Microsoft

AEP
Authorized Education Partner

Training Deck

Topics

Software Licensing Basics

AEP Qualifications, responsibilities and benefits

Academic Volume Licensing Including Office 365

Service opportunities for Partners and further training

The e-Agreement: Filling out the OVS-ES contract

Companion Offerings: Imagine Academy and DreamSpark

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Software
licensing basics

Key concepts

Software licensing

Software acquired through Microsoft Volume Licensing is for software licenses only. A software license provides the right to run a Microsoft software product which can be used only within the parameters defined by the license agreement.

Microsoft software can be used only in accordance with the terms of:

- The [Product Terms](#) documentation and your Volume Licensing agreement for all Volume Licensing purchases. AEP sales fall into this category.
- The End-User License Agreement (EULA), for full-packaged product and OEM licenses.

All resellers offering Microsoft academic volume licenses must be authorized through the AEP program, and must renew their authorization annually

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AEP program requirements, responsibilities, and benefits

Microsoft

AEP Requirements, Responsibilities and Benefits

Requirements to become an AEP

- Partner must be member of MPN
- At least one person in the organization must pass the Academic Volume Licensing test
- Complete the AEP application

Responsibilities of all AEPs

- Must offer Academic Licenses only to Qualified Educational Users (QEUs)
- Must renew authorization annually to continue to buy and sell academic volume licenses

Benefits of an AEP authorization

- Listing in the AEP worldwide directory and the Microsoft Pinpoint online marketplace*
- Use of the AEP logo
- A printable AEP certificate
- A Joint Microsoft / Partner Press Release template for your PR
- Specialized resources, such as:
  - The Education Partner Newsletter
  - Live training webinars
  - Access to Microsoft Education Partner Network Yammer, news, and resources at https://mepn.com
  - Additional training opportunities through distributors

*Partner must opt in through the MPN portal to appear in Microsoft Reseller Directories and complete a Pinpoint Profile in the Pinpoint Portal.

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Academic Volume Licensing
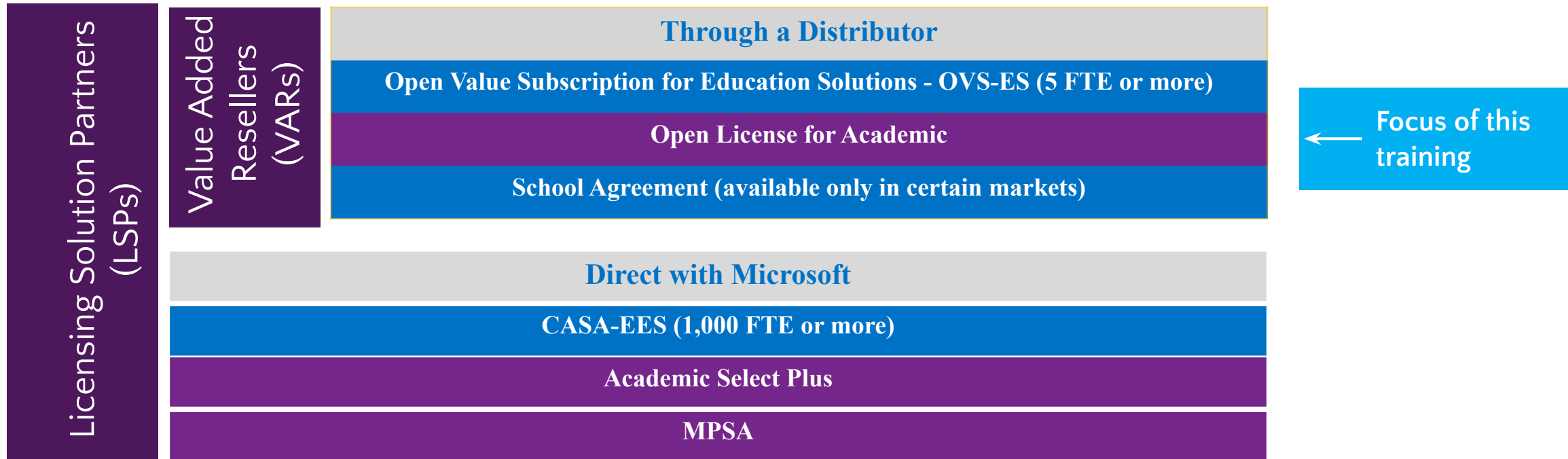
Qualified Educational Users

Academic Volume Licensing is available to all Qualified Educational Users, including educational institutions, administrative offices, and boards of education.

For a complete definition of QEUs around the world, visit the [Microsoft Volume Licensing site](#).

It is the responsibility of the Authorized Education Partner to verify that the customer is a QEU prior to making an Academic Volume Licensing offer.

Academic licensing options for AEPs

Licensing Solution Partners (LSPs)

Value Added Resellers (VARs)

Through a Distributor

Open Value Subscription for Education Solutions - OVS-ES (5 FTE or more)

Open License for Academic

School Agreement (available only in certain markets)

Direct with Microsoft

CASA-EES (1,000 FTE or more)

Academic Select Plus

MPSA

← Focus of this training

- The CASA–EES and OVS–ES programs are the same offering with the same licensing rules and benefits but executed through different partner channels.
- This deck is for VARs becoming AEPs and does not cover LSP licensing which is restricted to LSPs only. **There is no route for VARs to become LSPs through the AEP program.**
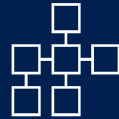
License Types

Subscription

Perpetual

Why EES/OVS-ES is Good for Customers

Easy Compliance

Count your employees once per year and you're fully covered for all on-premises platform products licensed

Customized Solutions

Add additional products, either institution-wide, departmental-wide, or for individual devices at any time

Simplified Asset Management

Easily track and manage your software assets with self-service online tools such as Microsoft Volume Licensing Service Center (VLSC)

Low Administration

Subscription licensing eliminates the need to track your licenses for the selected desktop platform products on every PC

Lower Total Cost of Ownership (TCO)

Maximize the value of your investment with access to current technology, student licensing, evaluation rights, Software Assurance, and more

Cloud on Your Terms

Free* access to Office 365 Education, plus the ability to subscribe to additional Microsoft Online Services through your EES/OVS-ES

* No license fee; doesn't include deployment or support costs associated with the service.

Why EES/OVS-ES is Good for Distis and AEPs

Simplified Sales Motion

- One set of program rules, versus multiple guidelines makes it easier for Partners to sell
- One enrollment for both K-12 and Higher Ed, leaving fewer contracts to manage
- Device count of School enrollment is outdated, FTE count better fits the academic market today
- Simplified contract reduces the complexity for both customers and partners

Competitive Advantage of the Offering

- Program features (e.g. FTE counting) present new opportunities to combat competitive threats
- Licensing options cover spectrum of customers, enabling Partners to go after new accounts
- The Education Desktop offers the best of breed productivity software in a single easy-to-order SKU
- Up-to-Date Discount helps you move customers from perpetual licensing to annuity
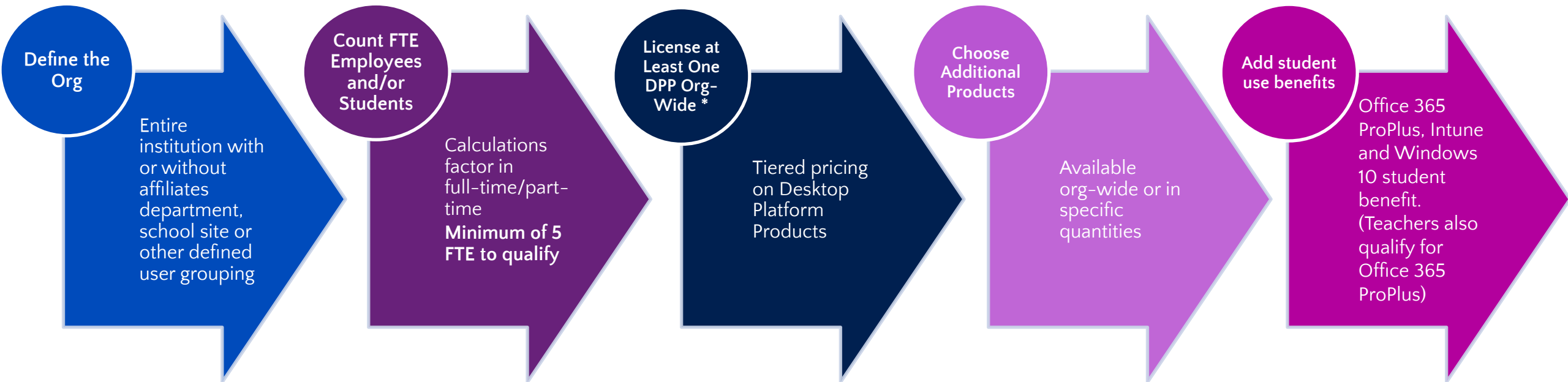
Deepen the Customer Relationship

- Integration of Office 365 ProPlus, Windows 10 and Intune student use benefit
- Enhance the value of EES with the free* Office 365 Education available through the Microsoft Online Portal (www.office365.com)

* No license fee; doesn't include deployment or support costs associated with the service

Getting Started with OVS–ES

Define the Org

Entire institution with or without affiliates department, school site or other defined user grouping

Count FTE Employees and/or Students

Calculations factor in full-time/part-time **Minimum of 5 FTE to qualify**

License at Least One DPP Org-Wide *

Tiered pricing on Desktop Platform Products

Choose Additional Products

Available org-wide or in specific quantities

Add student use benefits

Office 365 ProPlus, Intune and Windows 10 student benefit. (Teachers also qualify for Office 365 ProPlus)

* Office 365 ProPlus is now a qualifying product but must be licensed for all employees on a 1:1 basis (not by FTE count).

Counting FTE faculty and staff

OVS–ES offers the convenience of licensing products based on the number of FTE faculty and staff in the organization.

FTE formula

| Full-time faculty | + | Part-time faculty ÷ 3 | + | Full-time staff | + | Part-time staff ÷ 2 | = | Total FTE employees |

For example, an organization has 2,000 full-time faculty, 3,000 part-time faculty, 1,000 full-time staff, and 1,000 part-time staff. The FTE employee count is calculated as follows:

200 + (300 ÷ 3) + 100 + (100 ÷ 2) = 450 FTE employees

Note: In EMEA, FTE Employees = faculty and staff who work more than 200 hours per year.

Desktop Platform Product Options

Professional Desktop Platform Suite:	Enterprise Desktop Platform Suite:
Windows 10 Education Upgrade	Windows 10 Education Upgrade
Microsoft Office Professional Plus	Microsoft Office Professional Plus
Core CAL Suite	Enterprise CAL Suite

Above desktop platform products (DPPs) must be licensed organization-wide based on FTE employee count and may be licensed individually or in the Desktop suite.

Individual CAL Suite components are not desktop platform products, but must be licensed organization-wide.

Additional Software Products

A broad selection of software and services are available as additional products and may be licensed by individual licenses in any quantity.

Qualifying Products Include:

Desktop Applications
Client Access Licenses (CALs)
Server Products
Microsoft Imagine Academy

Exceptions may apply. Find a complete list of additional products on the Microsoft Product Terms at:
http://www.microsoftvolumelicensing.com/userights/PL.aspx.

Microsoft® Project

Microsoft® Visio®

Visual Studio

Microsoft Dynamics CRM Online

Windows Server

Power BI

Microsoft Enterprise Mobility Suite

Microsoft Imagine Academy

Up-To-Date (UTD) Discount for OVS-ES*

How to convert open customers to annuity licensing

Customers receive up to a 50% discount on the first year price of the eligible quantity of platform products the first time they start a new 3-year OVS-ES.

Available for existing licenses of the latest (N) or previous version (N-1)

☐ Windows 10 Education (n)

☐ Windows 8.1 (n-1)

☐ Office Professional Plus 2016 (n)
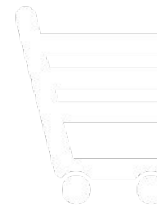
☐ Office Professional Plus 2013 (n-1)

☐ Core CAL Suite

Save 50%

Y1 payment

Y2 payment

Y3 payment
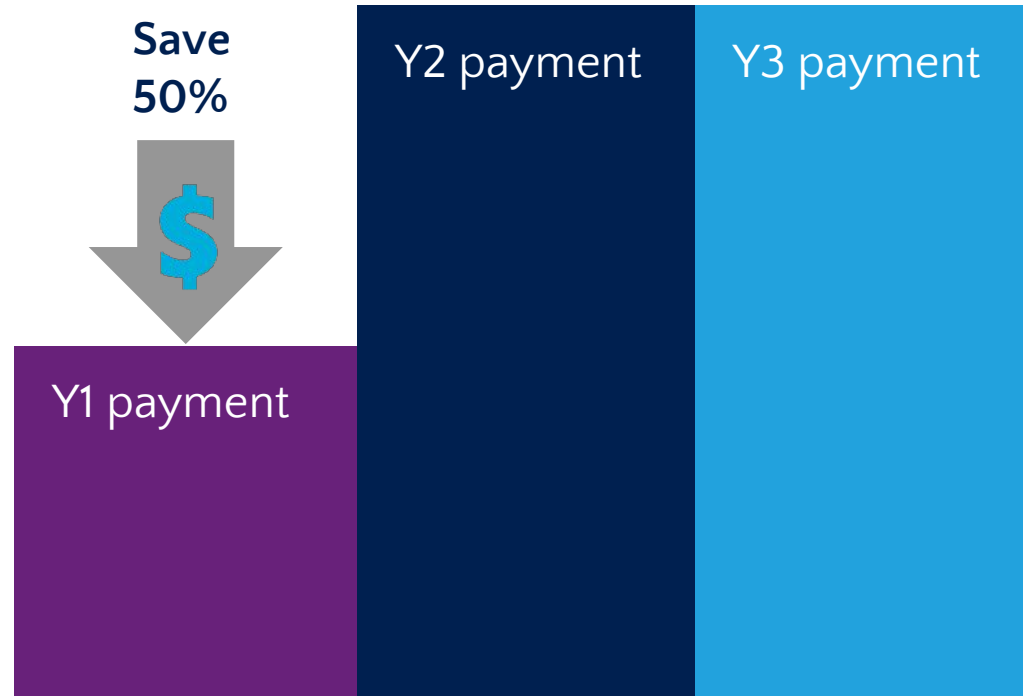
Only available to net new subscription customers.

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Now add Office 365 to the customer's Annuity agreement

Microsoft

Office 365 Education – Available at no cost for qualified academic institutions

Exchange Online

- Flexible migration and deployment options
- Increased security with Exchange Online Protection & Data Loss Prevention
- Simplified compliance through In-Place Hold & eDiscovery
- 50 GB mailbox and unlimited personal archive

SharePoint Online

- Manage, collaborate and share documents
- OneDrive for Business to manage and share documents
- Share docs securely with Extranet Sites
- Access documents offline
- Role and doc-level permissions
- Simplified compliance through In-Place Hold & eDiscovery

Office 365

- Office 365 ProPlus
- Familiar & full Office user experience
- Fast deployment & broad management controls
- Per-user licensing OR available through student use benefit

Skype for Business

- Multiparty HD video and content sharing
- IM & presence across firewalls
- Mobile client experiences designed for devices
- GAL search with contact card
- Federation with Skype

yammer

- Enterprise social for your organization
- Share your knowledge and expertise
- Collaborate with Groups and Conversations
- Discover Conversations with Feeds & Following

Office 365 Education

			Office 365 Education at No Cost*	
Standard Services	Exchange Online	Email, Calendar, Contacts	●	Available today through MOSP
	Skype for business	IM, Presence, Web Conference	●	
	SharePoint Online and OneDrive	Team sites, Video, storage, sharing	●	
	Yammer	Enterprise Social	●	
	eDiscovery Search	One tool for email and documents	●	
Office	Office Online	Edit Office documents in a browser	●	
	Project Online	Manage projects	●	
Advanced Services	eDiscovery Hold/Export , DLP	Advanced compliance – Legal tools	●	
	Analytics, PowerPivot, Visio services	Data Analysis	●	
	Voicemail support	Unified Messaging in Inbox	●	Will be added over phased rollout
	Rights Management Services	Encrypt email, documents	●	
Additional Services	Office 365 ProPlus**	Up to 5 installs on PC or Mac + mobile devices	Paid service	Additional Services
	Full Voice with PSTN	Replace your Public Switch Telephone Network	Paid service	
	Advanced Threat Protection (ATP)	Email protection against spam, viruses, malware	Paid service	

* No license fee; doesn't include deployment or support costs associated with the service. **Will be available through OVS-ES on January 1 2016**
** ProPlus license included for students at no additional cost when **Office is purchased for faculty and staff**

Available Channels for Office 365

Microsoft Online Services Portal (MOSP) (http://office.microsoft.com/education)
- Customer signs Microsoft Online Services Agreement (MOSA)
- Designate Partner of Record (POR) on customer's account to receive advisory fees on paid services
- Customers may purchase Office 365 Education and paid plans with credit card or P.O.
- Partners offer planning and deployment services once customer orders free Office 365 Education

Open Value Subscription – Education Solutions (OVS–ES)
- Upsell Office 365 offers along with on-premises solutions
- Products available include: Office 365 ProPlus and Office 365 Education
- Customer can continue ordering free Office 365 Education through the MOSP

Enrollment for Education Solutions (CASA+EES)
- Upsell Office 365 offers along with on-premises solutions
- Products available include: Office 365 Education; Office 365 ProPlus; and all Office 365 stand–alone plans

Windows 10 Education

Windows 10

Windows 10 empowers students and educators to do great things!

- Better learning outcomes

- Affordable devices and solutions

- Safety and security

- Simplified deployment and management

With Windows 10 Education student use benefit, students can have the best Windows ever at no

Windows 10 Desktop Editions

Edition	Audience	Benefits	Availability
Windows 10 Home	Consumers and BYOD	• Familiar and personal experience • All-new browser great for doing things online • New ways to get organized and be productive • Up-to-date with latest security and features	OEM Retail/ESD Free upgrade[1]
Windows 10 Pro	Small, lower mid–size businesses	• Management of devices and apps • Support for remote and mobile scenarios • Cloud technologies for organizations • Update quality confidence with broad market validation	OEM Retail/ESD **VL** Free upgrade[1]
Windows 10 Enterprise	Mid–size and large enterprises	• Advanced security • Extensive device and app management • Full flexibility of OS deployment & update control[2] • Microsoft Desktop Optimization Pack (MDOP) [2]	**VL**
Windows 10 Education	Educational institutions, students, teachers, and administrators	• All the features of Windows 10 Enterprise • Simplified upgrade and deployment from Windows 10 Home	**VL**

1. For Windows 7/8.1 devices for one year after the Windows 10 launch, delivered through Windows Update
2. Requires Software Assurance

Microsoft Intune

User

Mobile device management

Mobile application management

PC management

IT

Microsoft Intune

Intune helps IT administrators provide students and teachers access to applications, data, and resources from virtually anywhere on almost any device, while helping to keep internal information secure.

- Manage and secure productivity
- Deployment flexibility
- Manage apps and devices
- Mobility management

Microsoft Intune

With Microsoft Intune student use benefit, schools can enable students to get to their work done from virtually anywhere on almost any device.

Making Money With Windows 10

1 Use FREE to open the door	2 Assess customer devices	3 Microsoft up-sell / cross-sell	4 Add apps and services
Institutions will LOVE Windows 10	Add new devices Replace/refresh old devices	Windows 10 Education	Project services (assessment, testing & deployment)
FREE upgrade valued at ~$160 per device	Attach accessories and peripherals to enable new features	Office ProPlus	Apps and managed services
Office 365 Education, OneNote, Sway, Skype, Bing and more!	Attach device warranties and services (e.g. etching, anti-theft)	Microsoft Azure	Professional development and training

ALWAYS add Office, Windows and Intune benefits!

Office Windows 10 100% of faculty and staff → **Windows 10** free for 100% of students → **Office 365** free for 100% of students & teachers
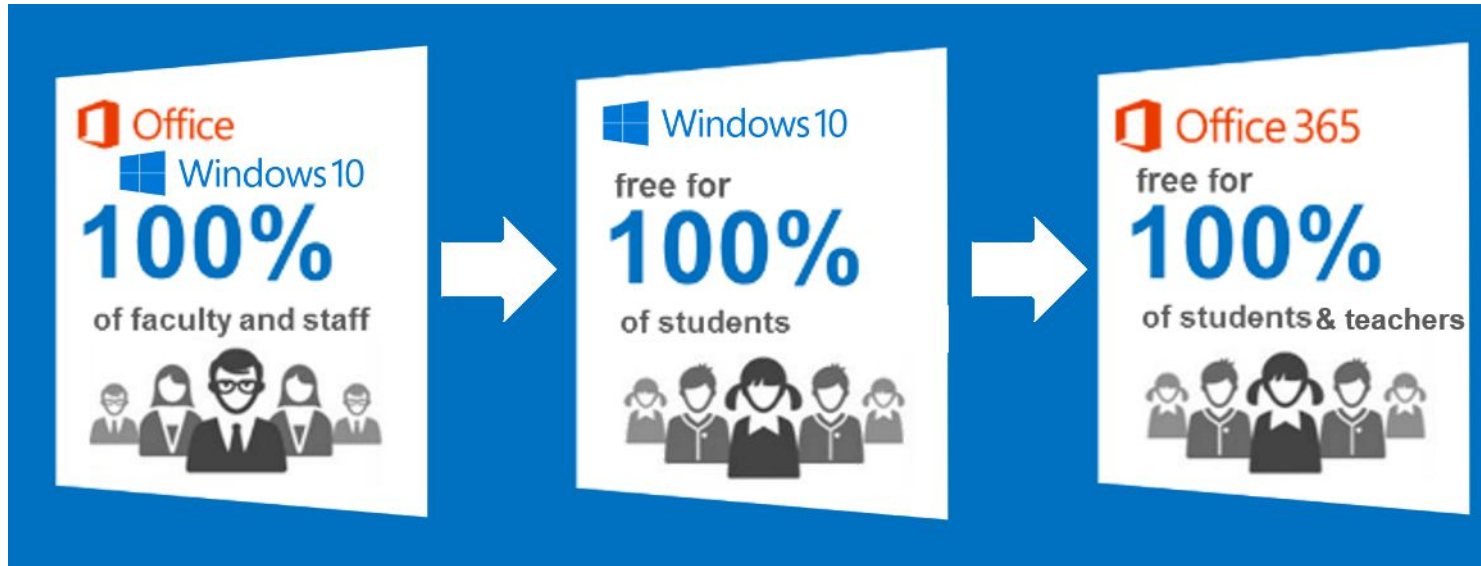
Enrol 1	License 2	Provide 3	Provide 4
Education customers in Annuity Volume Licensing (EES or OVS-ES)	Office *, Windows 10 Education and Intune for your organisation's Faculty and Staff	Office 365 ProPlus, Windows 10 Education and Intune to all Students	Office 365 ProPlus to all Teachers

* Office 365 ProPlus is now a qualifying product.

Note: For Office Professional Plus (on prem) and Windows, count FTEs;   for Office 365 ProPlus and Intune, count To

Sales Guidance Summary for Partners

1 Revenue

Office or Windows for all Faculty & Staff on Volume Licensing

Sell an OVS-ES annuity agreement with the Education Desktop or Office ProPlus

2 No cost to the academic institution

Add student use benefit for Office ProPlus, Windows and Intune
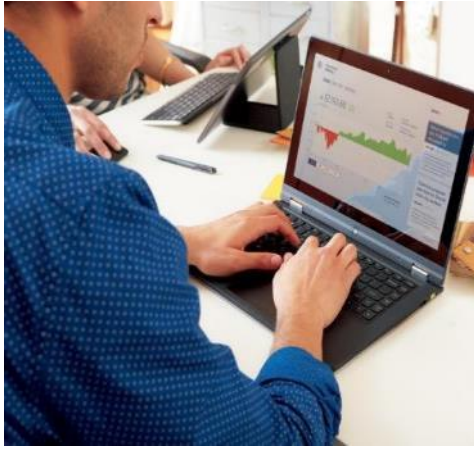
Activate student use benefit by licensing Office, Windows and Intune org-wide

Add Office 365 Education for all Students, Faculty, & Staff

License Office 365 Education for cloud-based communications and collaboration (through MOSP)

3 Revenue

Upsell Office 365 Add-ons and Microsoft Imagine Academy

Advanced features for Office 365 such as Advanced Threat Protection (ATP), and Imagine Academy and Certification

Upsell Devices and EMS. Look for Server Upgrade Opportunity

Devices, Enterprise Mobile Server, CRM, Azure are key revenue opportunities, which will also lead to services revenue

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Deployment Services and Training Opportunities

Microsoft

FastTrack — Office 365 Customer Journey
Resources for Partners

Marketing	Sales		Deployment	Adoption & Usage
Define Value	Show Proof of Concept	Purchase	Deploy	Realize Value
The Modern Campus vision	FastTrack			Learning Center
Customer Immersion Experience				Customer Success Center
Customer Success Center				Partner Custom Solution

1 Partner defines value to Customer

Office 365

2 Partner gets customer started with FastTrack Portal
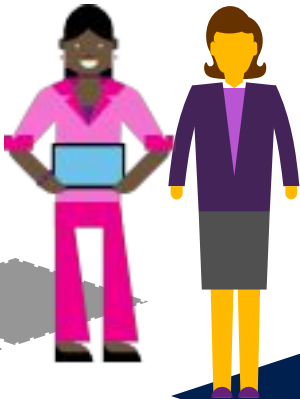
3 Partner requests FastTrack Center Edu exception for customer

4 Partner Deployed using FastTrack Center

5 Partner enabled value through usage.

Office 365 Education—getting started with self–service

Go to:
- office.com/teachers
- office.com/students

Enter school email address
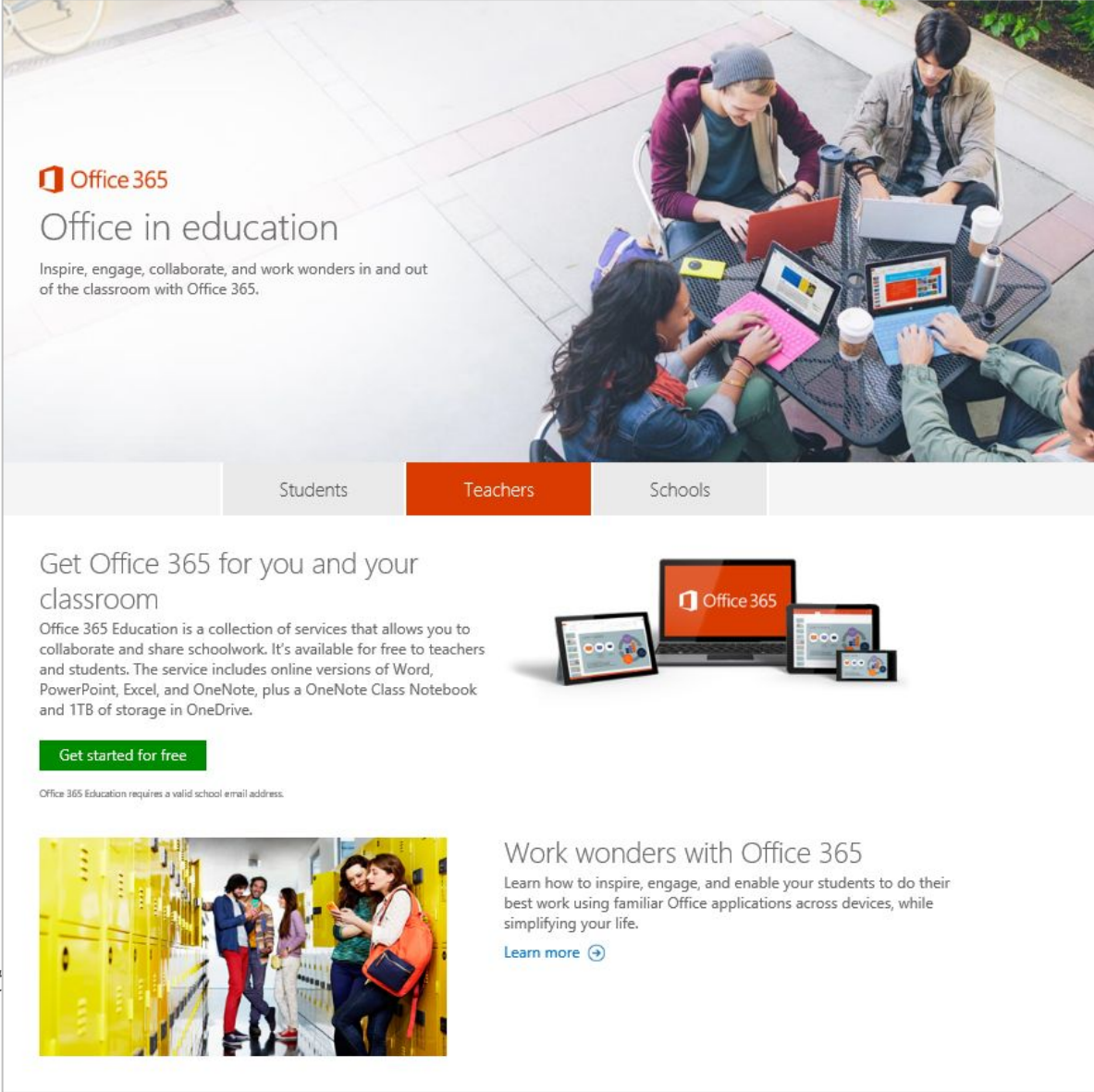
Everyone gets:
- Office Online
  - Online versions of Word, PowerPoint, Excel, OneNote
  - View/Edit in browser
- 1TB Online Storage
- Sites

Some get:
- Office 365 ProPlus*
  - Install Office on 5 PCs/Macs, 5 tablets, 5 phones
  - Documents available both online and offline

*Available for *students and teachers eligible for the Office 365 ProPlus benefit*

Auto Licensing Distribution

What it does: Automatically distributes and enables appropriate licenses to users if a license is not yet available or enabled. Will assign the appropriate entitled license and enable features that do not require an admin.

Benefit: No need to order free licenses. No need to assign licenses to entitled users.
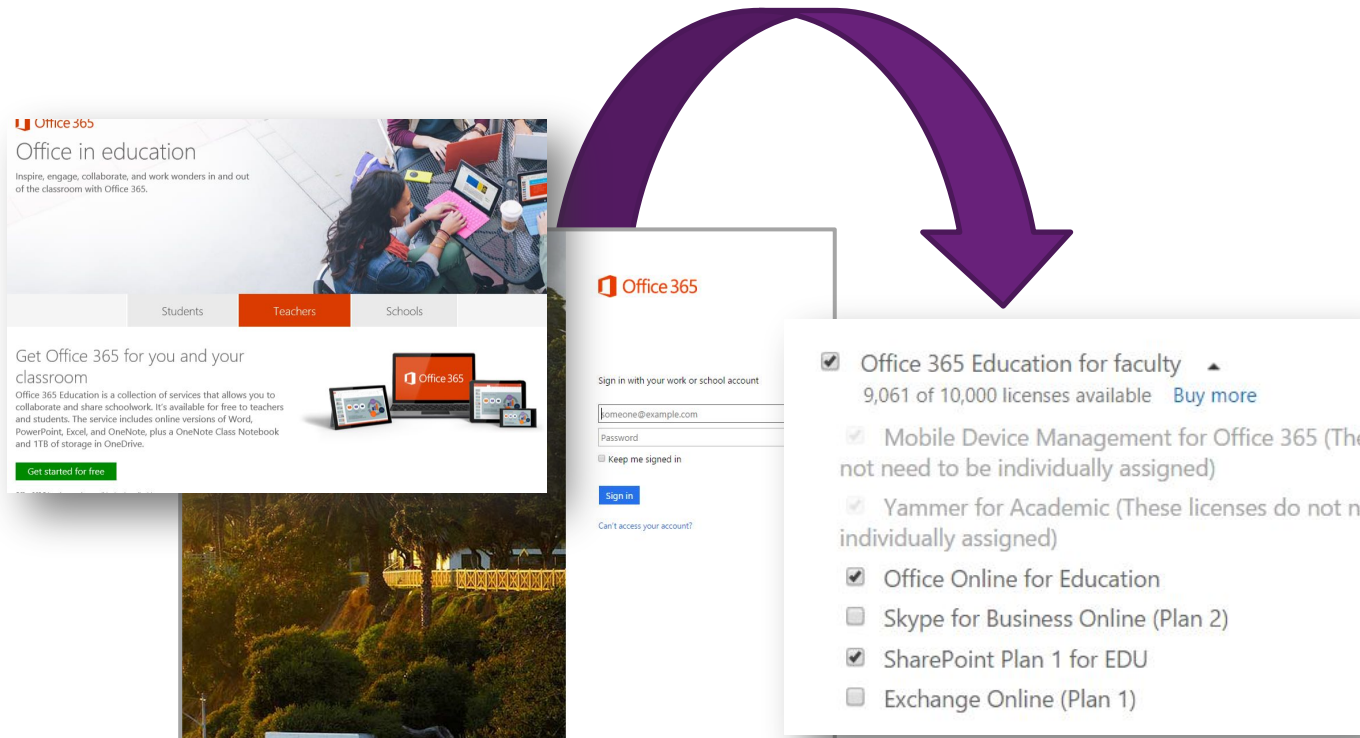
Disable/Enable automatic license distribution
Use this Windows PowerShell script to disable or enable automatic license distributions for existing users. *Learn more*

To **disable** automatic license distribution:
- Set-MsolCompanySettings -AllowAdHocSubscriptions $false

To **enable** automatic license distribution:
- Set-MsolCompanySettings -AllowAdHocSubscriptions $true

Auto licensing enabled by default in all countries

Student/teacher signs up or signs in and a license is automatically assigned to that user with appropriate entitlements enabled

Partner Services Opportunities

Help Partners broaden their service offerings, grow margins, cement advisor role

Deployment planning and evaluation

Infrastructure integration, synchronization

Data migration (email, contacts, 3rd party apps)

Mobile devices integration

Monitoring and Management services

Post-deployment support and training

Custom Solution Development

Identity

App Integration

Reporting

Enterprise Social

More Training and Resources for AEPs

MEPN Microsoft Education Partner Network	Microsoft Education Partner Network https://mepn.com
Office 365 Education Partner DevCamp	Keep your skills fresh Education Partner DevCamps
Drumbeat	Office 365 sales readiness https://drumbeatlogin.office.com
Microsoft Cloud Roadshow	Office 365 technical readiness https://microsoftcloudroadshow.com
Office Blogs	Remain up-to-date on service https://blogs.office.com/office365updates
Microsoft Virtual Academy	Learn more about Microsoft technology www.microsoftvirtualacademy.com
Ready to Go Marketing	Capture revenues with the Campaign finder https://readytogomarketing.com

Use Cloud SureStep for a structured approach to gaining cloud skills for your organization

SMB Cloud SureStep

Microsoft's Cloud SureStep roadmap is designed to help partners get their cloud business started and assist cloud-savvy partners scale and maximize their potential.

SMB | Cloud **SureStep**

http://aka.ms/cloud-surestep

See Appendix for more details

Alternatives to Selling OVS-ES
For small and medium sized customers

Academic Open Licensing (Perpetual)

- Two-year licensing agreement
- Minimum initial order of five licenses
- No minimum requirement for additional orders
- Pay-as-you-go approach
- Option to include Software Assurance
- No paperwork to sign; terms and conditions accepted the first time the customer activates licenses online
- Sold through distributors and AEPs
- No media pack; available for purchase separately as required

School Agreement * (Subscription)

- Only available in designated markets
- 1-year or 3-year renewable licensing agreement
- Minimum initial order of 300 units (varies by region)
- Pricing based on number of desktop PCs
- Additional orders charged a pro-rated price
- Upgrade and downgrade rights
- Software Assurance included
- Sold through AEPs and LSPs

* Only available in certain countries

Where possible, convert Open customers to OVS-ES with the
Up-To-Date Discount and add student use benefit

The e-Agreement: Filling out the OVS-ES contract

Automated electronic agreement—filled out by Distributors—to enable AEP to scale sales efforts among small to medium sized customers.

The OVS-ES e-Agreement advantage

Automates and expedites deal processing	Helps reduce operational costs	Provides real-time validation
Enables users to create multiple agreements at the same time	Allows for multiple stakeholder roles (such as creator or submitter)	Includes the ability to attach documents

Completing the OVS-ES e-Agreement

1. Select at least one desktop platform product. Check all three to license the Education Desktop.

2. Check to receive Up-To-Date discount on three-year agreement, if a new subscription customer.

3. Check one-year or three-year licensing period.

A.   Select a purchasing option and license period.

Institution must select at least one Desktop Platform Product from the Product categories below. To qualify for a Desktop Platform Product suite discount, Institution must order an available Desktop Platform Product suite and check all three Product categories below.

OS	☐ Please see the Product List for current Windows Desktop Operating System options
Office	☐ Please see the Product List for current Office options
CAL[1]	☐ Please see the Product List for current CAL options

☐ Desktop Platform Products may qualify for up-to-date (UTD) discount (attach UTD discount form). The 12-month Licensed Period option does not offer UTD discount.

Please select only one of the following two initial Licensed Period options:

☐	12 full calendar months Licensed Period	☐	36 full calendar months Licensed Period

Completing the OVS-ES e-Agreement

4. Define the organization.

5. Check to receive Level F pricing if the organization's FTE count is greater than 1,000.

B. **Defining Institution's Organization (select only one option).**

Institution must define its Organization by choosing one of the options below. If Institution chooses to enroll only specific departments, school locations, and/or clearly defined User groups, Institution must provide the department, school location, and/or clearly defined User group names. If the department, school location or clearly defined User group is part of an Affiliate, Institution must also provide the name of the Affiliate. A department includes all segments of a department (e.g., a business school includes the business library). A department must be for educational purposes. Open access labs and other resource support centers do not qualify as separate departments.

☐ **Institution** only

☐ **Institution and all of its Affiliates** ☐ **Institution** *plus* **the listed Affiliate(s) and/or department(s), school location(s), and/or clearly defined User group(s) if Affiliate is a school without departments or school locations, of Affiliate(s)** (please list the Affiliate(s), department(s), school location(s) and/or User group(s) of Affiliate(s) below)

☐ **The listed department(s), school location(s), and/or clearly defined User group(s) if Institution or Affiliate is a school without departments or school locations, of Institution and any of its Affiliates, and any Affiliate(s)** (please list department(s), school location(s) and/or User group(s) and any Affiliate(s) below)

C. Identify Institution price level.

☐ Check this box if Institution's Organization-wide Count or Student Count, as applicable, is at least 1000, in order to qualify for the next price level.

Terms and extensions

At the end of an OVS-ES one- or three-year term, the customer can choose to extend the agreement one time, for three years. After the extension period is over, the customer must start a new OVS-ES to continue their OVS-ES coverage.

Start of term   End of term   End of extension

New OVS-ES 1- or 3-Year Term

3-Year Extension
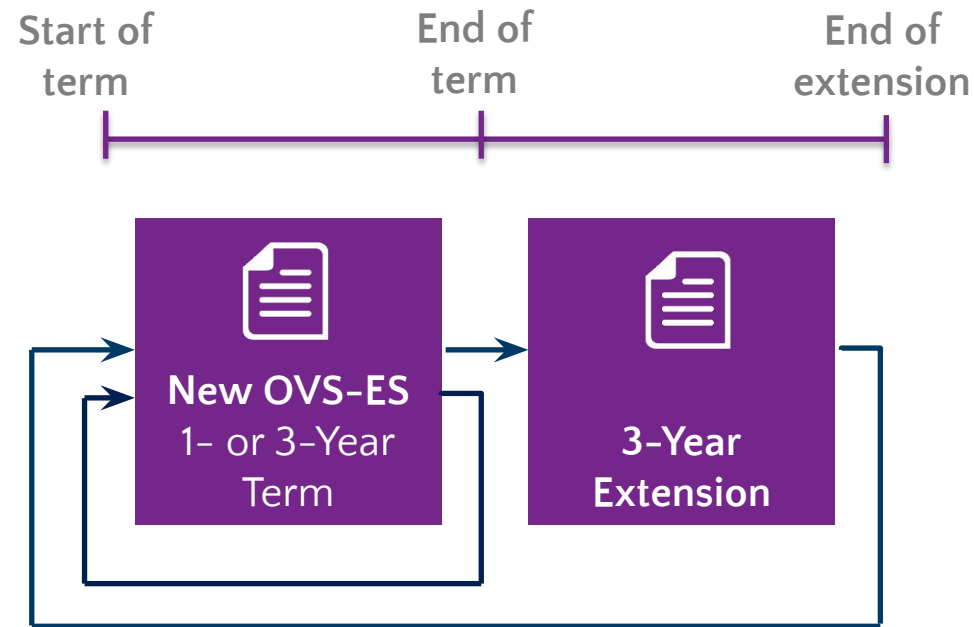
AEP
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Microsoft Imagine
Academy
and DreamSpark

Microsoft

The Microsoft Imagine Academy Program

This Program provides institutions with access to a full curriculum solution for teaching technology courses and learning tools that help students achieve success. Institutions can offer training on basic technology skills through to technical courses for students interested in pursuing a career in technology after they graduate. Courses through the Imagine Academy Program map to industry recognized certifications, supporting institutions to offer skills for employability and 'build the workforce of tomorrow, today'.

Microsoft Imagine Academy benefits at a glance:

Microsoft Imagine Academy

Microsoft IT Academy was renamed as Imagine Academy on January 11, 2016. Please update your websites and sales materials with the new logo and name. New sales resources are available on MEPN.

Time-saving Curriculum

- Classroom curriculum: Microsoft Official Academic Courses (MOAC), Lesson Plans, MS Press Study Guides
- Online Learning
- Academic pricing for Microsoft Official Courseware (MOC)

Professional Development

- Microsoft Certification exams
- Teaching with Technology Content
- Microsoft Certified Trainer program

Certification

- Academic pricing
- Testing center discounts
- Certification Roadmap

Partner Resources

- Marketing resources
- Private site for members
- Program logo
- Regional Support Center

The Microsoft Certification Program

Institutions who deliver Microsoft Imagine Academy Program courses to students are preparing them for globally recognized Microsoft Certifications.   Certifications allow educators and students to validate their technology skills, helping them stand out from the crowd and enhance their education and career prospects.   Microsoft Certification packs are now available through Volume Licensing.   Sell the Microsoft Imagine Academy Program & Microsoft Certification packs together

Microsoft Office Specialist [MOS]	Microsoft Technology Associate [MTA]	Microsoft Certified Professional [MCP]
Validate overall comprehension and deep expertise of Microsoft Office Skills that businesses require.	Validate core technology concepts in infrastructure, database and development, helping students prepare for more advanced technology education and/or certifications.	Validate crucial skills for IT careers as students work toward earning Microsoft Certified Solutions Associate [MCSA], Microsoft Certified Solutions Expert [MCSE], or Microsoft Certified Solutions Developer [MCSD] certifications.
Site Pack 500 exams	Site Pack 250 exams	Class Pack 30
Available SKUs: H5T-00004, H5T-00005, H5T-00006	Available SKUs: H5T-00007, H5T-00008, H5T-00009	Available SKUs: H5T-00001, H5T-00002, H5T-00003

Microsoft Imagine Academy   +   Certification   =   Hired for jobs

Remember to add Microsoft DreamSpark!

As a benefit for Annuity agreement holders. For more information [visit DreamSpark.com](http://DreamSpark.com)

DreamSpark for Academic Institutions

get Microsoft software
Enroll your institution in a DreamSpark subscription to get software for teaching and research.

access your subscription
Access MSDN Subscription Portal or go to your institution's WebStore.

- DreamSpark Standard: allows every student, educator, and lab to use the software
- DreamSpark Premium: only for qualified higher–education science, technology, engineering, and math (STEM) departments

DreamSpark for Students

new to DreamSpark?
Find out how to get professional developer and designer tools **at no cost!**

download products
Access the student software catalog. Download software at no cost.

- Available at no cost for Students
- Sign in at https://www.dreamspark.com/account/createaccount.aspx

Product Categories	DreamSpark Standard	DreamSpark Premium
Operating Systems		
Windows Client		■
Windows Server	■	■
Developer & Design Tools		
Visual Studio Community (for students and faculty)	■	
Visual Studio Professional (for labs)	■	
Visual Studio Enterprise (for students, faculty, and labs)		■
Windows Embedded	■	■
Applications		
Visio		■
Project		■
OneNote	■	■
Servers		
SQL Server	■	■
BizTalk Server		■
SharePoint Server		■
Additional Benefits		
ELMS (Electronic License Management System)	■	■
Technical Support Incidents	2	4
Priority Support in MSDN Forums	■	■

Appendix

OVS–ES at a glance

Feature	EES and OVS-ES offerings
Channel	License through AEP and Distributor
Contract	OVS-ES through eAgreements
Pricing	Pricing for Desktop Platform Products: Levels E and F
Customer focus	Primary and secondary schools, and higher education
Organization-wide counting	Faculty and Staff as defined by FTE formula; 5 FTE minimum
Subscription term	1- or 3-year term
Extensions	Extensions: one-time, 3-year extension option
Desktop Platform products	Windows Education Upgrade, Office Professional Plus*, Core CAL & ECAL Suite; individually or in desktop bundle
Enterprise Online Service	Office 365 ProPlus*
Additional products	May be licensed institution-wide, department-wide, or individually
Student use benefit	Available to all students free of charge when the corresponding qualifying product is licensed through EES/OVS-ES
Minimums	5 faculty and staff FTE or 5 student FTE through the OVS-ES agreement (AEP only) 1,000 faculty and staff FTE or student FTE if licensing through CASA - EES agreements (LSP only)
Cloud services	Office 365 Education, Office 365 ProPlus and other Cloud Services
Software Assurance benefits	Included. New Version Rights, Downgrade Rights, E-Learning, and more
DreamSpark	No-cost DreamSpark membership – design and development software for instructional use only
Office Web Apps	No cost to students and their parents when institution licenses Office Professional Plus and SharePoint CAL organization-wide

* As of January 1, 2016, paid Office Professional Plus and Office 365 ProPlus are qualifying products

Licenses available via self-service

Office 365 Education

☑ Office 365 Education for faculty ▲
    9,061 of 10,000 licenses available   Buy more
    ☑ Mobile Device Management for Office 365 (These licenses do not need to be individually assigned)
    ☑ Yammer for Academic (These licenses do not need to be individually assigned)
    ☑ Office Online for Education
    ☐ Skype for Business Online (Plan 2)
    ☑ SharePoint Plan 1 for EDU
    ☐ Exchange Online (Plan 1)

Office 365 Education Plus

☑ Office 365 Education Plus for faculty ▲
    unlimited licenses available   Buy more
    ☑ Yammer for Academic (These licenses do not need to be individually assigned)
    ☑ Office 365 ProPlus
    ☑ Office Online for Education
    ☑ SharePoint Plan 1 for EDU
    ☐ Exchange Online (Plan 1)
    ☐ Skype for Business Online (Plan 2)

Exchange Online and Skype are not enabled via self-service.
A service admin is required to enable those services.

Cloud SureStep

Microsoft's Cloud SureStep roadmap is designed to help partners get their cloud business started and assist cloud-savvy partners scale and maximize their potential.

5x **Cloud growth** compared to the overall industry

1.6x Cloud-oriented partners made **more gross profit**

$98B 2016 Public IT cloud services **spending**

Getting Started
Understand the opportunity. Learn about the cloud business, its growth projections, and how to gain advantage.

The Cloud Opportunity → Getting to Know Office 365 → Get Engaged → Drive Demand & Sell → Deploy for Success

3 Deals Complete

Ready to start **creating scale**

Grow Your Business
Build profitability by scaling demand, maximizing sales, and increasing margins.

Capitalize on the Cloud Opportunity ← Increase Lead Generation ← Maximize Sales Efficiency ← Increase Services Margins

24 Deals Complete

Time to stand apart and lead the pack

Optimize Your Business
Differentiate. Provide a comprehensive solution across multiple services.

Scale Demand and Drive Leads → Build Your Specialized Offering → Optimize Business Performance → Optimize Business Process

25+ Deals Per Year

http://aka.ms/cloud-surestep

Cloud SureStep on MPN

1	Three cloud SureStep Pillars: Start/ Grow/Optimize, with building block stages.
2	Hear from partners who have built successful cloud services businesses.
3	Scan the industry trends.
4	Engage in the Office 365 Yammer communities.

Cloud SureStep on MPN: "Get Started" Resources

The Cloud Opportunity	Getting to Know Office 365	Register and Get Engaged	Drive Demand and Sell	Deploy with Success

The Cloud Opportunity

Asset Resources

IDC InfoDoc: Practices of Successful Cloud Partners: What IT Solution Providers need to know to build high performing Cloud Businesses.

Meet Office 365:
Get a high level overview of the capabilities of Office 365.

Microsoft Cloud Privacy & Security Overview:
An introductory look into how Microsoft instills confidence in customers through world-class data security.

Making Money with Office 365:
Learn how other successful partners are generating revenue in the cloud with Office 365.

More Resources

Office 365 Trust Center:
See the full story behind Microsoft's relentless commitment to customer privacy and security.

Microsoft Confidential: Partner use only

Getting to Know Office 365

Asset Resources

Pitching the right Office 365 plan to SMBs: Learn how to pitch the appropriate Office 365 plan to SMB customers.

Office 365 Licensing FAQ:
Frequently Asked Questions for partners looking to sell Office 365.

Customer Evidence: Aston Martin: See how this market leader is benefiting from Office 365.

More Resources

Customer Evidence: Steve Moore Chevrolet:
See how market leading partner Palmetto Technology Group helped this customer achieve success.

Office Videos:
New Office & Office 365 short product feature videos.

Register and Get Engaged

Asset Resources

Subscribe to the Microsoft Action Pack: Gain cost-effective access to software licenses, technical communities, training, and marketing tools.

Find a Distributor: Locate a distributor in your region, who can help with readiness, sales training and activation, technical and licensing support, and account management.

Join the Office 365 Yammer Group: Join the Office 365 community to learn from and share with other partners.

Join the Office 365 Technology Blog: Join the Office 365 technical community.

More Resources

Microsoft Competencies Overview: Show your customers that you have proven capabilities, and can set your company apart from the competition.

Drive Demand and Sell

Asset Resources

Office 365 Pitch Deck:
Use this deck to help sell to prospective buyers (Small Business version).

Office 365 Tele Discussion Guide:
Use this resource to help you drive the Office 365 conversation.

Office Demo Site:
Free Online Demo resources to help you show your prospects the power of Office 365.

More Resources

Office 365 Datasheet Leave Behind:
A great summary of the service to share with prospective buyers.

Deploy with Success

Asset Resources

Microsoft Cloud Roadshow Technical Readiness:
Get access to technical training for Office 365.

Office 365 Policy and Activation Guide:
Get guidance on how to activate and get ready to use Office 365.

Cloud SureStep on MPN: "Grow" Resources

Capitalize on the Cloud Opportunity

Asset Resources

Setup Your Business for Cloud: Learn about proven strategies to build a profitable business with Microsoft Cloud.

Cloud Business Model Optimization: Detailed discussion on core drivers of profitability in a Cloud Business.

Changing Customer Buying Behavior—Why it Impacts Everything: Learn how to develop, sell, market and deliver Cloud solutions.

More Resources

Microsoft Competencies Overview: Show your customers that you have proven capabilities, and can set your company apart from the competition.

ModernBiz Office 365 Campaign: An Office campaign to help SMB customers see the benefits of Office 365.

ModernBiz Safeguard your Business Campaign: A combined campaign featuring Office 365 and Windows Server - the power of cloud productivity, combined with data control and protection.

Create Demand and Drive Leads

Asset Resources

Marketing Cloud Solutions: Learn what marketing strategies and tactics work in attracting a web centric buyer looking for cloud solutions.

Achieving High Impact Prospect Engagement—Why Won't My Prospects Respond? Improve your marketing ROI by increasing response rates.

Office 365 Best Campaign: Office BEST Campaign is the single, evergreen campaign for selling Office 365 in SMB and includes over 70 assets for partners.

Microsoft DigitalStride: Leverage DigitalStride to boost the discoverability of your web site and optimize your digital marketing capabilities.

More Resources

Trial Syndication: Add an Office 365 microsite to your web site to educate prospective buyers and initiate trails.

Web Banners: Download and use this large collection of banners on your site to generate traffic and entice prospective buyers.

Copy Blocks for Marketing Materials: Leverage these to generate marketing campaigns to educate and inspire prospective buyers.

Maximize Sales Efficiency

Asset Resources

Selling in the Cloud—What's Different and How Do We Adapt? Understand how to adapt your traditional solution sales approach for Cloud.

Accelerate the Sales Cycle—How to Sell More by Doing Less: Learn how to accelerate your sales cycle and increase your close rate.

More Resources

Selling against Google – Marketing Campaign: Campaign Assets to help sell Office 365 in Google Compete scenarios.

Accelerated Sales Process Flowchart: Overview flow for the end to end cloud sales process.

Unsolicited Proposal scenarios: Proven business value-focused presentation model designed to surface objections and secure decisions.

Increase Service Margins

Asset Resources

ModernBiz Partner Opportunity: Learn about key attributes of success with Office 365 and the Microsoft platform.

Packaging and Delivery of Cloud Services: Learn how to increase margins by adding packaged and managed services.

Fast Track: Deployment Resources for Office 365.

Office 365 Practice Accelerator: A comprehensive set of reusable tools and best practices to help identify customer requirements, scope projects, analyze customer needs, and deploy Office 365.
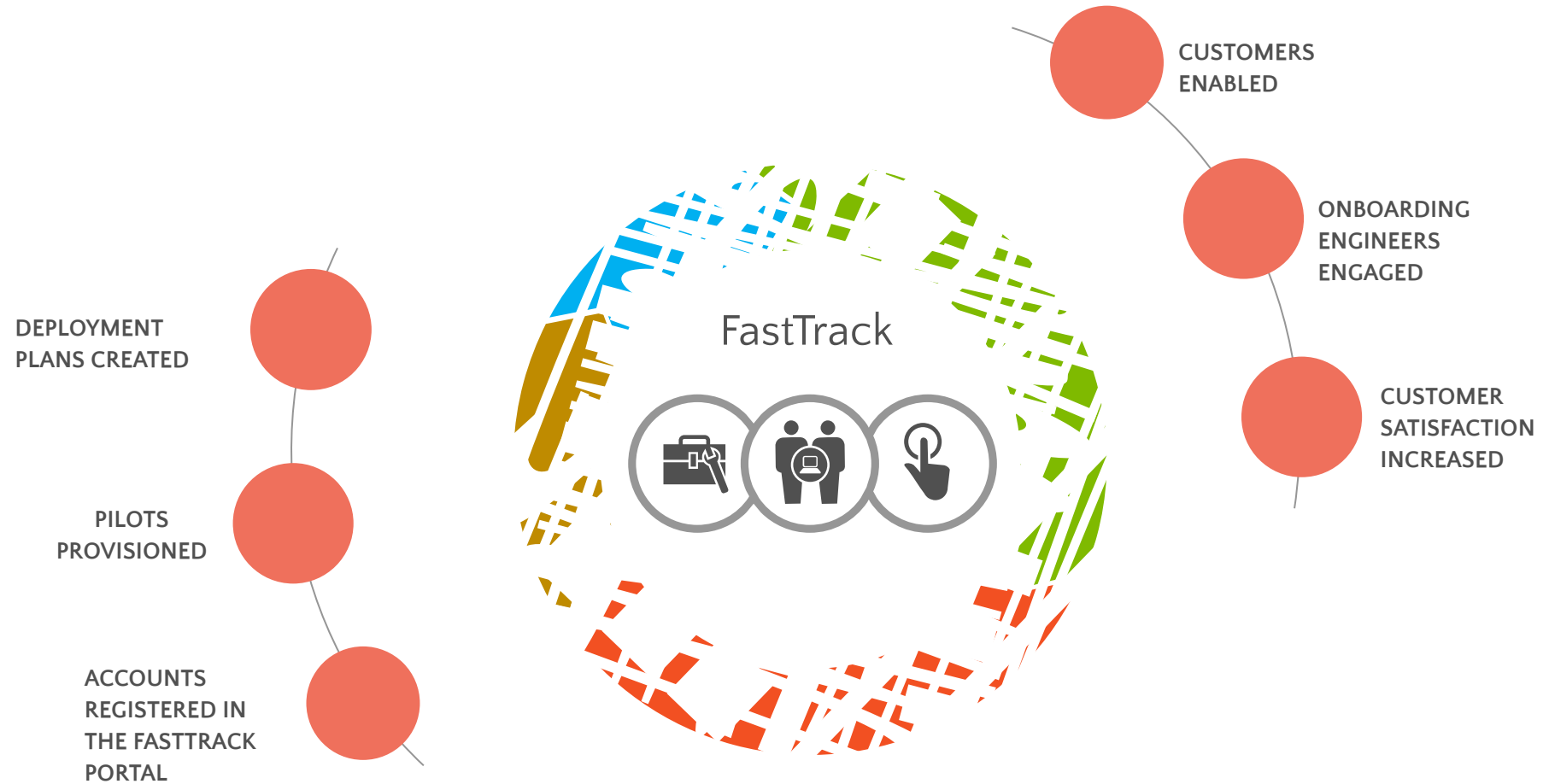
More Resources

Packaging and Delivery of Cloud Services – Slides: Slides from the readiness session "Packaging and Delivery of Cloud Services".

Microsoft FastTrack
Powering Microsoft Sales and Consumption Process to help drive Customer Success

PRINCIPALS

- FastTrack is available to all customers, the FastTrack Center Service is available to education customers via exception
- For repeatable low level tasks we will automate or build it into FastTrack Center Service
- To partner with the FastTrack Center Service the customer must supply ITPro resources
- If registered in the FastTrack portal, the partner will be engaged by the FastTrack Center before the customer
- The customer must address out of scope items with their own additional resource

DEPLOYMENT PLANS CREATED

PILOTS PROVISIONED

ACCOUNTS REGISTERED IN THE FASTTRACK PORTAL

FastTrack

CUSTOMERS ENABLED

ONBOARDING ENGINEERS ENGAGED

CUSTOMER SATISFACTION INCREASED

CUSTOMER | PARTNER

FastTrack – FY16 Updates

- Core Mail Migration Service
- Improved FastTrack Portal
- Request Service Onboarding
- Project Online Onboarding
- Data Migration To OneDrive From Google Drive
- Azure Rights Management Onboarding
- Skype For Business Onboarding Expansion
- Data Migration To OneDrive For Business From File Shares
- Data Migration To SharePoint Team Sites From File Shares
- Improving Intune Onboarding With Mdm

- E5 90 day trial
- Adoption planning assistance
- Office 365 pro plus assistance
- Tailored adoption guidance
- Expanded migration to OneDrive for Business from my sites

Microsoft
FastTrack
Roadmap

FastTrack – Packaged Service Opportunities for Partners

The following service are considered as external additions to the FastTrack service

- Multi Forest Synchronization
- Office 365 Conditional access
- Geo Redundant AD FS
- Lab environment configuration
- Exchange Hybrid Coexistence
- Exchange Online Unified Messaging
- Remediate Mail enabled applications
- Public folder coexistence
- Email migration assistance (on-premises)
- Yammer identity federation
- Skype for Business hybrid
- Notes Domino Directory to AD Synchronization

- Notes Hybrid Coexistence
- Add Notes and IMAP support to the Lab Environment Enhanced Configuration option
- Email Archive Migration
- SharePoint Hybrid Configuration
- SharePoint Search
- Intune for Office 365
- Azure Active Directory Premium (advanced identity scenarios)
- RMS Enhanced Configuration Assistance
- MFA Enhanced Configuration Assistance
- Advanced Network Planning and Enhanced Configuration Assistance

Top 10 ways Windows wins in the classroom

Windows 10 provides students and teachers with a platform for collaborating, exploring, and getting things done. It enables engaging learning experiences to elevate student outcomes and transform education.

Designed for all learning styles

73% of teachers say that technology allows them to support their learning to different learning styles.

PBS LearningMedia,

Windows provides the right device for the right need. Voice, pen, touch and gesture input allows students to more naturally interact with their PCs.

Thinking in ink

25%–36% higher scores were achieved by students who diagramed their thinking with a pen versus those who only used a keyboard when solving science problems.

Computer interfaces and their impact on learning by Sharon Oviatt

- Windows offers a premier inking experience across devices and applications that engage students and enhance their learning.

Best in class assistive learning technology

~10% of the population is thought to be affected by specific learning disabilities, having a direct effect on educational outcomes.

Understanding Neurocognitive Developmental Disorders Can Improve Education for All, Sciencemag.org

- Windows devices are compatible with the widest array of assistive technology. Teachers can create inclusive classrooms with assistive technologies.

Safest Windows ever

79% of parents are concerned with privacy and security of their children's data.

Parent's Attitudes Toward Education Technology, Marketplace.org

- Windows 10 is the safest Windows ever with new and improved tools for data protection, student identity and log-in, and malware protection.

Top 10 ways Windows wins in the classroom – cont'd

Collaborative learning on all devices

79% of teachers surveyed agreed that digital tools encourage greater collaboration among students.

Pew Research Center,

- Windows devices, apps, and software enable students and educators to work on the same documents at the same time within the same classroom, or from different parts of the world.

The platform you never outgrow

Students can grow from learning their ABC's on Endless Alphabet to developing their dissertations with Office 365 all on one platform.

- Windows can reach all grade levels with the widest range of device choices.

Compatibility king

Connect to printers, cameras, digital microscopes, as well as with traditional and new educational resources, from websites running on Flash to interactive digital textbooks.

- Windows is compatible with the widest range of connected devices in the classroom.

Windows is for doing

65% of teachers reported that technology allows them to demonstrate something they cannot show in any other way.

PBS LearningMedia,

- Windows multi-doing abilities help students and teachers get things done faster, and save time – get things done in a snap with Snap Assist, virtual desktops, and Task View.

Deploy and manage your way

"The IT department is impressed with the ease of deployment of Windows 10. It was a seamless transition for everyone."

Christopher Rhoda, Vice President for Information Services and CIO, Thomas College Waterville, Maine

- Windows 10 provides educational institutions with simplified ways to deploy and manage your way including in–place upgrades and deployment packages.

Get more for free than ever before

Microsoft is committed to enabling schools and students to have affordable, advanced technology.

- Microsoft offers many free products and services for students and teachers, as well as Academic Volume licensing and special offers for schools.

Windows 10 Resources

Key links to download and share

[Windows 10 Education – Features Overview Short Deck](#)

[Windows 10 Education Overview (Long)](#)

[Top 10 Reasons Windows Wins in the Classroom](#)

[Student use benefit deck](#)

[Windows 10 Education Product Training Videos for Teachers](#)

[Ignite – Overview of Windows 10 for Education](#) – Video

[Microsoft Education Partner Network](#)

Windows 10 Volume Licensing

[Windows 10 Education in Volume Licensing](#)

[Enrollment for Education Solutions Volume Licensing Guide](#)

[School Enrollment Volume Licensing Guide](#)

[Open License for Academic Volume Licensing Guide](#)

[Windows 10 Volume Licensing](#) [Overview](#)

Windows 10 TechNet Resources

[Deployment](#)

[Security](#)

[Management](#)

[Microsoft Edge](#)

Join The Windows 10 Partner Yammer Group

[Windows 10 Education Partner Yammer Group](#)

Additional Windows 10 product content

[Specs to Run Windows 10](#)

[Windows 10 Insider Program](#)

[Staying Current with Windows 10](#)(Windows as a Service)