

Azure in Open Volume Licensing



Azure in Open Licensing is designed to simplify doing business on Azure, with a familiar licensing option that enables you to easily add cloud services along with your other on-premises solutions. Microsoft is the only vendor that offers a complete platform for delivering customer solutions across on-premises, virtualization, and the cloud. So you can build once, and deploy in whatever way best meets the needs of your customers. With Azure in Open, you can take advantage of this opportunity with a new licensing model designed to help you build a profitable business while helping customers migrate to the cloud in the way that's best for them.

Azure in Open Volume Licensing Details:

What is Azure in Open?

A monetary commitment, that expires in 12 months and that a customer can use against any consumption-based Azure service.

When is Azure in Open available?

On August 1, 2014 with a price list preview on July 1, 2014.

Who can purchase Azure in Open?

All Commercial, Academic, and most Government organizations in countries that can procure using the Open Volume Licensing program and where Azure is available.

How does a purchase work?

Customers purchase Azure in Open from their reseller in the form of an Online Service Activation (OSA) Key that represents a specified monetary credit to a customer's account.

How do I manage Azure in Open?

Through the Azure Management Portal. Partners can handle administration for customers if mutually agreed upon by partner and customer.

Azure in Open: Partner Benefits

With Azure in Open, starting on August 1, 2014, Azure will be available through another familiar licensing option that offers the benefits of Microsoft Volume Licensing and flexible monetary payments. Azure is also available direct, via azure.microsoft.com, or as part of a Microsoft Enterprise Agreement (EA). Azure in Open will bring the power of the Microsoft Cloud to small and midsize customers. For partners, Azure in Open Licensing program offers the following benefits:

- **Low barrier of entry.** Grow your cloud business without any investments in complex billing systems and procured through your existing Distributor.
- **A consistent, familiar licensing option.** Do business using the same program for cloud services and on-premises solutions.
- **Grow revenues.** Generate recurring revenue streams while building long-term relationships with your customers.
- **Increase margins.** Offer fixed-fee engagements with optimized delivery and grow your higher-margin services.
- **Capitalize on Infrastructure as a Service (IaaS) scenarios.** With Windows Server 2003 end of support coming in July 2015, Azure in Open presents a huge opportunity to drive customers to the IaaS layer of service.

"Channel partners will increase their reliance on cloud software and services from 22% to 27% from 2013 to 2014."

-Forrester

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Why Microsoft Azure?

Azure is an open and flexible platform that provides all the building blocks to quickly build, deploy, and manage cloud-based solutions. Azure offers a wide range of usage-based services across applications, compute, storage, and network. You can build applications using any language, tool, or framework on a fully automated self-service platform that enables the provisioning of scalable resources within minutes. The following are great examples of Azure-based solutions partners are providing today:

Backup Data in the Cloud



Azure provides durable cloud storage, backup, and recovery solutions for large and small data. It works with the infrastructure customers already have to cost-effectively enhance existing apps and business continuity strategy.

- Use for a range of applications, including file servers, SharePoint, SQL Server, Exchange, and BizTalk Server
- Rely on encrypted backups and geo-redundant global datacenters
- Quickly and easily provision storage as needed

Deploy Applications within VMs



With Azure you can use your existing tools to create and quickly deploy apps without the time and cost of managing infrastructure.

Azure offers secure and flexible development, deployment and scaling options for any size application. Server applications are validated to run on Virtual Machines.

- Avoid capital expense for infrastructure
- Reduce IT management burden
- Scale as needed

Host Websites



Grow your business helping customers move their websites to the cloud with Windows Azure

- Quickly build, deploy, and manage websites on a flexible cloud platform
- Instantly scale to meet fluctuations and spikes in site usage
- Offer the peace of mind from hosting on a global network of Microsoft-managed datacenters

Resources

Azure Website

<http://azure.microsoft.com>

Technical Documentation

<http://azure.microsoft.com/documentation/>

Technical Series for VARs

<http://aka.ms/smblearningpath>

Ramp Up Summit

<http://aka.ms/azureopen>

Partner Marketing Center Content

<http://aka.ms/AzureVAR>

Azure Blog

<http://azure.microsoft.com/blog/>

Microsoft Open Licensing

<http://www.microsoft.com/licensing/licensing-options/open-license.aspx>

