

Windows Server Licensing

Reseller Option Kit (ROK) for System x and BladeCenter

Microsoft[®]

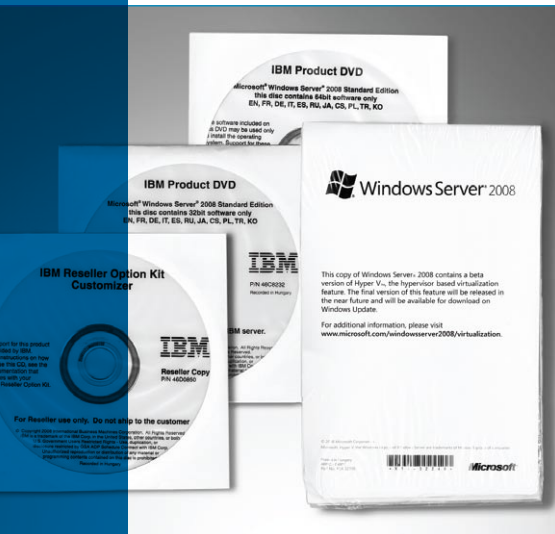


What is the Windows Server Reseller Option Kit (ROK) for System x and BladeCenter?

Quickly and easily configure and deliver IBM® System x® and BladeCenter® with the Microsoft® Windows Server® edition license you need—when you need it

1. Install-ready reseller kit, ordered just like any other IBM server options—like memory or hard drives
2. Provides the Windows Server license separately from IBM-branded servers—with all the benefits and reliability of an IBM-provided Windows Server image
3. Tuned to run on IBM System x servers using certified and tested drivers and OS image
4. Simplify and automate installation and configuration with IBM ServerGuide tool

What's in the Windows Server ROK for System x and BladeCenter?



Reseller

- Windows Server license (OEM)
- A “break the seal” label outlining returns, warranty and terms
- Reseller license
- Certificate of Authenticity (COA) label and placement card
- IBM ServerGuide installation and deployment tool and IBM boot-up support

End customer

- Windows Server license and distribution language card
- IBM-branded Windows Server DVD set for System x
- Documentation
- IBM ServerGuide installation and deployment tool and IBM boot-up support

Why sell IBM's Windows Server ROK?

Reseller benefits

- Incremental IBM revenue—ROK is IBM option SKU
- Flexible inventory management
- Better installation experience
- Lower technical support costs and reduced overhead
- IBM provides R&D and engineering for OS

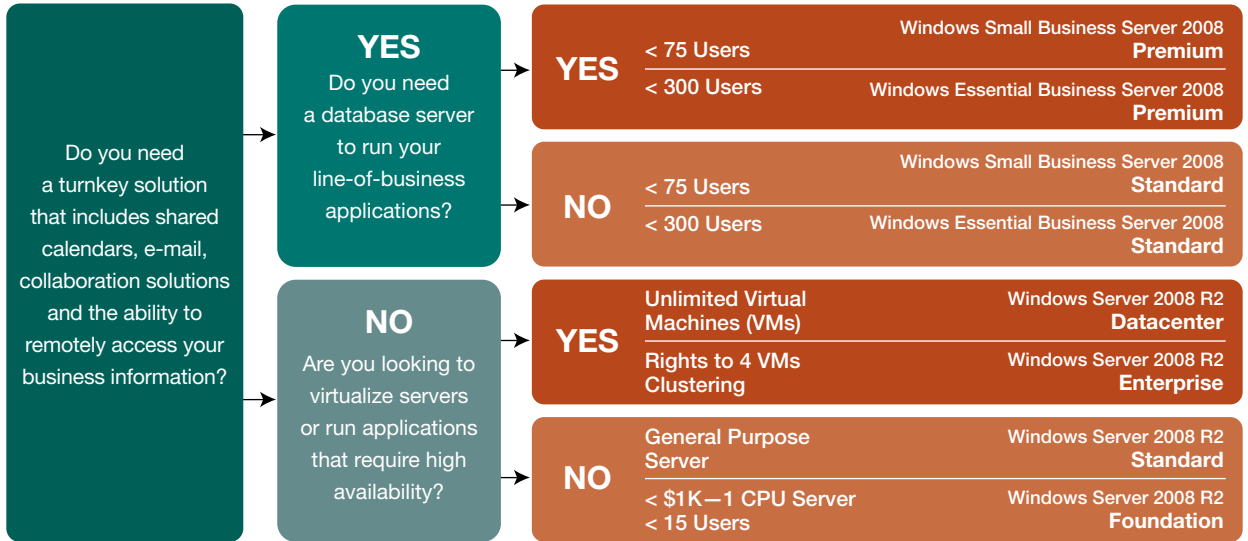
Technical benefits

- Superior installation with IBM ServerGuide
- Certified and tested through IBM ServerProven® hardware qualification program
- Logo-certified OS image
- IBM boot-up support for Windows Server ROK installation

End-customer benefits

- Improved fulfillment of end-customer requirements
- Convenience
- Higher customer satisfaction and better experience with Windows Server OS
- Stable, reliable Windows Server OS supported by IBM

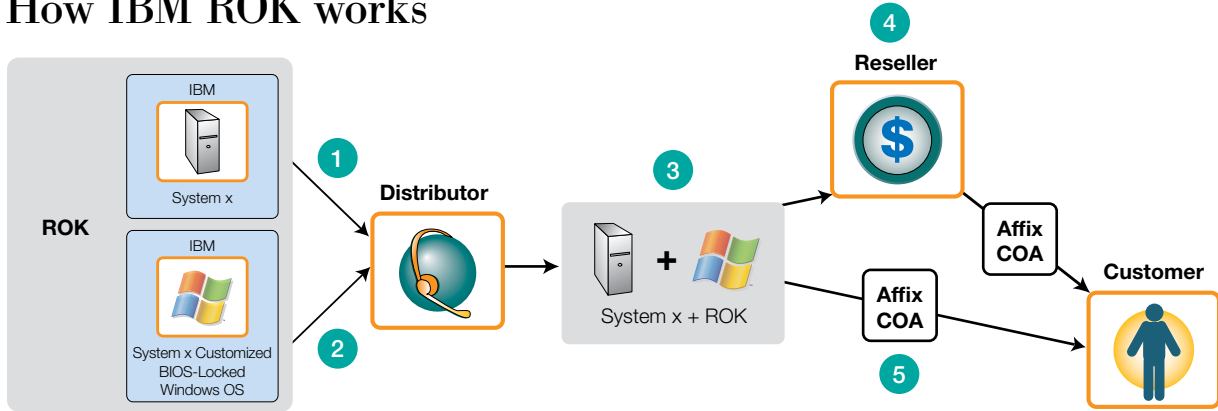
Which Version Should You Recommend?



Selling the Right Server License—Server License Decisions

| Qualify Buyer | Buyer: Reseller selling to end customer | | | |
|--|---|--|---|--|
| | Must be sold to end customer with a server | | | |
| License Option(s) | Open Volume License | Windows Server ROK | IBM Factory Preload | System Builder |
| Sales Proposition | For SMBs who buy or upgrade OS separate from server | Best price and IBM support for resellers who sell OS with an IBM System x server that is not factory preloaded | Best price and IBM support when buying a factory-configured IBM System x server with OS | For resellers who sell OS with a server for which ROK/preload is not available; support provided by resellers, not IBM |
| Terms and Restrictions | <ul style="list-style-type: none"> • Multi-year VL agreement • Minimum 5 licenses • Media separate | <ul style="list-style-type: none"> • License may be marketed and sold only to an end user with server • Perpetual license, no volume requirement or volume license agreements • Previous version rights included with license | | |
| OS Boot-Up Technical Support Provided By: | End customer | IBM | | Reseller |
| Image Engineering and Testing Provided By: | End user with VL media: loads drivers, performs engineering, testing, and support | IBM-certified and -tested image | | Reseller with OPK (OEM Preinstallation Kit) |
| Technical Benefit | End user customizes and supports image | <ul style="list-style-type: none"> • IBM-certified and -tested • IBM-engineered for reliability and stability • No overhead or support costs • No activation required (BIOS-locked media) | | Reseller customizes and supports image |
| Software Assurance | Optional | Optional—can be purchased within 90 days | | |

How IBM ROK works



1. IBM ships System x to distributor without an OS installed.
2. IBM ships Windows Server ROK directly to distributor.
3. Distributor offers System x hardware with IBM Windows Server ROK to resellers.

4. Upon customer order, distributor ships to the reseller. Reseller affixes the COA, installs the OS if requested and ships to the customer.
5. Alternatively, the distributor affixes the COA, may install OS on behalf of reseller, and ships directly to the customer.

Note: While customer can install OS, distributor or reseller must affix COA before System x and ROK are sent to customer.

Frequently asked questions

What are the product requirements?

IBM ROK must be sold with and delivered with a new System x server, the Certificate of Authenticity must be affixed to the new System x server, and the media and documentation must be left with the customer.

Do distributors have to order ROK at the same time that they order servers?

No. Resellers can purchase ROK separately from IBM servers—even on a separate purchase order. This lets you sell hardware and software as dictated by customer demand.

Can IBM ROK be used interchangeably on different OEM servers?

No. Since BIOS-locked IBM ROK media is tuned and customized to IBM servers to ease installation and improve software performance, it cannot be run on servers from other vendors. However, IBM ROK media can be run on any System x model.

Does IBM ROK include downgrade rights?

Yes, Windows Server licensed through IBM ROK includes downgrade rights as specified in the product End User License Agreement.

What is the difference between IBM ROK and other IBM Preload or Drop-In-Box offerings?

To end customers, there should be no difference. IBM ROK, Preload and Drop-In-Box offerings all include certified drivers and IBM-specific media. The reseller benefits by gaining the ability to order the operating system separately from the hardware.

Frequently asked questions

How does IBM ROK compare to Microsoft System Builder licensing?

Both Windows ROK and Microsoft System Builder (SB) are easily licensed, attractively priced and packaged for installation by a reseller. SB software is supported solely by the installer and must be activated each time it's installed. ROK media is BIOS-locked to install only on IBM System x servers, includes boot-up support by IBM and has been pre-activated by IBM for faster installation and reinstallation.

How does IBM ROK compare to Microsoft Open Licensing?

For smaller companies, Open Licensing can require too much paperwork and initial cost—and too little benefit. Open Licensing provides general VL media, and may require additional drivers and engineering for maximum performance and reliability. For these companies, ROK is an ideal way to license: simple to buy, great pricing regardless of quantity purchased, plus boot-up support for hardware and software support from IBM.

What additional value does the Windows Server IBM ROK provide resellers?

In addition to value pricing, bundled licenses, channel programs, certified and tested image and support, the IBM ROK includes IBM ServerGuide. IBM ROK also counts toward reseller's IBM and Microsoft purchases and programs.

Who provides support for IBM ROK?

IBM provides boot-up support via telephone at no cost to distributors, resellers or end user customers. For any additional OS technical assistance, IBM provides Windows Server support for a fee via an IBM support agreement.

To learn more, contact IBM: ibm.com/systems/x or ibm.com/systems/bladecenter

IBM ROK Products and Part Numbers – North America

General Purpose Servers

| | | |
|---|-----------------|----------|
| Windows Server 2008 R2 Standard ROK (includes 1 virtual Windows guest license) | 1-4 CPU, 5 CAL | 4849-MSN |
| Windows Server 2008 R2 Enterprise ROK (includes 4 virtual Windows guest licenses) | 1-8 CPU, 10 CAL | 4849-MTN |
| | 1-8 CPU, 25 CAL | 4849-MEN |
| Windows Server 2008 R2 Datacenter ROK (includes unlimited virtual Windows guest licenses) | 2 CPU, 5 CAL | 4849-MGN |
| | 4 CPU, 5 CAL | 4849-MHN |
| Windows Server 2008 R2 Foundation ROK | 1 CPU | 4849-MME |

Integrated Solutions

| | | |
|--|-------------------------|----------|
| Windows Small Business Server 2008 (64-bit) ROK | Standard—1-4 CPU, 5 CAL | 4849-F2E |
| | Premium—1-4 CPU, 5 CAL | 4849-F4E |
| Windows Essential Business Server 2008 (64-bit) ROK | Standard—1-4 CPU, 5 CAL | 4849-G2E |
| | Premium—1-4 CPU, 5 CAL | 4849-G4E |

High-Performance Computing

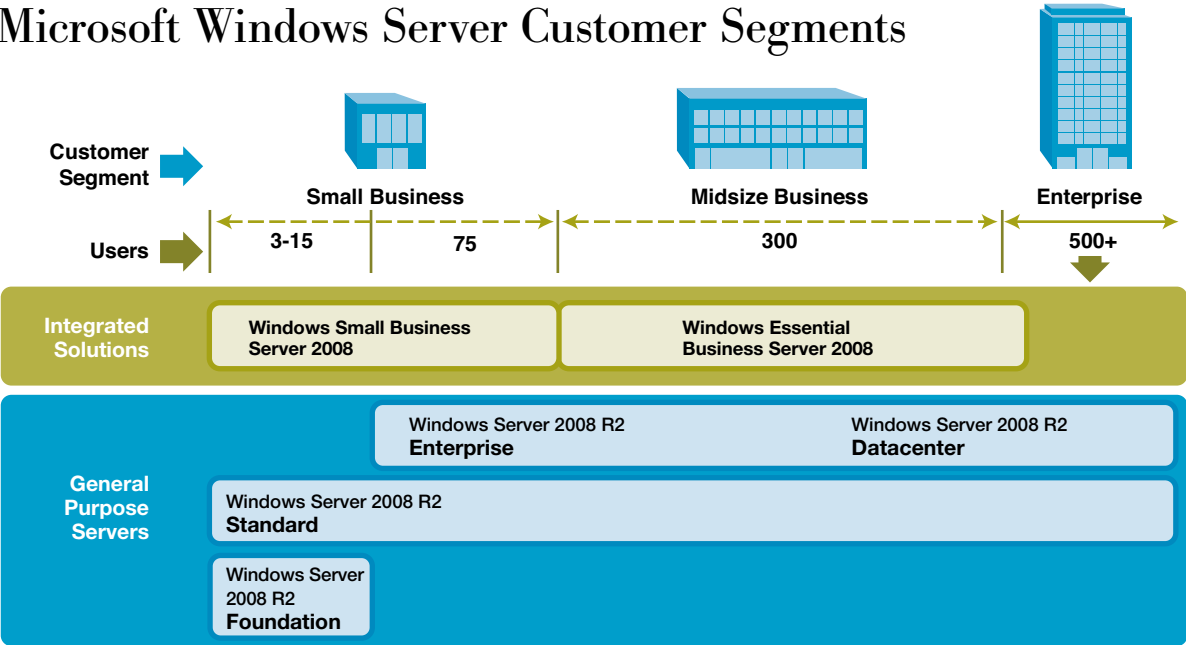
| | | |
|---|---------|----------|
| Windows HPC Server 2008 (64-bit) ROK | 1-4 CPU | 4849-H7E |
|---|---------|----------|

IBM CALs Products and Part Numbers – Worldwide

| | | |
|--|----------|----------|
| Windows Server 2008 R2 CALs | 5 user | 4849-KCM |
| | 5 device | 4849-KDM |
| Windows Small Business Server 2008 (64-bit) Standard CALs | 1 user | 4849-KCA |
| | 1 device | 4849-KDA |
| Windows Small Business Server 2008 (64-bit) Premium CALs | 1 user | 4849-KCB |
| | 1 device | 4849-KDB |
| Windows Essential Business Server 2008 (64-bit) Standard CALs | 5 user | 4849-KCC |
| | 5 device | 4849-KDC |
| Windows Essential Business Server 2008 (64-bit) Premium CALs | 5 user | 4849-KCD |
| | 5 device | 4849-KDD |

Note: Client Access Licenses (CALs) can be ordered at any time independent of a server order

Microsoft Windows Server Customer Segments



Microsoft Windows Server 2008 R2 — Overview of Editions

| | |
|--|--|
| Windows Server 2008 R2 Standard | <ul style="list-style-type: none">• 32 GB (x64) RAM• Support for up to 4 processors• Includes 1 virtual guest instance + host |
| Windows Server 2008 R2 Enterprise | <ul style="list-style-type: none">• 2 TB (x64) RAM• Support for up to 8 processors• Includes clustering services for Live Migration• Includes 4 virtual guest instances + host |
| Windows Server 2008 R2 Datacenter | <ul style="list-style-type: none">• 2 TB (x64) RAM• Support for up to 64 processors• Includes clustering services for Live Migration• Includes unlimited virtual guest instances + host |
| Windows Server 2008 R2 Foundation | <ul style="list-style-type: none">• 32 GB (x64) RAM• Support for 1 processor• Supports maximum of 15 user accounts• Does not include Microsoft Hyper-V™ |

Learn more about Windows Server ROK for IBM System x

IBM PartnerWorld:

- ibm.com/partnerworld

IBM System x

- ibm.com/systems/x

Microsoft Partner Network

- partner.microsoft.com

Microsoft Windows Server 2008 R2

- microsoft.com/windowsserver2008

Type "IBM ROK" into your search engine to find reference guides, flyers and more

© Copyright IBM Corporation 2010

IBM Systems and Technology Group
3039 Cornwallis Road
RTP, NC 27709

Produced in the United States of America
January 2010
All Rights Reserved

IBM, the IBM logo, **ibm.com**, BladeCenter, ServerProven and System x are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol (® or ™), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. A current list of IBM trademarks is available on the Web at "Copyright and trademark information" at **ibm.com/legal/copytrade.shtml**

Microsoft, Hyper-V and Windows Server are trademarks or registered trademarks of Microsoft Corporation in the United States, other countries or both.

Other product, company or service names may be trademarks or service marks of others.

XSK03024-USEN-00

