

Volume Licensing Reference Guide

Windows 10 Desktop Operating System



Table of Contents

Windows 10 Editions and Related Products	3
Windows 10 Editions.....	3
Windows Desktop Offerings Available Through Volume Licensing.....	3
Windows 10 Pro Upgrade License	4
Windows 10 Enterprise Upgrade License	4
Windows 10 Education Upgrade with Software Assurance	5
Qualifying Operating Systems	6
Licensing Windows 10 for IoT Devices	7
Acquiring Windows 10 IoT Preinstalled on New Devices.....	7
Upgrading Existing IoT Devices to Windows 10	8
Delivering Windows as a Service: Windows 10 Security and Feature Updates	9
Branch Options by License Offering	10
Windows Software Assurance and Windows Virtual Desktop Access (VDA)	11
Benefits of Windows Software Assurance and Windows VDA	11
Licensing Windows Software Assurance and Windows VDA on a Per-Device Basis.....	13
Licensing Windows Software Assurance and Windows VDA on a Per-User Basis	13
Access Rights to Windows Enterprise through Windows Software Assurance and Windows VDA.....	16
Perpetual Use Rights for Windows Enterprise	16
Microsoft Desktop Optimization Pack.....	17
Windows To Go Rights	17
Windows 10 Downgrade Rights.....	18
Volume Activation	19
Activation through Key Management Service and Multiple Activation Key	19
Activation through Microsoft Active Directory.....	19
Get Genuine Windows Agreement	20
Windows Offerings by Volume Licensing Program.....	21
Windows Desktop Products Available for Purchase by Volume Licensing Program	21
How to Acquire Licenses through Volume Licensing	22

Volume Licensing Reference Guide for Windows 10 Desktop Operating System

Introduction

Windows 10 offers the experiences that people love while delivering enterprise-grade solutions that businesses require.

Microsoft Volume Licensing solutions provide the most flexible and cost-effective way to give your organization access to the latest Windows desktop technologies. Whether you want to upgrade your PCs to Windows 10, gain access to exclusive offerings such as Windows 10 Enterprise edition and the Microsoft Desktop Optimization Pack, or use Windows with greater flexibility, there is a Volume Licensing option that is right for your organization.



This document provides an overview of the products available through Volume Licensing, information about the products that are eligible for upgrades, and the key choices you have for utilizing Windows in your organization.

Content included is for informational purposes only and is not meant to replace or override other licensing documentation such as the Windows 10 End User License Agreement or [Volume Licensing Product Terms](#).

Windows 10 Editions and Related Products

Windows 10 Editions

There is an edition of Windows software designed to meet the needs of every organization, from a small, growing business to a multinational enterprise. The following table lists the editions of Windows 10 available through each Microsoft distribution channel.

 Full Packaged Product (Retail)	 Preinstalled on PC (OEM)	 Volume Licensing
Windows 10 Pro Windows 10 Home	Windows 10 Pro Windows 10 Home*	Windows 10 Pro Windows 10 Enterprise Windows 10 Education

* In select emerging markets, a local language-only edition of Windows 10 (Windows 10 Single Language) may be available.

Note: There will not be a Windows 10 RT version.

Windows Desktop Offerings Available Through Volume Licensing

The following offerings are available for purchase through [Microsoft Volume Licensing](#):

Product	Description
Windows 10 Pro Upgrade	Windows 10 Pro is for small and medium businesses, enabling organizations to manage their devices and apps, protect their business data, and facilitate remote and mobile scenarios, as well as take advantage of the cloud technologies for their organizations. Windows 10 Pro is also a good choice for organizations supporting CYOD/BYOD programs and “prosumer” customers.
Windows 10 Enterprise Upgrade	Windows 10 Enterprise builds on Windows 10 Pro adding premium features designed to address the needs of large and mid-size organizations (including large Higher Education institutions), such as advanced protection against modern security threats; full flexibility of OS deployment, updating and support options; and comprehensive management of devices and apps.

Volume Licensing Reference Guide for Windows 10 Desktop Operating System

Windows 10 Education Upgrade	Windows 10 Education is available exclusively for academic customers in Volume Licensing programs. Windows 10 Education includes features from Windows 10 Enterprise that are ideal for advanced security and the comprehensive device control and management needs of today's educational institutions. Windows 10 Education also enables simplified deployment with a direct path for many devices to upgrade from Windows 10 Home or Windows 10 Pro. MDOP is included to help institutions manage their IT environments.
Windows Virtual Desktop Access (VDA) Subscription License	The Windows VDA subscription license provides the right to access virtual Windows desktop environments from devices that are not covered by Software Assurance for Windows, such as thin clients. Windows VDA is available on a per-device or per-user basis.
Windows Software Assurance	Windows Software Assurance provides the greatest flexibility for how you use Windows. It includes access to new versions as they become available; flexible use rights; and a set of tools, technologies, and training—including Microsoft Desktop Optimization Pack (MDOP) and Virtualization Rights—to help you get the most from your Windows investment. You can acquire Windows Software Assurance on a per-device or per-user basis.

Windows 10 Pro Upgrade License

Windows 10 Pro is small and medium businesses, enabling organizations to manage their devices and apps, protect their business data, and facilitate remote and mobile scenarios as well as take advantage of the cloud technologies for their organizations. In addition to small and medium businesses, Windows 10 Pro is a good choice for organizations supporting CYOD/BYOD programs and “prosumer” customers.

The Windows 10 Pro Upgrade license is recommended if you want to do one or more of the following:

- ▶ Upgrade Windows 7/8/8.1 devices to Windows 10 Pro after the [free upgrade offer](#) has expired
- ▶ Upgrade Windows 7/8/8.1 devices to Windows 10 Pro to Volume Licensing licenses
- ▶ Upgrade Windows XP or earlier [Qualifying Operating Systems](#) to Windows 10 Pro
- ▶ Access [Downgrade Rights](#) to editions earlier than Windows 7/8/8.1 Pro

Note: If you have questions about the free Windows 10 Pro upgrade offer and its implications for Volume Licensing customers, contact your Microsoft representative or [Microsoft partner](#).

Windows 10 Enterprise Upgrade License

Windows 10 Enterprise features include all the capabilities that customers get with Windows 10 Pro, plus premium features designed to provide the mobile productivity, security, manageability, and virtualization needs of today's organizations.

Windows 10 Enterprise Upgrade is exclusively available for purchase through a [Volume Licensing agreement](#).

With Windows 10 Enterprise, you can take advantage of the following features* not available in Windows 10 Pro. (Features marked **NEW** are new for Windows 10):

Volume Licensing Reference Guide for Windows 10 Desktop Operating System

Feature	Description
Device Guard ^{NEW}	Game-changing malware defense on devices running the Windows desktop operating system. Device Guard is a hardware and Windows based configuration that locks down the device such that it can only run executable code (for example, .exe, .dll) that is signed by a trusted authority.
Granular UX Control ^{NEW}	IT is able to customize and lock down the user experience of a Windows device for task-workers, kiosks, IoT/embedded-type functions (including education settings for education organizations) using device management policies in order to perform a specific task (for example, check-in kiosk at the airport).
Credential Guard ^{NEW}	Ability to store derived credentials (for example, NTLM hashes and Kerberos tickets) and the process that manages them (for example, Local Security Authority Subsystem Service [LSASS]), in a Hyper-V protected environment that is called a "Virtual Secure Mode (VSM)". The VSM provides hardware based isolation and protection of derived credentials and prevents them from being stolen or misused even in the event that the Windows kernel is fully compromised. This capability prevents Pass the Hash (PtH) attacks which enable an attacker to impersonate a user on the network.
Windows To Go Creator	Allows the creation of a fully manageable corporate desktop running Windows 10 Enterprise edition on a bootable USB drive.
Start screen control	Enables IT to control the Start screen layout that users will see (but cannot change) through centrally managed Group Policies.
DirectAccess	Allows remote users to seamlessly access resources inside a corporate network without having to launch a separate VPN.
BranchCache	Allows users' PCs to cache files, websites, and other content from central servers, so content is not repeatedly downloaded across the wide area network (WAN).
AppLocker	Enables IT to specify what software is allowed to run on a user's PCs through centrally managed but flexible Group Policies.
Virtual desktop infrastructure (VDI) enhancements**	Enhancements in Microsoft RemoteFX and Windows Server 2012 R2 provide users a rich desktop experience with the ability to have RemoteApps look more like local apps, adjust screen resolution and orientation on demand, and reconnect to your desktop quickly across any type of network (LAN or WAN) for VDI scenarios.

*Some new features may not yet be available. [Learn more.](#)

**Requires active Software Assurance

Learn more about Windows 10 Enterprise at www.microsoft.com/windows/enterprise.

Windows 10 Education Upgrade with Software Assurance

Windows 10 Education is the newest and best offering for education institutions. It is built to simplify deployment for education institutions, providing a direct path for many devices to upgrade from Windows 10 Home or Windows 10 Pro to Windows 10 Education, without the need to wipe and reload the operating system. MDOP is included to help administrators manage their IT environments.

Windows 10 Education Upgrade requires a qualifying operating system license.

Volume Licensing Reference Guide for Windows 10 Desktop Operating System

Windows 10 Education Upgrade with Software Assurance* is available for purchase via [Academic Volume Licensing](#) programs.

*Windows 10 Education Upgrade is not available without Software Assurance.

Qualifying Operating Systems

Windows licenses available through Volume Licensing are upgrade-only licenses. They do not replace the base, “qualifying” licenses for operating system software that comes preinstalled on new PCs. Each PC that runs the Windows 10 Pro or Enterprise upgrade must first be licensed to run one of the qualifying operating systems identified below—otherwise the PC will not have a valid, legal Windows license. If you don’t have a preexisting license for a genuine, qualifying operating system on your PC, see the [Get Genuine Options](#) section in this guide.

Each of these conditions must be met in order for a base PC to be eligible for an upgrade license:

- ▶ Software under the qualifying operating system license must already be installed on the device to which you will assign the Volume Licensing upgrade. See the chart below of versions that are eligible for upgrade.
- ▶ You must remove the existing qualifying operating system from the device in order to deploy the Volume Licensing upgrade license, unless the device or user is covered by Windows Software Assurance.
- ▶ If you who want to install or run more than one licensed operating system at one time (including the qualifying operating system) you have the option to attach Windows Software Assurance to your Volume Licensing upgrade license.

Qualifying operating systems for the Windows 10 Pro or Enterprise Upgrade through Volume Licensing:

Qualifying Operating Systems ¹	New Enterprise Agreement (EA)/Open Value Company-Wide (OV-CW) ²	Existing EA/OV-CW ³	Microsoft Products and Services Agreement (MPSA)/Select Plus/Open ⁴	Academic and Charity ⁵
Windows 10				
Enterprise (N, KN) ⁶ , Pro (N, KN,)	✓	✓	✓	✓
Education, Home				✓
Windows 8 and Windows 8.1				
Enterprise (N, K, KN), Pro (N, K, KN, diskless)	✓	✓	✓	✓
Windows 8 and Windows 8.1 (including Single Language)				✓
Windows 7				
Enterprise (N, K, KN), Professional (N, K, KN, diskless), Ultimate	✓	✓	✓	✓
Home Premium, Home Basic, Starter				✓
Windows Vista				
Enterprise (N, K, KN), Business (N, K, KN, Blade), Ultimate	✓	✓	✓	✓
Home Premium, Home Basic, Starter				✓
Windows XP				
Professional (N, K, KN, Blade), Tablet Edition (N, K, KN, Blade), XP Pro N, XP Pro Blade PC	✓		✓	✓
Home, Starter				✓
Apple Macintosh				
Apple Macintosh	✓		✓	✓
Windows Embedded Operating Systems				
Windows Vista Business for Embedded Systems	✓	✓	✓	✓

Volume Licensing Reference Guide for Windows 10 Desktop Operating System

Qualifying Operating Systems ¹	New Enterprise Agreement (EA)/Open Value Company-Wide (OV-CW) ²	Existing EA/OV-CW ³	Microsoft Products and Services Agreement (MPSA)/Select Plus/Open ⁴	Academic and Charity ⁵
Windows Vista Ultimate for Embedded Systems	☑	☑	☑	☑
Windows 2000 Professional for Embedded Systems	☑	☑	☑	☑
Windows 7 Professional for Embedded Systems	☑	☑	☑	☑
Windows 7 Ultimate for Embedded Systems	☑	☑	☑	☑
Windows XP Professional for Embedded Systems	☑	☑	☑	☑
Windows Embedded 8 and 8.1 Pro	☑	☑	☑	☑
Windows Embedded 8 and 8.1 Industry Pro	☑	☑	☑	☑

¹Includes to 32-bit and 64-bit operating systems.

²Also applicable to Qualified Devices acquired through merger or acquisition

³Column is also used to denote acceptable qualifying OS for a user's primary device when a user is licensed with Windows SA per User.

⁴Does not apply to Academic, Charity, and OV-CW

⁵Academic customers qualify for Windows 10 Education Upgrade, and not Windows 10 Enterprise Upgrade.

⁶N, K, and KN are specialized editions available for certain markets.

Licensing Windows 10 for IoT Devices

Acquiring Windows 10 IoT Preinstalled on New Devices

When you purchase a new device from an original equipment manufacturer (OEM), it must come with the operating system preinstalled. When you upgrade devices with any of these operating systems, you get the full use rights for your licensed edition of Windows 10. The following Windows 10 IoT editions are available preinstalled by the OEM:

OEM edition	Description
Windows 10 IoT Enterprise	This edition is for industry devices like ATMs, thin clients, point of sale devices, medical devices, and industrial devices, providing the full capabilities of Windows 10 Enterprise—including the ability to lock down the device for line-of-business use and to support Classic Windows applications as well as Universal Windows apps.
Windows 10 IoT Mobile Enterprise	This edition is for mobile industry devices like handheld terminals and mobile point of sale devices, providing the full capabilities of Windows 10 Mobile Enterprise—including the ability to lock down the device for line-of-business use and to support Universal Windows apps and additional integrated peripherals and sensors.
Windows 10 IoT Core*	This edition is for small footprint, low cost devices like gateways supporting Universal Windows apps. Windows 10 IoT Core is intended for single purpose devices and will not include the Windows desktop shell or apps like mail, photos, people, etc.

*There is no Volume Licensing upgrade motion for this edition

For more information about OEM editions of Windows 10 IoT, visit www.microsoft.com/en-us/WindowsForBusiness/windows-iot.

Volume Licensing Reference Guide for Windows 10 Desktop Operating System

Upgrading Existing IoT Devices to Windows 10

Through Volume Licensing, you can license Windows 10 upgrades and acquire Software Assurance (SA) for existing legacy Windows Embedded and Windows 10 IoT devices using the Windows Upgrade SKUs.

Notes:

- Installing Volume Licensing bits may impact your OEM warranty/support agreement. Contact your OEM for details.
- You can also upgrade devices to one of the Windows 10 IoT editions through your OEM provided that they offer an upgrade program.

Restricted Use Operating Systems

Certain Windows Embedded and IoT operating systems have been designed for devices that perform a specific function, such as retail point-of-sale (POS) devices. The license terms for the OEM Windows Embedded or IoT operating systems on these devices restrict their use to only the specific function for which the device was designed. Any software installed on these devices must be used to support the intended function only. (For example, you cannot use the device to check your email.) The prices for these operating system licenses are reduced accordingly.

When upgrading devices with any of the operating systems listed below, you can use the same Volume Licensing Windows 10 Upgrade and Software Assurance options (with the same prices) as any other qualifying operating system. The use rights for these devices continue to be restricted to the intended use of the device after the upgrade is applied.

Refer to the Windows Desktop Operating System section of the [Microsoft Volume Licensing Product Terms](#) for details about these restrictions to the use rights.

Qualifying Restricted Use Windows Embedded operating systems for the Windows 10 Pro or Enterprise Upgrade through Volume Licensing:

Qualifying Operating Systems ¹	New Enterprise Agreement (EA)/Open Value Company-Wide (OV-CW) ²	Existing EA/OV-CW ³	Microsoft Products and Services Agreement (MPSA)/Select Plus/Open ⁴	Academic and Charity ⁵
Windows 10 IoT Enterprise for Retail or Thin Clients	☑		☑	☑
Windows Embedded 8 and 8.1 Industry Retail	☑		☑	☑
Windows Embedded POSReady 7 Pro	☑		☑	☑
Windows Embedded for Point of Service	☑		☑	☑
Windows Embedded POSReady 2009	☑		☑	☑
Windows Embedded POSReady 7	☑		☑	☑
Windows XP Embedded ⁷	☑		☑	☑
Windows Embedded Standard 7	☑		☑	☑
Windows Embedded 2009	☑		☑	☑
Windows Embedded 8 Standard	☑		☑	☑

¹Includes to 32-bit and 64-bit operating systems.

²Also applicable to Qualified Devices acquired through merger or acquisition

³Column is also used to denote acceptable qualifying OS for a user's primary device when a user is licensed with Windows SA per User.

⁴Does not apply to Academic, Charity, and OV-CW

⁵Academic customers qualify for Windows 10 Education Upgrade, and not Windows 10 Enterprise Upgrade.

Acquiring Software Assurance for IoT Devices

To cover Windows Embedded or Windows 10 IoT devices with SA for Windows, purchase the Windows Enterprise Upgrade with SA.

Delivering Windows as a Service: Windows 10 Security and Feature Updates

With Windows 10, Microsoft will provide feature updates to Windows similarly to how Software as a Service works. In much the same way as Office 365 customers receive feature updates seamlessly on an on-going basis, Windows 10 extends a similar approach to the desktop operating system, providing feature updates through Windows Update without requiring the customer to take action and purchase upgrades to access new features.

For consumer devices, this delivery model works great, but Microsoft understands that businesses often require more control in how and when updates are delivered. That is why Windows 10 provides each business customer with several options to manage delivery of updates to best meet its needs. To make this possible, Microsoft is introducing a concept of “Servicing Branches.” The cadence by which each device receives feature updates depends on which “branch” the customer chooses for that device.

The **Current Branch** will receive features as they are delivered to the broad market. This is appropriate for consumer devices, as well as early adopters and test machines in commercial settings. Updates can be delivered to the Current Branch via Windows Update, Windows Update for Business, or Windows Server Update Services (WSUS)/System Center Configuration Manager. (Note: Devices on the Home Edition of Windows 10 will receive security and feature updates via Windows Update.)

At the other end of the spectrum are special systems that may need strict change management policies, for prolonged periods of time. To support Windows 10 devices in these mission critical environments Microsoft will provide **Long Term Servicing Branches (LTSB)** at regular intervals. Devices on an LTSB will receive the latest security and critical updates for the duration of mainstream support (five years) and extended support (an additional five years). To minimize changes to devices on an LTSB, new features are not delivered. For devices on an LTSB, you have the flexibility to receive security updates and critical fixes automatically via Windows Update for Business or to deliver these updates and fixes via Windows Server Update Services (WSUS). WSUS allows full control over the internal distribution of updates using existing management solutions such as System Center Configuration Manager.

While having control of mission-critical environments is important, you likely have many devices that are not necessarily mission-critical. Managing those devices as mission-critical can result in unnecessary costs and complexity, while depriving business users of access to the latest Windows functionality. To help you keep devices up to-date with more discretion than simply treating them as consumer devices, there is the **Current Branch for Business**. By putting devices on the Current Branch for Business, you will be able to receive feature updates after their quality and application compatibility has been broadly assessed via the Current Branch, while continuing to receive security updates on a regular basis. This gives you time to start validating updates in your environments beginning when they are distributed broadly through the Current Branch and, in some cases, earlier (if you have users enrolled in the Windows Insider Program). By the time Current Branch for Business devices are updated, the changes will have been validated by millions of Insiders, consumers, and customers’ internal test processes for several months, allowing updates to be deployed with this increased assurance of validation. For devices that use the Current Branch for Business, the customer decides whether to receive updates automatically via Windows Update or to exert greater control using Windows Update for Business or Windows Server Update Services (WSUS).

Volume Licensing Reference Guide for Windows 10 Desktop Operating System

The following table summarizes the three servicing branches.

	Current Branch	Current Branch for Business	Long Term Servicing Branch (LTSB)
Appropriate for	Consumer devices, early adopters, testing machines	Most business devices-information workers	Special "mission-critical" devices
Timing of feature updates	As available	~4 months after the Current Branch release	Estimated every 2–3 years
Upgrade required to receive feature updates?	No	No	Yes ¹
Receive ongoing security updates?	Yes	Yes	Yes

¹Upgrade included under Software Assurance New Version Rights benefit.

Branch Options by License Offering

The following table shows your servicing branch options based on which license you have.

License	Current Branch	Current LTSB	Past LTSBs ¹	Future LTSBs
Windows Pro Upgrade	✓			
Windows 10 Enterprise Upgrade 2015		✓	✓	
Windows Enterprise Upgrade with SA ²	✓	✓	✓	✓
Windows SA per User	✓	✓	✓	✓
Windows SA per User Add-on	✓	✓	✓	✓
Windows VDA per Device	✓	✓	✓	✓
Windows VDA per User	✓	✓	✓	✓
Windows 10 Education Upgrade with SA	✓	✓ ³	✓ ³	✓ ³

¹Includes legacy editions of Windows

²Perpetual rights are for Past LTSBs only

³Access to Windows Enterprise LTSB; There is no Windows Education LTSB.

Windows Software Assurance and Windows Virtual Desktop Access (VDA)

Windows Software Assurance includes a core set of benefits to help improve workforce productivity, streamline software deployment, and reduce costs. It also provides the greatest flexibility for how you use Windows because it includes access to enterprise offerings and use rights that are not available through other licensing programs. Windows Software Assurance is the path to supporting users' flexible work styles by providing access to Windows in a variety of ways across devices.

You can license Windows Software Assurance on a per-device or per-user basis. For devices or users that do not qualify for Windows Software Assurance, you can license Windows VDA for access to the benefits of Windows Software Assurance. With Windows Software Assurance and Windows VDA, you get flexible access to Windows Enterprise, Microsoft Desktop Optimization Pack (MDOP), and a number of additional benefits which are described below.

Benefits of Windows Software Assurance and Windows VDA

Whether you license Windows Software Assurance or Windows VDA on a per-device or per-user basis, you receive a number of benefits specific to Windows. See below for an overview of the benefits.

Note: "Licensed device" refers to any device covered by either Windows Software Assurance or a Windows VDA on a per-device basis. "Licensed user" refers to any user covered by either Windows Software Assurance or a Windows VDA on a per-user basis.

Volume Licensing Reference Guide for Windows 10 Desktop Operating System

Benefit	Description
New Version Rights	With New Version Rights, you have access to new releases of Windows on any licensed device or by any licensed user as soon as they are released for no additional cost. With the launch of Windows 10, this will include future LTSBs, as well as the Current Branch and Current Branch for Business for Enterprise (or Education) Edition.
Microsoft Desktop Optimization Pack (MDOP)	MDOP enables businesses to virtualize the operating system applications and the user experience, manage Windows features, and restore user productivity after a system issue. See the Microsoft Desktop Optimization Pack section below for more details.
Windows Thin PC	Windows Thin PC is a smaller footprint version of Windows 7 that enables organizations to repurpose existing PCs as thin clients, thereby reducing the need for new thin client hardware. This benefit applies only to devices or users licensed with Software Assurance for Windows (and not VDA).
Windows Virtual Desktop Access (VDA) Rights	<i>Access Windows in a variety of ways across devices.</i> Windows VDA Rights enable users to access virtual instances of Windows in a variety of user scenarios. See the table above for more details.
Windows To Go Use Rights	<i>Travel light without sacrificing productivity by using Windows To Go.</i> Windows To Go is a fully manageable corporate desktop running Windows 10 Enterprise edition on a bootable USB stick. This use right allows Windows To Go to be run on any licensed device or by any licensed user. See the Windows To Go section below for more details.
Roaming Use Rights	<i>Enable work from home and on the road scenarios through Roaming Use Rights.</i> Roaming Use Rights allow the licensed user or the primary user of any licensed device to access a virtual instance of Windows running in the virtual desktop infrastructure (VDI) data center or Windows To Go from non-corporate devices, such as personally owned or hotel business center PCs, while away from the office. Note: Roaming Use Rights apply only to Windows Software Assurance and Windows VDA when licensed per device. Windows Software Assurance per User and Windows VDA per User licenses grant the same rights, but from any device, anywhere.
Windows RT Companion VDA Rights	<i>Extend productivity to Windows RT tablets with Virtual Desktop Access.</i> Windows RT Companion VDA Rights allow the primary user of a licensed device rights to access a corporate desktop through a VDI from a corporate-owned companion Windows RT device with no additional Windows license required.
Long Term Servicing Branch support	<i>Keep mission-critical systems stable and protected</i> Get security updates regularly, without new features, for the duration of the five-year mainstream support period plus an additional five-year extended support period.

Volume Licensing Reference Guide for Windows 10 Desktop Operating System

With Windows Software Assurance or Windows VDA, you also have access to the following benefits:

- ▶ **Extended Hotfix support:** Provides specific product fixes on a per customer incident basis, beyond the standard product support.
- ▶ **24x7 Problem Resolution Support:** Provides around-the-clock phone and web incident support for Microsoft server and desktop products.
- ▶ **Enterprise Source Licensing Program:** Provides access to Windows source code for internal development and support.
- ▶ **E-Learning:** Offers self-paced interactive training for end users and IT professionals; delivered over the Internet or an intranet.
- ▶ **Training Vouchers:** Provides in-depth technical classroom training for IT professionals and developers.
- ▶ **Spread Payments:** Payment for licenses and Software Assurance may be spread across three equal, annual sums.

Notes:

- ▶ The rights above apply only to Windows, and license requirements for other software still apply.
- ▶ Benefit eligibility varies by Volume Licensing program and products. Refer to the [Microsoft Volume Licensing Product Terms](#) to verify eligibility by program and products.

Your options for acquiring Windows Software Assurance or Windows VDA are described below.

Licensing Windows Software Assurance and Windows VDA on a Per-Device Basis

You can license Windows Software Assurance on a per-device basis in the following ways:

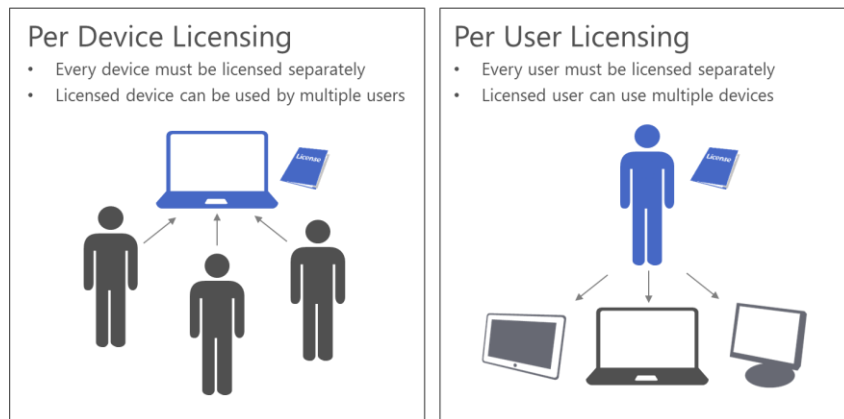
- ▶ When purchasing a Windows 10 Enterprise Upgrade license through Volume Licensing, you can also acquire Software Assurance for that license.
- ▶ Software Assurance is automatically included with Windows Enterprise licenses in certain Volume Licensing programs such as Enterprise Agreement, Enterprise Subscription Agreement, Open Value, Open Value Subscription, and Enrollment for Education Solutions.
- ▶ Software Assurance is included with Windows 10 Education Upgrade.

If you have devices that do not have or are not eligible for Windows Software Assurance (such as Windows 10 Pro devices and thin clients), you can access many of the benefits of Windows Software Assurance by licensing those devices with a Windows VDA subscription.

Licensing Windows Software Assurance and Windows VDA on a Per-User Basis

You can license Windows Software Assurance and Windows VDA on a per-user basis. With per user licensing, you license an individual, instead of a device, and that individual receives use rights for any device. This puts your users at the center of your Windows licensing solution, gives you flexible options for how you deploy and access Windows across devices, and simplifies Windows licensing and management.

Volume Licensing Reference Guide for Windows 10 Desktop Operating System



There are three different options for how you license access to Windows on a per-user basis: **Windows Software Assurance per User**, **Windows VDA per User**, and **Windows Software Assurance per User Add-on**.

Here is a comparison of the three options:

Note: "Primary user's primary device" means the user is the primary user of a device AND that device is that user's primary work device.

	Windows Software Assurance per User	Windows VDA per User	Windows Software Assurance per User Add-on	
			When added to Windows Software Assurance per Device	When added to Windows VDA per Device
Licensing Requirements	Primary user's primary device must be licensed for Windows 7/8/8.1/10 Pro, Enterprise, or Education	No device requirements; May be assigned to any user	Primary user's primary device must already be covered by Windows Software Assurance	Primary user's primary device must already be covered by Windows VDA
License Model	Per user; no device limits			
Local install of Windows Enterprise	On any Windows 7/8/8.1/10 Pro, Enterprise, or Education device or Windows tablet ≤ 10.1 inches			
VDI Access and Windows To Go	Any device			

Here's how to choose the right option:

► **Windows Software Assurance per User**

Windows Software Assurance per User is the right option if ALL of the following apply:

- The user is the primary user of at least one device licensed for Windows 10 Pro, Enterprise, or Education; Windows 8/8.1 Pro or Enterprise; or Windows 7 Professional or Enterprise; *AND*
- The device is the user's primary work device, *AND*
- The device is not already covered by Windows Software Assurance or Windows VDA.

Volume Licensing Reference Guide for Windows 10 Desktop Operating System

► Windows VDA per User

Windows VDA per User is the right option if either ONE of the following applies:

- The user is NOT the primary user of at least one device licensed for Windows 10 Pro, Enterprise, or Education; Windows 8/8.1 Pro or Enterprise; or Windows 7 Professional or Enterprise; *OR*
- The user uses a device licensed for Windows 10 Pro, Enterprise, or Education; Windows 8/8.1 Pro or Enterprise; or Windows 7 Professional or Enterprise, but that device is the NOT user's primary work device.

Note: Because there is no requirement that the user is the primary user of a primary device licensed for Windows 10 Pro, Enterprise, or Education; Windows 8/8.1 Pro or Enterprise; or Windows 7 Professional or Enterprise, Windows VDA per User is the least restrictive option. If you were to license every user with Windows VDA per User, every user would have access to Windows Enterprise without the need to track the operating system license(s) on the user's device(s) (except for devices on which you install the software locally).

► Windows Software Assurance per User Add-on

Windows Software Assurance per User Add-on is the right option if either ONE of the following applies:

- The user is the primary user of a primary device with active Windows Software Assurance coverage, *OR*
- The user is the primary user of a primary device with active Windows VDA coverage.

With the Windows Software Assurance per User Add-on, you get all of the benefits of Windows Software Assurance per User or Windows VDA per User at a price that recognizes your existing investment. When you license the primary user of a primary device that is already covered with Windows Software Assurance, the Windows Software Assurance per User Add-on grants the licensed user with all of the benefits of Windows Software Assurance per User. When you license the primary user of a primary device that is already covered with Windows VDA, the Windows Software Assurance per User Add-on grants the licensed user with all of the benefits of Windows VDA per User.

	Underlying device license:	
	Windows Software Assurance	Windows VDA
Add-on license	Windows Software Assurance per User Add-on	
Use rights granted by Add-on	Windows Software Assurance per User	Windows VDA per User

Volume Licensing Reference Guide for Windows 10 Desktop Operating System

Use this flow chart to help you choose the right per user option:



Access Rights to Windows Enterprise through Windows Software Assurance and Windows VDA

Many customers believe that the most valuable benefit provided through Windows Software Assurance and Windows VDA is the flexible access to Windows Enterprise. The table below outlines those access rights. For full details of the access rights granted, refer to the Software Assurance Benefits section of the [Microsoft Volume Licensing Product Terms](#).

Access Rights to Windows Enterprise:	Per User		Per Device	
	Software Assurance	VDA	Software Assurance	VDA
Local install	Any device licensed for Windows 7/8/8.1/10 Pro, Enterprise, or Education and any Windows tablet with a diagonal screen size of 10.1 inches or less		The licensed device only	The licensed device only if licensed for Windows 7/8/8.1/10 Pro, Enterprise, or Education
Remote access via virtual desktop infrastructure (VDI) or Windows To Go	Any device		Non-corporate devices while away from the office (via Roaming Use Rights)	

Perpetual Use Rights for Windows Enterprise

The use rights for Windows Enterprise are perpetual for the licensed device even after Software Assurance coverage ends (unless the Windows Enterprise upgrade is acquired under a subscription license). The same applies to the Windows Software Assurance per User Add-on, as there is underlying Windows Software Assurance coverage for the user's primary device. You may also move your Windows Enterprise upgrade license to a new device while your Software Assurance coverage is active.

Volume Licensing Reference Guide for Windows 10 Desktop Operating System

If Windows Software Assurance expires, the perpetual use rights will be for the LTSC that was current at the time that the Software Assurance coverage expired, as well as any past LTSCs.

Windows Software Assurance per User does not have an underlying Windows Enterprise upgrade license with Software Assurance, therefore perpetual use rights are not granted.

Microsoft Desktop Optimization Pack

Microsoft Desktop Optimization Pack (MDOP) is a suite of technologies that helps enterprise customers take advantage of desktop virtualization, better manage Windows devices, and deliver advanced system restore capabilities. It is a benefit of Windows Software Assurance and Windows VDA subscription (after August 1, 2015).

Note: Customers with Windows Software Assurance or Windows VDA subscription without MDOP prior to August 1, 2015 will receive entitlement to MDOP at their next renewal.

If you license Windows Software Assurance or Windows VDA on a per-device basis, then your MDOP subscription is also licensed on a per-device basis, and it covers each specific licensed device. If you license Windows Software Assurance or Windows VDA on a per-user basis or you have the Windows per User Add-on, then your MDOP subscription is also licensed on a per-user basis, so it covers all of each licensed user's devices. Learn more about MDOP at <http://aka.ms/mdopinfo>.

Windows To Go Rights

By using Windows To Go, users can travel light without sacrificing productivity, organizations can enable new "Bring Your Own PC" scenarios, and contingent staff can get up and running faster with more security.

Windows To Go enables IT administrators to provide users with a corporate Windows image that can include line-of-business apps, settings, and corporate data on a compatible USB storage device. Users can boot and operate Windows To Go from any supported corporate or personal PC (Windows 7, Windows 8/8.1, or Windows 10 logo-certified) and continue to enjoy a rich and consistent Windows 10 experience.




Windows To Go Rights

- ▶ Any supported device covered by either Windows Software Assurance or Windows VDA subscription is licensed to run Windows To Go.
- ▶ The primary user of any device licensed at work with Windows Software Assurance or Windows VDA can run Windows To Go while at home or on the road from a supported non-corporate PC (for example, personally-owned or hotel business center PCs) under Roaming Use Rights.
- ▶ A user licensed with Windows Software Assurance per User or Windows VDA per User is licensed to run Windows To Go for their exclusive use on any supported device.

Note: Windows To Go requires volume activation, either by using the [Key Management Service](#) (KMS) server in your organization or by using [Active Directory](#)-based volume activation. See the [Volume Activation](#) section below for more details.

Windows 10 Downgrade Rights

Your rights to use prior versions of Windows in place of Windows 10 (“downgrade rights”) depend on how the license was acquired.

 **Preinstalled on PC (OEM)**

OEM downgrade rights are limited to the equivalent edition for Windows 8.1 and Windows 7.

 **Volume Licensing**

Volume Licensing downgrade rights provide the greatest flexibility, with downgrades to any prior version.

Version Downgrade to	OEM Preinstall	Volume Licensing		
	Windows 10 Pro	Windows 10 Pro	Windows 10 Enterprise	Windows 10 Education
Windows 8.1 Enterprise			✓	✓
Windows 8.1 Pro	✓	✓	✓	✓
Windows 7 Enterprise			✓	✓
Windows 7 Professional	✓	✓	✓	✓
Windows Vista Enterprise			✓	✓
Windows Vista Business		✓	✓	✓
Windows XP Pro		✓	✓	✓
Windows 2000 Professional		✓	✓	✓
Windows 95/98/NT		✓	✓	✓
Windows Embedded 8/8.1 Industry Pro/Enterprise			✓	
Windows Embedded POSReady 2009/7			✓	
Windows Embedded for Point of Service			✓	

This means that PCs purchased with Windows 10 Pro preinstalled by an OEM will have the option to downgrade to either Windows 8.1 Pro or Windows 7 Professional. For circumstances requiring Windows Vista, Windows XP, or other prior versions, the rights to downgrade to these versions are only available through Volume Licensing, not the OEM preinstall license.

Notes:

- ▶ There are no downgrade rights to Windows 7 Ultimate.
- ▶ Support for Windows XP ended April 8, 2014.

Volume Activation

Windows product activation is a set of technologies that enables customers to confirm that their copy of Windows is properly licensed. Product activation is required for all editions of Windows 10.

Volume Activation applies to computers that are covered under a Volume Licensing program and allows enterprise customers to automate the activation process, making it transparent to users. It is used strictly as a tool for activation, and it is not used for license invoicing or billing.

Activation through Key Management Service and Multiple Activation Key

Key Management Service (KMS) allows organizations to activate computers within customer environment through an internally hosted service (KMS), and Multiple Activation Key (MAK) activates computers on a one-time basis by using the hosted activation services provided by Microsoft. Customers can use either or both key types to activate computers in their environments, but each device that has not activated by a KMS must use a MAK.

Activation through Microsoft Active Directory

During Active Directory-based activation, any Windows 10 or Windows Server 2012 R2 computers connected to the domain will activate automatically and transparently during computer setup. These clients stay activated as long as they remain members of the domain and maintain periodic contact with a domain controller.

Learn more about volume activation at www.technet.com/volumeactivation.

Get Genuine Windows Agreement

The best and most cost-effective way to acquire full Windows licenses is through preinstalled licenses on a new PC. However, if you discover counterfeit software or have applied a Volume Licensing Windows upgrade license without a qualified base operating system on your computers, there are solutions available through Volume Licensing that can help remedy this noncompliant situation.

To purchase the correct Windows 10 Pro licenses through Volume Licensing, the Get Genuine Windows Agreement (GGWA) has two options: GGWA for Small and Medium Organizations and GGWA for Large Organizations. Academic customers can purchase Windows 10 Home licenses via GGWA for Academic Organizations.

	GGWA for Small and Medium Organizations	GGWA for Large Organizations	GGWA for Academic Organizations
Target Audience	Small Business, Mid-market, Commercial & Government customers	Mid-market, Large Commercial & Government customers with a large installed base of PCs	Academic institution customers
Channel	Sold through Microsoft Resellers	Sold through Microsoft Licensing Solution Providers or direct from Microsoft	Sold through Microsoft Academic Resellers
Details	<ul style="list-style-type: none"> ▶ Non-signed commitment to buy legal going forward ▶ No transferability of license ▶ Volume licensing downgrade rights available ▶ Support is available for purchase from a Microsoft Reseller 	<ul style="list-style-type: none"> ▶ Pre-signed agreement that includes an audit clause ▶ Commitment that future Windows software acquisitions will contain legal software ▶ Placement of a one-time-only order ▶ No transferability of license ▶ A Master Business and Services Agreement must be in place or one must be set up ▶ Volume licensing downgrade rights available ▶ Support is available for purchase from either Microsoft or Microsoft Licensing Solutions Provider 	<ul style="list-style-type: none"> ▶ Non-signed commitment to buy legal going forward ▶ No transferability of license ▶ Needs to be combined with Academic Windows Upgrade Volume License ▶ Downgrade rights not available; available only with Academic Volume License ▶ No media or bits available for either download or purchase ▶ Support is available for purchase from a Microsoft Reseller

Learn more about Get Genuine options at <http://aka.ms/getgenuine>.

Windows Offerings by Volume Licensing Program

Microsoft Volume Licensing offers customized programs that help organizations purchase software licenses. Tailored for different organization type, size, and purchasing preferences, Microsoft Volume Licensing programs provide flexible and affordable solutions designed to help you manage your licenses with ease. Whether you have five or thousands of desktop PCs, there is a Microsoft Volume Licensing program for you.

Windows Desktop Products Available for Purchase by Volume Licensing Program

Offering	Open License	Open Value & Subscription	Select Plus ¹ & Microsoft Products and Services Agreement	Enterprise Agreement & Subscription	Enrollment for Education Solutions (Under a Campus and School Agreement)	School Enrollment
Windows 10 Pro Upgrade	✓		✓			
Windows 10 Enterprise Upgrade 2015	✓		✓			
Windows 10 Enterprise Upgrade with Software Assurance	✓	✓	✓	✓	✓	✓
Windows 10 Education with Software Assurance	✓	✓ ²	✓		✓	✓
Windows Software Assurance per User			✓	✓		
Windows Software Assurance per User Add-on			✓	✓	✓	✓
Windows VDA per Device		✓	✓	✓	✓	✓
Windows VDA per User			✓	✓		
Windows Sideloading for Windows 8/8.1		✓	✓	✓	✓	✓

¹Select Plus was retired for commercial customers on July 1, 2015. Orders through existing Select Plus commercial agreements will be accepted until July 1, 2016. The Microsoft Products and Services Agreement replaces Select Plus and offers an improved agreement structure, a more flexible and easy purchasing platform, and new systems and tools to manage assets. More information is at www.microsoft.com/selectfaq.

²OVS-ES only

How to Acquire Licenses through Volume Licensing

To acquire the latest Microsoft technology at a significant cost savings over full packaged products through Microsoft Volume Licensing, contact your Microsoft representative or Microsoft Reseller Partner.

Your preferred Microsoft Volume Licensing reseller can help you acquire Software Assurance, which can be ordered through any Microsoft Volume Licensing program. To find a Microsoft Volume Licensing reseller:

- ▶ In the United States, call (800) 426-9400 or visit <http://pinpoint.microsoft.com>.
- ▶ In Canada, call the Microsoft Resource Centre at (877) 568-2495.
- ▶ Outside the United States or Canada, contact your local Microsoft subsidiary. To locate licensing information for your local subsidiary, visit www.microsoft.com/licensing/index/worldwide.aspx.

© 2015 Microsoft Corporation. All rights reserved.

This document is for informational purposes only. MICROSOFT MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS DOCUMENT. This information is provided to help guide your authorized use of products you license; it is not your agreement. Your use of products licensed under your volume license agreement is governed by the terms and conditions of that agreement. In the case of any conflict between this information and your agreement, the terms and conditions of your agreement control. Prices for licenses acquired through Microsoft resellers are determined by the reseller.