

Licensing Microsoft Windows 10

Volume Licensing

EDITIONS AND AVAILABILITY

		main options for business users	
Volume Licensing		Windows 10 Pro	Windows 10 Enterprise LSTSB/E3/E5
Full Packaged Product (FPP)	Windows 10 Home	Windows 10 Pro	
OEM (PC Preinstall)	Windows 10 Home	Windows 10 Pro	

FEATURE COMPARISON

	Windows 10 Edition				
	Enterprise E5	Enterprise E3	Enterprise LSTSB	Pro	Home
Device encryption	✓	✓	✓	✓	✓
Windows Hello, Continuum	✓	✓	✓	✓	✓
Domain Join and Group Policy	✓	✓	✓	✓	
BitLocker	✓	✓	✓	✓	
DirectAccess	✓	✓	✓		
BranchCache	✓	✓	✓		
AppLocker	✓	✓	✓		
App-V and UE-V	✓	✓	✓		
Microsoft Desktop Optimization Pack	✓	✓			
Virtual Desktop Access (VDA) Rights	✓	✓			
Windows To Go (WTG) Rights	✓	✓			
Windows Defender Advanced Threat Protection	✓				

BUYING WINDOWS 10

- Through Volume Licensing
- ▶ Upgrade license for Windows 10 Pro or Windows 10 Enterprise LSTSB
 - ▶ Qualifying operating system required

Through OEM

- ▶ Preinstalled on a new computer
- ▶ The software "lives and dies" on that machine
- ▶ Full version, non-transferrable license
- ▶ New license required if motherboard is changed

FREQUENCY OF FEATURE UPDATES

Current Branch (CB)

- Machines on Current Branch will receive free feature updates as soon as they are available and they will be installed straightaway
- These are mandatory for machines running Windows 10 Home and Pro

Current Branch for Business (CBB)

- This option allows business to defer feature updates for about 8 months, after their quality and application compatibility has been assessed in the consumer market, while security updates are received on a regular basis
- Available for Windows 10 Pro devices

Long Term Servicing Branch (LTSB)

- An update to the features about every two years
- This is useful where organizations need very strict change management policies because LTSB keeps systems secure with the latest security and critical updates, while minimising change by not delivering new features for the duration of mainstream (five years) and extended support (5 years)

Note:

- Devices licensed with any edition of Windows 10 receive security updates
- Devices licensed with Windows 10 Enterprise LSTSB receive NO feature updates
- Organizations can choose ANY of the branches for devices covered by Windows 10 Enterprise E3 or E5 licenses

WINDOWS 10 DOWNGRADE RIGHTS

Can downgrade to:	Volume Licensing			
	FPP	OEM	Pro	Enterprise LSTSB/E3/E5
Windows 8/8.1 Enterprise	-	-	-	✓
Windows 8/8.1 Pro	-	✓	✓	✓
Windows 7 Enterprise	-	-	-	✓
Windows 7 Professional	-	✓	✓	✓
Windows Vista Enterprise	-	-	-	✓
Windows Vista Business	-	-	✓	✓
Windows XP Professional	-	-	✓	✓
Windows 2000 Professional	-	-	✓	✓
Windows 95 / 98 / NT	-	-	✓	✓

SOFTWARE ASSURANCE

- ▶ Windows 10 Enterprise LSTSB does NOT include Software Assurance
- ▶ Windows 10 Enterprise E3 and E5 editions DO include Software Assurance which includes the following rights:
 - VDA rights: for deployment in a Virtual Desktop Infrastructure
 - MDOP: Microsoft Desktop Optimization Pack
 - Ongoing access to new Long Term Servicing Branch builds
 - Windows To Go rights: running of a Windows desktop from a USB stick

VIRTUAL DESKTOP ACCESS LICENSES

- ▶ VDA licenses are available as user or device licenses, and are always subscription licenses
- ▶ VDA licenses allow access to VDA or WTG desktops
- ▶ VDA licenses also allow local installation of Windows 10 Enterprise on devices already licensed for Windows 7 Professional/Enterprise or Windows 8.1 Pro/Enterprise



WINDOWS 10 ENTERPRISE USER AND DEVICE LICENSING (Volume Licensing)

DEVICE LICENSES

- ▶ Windows 10 Enterprise LTSB is only available as a device license
- ▶ Windows 10 Enterprise E3 and E5 are available as device or user licenses. Note that the E5 device license is only available as a subscription license
- ▶ Windows 10 Enterprise software may be installed locally on a single device that is already licensed for Windows 7 Professional/Enterprise or Windows 8.1 Pro/Enterprise
- ▶ Windows 10 Enterprise E3 and E5 device licenses allow any user to access a VDA or WTG desktop on the licensed device

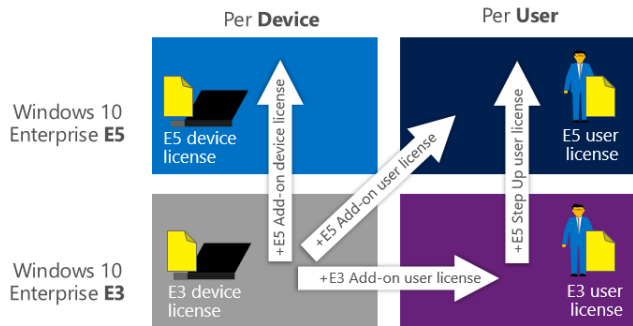


USER LICENSES

- ▶ All user licenses are subscription licenses
- ▶ Windows 10 Enterprise software may be installed locally on any number of devices already licensed for Windows 7 Professional/Enterprise or Windows 8.1 Pro/Enterprise for use by the licensed user
- ▶ The licensed user may access a VDA or WTG desktop on any number of capable devices



MOVING BETWEEN EDITIONS AND LICENSING MODELS



Windows 10 Enterprise E3 and E5 are available as user or device licenses and organisations may move between the editions and licensing models with additional licenses as shown left. The Add-on and Step-up licenses are available through the Enterprise Agreement or the MPSA.

PRODUCT ACTIVATION

Every copy of Windows 10 must be activated with a valid product key. Licenses bought through FPP and OEM can be activated via the Internet or telephone. There are three ways which organizations with Volume Licensing agreements can activate Windows 10:

A **Multiple Activation Key (MAK)** is a volume license key that is used for one-time activation with activation services that are hosted by Microsoft. This method is useful for smaller organizations, and for computers which are infrequently connected to the organization's network.

Key Management Service (KMS) activation is done against a service hosted within an organization, enabling organizations to activate systems within their network, eliminating the need for individual computers to connect to Microsoft.

Active Directory-based Activation is a role service that allows organizations to use Active Directory Domain Services (ADDS) to simplify the task of maintaining volume activation services for a network.

WINDOWS 10 AVAILABILITY

Volume Licensing options

Offering	Open License	Open Value & Subscription	MPSA	Enterprise Agreement & Subscription
Windows 10 Pro Upgrade	✓		✓	
Windows 10 Enterprise LTSB Upgrade	✓		✓	
Windows 10 Enterprise E3 per Device	✓	✓	✓	✓
Windows 10 Enterprise E3 per User			✓	✓
Windows 10 Enterprise E5 per Device			✓	✓
Windows 10 Enterprise E5 per User			✓	✓
Windows VDA per Device		✓	✓	✓
Windows VDA per User			✓	✓



Further Microsoft Licensing handouts and exams: GetLicensingReady.com