

# Licensing Microsoft Windows 7

## Product Licensing



- ▶ Improve user productivity
- ▶ Enhance security and control
- ▶ Streamline PC management



### Home User



Increasing in price and functionality

### Business User



Windows 7 Home Basic is available in emerging markets only

## ADDING SOFTWARE ASSURANCE

Software Assurance (SA) can be added to Windows 7 Professional. When purchased through a volume licensing agreement, SA can be added at the time of license purchase only. When purchased through OEM or FPP, SA can be added within 90 days.

## PRODUCT ACTIVATION

Every copy of Windows 7 must be activated with a valid product key. Licenses bought through FPP and OEM can be activated via the Internet or telephone. Smaller organizations with Volume Licensing agreements can activate using Multiple Activation Key (MAK) which is a one time activation against Microsoft and should be used for up to 25 PCs. Larger organizations can activate using Key Management Service (KMS). Organizations have 30 days in which to activate. After 30 days if activation is not completed, persistent notifications in various places alert the user of the need to activate and the desktop background turns black.

Further Microsoft Licensing handouts and exams:  
[GetLicensingReady.com](http://GetLicensingReady.com)

## PURCHASING WINDOWS® 7 LICENSES

### Full Packaged Product (FPP)

- ▶ Purchased from retailers
- ▶ Typically 1 box = 1 license
- ▶ Full version license with upgrade available for users with an earlier version of Windows
- ▶ Restrictions include one-time transfer rights, and no downgrade rights without the attachment of SA
- ▶ Microsoft provides support



### Original Equipment Manufacturer (OEM)

- ▶ Preinstalled on a new computer
- ▶ The software "lives and dies" on that machine
- ▶ Full version, non-transferrable license
- ▶ New license required if motherboard is changed\*
- ▶ Windows 7 Professional or Ultimate can be downgraded to Windows Vista™ Business or Ultimate, or Windows® XP Professional, Tablet PC Edition or x64 Edition
- ▶ OEM organization provides support



### Volume Licensing

- ▶ Windows 7 is licensed per device through a variety of different licensing programs purchased from resellers
- ▶ Note that the licenses available through volume licensing are upgrade licenses ONLY for organizations with an existing desktop operating system
- ▶ Organizations with Volume License agreements may use any prior version of the same product in place of the licensed version
- ▶ Further benefits include imaging rights and volume discounts
- ▶ Various levels of support from Microsoft as an SA benefit or an additional purchase



Purchasing Software Assurance on Windows 7 Professional licenses gives rights to Windows 7 Enterprise

- ▶ Extra functionality includes:
  - **BitLocker™ Drive Encryption** - to encrypt computer hard drives
  - **BitLocker To Go™** - to encrypt portable storage devices
  - **DirectAccess™** - requires both Windows 7 Enterprise and Windows Server 2008 R2 and allows users to work remotely, and for PCs to be managed remotely without needing a VPN connection
  - **BranchCache™** - requires both Windows 7 Enterprise and Windows Server 2008 R2 and allows users in branch offices to quickly connect to information, and reduce loads on wide area networks
  - **Federated Search** - to allow users to find information wherever it is located, from the Windows Desktop
  - **AppLocker™** - lets IT administrators choose which applications can run on their network, reducing risk of malware infections
  - Multi-lingual User Interface
- ▶ Extra rights include four virtual operating systems, and access to virtual desktops stored on a server with roaming use rights