



Pump Up the Volume!

Volume Licensing – Are You Eligible to Save?

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If your company purchased shrink wrap software from a local office supply or computer retailer, you may have missed out on some benefits, such as cost savings, training opportunities and enhanced support. Software purchases can easily account for more than 25 percent of the average IT budget for any size business. A cost that substantial can easily get out of hand if not managed properly. Many products are cheaper when purchased in volume, and software licenses are no exception.

Understand What You're Buying

To realize the true benefits of volume licensing, you should first understand what you're buying. When you buy a copy of Microsoft Office, for example, you get a software license, not the actual software itself. A software license is the right to use or access the software. Additionally, the software license comes with an agreement that governs how you can use the software.

Generally speaking, there are three ways you can obtain software licenses. The most common (and notably more expensive) method is shrink wrap. Shrink wrap software is boxed and usually includes an installation disk and documentation. For those who only need one copy of a particular software product, shrink wrap makes the most sense.

Original Equipment Manufacturer (OEM) software licenses come with new computer purchases and must be preinstalled. An example of an OEM software license purchase is buying a computer with Microsoft Windows® already installed. With your OEM software license, you have the right to use that software on that computer.

Companies that need multiple copies of a software product should seriously consider purchasing licenses through a volume license program. Volume license programs are designed by the software manufacturer to help simplify the process of buying multiple copies of software licenses. Most volume license programs offer flexible purchase quantities, and the minimum purchase quantities are lower than you might expect.

Small Businesses Benefit, Too

Some small and mid-sized businesses (SMBs) don't realize they are eligible for volume license programs. One of the misconceptions is that SMBs are not able to make a large enough purchase. Let's use Microsoft's Open License Business program for this example. To be eligible for the Open License Business program, a business must be able to make an initial purchase of five or more Microsoft software licenses. A business with as few as two computers would have no problem meeting this minimum purchase quantity, considering that each computer probably has more than one Microsoft product installed.

The software industry realizes that SMBs benefit from technology solutions just as much, if not more, than large businesses. More and more software manufacturers are developing products geared toward smaller businesses. Consequently, volume license programs are made available to the smaller businesses.



<p>Microsoft Windows XP Microsoft Office Pro Microsoft Frontpage</p>	<p>Microsoft Windows XP Microsoft Office Pro Microsoft Project</p>
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Total of 6 Software Licenses

You Really Do Get More for Your Money

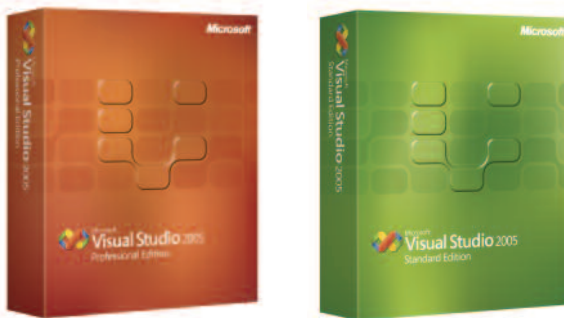
Aside from the initial cost savings, volume license programs can help businesses get more for their money. Many volume license programs include a maintenance package with perks, such as free training, support services, home use rights and access to

new software versions that are released during the term of the agreement. Perks like these mean easier budgeting for future software purchases and higher return on investment.

Managing software licenses can be a time-consuming, complicated and expensive issue for organizations of any size. It's difficult to keep track of license keys printed on jewel cases or paper documents. Losing one of them usually means having to purchase the software again. Many volume license programs address this issue by offering electronic systems to keep track of license keys and software purchases. Easy manageability lowers the risk of unintentional misuse of software licenses, which in turn keeps you compliant.

Volume licensing is a flexible and economical way to acquire multiple licenses of software. Volume licensing programs provide substantial savings, flexible acquisition, easy deployment, numerous payment options and other benefits.

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