Selling Azure Reserved Virtual Machine Instances

COMMERCIAL CUSTOMERS

Which customers will be interested in Reserved Instances?
Customers who want to run full-time virtual machines in the cloud and want best price and flexibility in return for making some choices and upfront payment

Customer choices
• Term: 1 or 3 years
• Type of virtual machine: for example, D4v3
• Azure region: for example, Europe West (EUW)
• Assignment level: Company or project/department

Best price and flexibility

<table>
<thead>
<tr>
<th>Windows Server VMs</th>
<th>Linux VMs</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Best pricing on any public cloud</td>
<td>• Competitive pricing</td>
</tr>
<tr>
<td>• Significant savings compared to Azure Pay-As-You-Go Windows Server VMs</td>
<td>• Significant savings compared to Azure Pay-As-You-Go Linux VMs</td>
</tr>
<tr>
<td>• Flexibility to evolve an RI as business needs change</td>
<td>• Flexibility to evolve an RI as business needs change</td>
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</tbody>
</table>

Best Price

Save up to 80% with Reserved Instances and the Azure Hybrid Benefit

Azure Hybrid Benefit for the best prices
• Use existing Windows Server licenses with Software Assurance to maximize existing investments, or
• Acquire new Windows Server subscriptions

Windows Server Core meter
• Alternatively, pay a metered rate for Windows Server only while the VM is running with savings of up to 72% over PAYG Windows Server VMs

Best Flexibility

What happens if my business needs change?
While RIs require making upfront commitments on compute capacity, they also provide flexibility should business needs change

I need to reassign the Reserved Instance to a different part of my business
Customers can reassign a Reserved Instance at any time to a different project/department or to the whole company

I want to change the type of virtual machine and/or the region
Customers can exchange one Reserved Instance for another
Unused duration of original RI is pro-rated and credit is applied to a new 1 or 3-year term RI

I need to cancel the Reserved Instance
Customers can cancel a Reserved Instance at any time
Refunds are pro-rated with a cancellation fee deducted

Available
• Reserved Instances are available for CSP, Enterprise Agreement, and Web Direct customers to buy

Start Selling!
Talk to your customers who have:
• Full-time Windows Server virtual machines in Azure
• Windows Server licenses with SA


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Selling Server Subscriptions for Azure

COMMERCIAL CUSTOMERS

Which customers will be interested in Server Subscriptions for Azure?
Customers who want to run predictable Windows Server and SQL Server workloads in Azure. These customers want the best possible price to license these server products but do not have existing licenses with Software Assurance.

Windows Server Subscription Availability
- Windows Server Standard Core licenses (8-pack)
- Windows Server User and Device CALs
- Windows Server RMS User and Device CALs

SQL Server Subscription Availability
- SQL Server Standard Core licenses (2-pack)
- SQL Server Enterprise Core licenses (2-pack)

Purchasing Server Subscriptions
- Term: 1 or 3 years
- Payment: upfront in full

Best Price

Save Money on Windows Server Compute with RI + Windows Server Subscription

Hybrid Use Benefit Stacks for SQL and Windows Server

Best Flexibility

Customers who buy Server Subscriptions for Windows Server or SQL Server are entitled to the Azure Hybrid Benefit and thus may choose to use these licenses for Azure virtual machines or in on-premises deployments. If they use them for an on-premises deployment, the usual licensing rules for these products apply, as detailed in the Product Terms. Customers are additionally granted rights equivalent to a subset of the rights provided to SA customers as below:

Windows Server
- Self-Hosting
- Disaster Recovery
- Semi-Annual Channel releases

SQL Server
- Self-Hosting
- Disaster Recovery
- License Mobility across Server Farms
- Fail-over Rights
- Unlimited Virtualization*
- Power BI Report Server*

* Enterprise Core licenses only

Availability
Server Subscriptions are available for CSP customers from July 2018

Start Selling!
Talk to your customers who have:
- Full-time Windows Server or SQL Server virtual machines in Azure
- No Windows Server/SQL Server licenses with active SA

Remember that your customer will enjoy the best possible savings when you sell Reserved Instances and Server Subscriptions together!

https://blogs.partner.microsoft.com/mpn/better-together-azure-reserved-instances-server-subscriptions/

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