



HOSTING DAYS

Growing Your Hosting Business, Together.





HOSTING DAYS

Microsoft® Services Provider Agreement

Marius Georgescu – S+S Specialist

Agenda

- Program Overview
 - What Is a Services Provider License Agreement (SPLA)?
 - Is SPLA Right for Your Business?
- SPLA Benefits and Features
- Program Changes
- Program Eligibility and Requirements
- SPLA Licensing Model
- Pricing
- Reporting
- Product Support
- How to Participate
- Additional Resources

Program Overview

Services providers offer a variety of services to customers. These services include direct or indirect access to Microsoft® server licensed products or software services that interact with Microsoft licenses.

Specifically, you are a services provider if your organization:

Provides your customers with direct or indirect access to Microsoft licensed products such as hosted Web sites or line-of-business (LOB) applications through Microsoft server software.

Provides your customers with software services that interact with Microsoft licensed products. In this scenario, you, not the end customer, are the licensee.

Facilitates your customer's business, including business transactions with third parties, through software services that interact with Microsoft licensed products.

Provides your customers with access to, and use of, any application, Microsoft or otherwise, as long as the application is running on a server and interacts with a licensed Microsoft product on that server.

What Is a SPLA?

- The Services Provider License Agreement (SPLA) allows an organization to license Microsoft products and use them to provide software services to its customers.
- Agreement term
 - Three-year term; may be extended
- Payment term
 - Monthly reporting and payment based on actual use
 - No up-front commitment required
 - Beginning in early 2009, services providers have the option of a three-year commitment offering, which is the addition of products that will allow services providers to commit up front to licenses for certain products and receive a 12 percent discount – in this case payment is on an annual basis
 - Annual price protection

Is SPLA Right for Your Business?

With the SPLA, services providers and independent software vendors (ISVs) can license Microsoft products on a monthly basis during a three-year agreement term. They can use these products to provide software services and hosted applications to their customers.

The SPLA may be right for you if you have one of the following business models:

Application services providers	Platform infrastructure providers
Business process outsourcers (BPO)	PC rental companies
Franchisees and franchises	Streaming media providers
IT outsourcers that provide software licenses	Web hosting providers
Independent software vendors that provide hosted applications	Messaging or collaboration services providers Web or Internet services providers

SPLA Benefits and Features

- Flexibility
 - Manage the services and Microsoft use rights for your customers.
 - Pay for only what customers were authorized to use the previous month.
 - Provide software services to prospective customers on a trial basis for up to 60 days.
- Access
 - Access a wide range of Microsoft licensed products.
 - Download licensed products through the Microsoft Volume License Services Web site (MVLS) or order from the price list.
 - Install Microsoft licensed products on servers under the day-to-day management and control of an outsourcing company.
 - Install Microsoft licensed products on devices the services provider owns or leases and that are located on the customer's premises.
- Improved Sales and Service
 - Use Microsoft licensed products to sell services to customers in any part of the world.
 - Rent desktop PCs with certain Microsoft licensed products installed (this option is available by requesting an amendment to the SPLA)
 - Internally test and evaluate the Microsoft licensed products for up to 90 days.

Program Changes

- Link the SPLA Program to MBSA/MBA

- The Microsoft Business and Services Agreement (MBSA/MBA) is a perpetual agreement between the customer and Microsoft that contains high-level terms and conditions that are applicable to all agreements signed under it.
- Services providers that have an existing MBSA/MBA via another Volume Licensing Agreement should work with their account manager and/or reseller to provide their MBSA/MBA number and link the MBSA/MBA to their SPLA.
- Services providers without an existing MBSA/MBA are required to sign one the next time they sign an SPLA Agreement.
- Once an MBSA is signed, SPLA partners only need to sign a shorter and simplified SPLA Agreement every three years.

- Product downloads through the MVLS

- Alternative to purchasing media from the price list.
- Services providers still need to contact the product Activation Call Center to obtain their Volume Licensing keys (VLKs).
- NOTE: MVLS has not yet been customized for services provider use beyond product downloads.

- Three-year commitment offering

- The addition of these licenses will allow services providers to commit up front to licenses for certain products and receive a 12 percent discount.
- Great option for services providers with stable infrastructures and long term commitments with customers, and also for those with the ability to pay for licenses up front each year.

Program Eligibility & Requirements

The following are required to obtain a SPLA:

- Enroll in the Microsoft Partner Program at the Registered Partner level.
 - Also enroll in the Microsoft Hosting Community.
- Sign a Microsoft Business and Service Agreement.
 - Or link an existing MBSA/MBA to the SPLA Program.
- Designate a licensed products reseller.
 - If you have a direct agreement, contact your Microsoft account manager.
- Provide monthly reporting or zero use report on software licenses.
- Submit monthly invoice payment.
- Comply with the Services Provider Use Rights (SPUR).
- Abide by the copyright, the use of trademarks, and antipiracy obligations.
- Provide technical support.
- Agree to participate in Microsoft SPLA audits.
- Comply with the export requirements.

SPLA Licensing Model

Licenses acquired under the SPLA are monthly non-perpetual licenses that can be used during the agreement's term.

The Microsoft licensed products included in the program are available for licensing through two models:

- Subscriber Access License (SAL)
- Per Processor License (PL)

Note: Not all products are available in both license models. The Windows Server® operating system and Microsoft SQL Server® are available in both license models.

Subscriber Access License

A Subscriber Access License (SAL) is required for each unique individual user or device that is authorized to access or otherwise use the software.

- A SAL is generally required for each unique individual who is authorized to use the software in any given month.
- When using the SAL option, a separate Server License is not needed.
- Not all products are available to be licensed in the SAL mode
 - Examples of products licensed with a SAL: Windows Server, Microsoft SQL Server, Microsoft Exchange Server, the 2007 Microsoft Office system, and Microsoft Dynamics® business software.
- Benefits of the Per Subscriber model include:
 - Subscribers can access any number of servers.
 - Service providers can "scale out."
 - Service providers have minimal start-up costs.

Per Processor License

Each Per Processor License (PL) allows an unlimited number of users to access the software that is installed on that processor for products licensed through a per processor model.

- An unlimited number of end users can use the software running on a single CPU for each processor license acquired without licensing the end users.
- Not all products are available to be licensed in the PL mode.
 - Examples of products licensed through a per processor model: Windows Server and Microsoft SQL Server.
- Benefits of the Processor License Model include:
 - Processor licenses are easier to monitor and count.
 - Processor licenses replace Internet Connector licenses.
 - Processor licenses are economical across a variety of business scenarios where the utilization of the software may vary.

Pricing

Price List

- Contact your SPLA reseller to find out the price you are charged for each Microsoft licensed product.

Price Changes

- Microsoft may decrease the price in the price list at any time.
- Microsoft may increase the price in the price list only:
 - Once each calendar year on January 1, and
 - At any time to offset exchange rate fluctuations for prices other than U.S. dollars

Reporting

You are required to submit either a use report or zero use report monthly.

Monthly Use Report

Submit either a monthly use report or zero use report within 10 days after the last day of the month or as agreed to by your reseller.

A “Zero Use Report” is required if no fees are due that month.

Product Support

- You (not Microsoft) are responsible for technical product support for the Microsoft licensed products you deliver.
- You are responsible for providing technical product support for the Microsoft licensed products you deliver to your customers. You are required to have one of the following:
 - A Microsoft Premier support services agreement; or
 - Support services through the Microsoft Professional support program with prepayment for at least 10 incidents; or
 - Support services that are equivalent to the above through either another Microsoft support program or a third party support services provider.

How to Participate

After successfully enrolling in the program, the following are the key steps for participating in the SPLA Program:

- Sell licenses for the software services to your customers.
- Ensure that the required Microsoft customer license terms and use rights are provided to and agreed on by your customers.
- Obtain master copies of Microsoft licensed products through your SPLA reseller or download from MVLS.
- Provide software services that interact with Microsoft licensed products to your customers.

SPLA Resellers in your country

- HP Romania
 - ◉ Contact: Florina Balauca [Florina.Balauca@hp.com]
- Insight Technologies
 - ◉ Contact: Teresa Morcinek [Teresa.Morcinek@insight.com]

Additional Resources

For more information on the SPLA Program:

Services Provider Licensing Agreement Program

- <https://partner.microsoft.com/40012010>

Microsoft Partner Program

- <https://partner.microsoft.com/>

Microsoft Hosting Community

- <https://partner.microsoft.com/global/40011651>

Microsoft Hosting Solutions

- <http://www.microsoft.com/serviceproviders/hosters.mspx>

SPLA Training through the Microsoft Partner Learning Center

- <https://training.partner.microsoft.com/plc/register.aspx?publisher=3&courseid=1166> (login required)

Microsoft Volume Licensing

- www.microsoft.com/licensing/

Microsoft Hosting University

- <http://www.hosting-university.com/>

One Program - Two Offerings

The SPLA program offers two ways to license the Microsoft products you need for hosting software services and applications to customers—SPLA and SPLA Essentials. And you pay monthly for only the products you use, with no upfront costs.

SPLA Essentials	SPLA
<p>SPLA Essentials offers a simple agreement that provides the core rights you need for your hosting business and a streamlined online signup experience getting you to market faster.</p>	<p>SPLA is the premium offering that includes the advanced license rights you need to offer highly-customized and robust solutions to a wider set of customers.</p>

Why a New Offering?

- Grow Web server share in hosting space
 - Millions of Microsoft .NET developers worldwide already using Windows Server
 - Reach more customers by running both ASP.NET and PHP on the Windows platform
 - 20,000 entities with a dense shared hosting environments
- First step in long-term vision—a single, seamless, modular SPLA framework
 - Today: One program, two ways to license that best meets a new partner's business needs—SPLA or SPLA Essentials
 - Future: Base + Module approach

SPLA Essentials Details

- Simplified version of the SPLA Program targeted at small to mid-market hosters and Web developers
 - Simplified agreement with core program rights
 - Pricing, services provider use rights, and program requirements same as SPLA
 - Available direct from Microsoft and as an indirect offering through SPLA resellers
- Online Registration and Reporting experience
 - Agreement only available through online tool
 - Online access to contract signature, usage rights, product provisioning, and a new reporting interface
 - Single online resource for direct partners to enroll, place monthly orders, and manage their account

Program Benefits

Benefits for Both Offerings:

- No upfront costs; pay as you go
- Deliver a customized service in a dedicated or shared hosting environment
- Access to most current Microsoft product versions; download option available
- Ability to internally test and evaluate the Microsoft products
- Create a SPUR that contains only the products you want to see

Additional Benefits Specific to Each Offering:

SPLA Essentials	SPLA
<ul style="list-style-type: none">● Easy to enroll, with online signature● Single online resource for direct partners to enroll, place monthly orders, and manage their account● Option to partner with Microsoft directly or through a SPLA reseller	<ul style="list-style-type: none">● Data center outsourcing● Product demos for up to 50 users● Offer customers a free 60-day trial period● Customer facility installations● Extended Term Licenses at price savings● Specific price offerings for their academic end customers

SPLA Essentials—Online Experience

Microsoft | Volume Licensing
SPLA Essentials

Home | About SPLA Essentials | My Account | Sign Up

Select the right Services Provider License Agreement program for your needs

Microsoft SPLA Essentials

For small hosting organizations, Microsoft® SPLA Essentials is an entry-level offering and a fast, easy way to license Microsoft software to provide software services to your customers today. SPLA Essentials has limited program rights compared to the Microsoft SPLA Program. With SPLA Lite, you can:

- ▶ Get started today with a fast and easy online registration tool.
- ▶ Pay only for what you authorized your customers to use the previous month - and there are no start-up costs.
- ▶ Provide your customers with the most current and capable Microsoft platform to build their business.

[View more details](#) [Sign Up Now](#)

Microsoft SPLA Program

SPLA is the premium offering for services providers and independent software vendors (ISVs) to license Microsoft software to provide software services and hosted applications to your customers. The SPLA offers all of the benefits that come with SPLA Essentials plus additional program rights that can help your business grow, including:

- ▶ Expand your reach to academic institutions with special pricing.
- ▶ Provide your customers with a free 60-day trial period and demonstrations for up to 50 users on Microsoft software.
- ▶ The Extended License Term offering allows you to license select products for up to three years at a 12 percent savings—with no minimum purchase.
- ▶ You can install Microsoft software on devices you own or lease and that are located on your customer's premises.
- ▶ Leverage the services of a data center outsourcing company.

[View more details](#) [Sign Up Now](#)

I am not sure which program is right for me. [Help me choose](#)

Microsoft Home | Contact Us | Terms Of Use | Trademarks | Privacy Statement | Microsoft

als

A Essentials | My Account | Sign Up

Contact Information

Each party will notify the other in writing if any of the following contact information changes. The asterisks (*) indicate required fields. By providing contact information, Customer consents to its use in administration of this agreement by Microsoft and other parties that help administer this agreement.

Billing Information

Primary Contact Information

Customer must identify an individual from inside its organization to serve as its primary contact. This contact is the default administrator for this agreement and receives all notices unless Microsoft is provided written notice of a change. The administrator may appoint other administrators and grant access to online information.

*Legal Entity (Company):

*First Name:

*Last Name:

*Address 1:

Address 2:

*City:

I acknowledge reviewing the agreement. Please type your name exactly as it appears below and fill in your job title.

*Name:

*Title:

I accept I reject

[Previous](#) [Next](#)

Sign the Terms & Conditions Agreement

You must sign the agreement below for your Organization before Organization

1 Introduction

2 Contact & Billing Information

3 Agreement

4 Confirmation

1 / 10 57.3%

Find

You are viewing this document in PDF/A mode.

Microsoft | Volume Licensing

Services Provider License Agreement for Web Hosters (Direct)

This Microsoft Services Provider License Agreement is entered into between Customer and Microsoft, and consists of: (1) these terms and conditions; (2) the SPLUR; and (3) the pricing and payment information on the website.

1. **How to qualify for this program.** To be eligible for this program, Customer must enroll and maintain its status as a: (i) Registered Member of the Microsoft Partner Program and Hosting Community; or (ii) Certified Partner of the Microsoft Partner Program.

SPLA Essentials—Quick Facts

- Available Now
- Available Direct and Indirect
- Target Audience—small to mid-market hosters and web developers
- Pricing is the same as SPLA
- Usage Rights are the same as SPLA
- Monthly reporting required for prior month's usage, same as SPLA
- For additional information or to enroll, visit <http://www.microsoft.com/licensing/spla-essentials>

Resources

To enroll in SPLA Essentials:

<http://www.microsoft.com/licensing/spla-essentials>

To learn more about the SPLA program:

<https://partner.microsoft.com/global/40012010>



Microsoft®

Your potential. Our passion.™

© 2009 Microsoft Corporation. All rights reserved. Microsoft, Windows, Windows Vista and other product names are or may be registered trademarks and/or trademarks in the U.S. and/or other countries.

The information herein is for informational purposes only and represents the current view of Microsoft Corporation as of the date of this presentation. Because Microsoft must respond to changing market conditions, it should not be interpreted to be a commitment on the part of Microsoft, and Microsoft cannot guarantee the accuracy of any information provided after the date of this presentation.

MICROSOFT MAKES NO WARRANTIES, EXPRESS, IMPLIED OR STATUTORY, AS TO THE INFORMATION IN THIS PRESENTATION.