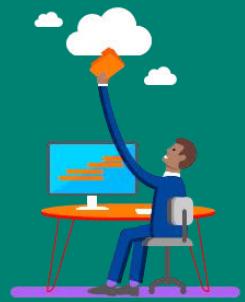


# Selling Azure Reserved Virtual Machine Instances

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

#### Windows Server VMs

- Best pricing on any public cloud
- Significant savings compared to Azure Pay-As-You-Go Windows Server VMs
- Flexibility to evolve an RI as business needs change

#### Linux VMs

- Competitive pricing
- Significant savings compared to Azure Pay-As-You-Go Linux VMs
- Flexibility to evolve an RI as business needs change

## Best Price

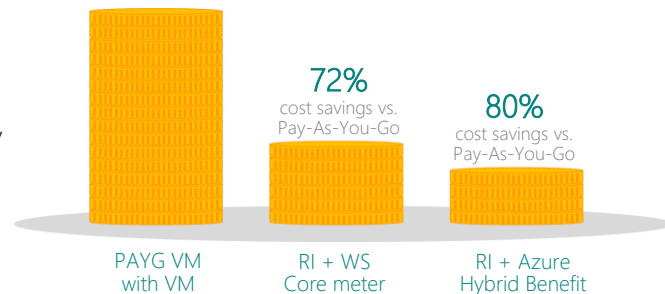
### Save up to 80% with Reserved Instances and the Azure Hybrid Benefit

#### 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

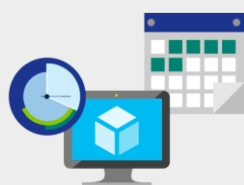
Customers can exchange one Reserved Instance for another  
*Unused duration of original RI is pro-rated and credit is applied to a new 1 or 3-year term RI*

#### 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*

### Availability

- 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



<https://azure.microsoft.com/en-us/pricing/reserved-vm-instances/>

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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)

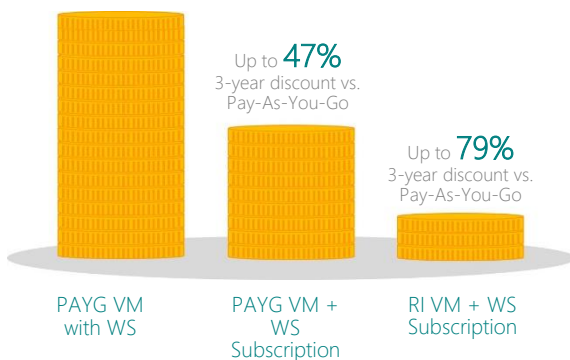
#### Purchasing Server Subscriptions

- Term: 1 or 3 years
- Payment: upfront in full

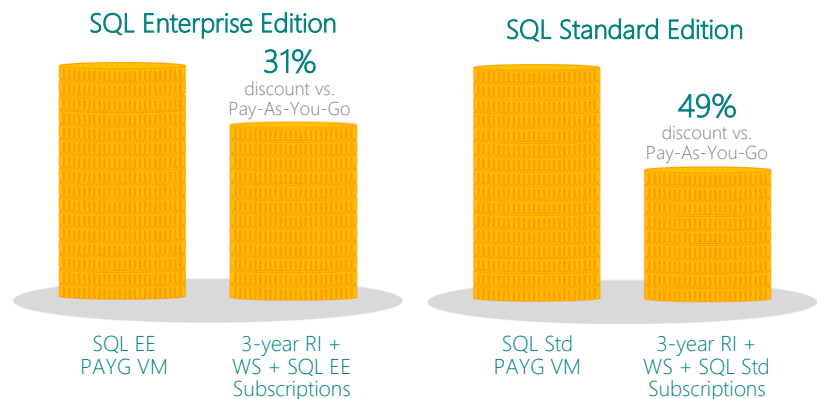


## Best Price

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



### Hybrid Use Benefit Stacks for SQL and Windows Server



Savings based on 8-Core E8 v3 VM in West US 2 region. Actual savings may vary based on region, instance size and compute family. Prices as of June 5, 2018, subject to change.

## 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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