

# Azure in Open Volume Licensing

## *Frequently Asked Questions for Microsoft Partners*

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## Azure in Open Volume Licensing Basics for Partners

1. **Q: What has Microsoft announced about Microsoft Azure in the Open Volume Licensing programs?**

A: On May 21, 2014, Microsoft announced that Microsoft Azure is going to be made available through the Open Volume Licensing programs.

2. **Q: What is Microsoft Azure?**

A: 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. In addition, you can integrate your public cloud applications with your existing IT environment.

3. **Q: What is Azure in Open Volume Licensing?**

A: As a reseller partner, Azure in Open Volume Licensing offers you a new option for delivering Azure Services. Customers make monetary commitments through the [Open, Open Value, or Open Value Subscription](#) Volume Licensing Program that last for 12 months. The 12-month subscription period begins with the redemption of an Online Service Activation (OSA) Key that a reseller purchases from a distributor and sells to a customer.

4. **Q: How is Azure in Open Volume Licensing different from current licensing options?**

A: Previously, there were two options for purchasing Azure, either on [www.azure.microsoft.com](http://www.azure.microsoft.com) or as part of an Enterprise Agreement (EA) with Microsoft. With this change, Azure will now be available through another familiar licensing option that offers the benefits of Microsoft Volume Licensing, flexible monetary payments, and additional opportunities for you to grow margins and deepen customer relationships. Current customers can now purchase Azure through their existing Open Volume Licensing agreements.

5. **Q: When will Azure in Open Volume Licensing become available?**

A: Azure in Open will be available on August 1, 2014 with a price list preview on July 1, 2014.

6. **Q: What are the available SKUs for Azure in Open Volume Licensing?**

A: There is currently one Monetary Commitment SKU available for the Azure in Open Volume Licensing program. Customers can buy an unlimited quantity of these SKUs to reach their desired credit balance. For example, if the SKU is worth \$100 and a customer would like to purchase \$1,000 worth of Azure in Open, they would purchase 10 SKUs from their reseller. This will be fulfilled with a single, dynamically-issued OSA Key.

7. **Q: What type of organizations can take advantage of this offer?**

A: This offer is available for all Commercial and Academic organizations, as well as most Government organizations. Azure in Open will be made available through the Open Government and Open Academic Programs as well.

**8. Q: What Azure services can Azure in Open Monetary Credits be applied towards?**

A: Azure in Open monetary credits can be applied towards any Azure Service that is eligible for Monetary Commitments, when purchased online. Services such as Azure RMS, Azure Active Directory Premium that are not eligible for monetary commitments cannot be procured using Azure in Open.

**9. Q: Are there any customer requirements to using Azure in Open Volume Licensing?**

A: Azure in Open requires a customer to register with the Volume Licensing Service Center (VLSC) site as part of their Open Agreement set up process. A link to this site is provided in the original purchase acknowledgement and Welcome e-mail. A Microsoft account is required to use the Azure Portal.

**10. Q: What will the Channel Incentives model be for Microsoft Azure?**

A: Azure in Open Volume Licensing will be eligible for Channel Incentives consistent with Microsoft's other online service offerings. The FY15 Channel Incentive Program guide will be available to channel partners in June 2014.

**11. Q: Can Azure in Open be licensed by an ISV or Managed Services providers?**

A: Azure in Open is subject to the same Online Service Terms as our Direct and EA channels. An Independent Software Vendor or a Managed Service Provider can purchase Azure through Open Licensing to deliver a "customer solution" and/or a "managed service solution" to their end customers. Azure in Open does not, however, provide access to the Enterprise Portal and hence might not be suitable for MSP or ISVs looking to manage a large number of customers.

**12. Q: What is a "customer solution"?**

A: A "Customer Solution" is an application or set of applications that adds primary and significant functionality to the Microsoft Azure Services and that is not primarily a substitute for the Microsoft Azure Services.

**13. Q: What is a "Managed Service Solution"?**

A: "Managed Service Solution" means a managed IT service provided by an MSP to an end-customer that consists of the administration of and support for Microsoft Azure Services. MSP may provide a Managed Service Solution only if:

- The MSP has the sole ability to access, configure, and administer the Microsoft Azure Services,
- The MSP has administrative access to the virtual machines (if any are provided as part of the Managed Service Solution), and
- The end-customer has administrative access only to its applications or virtual machines.

## Azure in Open Volume Licensing Purchase Details for Partners

**14. Q: How do customers purchase Azure in Open Volume Licensing?**

A: Customers purchase Azure in Open from their reseller in the form of an Online Service Activation (OSA) Key, which is a pre-paid 12-month monetary option that represents a specified monetary

credit to a customer's account. Once an OSA Key is purchased and redeemed, customers can spend its value on any consumption-based Azure service.

**15. Q: How much does Azure cost?**

A: Azure pricing is specific to the services consumed. Detailed pricing for Azure services can be found at <http://azure.microsoft.com/en-us/pricing/overview/>.

**16. Q: How long does an Azure in Open Volume Licensing credit last?**

A: Each OSA Key lasts for 12 months from the date of redemption. Purchasing a credit is not the same as activating an OSA Key. The 12-month subscription period only begins when a customer redeems an OSA Key.

**17. Q: What if a customer wants to buy more credit for Azure services?**

A: If a customer wants to top-up their Azure account, they can purchase additional OSA Keys at any time from their reseller. A customer can also purchase more Azure credit with a credit card. However, credit card purchases are only recommended in a situation where a customer needs to top-up quickly and cannot reach their reseller, such as a holiday weekend. As a reseller, it is recommended that you manage customer usage to prevent such a scenario from occurring. That way, customers can continue to purchase the SKUs/tokens from their reseller, and you can continue to earn margin and provide consulting services.<sup>1</sup>

**18. Q: If a customer directly purchases more Azure services with a credit card, are they automatically transitioned to the direct purchase format?**

A: No. If a customer purchases Azure services through Azure in Open, they would still use the Azure in Open portal for credit card top ups. This credit card scenario is intended only in exceptional cases as a means of avoiding service interruption. The intent of the program is to have customers continue to purchase the SKUs/tokens from you so that you can continue the business relationship with your customers.

**19. Q: Is there a limit to the number of OSA Keys a customer can activate?**

A: No, there is no limit to the number of OSA Keys a customer can activate.

**20. Q: Can a customer rollover any unused portion of their monetary commitment to the next subscription period?**

A: No. The Azure in Open program does not offer any rollover benefits to future periods. Customers have a "use or lose" deadline that expires 12 months after the date of OSA Key redemption. If a customer has redeemed multiple OSA keys at different times, each key will have a separate expiration date based on the each key's individual redemption date.

**21. Q: How does a customer cancel Azure in Open Volume Licensing?**

A: A customer cannot cancel Azure in Open after activating their purchased OSA Key. There are also no returns for any unused portion of a monetary option. Upon the expiration or complete use of the monetary credit, a customer can let their subscription expire. Data is retained for 90 days after the

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<sup>1</sup> Credit card top-up will be available shortly after launch

expiration date. Customers who have not activated their OSA Key can return the key during the regular return period that Open licenses are subject to.

**22. Q: How does a customer renew Azure in Open Volume Licensing?**

A: A customer can purchase OSA Keys to renew Azure in Open on or before the 12-month anniversary date of their original Azure commitment purchase. The purchase can occur under their original agreement (if active), or a renewed Open agreement, if the original has expired already.

**23. Q: How do I decide what currency to use for token activation for a customer?**

A: The Azure in Open SKU bases currency redemption on the customer's location. Volume Licensing foreign exchange rates (not a daily spot rate) are applied when determining the initial value of a customer's commitment.

**24. Q: If the value of the currency in the country the customer lives in fluctuates, do they get less Azure?**

A: No. Azure meter rates are set using Volume Licensing foreign exchange rates.

**25. Q: Why are SKUs not denominated in a specific currency?**

A: The Azure in Open SKU facilitates activation anywhere around the world. Regardless of the currency used, the customer receives the same amount of Azure Service credits. A currency-denominated SKU would result in failed activation in countries that don't support that currency and lead to non-compliance with EU/EFTA laws.

## Account Management

**26. Q: Can customers manage their own accounts?**

A: Customers can use the Azure Management Portal to handle the administration of domains, end users, subscriptions, and co-administrators. Customers can also elect to have a partner manage their account on their behalf.

**27. Q: How do partners manage customer accounts?**

A: To manage a customer account, you must request access from your customers and add your credentials to the customer's account, making yourself a co-administrator. You can then logon to each customer portal to monitor and manage the account.

**28. Q: How do I find out when a customer has a low balance on their account?**

A: Customers can set up several configurable alerts that notify them when their balance is low. These alerts can also be set up to notify you, so you can keep track of the customer's balance and proactively initiate an account top-up.

**29. Q: Is there a unified customer management portal for Azure in Open Volume Licensing that I can use across customers?**

A: No, the Azure in Open account is owned by the end customer and is not part of your partner portal. To manage a customer account, you can logon to the management portal for your customers if properly authorized to do so.

**30. Q: Can I use the Enterprise Agreement (EA) management portal with Azure in Open?**

A: No. Partners cannot use the EA Volume Licensing management portal with Azure in Open because EA enrollment is owned by the partner whereas each Azure in Open account is owned by the end customer.

**31. Q: Can an Azure in Open Volume Licensing customer sign an EA?**

A: Yes, if a customer grows to the point that they qualify to sign an EA, they can.

**32. Q: If a customer signs an EA, can they migrate their Azure in Open Volume Licensing accounts to an EA management portal?**

A: Yes, if an Azure in Open customer signs an EA, they can move their workloads to the EA program. This will require opening a support ticket to complete the migration.

**33. Q: How can customers get support?**

A: You can enable customers to contact you directly for support, or they can submit a support case online through the Azure Management Portal. Subscription and billing issues do not require a support contract. However, technical/break-fix issues will require an Azure support plan. For Microsoft support, please use the following links:

Microsoft Volume Licensing Service Center

<https://www.microsoft.com/licensing/servicecenter/Help/Contact.aspx>

Microsoft Azure subscription or technical issues:

<http://azure.microsoft.com/en-us/support/options/>

**34. Q: How can I get support as a partner?**

A: You can contact Microsoft for support if you are a member of the Microsoft Partner Network or have Microsoft Premier Support for Partners. More information can be found at:

<https://mspartner.microsoft.com/en/us/Pages/Support/get-support.aspx>.