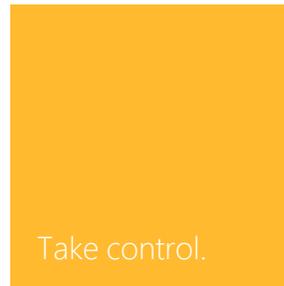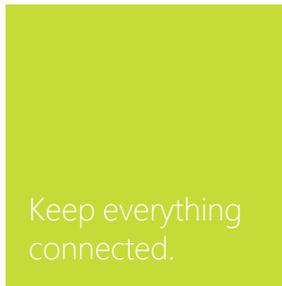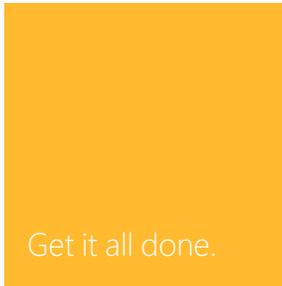
Windows 8

Get it all done

With Windows 8 Pro, you don't have to sacrifice performance, security, or flexibility. You get it all in a personalized, experience which allows you to choose how to work.

Tablet mobility

Power of a PC

Compatibility

Built-in apps

Touch or mouse and keyboard

Great experience on any form factor

Windows Store

Snap

Get tablet mobility without sacrificing security, performance and power.

Continue to work efficiently with familiar Windows 7 or built-in apps.

Familiar, new and popular apps from the Windows Store on your PCs and tablets.

Use touch or mouse and keyboard, whichever method works best.

Great experience across tablets, laptops, & desktops.

Windows 8

Out of office, not out of touch

Windows 8 Pro keeps it all at your fingertips wherever and whenever you need it.

Live tiles
Start screen
Exchange ActiveSync
VPN Client
Mobile broadband
Wi-Fi
Remote Desktop (host)
Offline files

Tiles give you real time updates on mail, messages, and people.

Work fast and more secure from virtually anywhere with Mobile Broadband, Wi-Fi and VPN clients.

Access your PC, files, apps and media from virtually anywhere with Remote Desktop.

Work on the road using offline server files.

Windows 8

It's your business, keep it that way

One of your main concerns is securing information and privacy, and Windows 8 Pro gives you more peace of mind.

Live tiles
Trusted boot
BitLocker
BitLocker To Go
Internet Explorer 10
Windows Defender
SmartScreen

Trusted boot helps ensure your device is secure every time it starts up.

BitLocker helps you protect your data even if your device is lost or stolen.

Feel more secure no matter where you or your information goes with BitLocker To Go.

Download and browse with confidence thanks to Internet Explorer 10, Windows Defender and SmartScreen.

Windows 8

Works well with others

Managing your company's technology needs has never been simpler. Windows 8 Pro lets you easily manage user settings, updates, and security options on all of your devices.

Domain Join
Group Policy
Restore and reset your PC
Deploy alongside Windows 7 systems
Windows Intune
Volume Licensing
Software Assurance

Connect to business networks easily with Domain join.

Take control of tablets, laptops, desktops and user settings using Group Policy.

With one easy click, reset tablets, laptops, & desktops to manufacturer settings.

Designed to deploy and work right alongside your Windows 7 systems.

Eligible for professional grade services like Windows Intune and Volume Licensing.

Windows 8

Windows 8 has been reimagined to be all about you. It's smooth, intuitive, and designed to let you do what you want, the way you want

Why should I buy Windows 8?

The fun of a tablet, PLUS the productivity of a PC
Productivity with Office*, PLUS great apps for fun
Works with touch on touch-enabled devices, PLUS a keyboard and mouse
New Start screen, PLUS familiar Windows desktop
Thin, light, long battery life, PLUS compatibility and USB ports

What makes Windows 8 devices different?

Run full Microsoft Office
View people, apps, and sites on personalized Start screen
Multi-task by snapping apps side-by-side (requires 1366 x 768 minimum screen resolution)
Access to USB ports
Support for Adobe Flash and HTML 5**
Enjoy 7 GB of free storage in the cloud with SkyDrive
Access amazing apps in the Windows Store. With many, you can try before you buy

*Office sold separately.
**With Internet Explorer 10

■ Windows 8

Why buy Windows 8

Consideration	Windows 8 Value
Do you want to be productive with your PC or device?	• The best Office experience (Office sold separately). • Switch to the familiar Windows desktop. • Hardware and software compatibility. • USB ports. • Multi-tasking capabilities.
Do you want to customize your PC?	• Customize your Start screen. • Sign in with your favorite photo. • Arrange apps the way you want.
Will you use both touch and keyboard and mouse?	• No compromise touch experience plus keyboard and mouse input on touch enabled devices.
Will more than one person use this PC or device?	• Full multi-user capabilities keep data and settings separate from other users.
Do you want to synch across multiple devices?	• Synch contacts, settings, browsing history, and more. *** • 7GB of free online storage to store your files, photos, and videos.
Are apps important?	• People, calendar, email, and other built-in apps pull from multiple services into a single location. • Access to thousands of apps through Windows Store. • Install apps from Windows Store on up to five Windows 8 devices and with many you can try before you buy.

Windows 8

Why move to Windows 8

Consideration	Windows 8 Value
Tablet computing	Businesses are increasingly jumping into the tablet market, leaping from no consideration to purchase so now is the time to discuss Windows 8 tablets with your customers.
Windows XP Migration	There are still a huge number of Windows XP devices and those customers are experiencing increased IT and productivity costs. If your customer is on XP, the new hardware with Windows 8 and the approaching Windows XP end of support on April 8, 2014 are great ways to have the conversation.
Mobile Workforce	As workers are becoming more mobile, customers need help with mobility solutions. In fact, a major research firm listed "opportunities for firms that can help SMBs improve remote access to customer-owned technology" as a top 10 prediction for 2012. And this trend is only accelerating.
Bring Your Own Device	As customers bring their devices to work there is an opportunity for you to ask how your customers are dealing with this trend. New devices and new device management solutions are things you can offer and things you can discuss with your customers.
Apps	Apps have always been at the core of Windows. With the proliferation of new devices and apps, many customers are stuck living in two worlds with Windows desktop apps for their business and other apps for their phones and tablets. Windows 8 bridges this gap and allows customers to get great new Windows apps while not compromising their desktop investments.
Security	Whether they're on Windows XP or Windows 7, Windows 8 offers tremendous improvements for security. Ask your customer, "If you lost your device, would it be a problem if someone accessed the information on it?" When they answer "yes" it's a great opportunity to explain that BitLocker is now in Pro. BitLocker has been one of the top selling features for enterprises for years so expect this to be a huge talking point with your customers.

Windows 8

When to use Windows RT

Consideration	Windows RT Value
Specific business cases	The first case in which you'd sell a Windows RT device over a Windows 8 device is specific scenarios where the hardware benefits outweigh other considerations.
Companion devices	The second scenario is as a companion device. If your PC breaks, you wouldn't replace it with a Windows RT device. But if your PC is working fine, a Windows RT device might be a good companion.
Bring Your Own Device Scenarios	Windows RT is for Bring Your Own Device or BYOD. What we're seeing in the marketplace today is consumers bringing their own devices to work – whether that's a smart phone, tablet or other device. Most frequently this is a companion device and not a user's primary machine. For scenarios in which people are looking for great companion devices, Windows RT is also a great choice and what you should consider selling.

For commercial use, an additional license is required.

Windows 8

Why use Windows 8 Enterprise

Consideration	Windows 8 Enterprise Value
Are you looking to run Windows 8 anywhere?	Run Windows 8 more securely on a USB stick from anywhere using Windows To Go.
I don't want to use a smart card or VPN	DirectAccess is for users looking to connect to the corporate network seamlessly and more securely without having to use a smart card and VPN.
I need to download documents and apps faster	BranchCache is for customers with multiple locations who want users in branch offices to download documents and apps faster.
Do you want to improve your end-user experience?	Virtual Desktop Infrastructure (VDI) enhancements are for customers who want improved end-user experience.
IT needs to control app policy and installation	AppLocker is for businesses who want to specify what software is allowed to run on a user's PC by letting IT control app policy and installation.
Direct deployment of Windows 8 apps	As Enterprise Sideloading is enabled as a feature in Windows 8 Enterprise, customers running this edition on domain-joined PCs can easily manage the direct deployment of touch-optimized Windows 8 apps to these devices without going through the Windows Store.

Note: Windows 8 Enterprise, available through Software Assurance, is a great product offering for many of your larger SMB and midmarket customers. When assessing whether Software Assurance might be right for your customers, it's helpful to look at the top Enterprise features and see if the scenarios they enable are things your customers might be interested in.

Windows 8

Small and Medium Business Sales Guide

Three solutions to fit SMB needs

Good	Better	Best
Device Essentials	**Business Advantage**	**Cloud**
For small businesses that just need industry-leading functionality	For businesses where technology is the key to success	For businesses that want enterprise capabilities without complexity
Windows 8 Pro **Microsoft Office Professional 2010**	**Windows 8 Enterprise** **Microsoft Office Pro Plus 2010** **Windows Server 2012 Essentials**	**Windows Intune** Includes Windows 8 Enterprise **Microsoft Office 365 E3** Includes Office Pro Plus **Windows Server 2012 Standard**
Upgrade existing PCs to Windows 8 Pro with Open VL	Upgrade existing PCs to Windows 8 Enterprise with Open Value or Open VL + SA	Sell Enterprise-grade products designed for SMBs

Opportunities to create more revenue:

- Attach Microsoft Office with every Windows 8 device sale
- Attach SA to every Windows 8 Pro device sale for eligible customers
- Ask about the customer's existing PCs so they can experience the full benefits of Windows 8 across all their devices – see limited time offers

Note: To be eligible for a VL program, a customer must be upgrading at least 5 PCs with qualifying OS, such as Windows XP Professional, Windows 7 Professional, or Windows 8 Pro. If a customer has more than 5 PCs with a qualifying OS, a VL upgrade solution is always the best choice for upgrading those PCs to Windows 8 Pro or Windows 8 Enterprise.

Windows 8

Multiple ways to buy

There is an edition of Windows 8 designed to meet the needs of every organization from a small, growing business to a multinational enterprise.

New PC or tablet preinstalled	Upgrade existing software	Install full product software	Volume Licensing
PCs and tablets pre-installed with Windows 8	Upgrade a current Windows XP, Windows Vista, Windows 7 or Windows 8 device. Upgrade software available through retail, online or Electronic Software Download (ESD)	Install a full license of Windows 8 on a PC that does not have a previous version of Windows installed. Windows 8 full license software available through the System Builder license.	Windows licenses available through Volume Licensing are upgrade-only licenses and require a qualified, underlying operating system license.
Windows 8 Windows 8 Pro Windows RT	Windows 8 Windows 8 Pro	Windows 8 Windows 8 Pro	Windows 8 Pro Windows 8 Enterprise

Windows 8

Windows 8 Software Licensing

Windows 7 Reminder

Two retail license types are offered for Windows 7:

1. A full license of Windows 7 for installation by end users on a PC that does not have a previous version of Windows installed.
2. An upgrade license of Windows 7 that upgrades a PC with a previous version of Windows to Windows 7.

Changes to Retail

For Windows 8, Microsoft will only offer an upgrade version of Windows 8 through the retail channel. This is the license an end user would purchase who wants to upgrade their current PC from a prior version of Windows to Windows 8.

Changes to Windows 8 System Builder license terms:

The System Builder license for Windows 8 will include a "Do It Yourself" (or DIY) license for end users who wish to build their own PC for their personal use or install Windows as an additional operating system in a virtual machine or a separate partition. These users will also be able to purchase and install the System Builder product.

End users who wish to use the System Builder product for the above purposes will have to accept the End User License Agreement (EULA) in place of the System Builder License. Under the terms of the EULA, the licensor is Microsoft instead of the System Builder, and support from Microsoft is not included.

In addition, the following key licensing terms will apply to the end user:
• System Builder product may only be used as the operating system on a PC built for personal use or as an operating system running in either a local virtual machine or as additional operating system in a separate partition.
• System Builder product may not be used as an upgrade license to an existing underlying Windows operating system; or to legalize from a non-genuine Windows operating system; or to license more than five copies of the software (in total) for commercial use.

Windows 8

Volume Licensing for Windows 8

Windows 8 offers the experiences that people love while delivering enterprise-grade capabilities that IT departments need.

Microsoft Volume Licensing solutions provide the most flexible and cost effective way to give your organization access to the latest Windows desktop technologies.

Whether you want to upgrade your PCs to Windows 8, gain access to exclusive offerings such as Windows 8 Enterprise edition and the Microsoft Desktop Optimization Pack, or use Windows with greater flexibility, there is a Volume Licensing option that is right for your organization.

Windows 8

Windows desktop offerings available through volume licensing

Product	Description
Windows 8 Pro Upgrade	Windows 8 Pro is for small and medium sized businesses and delivers new levels of productivity, security, and mobility, all without sacrificing performance or choice. It provides enhanced features that help to easily connect to company networks, access files on the go, encrypt data, and more. Windows 8 Pro is ready for business.
Windows 8 Enterprise	Windows 8 Enterprise edition is available through Software Assurance for Windows and includes all the capabilities of Windows 8 Pro, plus premium features designed to meet the mobility, productivity, security and manageability, and virtualization needs of today's large businesses.
Software Assurance (SA) for Windows	Software Assurance provides the greatest flexibility how you use Windows. It includes access to Windows 8 Enterprise, new version rights, flexible use rights, and a set of tools, technologies, and training to help you get the most from your Windows investment.
Windows Virtual Desktop Acess (VDA) Subscription License	The Windows VDA subscription license provides the right to access virtual Windows desktop environments from devices that are not covered by Software Assurance for Windows, such as thin clients. Note: VDA Rights are also included as a benefit of Software Assurance for Windows
Add-on offerings for SA or VDA — Microsoft Desktop Optimization Pack (MDOP)	MDOP helps manage Windows features, simplify deployments through virtualization and restore user productivity after a system issue.
Add-on offerings for SA or VDA — Windows Companion Subscription License (CSL)	The Windows CSL enables Bring Your Own Device (BYOD) scenarios and provides business more flexibility to run Windows across multiple devices for employees.

Windows 8

Qualifying Operating Systems

Qualifying Operating Systems	New EA/ OV-CW	Existing EA/OV-CW	Select	Open	Academic & Charity
Windows 8 (32-bit or 64-bit)					
Enterprise (N, K, KN)*	✔	✔	✔	✔	✔
Pro (N, K, KN)*	✔	✔	✔	✔	✔
Windows 8					✔
Windows 8 Single Language*					✔
Windows 7 (32-bit or 64-bit)					
Enterprise (N, K, KN)*	✔	✔	✔	✔	✔
Professional (N, K, KN, diskless)*	✔	✔	✔	✔	✔
Ultimate	✔	✔	✔	✔	✔
Home Premium					✔
Home Basic*					✔
Starter Edition					✔
Windows Vista (32-bit or 64-bit)					
Enterprise (N, K, KN)	✔		✔	✔	✔
Business (N, K, KN, blade)	✔		✔	✔	✔
Ultimate	✔		✔	✔	✔
Home Premium					✔
Home Basic					✔
Starter Edition					✔
Windows XP (32-bit or 64-bit)					
Professional (N, K, KN, blade)	✔		✔	✔	✔
Tablet edition (N, K, KN, blade)	✔		✔	✔	✔
XP Pro N	✔		✔	✔	✔
XP Pro Blade PC	✔		✔	✔	✔
Home & Starter Edition					✔
Windows 2000 Professional	✔		✔	✔	✔
Windows NT Workstation 4.0	✔		✔	✔	✔
Windows 98 (including 2nd Edition)	✔		✔	✔	✔
Apple Macintosh	✔		✔	✔	✔

*Windows 8 Single Language, Windows 7 Home Basic, N, K, and KN are specialized editions available for certain markets.

Windows 8

Software Assurance for Windows 8

Benefit	Description		
Access to Enterprise Offerings	Windows 8 Enterprise edition includes all the capabilities of Windows 8 Pro, plus premium features designed to meet the mobility, productivity, security, manageability, and virtualization needs of today's large businesses.		
	With New Version Rights, you have access to new releases of Windows on any licensed device as soon as they are released for no additional cost.		
Flexible Use Rights	Windows Virtual Desktop Access (VDA) Rights enable users to access virtual instances of Windows in a variety of user scenarios.		
	Travel light without sacrificing productivity using Windows To Go.		
	Enable work from home and on the road scenarios through Roaming Use Rights.		
	Enterprise Sideloading of Windows 8 apps allows deployment of custom Windows 8 apps directly to corporate devices without using the Windows Store.		
Readiness & Support	Technet Benefits	Extended Hotfix Support	E-Learning
	24x7 Support	Training Vouchers	Enterprise Source Licensing Program

* Eligibility for these benefits may vary depending on the Volume Licensing program and license quantity

Acquiring Software Assurance for Windows

Add Software Assurance to Windows 8 Pro upgrade licenses purchased through Open or Select Plus
Software Assurance is included in Open Value, Enterprise Agreement, and Enrollment for Education Solutions
Software Assurance can be added to OEM license within 90 days of purchase through Open or Select Plus
Benefits are valid while Software Assurance coverage is active

Windows 8

Companion Device Licensing

Device Type	Corporate owned device	Employee owned device
Companion PCs	SA (no change)	
Companion Windows RT Tablets	Windows RT Companion VDA Rights (Free)	
Companion Non-x86 devices (iPad, Android, etc...)		Windows Companion Subscription License (CSL)

The Windows CSL enables Bring Your Own Device (BYOD) scenarios for secondary or companion devices, thus providing businesses greater flexibility to run Windows across multiple devices for employees.

Devices eligible for use under the Windows CSL include any type of personally owned device as well as corporate owned non-x86 devices.

The Windows CSL provides a single license valid for up to four devices instead of requiring individual licenses for each companion device.

Companion device licensing is valid for the primary user of an SA, VDA, or Windows Intune licensed device.

■■ Windows 8

Windows 8 Downgrade Rights

Version Downgrade to	OEM Preinstall	Volume Licensing	
	Windows 8 Pro	Windows 8 Pro upgrade without Software Assurance	Windows 8 Enterprise with Software Assurance
Windows 7 Enterprise			✔
Window 7 Professional	✔	✔	✔
Windows Vista Enterprise			✔
Windows Vista Business	✔	✔	✔
Windows XP Pro		✔	✔
Windows 2000 Professional		✔	✔
Windows 95 / 98 / NT		✔	✔

Downgrade rights are included in licenses obtained through OEM Preinstall or Volume Licensing and do not apply to retail copies of Windows.

OEM downgrade rights apply to Windows 8 Pro and allow downgrading for up to two prior versions (to Windows 7 Professional or Windows Vista Business).

Software Assurance through Volume Licensing provides the greatest flexibility, allowing for downgrades to additional prior versions and editions, including Windows 7 Enterprise.

Windows 8

Windows 8 customer resources

Windows 8	http://www.windows.com
Windows Enterprise	http://www.microsoft.com/en-us/windows/enterprise/default.aspx
Windows Dev Center	http://msdn.microsoft.com/en-us/windows
TechNet Springboard Series for Windows 8	http://technet.microsoft.com/en-us/windows

Partner training

OEM Training Zone	http://www.oemtrainingzone.com
Microsoft Partner Network	http://partner.microsoft.com/US
Microsoft Retail Accreditation Program	http://expertzone.microsoft.com
US Partner Training Blog	http://blogs.technet.com/b/uspartner_learning

Sales & marketing resources

OEM Partner Center	http://www.microsoft.com/oem
OEM Sales Center	http://www.oemsalescenter.com
Microsoft Partner Network	https://mspartner.microsoft.com/en/us/pages/solutions/windows-8.aspx
Retail Collateral	http://www.microsoftprosource.com
Reward Hub	http://www.resellerrewardhub.com
Case Studies	http://www.microsoft.com/casestudies

Windows 8

Licensing resources

Windows 8 Volume Licensing	http://www.microsoft.com/licensing/about-licensing/windows8.aspx
OEM Licensing and Anti-Piracy	http://www.microsoft.com/oem/en/licensing
How to Tell Genuine Microsoft Software	http://www.microsoft.com/howtotell
Report Piracy	piracy@microsoft.com or http://www.microsoft.com/piracy
Product Activation	http://www.microsoft.com/piracy/activation
MS US Genuine Twitter	http://www.twitter.com/msusgenuine @msusgenuine

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US Partner Blog	http://blogs.technet.com/b/msuspartner
Microsoft OEM Partner Community	http://www.microsoft.com/oem/en/community
Windows Experience Blog	http://windowsteamblog.com/windows/b/windowsexperience/
Windows for Your Business Blog	http://windowsteamblog.com/windows/b/business

Windows 8 campaigns & offers

New PC Windows Upgrade	http://windowsupgradeoffer.com
Windows 8 Pro FPP Offer	Refer to www.microsoft.com on October 26, 2012
Modern Tools for Business SMB Campaign	https://readytogo.microsoft.com
Flexible Workstyle Enterprise Campaign	https://readytogo.microsoft.com

Windows 8
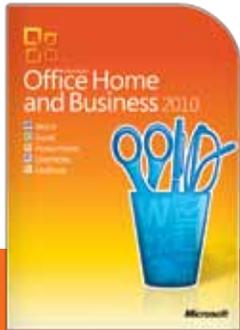
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The Offer

When your customers purchase any qualifying version of Office between 10/19/12 and 4/30/13, they can **download the next version of Office**—Office 365 Home Premium or another qualifying edition—**free,** as soon as it's available.

How the Offer Works

When customers buy any of these qualifying products [1]	They can choose to get one of these products free, when available
Office Home and Student 2010	**Office 365 Home Premium**[2] or Office Home & Student 2013
Office Home and Business 2010	**Office 365 Home Premium**[2] or Office Home & Business 2013
Office Professional 2010	**Office 365 Home Premium**[2] or Office Professional 2013
Office University 2010 **Office for Mac University 2011**	**Office 365 University -** For college and university students and faculty only (2-year subscription).
Office for Mac Home & Student 2011 **Office for Mac Home & Business 2011**	**Office 365 Home Premium**[2]

For complete offer details, including a special offer for small business customers, go to www.office.com/offer.

Visit www.oemsalescenter.com/products/office2010/prelaunchoffer
for marketing materials to help you make the most of this limited time offer.

[1] Applies to purchase of Product Key Card, Traditional Disc, Electronic Software Download, and preinstalled product from PC manufacturer. (Does not apply to Office trial software or Office Starter.)

[2] 1-year subscription for non-commercial use.

Windows 8 PC Attach Portfolio

Hardware offers the synergy of mice and keyboards **optimized** for the Windows 8 experience.

Tablets	Ultrabooks	AIO/Desktops
• Ultra-Mobile Keyboards & Mice • All Bluetooth	• Ultra-Mobile Keyboards & Mice • Emphasis on Bluetooth	• Comfort Keyboards and Mice • Mix of Wireless and Corded

Tablets

Wedge Touch Mouse

Wedge Mobile Keyboard

Sculpt Mobile Keyboard

Ultrabooks

Wedge Touch Mouse

Arc Touch Mouse

Sculpt Mobile Keyboard

AIO/Desktops

Sculpt Comfort Keyboard

Sculpt Mobile Keyboard

Explorer Touch Mouse

Sculpt Touch Mouse

Microsoft