

Optimize Your Virtualized Assets



Microsoft SAM Assist

Capture the benefits of virtualization. Reduce the risks.

Chances are your organization has at least considered introducing virtual technologies into your IT environment. Why not? The benefits of virtualization are compelling. Prior to virtualization, the ability to move server software from one physical machine to another was a daunting task. With virtualization, however, IT professionals are now able to run multiple virtual servers on a single host and move them between hosts easily and quickly. Couple these features with energy savings and backup capabilities, and it's no wonder virtualization's adoption rate is robust.

But with these new advantages comes a need to thoughtfully and carefully plan your virtualization software licensing strategy. It's no longer as simple as one license per machine. Different products, versions, and editions carry different product use rights, and it's a challenge to manage the licensing implications across IT environments on a product-by-product, instance-by-instance basis.

The good news is that there are cost effective solutions to manage the licensing complexities of virtualization. How can your organization benefit from the competitive advantages of virtualization while ensuring it keeps up with its licensing?

The answer is SAM Assist from Microsoft.

SAM Assist Offer

If your organization is adopting virtualization solutions, Microsoft can help ensure your licensing agreements align with your technology plans. Microsoft offers a complimentary* service called SAM Assist to eligible customers in order to help you navigate the complexity of managing virtual environments. Led by an experienced SAM partner who specializes in licensing inventory analysis, SAM Assist can help your organization capture the full upside of virtualization. Funded by Microsoft for qualified customers, **SAM Assist helps drive an immediate and sustainable advantage from virtual environments.***

Get started today

Your organization may be eligible* for a complimentary SAM Assist engagement with a Microsoft-approved partner. Call **1-866-606-3749** to see if you qualify and for any Microsoft licensing questions.

* Offer good only in the United States. Eligibility for a SAM Assist engagement is determined solely by Microsoft at its discretion while funds are available. Microsoft funds Microsoft-approved partner expenses associated with the SAM engagement. This offer is nontransferable and not redeemable for cash. Taxes, if any, are the sole responsibility of the recipient. Microsoft intends that use of the services offered as part of this offer comply with applicable federal, state, and local government gift and ethics rules.

** License mobility and host level licensing benefits only extend to specific editions of Microsoft software. To see a list of recommended Microsoft products for virtualized environments, visit <http://www.microsoft.com/licensing/about-licensing/virtualization.aspx#tab=1>. For a full explanation of the Microsoft Licensing Product Use Rights, visit <http://www.microsoft.com/licensing/about-licensing/product-licensing.aspx>.

Microsoft provides this material solely for informational purposes. Customers should refer to their agreement for a full understanding of their rights and obligations under Microsoft's Volume Licensing programs.

How this offer will help you:

- Map your virtualization environment so you have a clear picture of what you've deployed.
- Capitalize on the efficiencies of virtualization while minimizing your exposure and risk.
- Ensure the technology implementation of your virtual environment aligns with your Microsoft® Volume Licensing Agreements.
- Procure the right software products to maximize cost efficiencies.
- Develop an effective Software Asset Management (SAM) strategy to help keep pace with the dynamic needs of your business.

MAXIMIZE THE VALUE OF VIRTUALIZATION WITH AN EFFECTIVE SAM STRATEGY

- 1 **Determine what software you have installed.** You will be connected to a SAM partner who will help you assess what software you have installed and what virtualization technologies you are using.
- 2 **Review your software and hardware purchases to understand what software you are licensed for.** Your reseller can assist you with your purchase information. You may also check the Microsoft License Information Center website at www.microsoft.com/lic.
- 3 **Compare your agreement(s) to your software inventory to optimize your virtualization strategy.** To help address licensing complexities with virtualization, Microsoft introduced license mobility and host level licensing for qualified editions of Microsoft software.** SAM Assist will help you reconcile any difference in installations compared to licenses, as well as recommend adjustments to your virtualization strategy to maximize your investments.

"We saved about 25% on licenses with the Enterprise Agreement, and we saved at least another \$15,000 on licensing with Windows Server 2008 Datacenter," says Connelly. "We only pay for four processor licenses even though we have 18 virtual servers."

- Mike Connelly, Vice President of IT, FranklinCovey Products