

Welcome to our second newsletter bringing you new and interesting Software Licensing information.

The **SAM Club** continues to expand its services. We have added the following new partnerships:

- **Snow Software** - A leading supplier of a Software Asset Management tools that help reduce licensing costs, improve availability & minimise compliance risks. **The SAM Club** is investing in training in Snow Software to provide a platinum service to our clients that wish to use this software to identify installed software. See [here](#)
- **Dh2i** - Based in Colorado, USA. **The SAM Club** has seen SQL Server licensing costs increase significantly for its clients with Software Assurance becoming more mandatory rather than a nice to have. We looked for a solution to help drive licensing costs down and found DH2i and its DxEnterprise product. See 'Cost Saving' section for further information.
- **Citrix** - We are now a Citrix SaaS solution advisor for online services such as GoToTraining, GoToWebinar, GoToMeeting & GoToAssist. Contact us for further information on these affordable Citrix SaaS services.
- **Discount Licensing** - It is legally permissible to purchase and resell unwanted Microsoft licenses within the EU. Through our **SAM Workbook** we highlight licenses not in use and help realise value from these.

Software Asset Management...

The period to end of July was a busy time for **The SAM Club** as Microsoft's financial year end loomed. We advised 5 clients with Enterprise Agreements (both new and renewals) achieving discounts between 11% and 17%.

We posed 'what if' questions, examining costs of license bundles (Core & Enterprise CALS, Enterprise Desktops) versus individual product licenses and looking at costs over 6 years. We examined whether to renew the Enterprise Agreement or re-purchase licenses at a later date when future upgrades are planned. Also we discovered that Microsoft will offer higher level discounts when Office 365 / Cloud services are included.

We are advising two clients that have gone through mergers to help bring their licensing together and complete the necessary paperwork to transfer licenses into the new firms' names.

New Releases...

Exchange 2016 - Preview available for download here: <http://bit.ly/1ij6lUG>

SQL Server 2014 SP1 - now available for download from VLSC <http://bit.ly/1cG2vC1>

SQL Server 2016 CTP2 - Preview now available for download. More info here: <http://bit.ly/1JNA8z9>

Windows Server 2016 - Preview now available for download. More info here: <http://bit.ly/1lGrjX7>

System Center Configuration Manager 2012 R2 SP1 and 2012 SP2 - now available <http://bit.ly/1FhzgiQ>

Visual Studio 2015 - released to manufacturing: <http://bit.ly/1MvMcqF>



News You Can Use...



Want to know how to get the most out of your MSDN benefits? There is a nice article on 10 of the MSDN benefits including rights to deploy to Azure, perpetual use rights, Azure credit, Visual Studio Online, and Store and Office 365 Developer Accounts. Read the full article here and learn more: <http://bit.ly/1JzQeZB>

Microsoft will release a new Office 365 E5 plan before the end of 2015. This will include cloud PBX and PSTN conferencing, Power BI Pro, Delve, and new advanced security features such as Data Loss Protection (DLP) and Advanced Threat Protection (ATP). See the Microsoft announcement here: <http://bit.ly/1GhOIOm>

You can now buy Azure consumption services through MPSA paying only for what you use quarterly in arrears, rather than making an upfront monetary commitment as in Enterprise Agreements (EA). From 1st September, you will also be able to buy the Enterprise Cloud Suite (currently only available through EA) and to purchase certain Online Services subscriptions in one, two or three year durations - all with price protection. Get the background in this Microsoft blog post: <http://bit.ly/1J0QfJH>

The Microsoft Azure Cost Estimator tool was updated in July 2015. This is a nice tool for estimating the cost of running an environment in Azure. You can scan your on-premises environment to create an estimate or create a completely customised scenario. Download the tool here: <http://bit.ly/1MjzWs5>

New Citrix Support Offerings - Confusing Terminology

In the past Citrix mainly offered Subscription Advantage (SA) which primarily entitled you to new releases. Any direct Citrix Technical Support was extremely expensive. However, that's all changed with Citrix's new affordable Software Maintenance offering. "Maintenance?" - it sounds like just entitlement to Software upgrades but it's actually SA + Remote Technical Support. Confusing isn't it? So, be careful about what Reseller Quotes are for & what you get for your money. We are happy to vet quotations. See here for comparisons: <http://bit.ly/1UqhcgU>



Citrix held its annual Synergy conference in Orlando, Florida 24 - 26th of May. They have made available the keynotes, commentary and sessions. Weren't able to attend and want to know more? Check it out here: <http://bit.ly/1JRpXFi>



Backup Exec 15 Feature Pack 1 is now available offering improved performance, reduced complexity for hybrid environments, enhanced platform support, and increased security and supportability. A new licensing option, per TB licencing, makes it easier to use, manage and license. Contact us for advice on converting existing licenses to this new model. Backup Exec 15 FP1 can be downloaded here: <http://bit.ly/1MYRfQX>

At VMworld® 2015, VMware announced new End-User Computing innovations for universal application delivery and device management to help organisations transform business processes and deliver a more user - and application - centric experience. See more at: <http://vmw.re/1PMkuEx>



Cost Savings...

SQL Server licensing costs continue to increase significantly, especially with Enterprise Edition being licensed per core. Microsoft continues to add benefits to Software Assurance (SA) such as License Mobility making SA more of a necessity than a "nice to have" further increasing licensing costs.



The SAM Club investigated options to help its clients reduce SQL Server licensing costs and found an ideal solution in DH2i's DxEnterprise. A UK case study is Eversheds LLP, one of the largest law firms in the world.

What is DxEnterprise and its benefits?

- an application mobility platform providing the highest level of fault protection with near to zero application downtime.
- uniquely solves the vast majority of OS, application and infrastructure lifecycle challenges with the least risk and greatest flexibility, providing true IT agility from any infrastructure to any infrastructure.
- can be layered onto physical, cloud, or virtual infrastructures with just a 6 click installation immediately making applications highly available with complete disaster recovery resilience.

DxEnterprise saves SQL licensing, Software Assurance, and overall operational costs:-

- Allows you to stack SQL instances without risk on physical, cloud or virtual infrastructures whilst allowing individual SQL instance mobility. As the SQL instances are made mobile, not the whole Operating System Environment (OSE), Software Assurance for License Mobility is not needed to move SQL instances across licensed hosts.
- You can consolidate on any SQL server Edition, even Express. No requirement for Enterprise licensing for SQL consolidation, or for advanced HA/DR functionality.
- Instance level failover means substantially less operational management and complexity.
- You can create multi node clusters, even stretched across subnets with any version/edition of SQL Server from 2005 on, all managed in one simple robust way.
- DxEnterprise even manages SQL instances in the cloud in exactly the same way as on premises.

Bottom line: Fewer SQL Servers, licensed only for the features needed with vastly reduced OS count, and reduced requirement for Software Assurance, whilst greatly improving service levels.

This not only saves money but may result in 25-35% of your SQL licenses being freed up for future projects due to the efficiency of a DxEnterprise consolidation.

Want to know more? Contact [The SAM Club](#) for webinar sessions with DH2i.

Tips & Tricks...



Do you need Microsoft SA on SQL CALS for License Mobility?

License Mobility is a benefit of Software Assurance which is needed on SQL Server licenses if they move within a virtual server farm.

SA on SQL CALS isn't required so long as the virtual server farm is on premise. SA on SQL CALS might be needed for other reasons e.g. upgrades.

For Cloud-based or third-party shared servers then SA on SQL CALS is required for this type of License Mobility.

The language that defines the CAL SA requirement is on the bottom of page 70 of the April 2015 Product Use Rights (PUR): "To use License Mobility through Software Assurance, you must:

- Maintain Software Assurance coverage for licenses under which you run software on third party shared servers
- Maintain Software Assurance coverage for all CALs and External Connector licenses under which you access your licensed software running on third party shared servers

SQL Licensing is very complex and expensive, but we have the knowledge to help you through this minefield.

End of Support...

SELECT PLUS RETIRED ON JULY 1, 2015 FOR COMMERCIAL AGREEMENTS

Beginning July 2015, Select Plus is no longer available for new commercial customer agreements*. Effective July 1, 2016, customers with existing commercial Select Plus agreements will no longer be able to make new purchases after their agreement anniversary. All future purchases should be made through a Microsoft Products and Services Agreement (MPSA). Customers will continue to have full rights and access to all software and Software Assurance acquired under Select Plus.

MPSA is the new, foundational evergreen agreement and the future of all Microsoft Volume Licensing for small and medium enterprises (SME's). It integrates online services, software, and Software Assurance purchasing across your organisation through a single agreement. The MPSA is targeted at organisations with approximately 250 users. It can help save time and money by combining purchase points for the best price level and reducing the administrative overhead associated with managing multiple agreements.

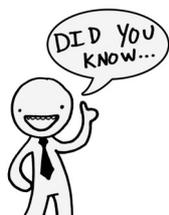
We encourage all customers purchasing licenses through a commercial Select Plus agreement to begin moving their licensing purchases to MPSA now*.

To get started:

Understand the Select Plus retirement milestones and what they mean for you. Watch a short video and learn about the MPSA. <http://binged.it/1ECywYS>

*Does not apply to Select Plus agreements for government and academic customers. Customers who are purchasing through an Enterprise Agreement should continue to do so.

The SAM Club can help you set up a new MPSA Agreement and understand it's **new** VLC licensing portal.



The Windows Startup Sound was composed using a MAC.

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Established in 2010, **The SAM Club** provides independent licensing & software asset management consultancy.

We provide a personal service and solutions to complement your existing in-house staff and effectively manage your software assets. We become part of your team helping provide practical solutions for your software assets and software licence management issues taking into account your priorities and financial considerations

Our service is tailored to meet your individual requirements. We maintain documentation of your software assets and their status (summarised in a **SAM Workbook**), help you through vendor audits, minimise your expenditure, maximise your support benefits, continuous maintenance & support renewal management, health checks on vendors' licensing portals, license transfers during mergers, supplier reviews, etc.

The SAM Club does not resell software, consequently our advice is truly independent, providing pro's & con's and balanced views.