

2007 Microsoft Office system

Information for Compucon Resellers

- ❖ OEM versions of the 2007 Microsoft Office system are not distributed with disk media.
- ❖ System builders preinstall the software on new PCs using utility software that includes the master software images for all OEM versions of Office 2007 ["OEM Preinstallation Kit" or "OPK"].
- ❖ Customers order a licence to unlock their desired version of Office 2007 ["Medialess Licence Kit" or "MLK"].
- ❖ Business PCs ship by default with a 60-day Trial Version of Office 2007.
- ❖ The Home and Student edition has no trial version and requires an MLK in order to run.

Disk media is available to end users (licensees) direct from Microsoft. However, disk-based media is not considered a necessary element of the software purchase.

What do I need to begin selling licenses of 2007 Microsoft Office?

If you assemble your own PCs: you need to obtain the Microsoft Office Preinstallation Kit (also called the Microsoft Office OPK Master Kit). This kit includes a single master image for the business suites that converts to either Microsoft Office Basic 2007, Office Small Business 2007, Office Professional 2007, or a free 60-day trial of Office Professional 2007; it also includes a master image of Microsoft Office Home and Student 2007 (though there is no trial available for Microsoft Office Home and Student 2007).

If Compucon builds PCs for you, simply indicate that you want Microsoft Office 2007 preinstalled, and specify Business or Home and Student.

All resellers must purchase Medialess License Kits, which customers will purchase from you to unlock the preinstalled version of Microsoft Office on their PC, i.e.

- ❖ Office Basic 2007
- ❖ Office Small Business 2007
- ❖ Office Professional 2007
- ❖ Office Home and Student 2007

Will my customers want the Microsoft Office Trial preinstalled on their PCs?

If you are unable to sell licenses of Microsoft Office at the point of sale, it's your decision whether or not to include the single business image on new PCs. However, many customers do want to try the latest version of Microsoft Office. Microsoft-commissioned research shows that most customers who decide not to purchase a license with their new PC would prefer to have a genuine trial of the latest version and then make a purchase decision. This leaves your customers more satisfied and provides you with a second opportunity to sell the license for Microsoft Office 2007.

But if I offer my customers a free trial, they can purchase the license online directly from Microsoft. How does this benefit me?

Microsoft will sell the Microsoft Office licenses online to satisfy those customers who have an immediate demand for the license. However, the price online from Microsoft will be much less competitive than what system builders can offer. The price direct from Microsoft will be similar to retail (Full Packaged Product) pricing, whereas system builders sell more competitively priced OEM medialess licenses.

The "medialess" approach will create customer service problems for us later on. What happens when a PC drive crashes or has to be reformatted and our customers have no backup media?

Customers with the Microsoft 2007 Office system preinstalled have several options to receive backup media. They will be able to:

- ❖ Visit www.microsoft.com/office/backup to order backup media directly from Microsoft. A nominal postage fee will be payable.
- ❖ Download a copy of their media from www.microsoft.com/office/backup (available ± April 2007).
- ❖ Use the Windows Vista Business backup feature to create a system backup (or third party system imaging utilities like ShadowProtect).
- ❖ In addition, a customer can return to their original reseller and request that the image be reinstalled. You are encouraged to charge a fee for this service if desired.