



Sent: Thursday, July 19, 2012 8:12 AM

Subject: ABC Company Name, Inc., Microsoft Software Asset Management Review contacted by [REDACTED]

Per my voicemail message, Microsoft would like to work with your company on a review of your Microsoft licenses and take this opportunity to help you control your software assets. (Interpretation: Your vendor always has sales in mind, so "control your software assets" means "make sure we have maximized the revenue we have received from your company." If you feel you don't have control of your software assets, the software vendor should be the last place you call. An independent consultant with no ties to the vendor is in a far better position to give you unbiased advice without punitive consequences.)

1. We ask you to complete the attached deployment summary (spread sheet format) and return to Microsoft via email. (Interpretation: Few snapshots of an organization's installation and deployment information adequately reflect a compliant company's true licensing position. This data will help them identify areas that are typically fuzzy, or areas where they can usually exploit customer confusion or ignorance to demand more money. In our experience, many of these demands are unfounded or can be resolved at far lower cost than the vendor suggests is required.)
2. Once we receive your organization's deployment summary, we will analyze the Microsoft software in use against the licenses held and provide you with an Estimated License Ownership Position. There may be areas that require further clarification. (Interpretation: many discrepancies can be easily explained and documented by someone who understands how Microsoft licensing works--and doesn't work. Do not rely on the vendor to understand your business, your deployments, or your IT infrastructure. They are not only looking for real problems; they are looking for uncertainty that can lead customers to spend more money "just to be safe." Don't pay for compliance that you don't need.)
3. When further clarification is complete, a finalized License Ownership Position (as of the date of the review) will be provided. This will detail what your organization owns and what we understand your organization is using, based on the information you have supplied. This final summary will detail over-licensing or any apparent variances that may need to be remedied. (Interpretation: Have no illusions! Microsoft does not remediate over-licensing and you will not get money back if you have surplus licenses. It's those "other variances," i.e. under-licensing that they are looking for and the only action that can possibly come out of this engagement is additional payment by the customer for real or imagined under-licensing.)
4. Along with the final License Ownership Position summary you will also receive a Software Asset Management Tips guide.

In order to make the process as efficient as possible we would highlight the following:

1. You may wish to engage your IT Partner to assist you through, or even manage the process on your behalf. (Interpretation: Note that Microsoft partners who do these engagements get a portion of the found under-licensing revenue that Microsoft receives or mis-licensing. They do not get a bonus if they find you compliant, and they are obligated to tell Microsoft of any non-compliance. An independent consultant is not bound to report you and may work under a fixed-price contract that does not reward them for your licensing errors or under licensing. Their objective is to reduce your risk, not increase your payments.)
2. We recommend that you request from your IT partner(s) a list of Microsoft licenses you have purchased via OEM (pre-installed with hardware) or FPP (boxed retail copies). The purpose of this is to ensure that we are evaluating your total license ownership position. Please note that records of licenses purchased under a Volume License Program (such as Open, Select or Enterprise) will be already available in the Microsoft records system. (Comment: A system that is notoriously inaccurate)
3. Microsoft makes available a "free-downloadable" software product to assist with the inventory: MAP (Microsoft Assessment and Planning Toolkit). This is a powerful inventory, assessment and reporting tool that can securely assess IT environments for various platform migrations and virtualization without the use of any software agents for up to 100,000 PCs. It is available at www.microsoft.com/map; (Comment: Note that while MAP produces useful information, the report is primarily a sales document, laboring to convince customers to upgrade to the latest Microsoft products)
4. If you have purchased Volume Licenses under a different company name or have acquired other organizations that may have purchased licenses, please try to have this information available. This will enable us to identify any licenses you own which have been purchased under alternative names. (Comment: It will also alert Microsoft to affiliates that you have not correctly trued-up under your primary Agreements if you have included them in your Volume Licensing Affiliate Group.)

The documents attached to this email include:

- Frequently Asked Questions
- A copy of your organization's Volume License Purchase Summary from the Microsoft licensing database
- A deployment summary that we would appreciate your response by [REDACTED]. If, for any reason, you are unable to meet this timeframe please contact us by return email to develop a mutually agreed upon alternative.

(Interpretation: Microsoft wants to document that this letter was sent to you on this date, and obtain your commitment to participate in case they escalate this to their Legal Contracts and Compliance (LCC) team, where your consent in this document could be used against you.)

The value of this engagement for your organization includes:

- Consolidation of all your licensing records into one concise report which can then be maintained and modified by your organization in the future
- Assistance with understanding licensing rules, and, in particular, how they relate to your own specific situation
- Licensing expertise and advice available to you throughout the process, free of charge
- Guidance regarding on-going Software Asset Management to eliminate waste and redundancy and mitigate risks of non-compliance (Interpretation: Again, Microsoft has no interest in customers who waste more money on Microsoft products, or who buy redundant products, which they push at every opportunity. Independent partners are in a far better position to identify such deficiencies and to provide guidance at least as good as that of Microsoft.)

Please feel free to ask questions if you are not sure about the information you are being asked to provide, or if you have any queries in regard to the Microsoft Software Asset Management Review. Alternatively, should you wish to discuss this directly with Microsoft please email us at msftsam@microsoft.com or contact [REDACTED]

Thank you for your assistance.

[contact information removed],

SAM CONSULTANT,
Microsoft Corp.