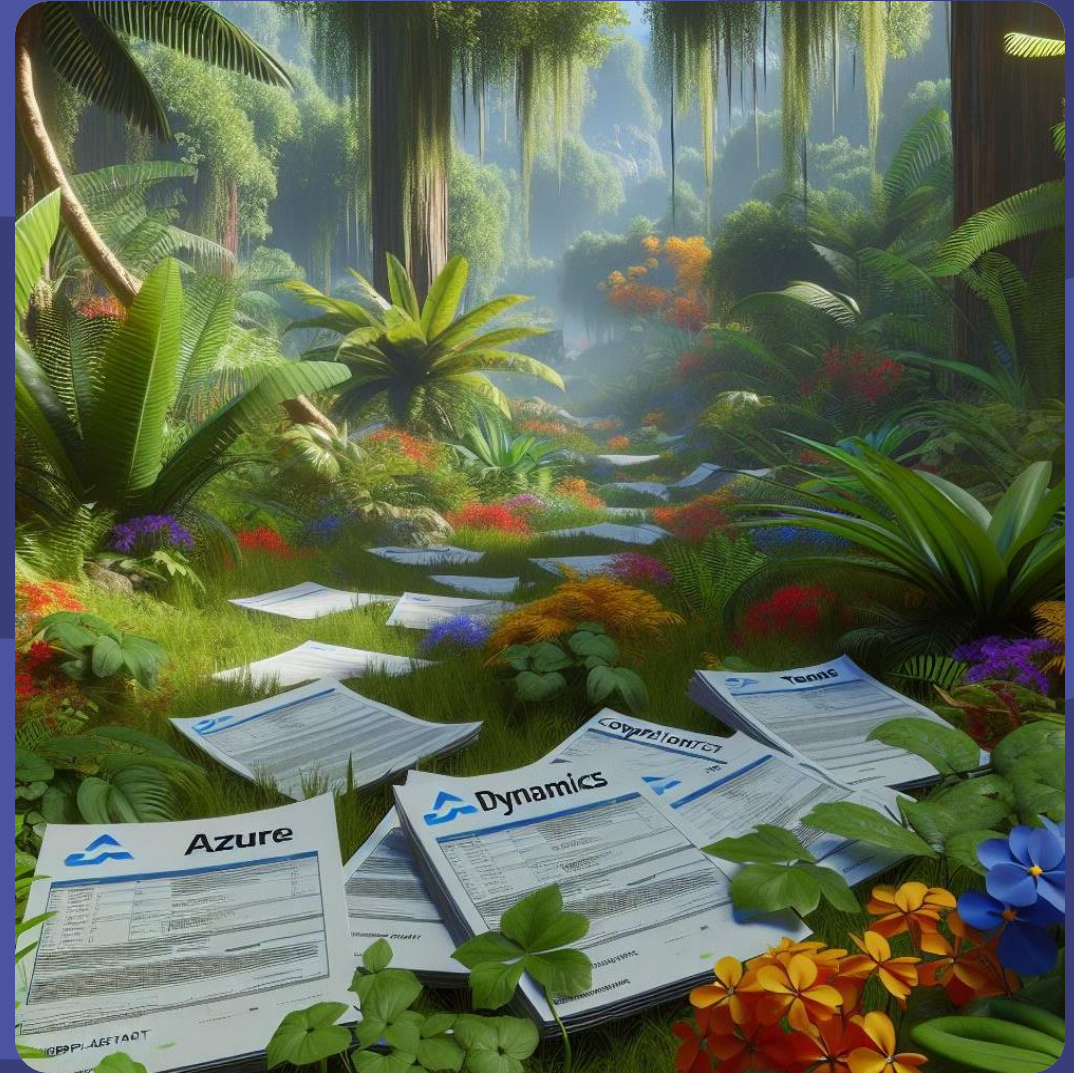


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Welcome to the Jungle of Licensing

Companial



Agenda

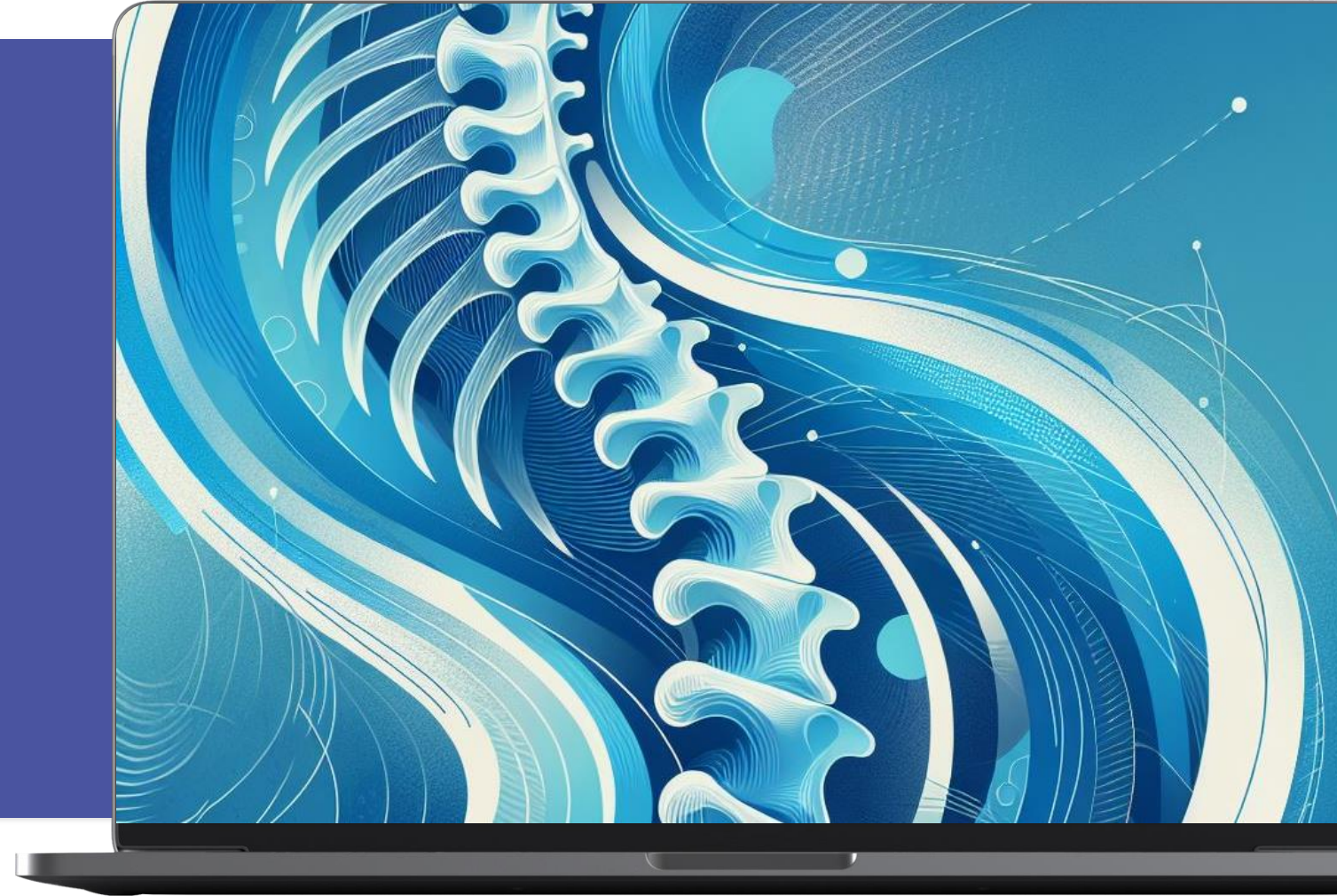


- **Azure**
- **Server Licensing**
- **Dynamics 365**
- **Power Platform**
- **Microsoft 365**
- **Teams**

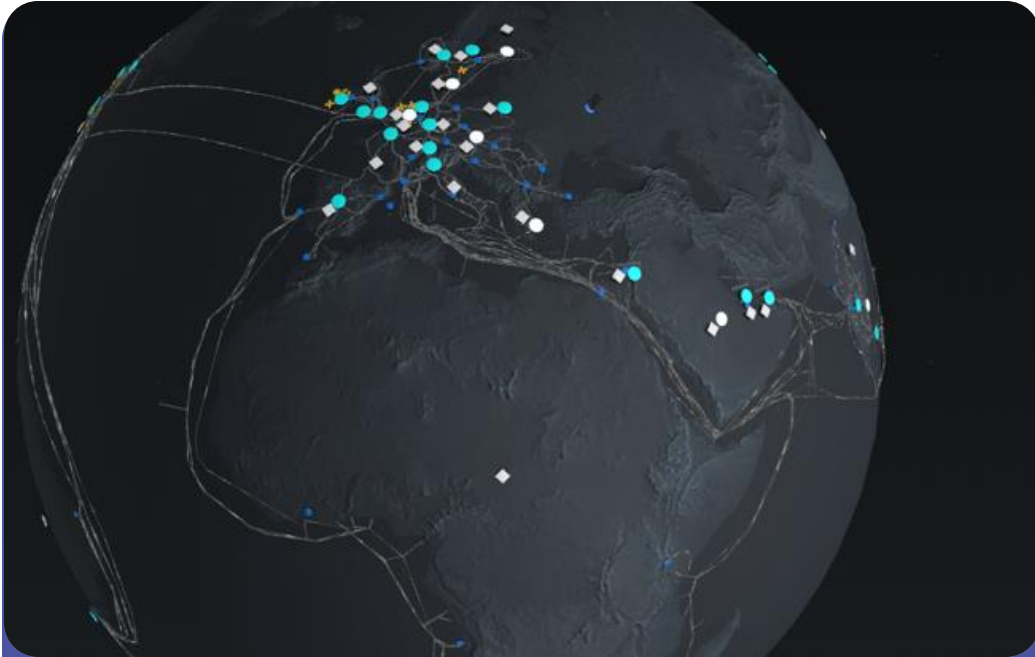
- **Changes October 2024**
- **Changes April 2025**



Azure



Azure as Backbone



Datacenters worldwide

Azure as Backbone

Product Categories

AI + machine learning
Analytics
Compute
Containers
Databases
Developer tools
DevOps
Hybrid + multicloud
Identity
Integration
Internet of Things
Management and governance
Media
Migration
Mixed reality
Mobile
Networking
Security
Storage
Virtual desktop infrastructure
Web

- **Virtual Machines**
- **Servers**
- **Storage**
- **Tools to help you**
 - **Monitor consumption**
 - **Manage access**
 - **Manage infrastructure**
 - **Manage cost**

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Products for any need

Azure as Backbone

1TB Additional Storage in BC:

~ 4,500€ / month

1TB Storage in Azure:

~ 20€ - 200€ / month



Storage as example

Save some more

Azure Cost Management

- Optimize your spending

Azure Reserved Instances

- For 1 or 3 years in advance

Azure Savings Plan

- For selected compute services

Azure Hybrid Benefit

- Discounts Server Licenses

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Reserved

Licensing SQL

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SQL Server Licensing Models

Per Core Licensing:

- Enterprise **and** Standard Editions: You need to purchase licenses for all the cores in the server. Each License Pack covers 2 Cores. **Covering 4 cores is the minimum requirement. (means 2 -2 core licenses at least)**

Server + CAL (Client Access License):

- Only for the Standard Edition: You purchase a license for the server and additional CALs for each user or device accessing the server.

SQL

Find a good summarized overview in the Licensing Datasheet on the Microsoft [SQL Pricing Website](#)

Editions and Pricing

Enterprise Edition:

- Per Core: \$15,123 for a 2-core pack.
- Features: Advanced performance, security, and high availability.

Standard Edition:

- Per Core: \$3,945 for a 2-core pack.
- Server: \$989 per server.
- CAL: \$230 per CAL.
- Features: Basic database, reporting, and analytics capabilities.

- Developer and Express Editions:

- Developer: Free, for development and testing only.
- Express: Free, with limitations on database size and performance.

SQL Server 2022 Edition	Licensing Options	
	Server + CAL	Per Core
Enterprise		•
Standard	•	•
Developer	Free edition	
Express	Free edition	

Licensing

Windows Server

Windows Server is available as

Windows Server 2022 Datacenter Core

Windows Server Standard Core

There are a few rules for core-based licensing that you should know.

Each server requires at least one base license that covers 16 core licenses.

All physical cores of the server must be licensed. Additional licenses are required if you install the operating system on systems with more than 16 cores.

Core licenses can be purchased in packages of 2, 4 and 16 cores.

Windows Server 2022 Standard and Windows Server 2022 Datacenter also require Client Access Licenses for each user or device that connects to the server.

Licensing



Windows Server

Keep in Mind:

Additional core licenses are required for customers who wish to license more than the two virtual machines covered by the Windows Server 2022 Standard Edition license. Again, if you need additional core licenses, you must purchase them in packages of 2, 4 or 16 cores.



Not that hard, is it?





Dynamics 365



A Quick Recap

3 Options to license

On-premises

- customer buys or rents on-premises software
- operates it in-house under their own management

Costs are incurred for e.g. hardware, server software + updates and the internal administration of the infrastructure.

IaaS – on-premises hosted on Azure

- customer buys or rents on-premises software
- operates it in a data centre

Costs are incurred for the data centre, but less for the internal administration of the infrastructure.

SaaS

- customer rents their software
- rental includes the complete operation in Microsoft's Azure data centre


There are no additional costs for servers or similar. This is all included in the rental price.











What is in it?

















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September 2024





Microsoft Business Applications





Copilot features Generally Available  Copilot announced or in Preview

Finance	Supply Chain	Human Resources	Project Management	Commerce	Small & Medium Business
 Dynamics 365 Finance Insights	 Dynamics 365 Supply Chain Management			 Dynamics 365 Commerce	
 Dynamics 365 Finance	 Dynamics 365 Guides			 Dynamics 365 Fraud Protection	 Dynamics 365 Business Central
	 Dynamics 365 Intelligent Order Management	 Dynamics 365 Human Resources	 Dynamics 365 Project Operations		

Microsoft Power Platform	Customer Data Platform	Marketing	Sales	Service	Industry Clouds
 Power Apps				 Dynamics 365 Contact Center	 Healthcare
 Power Automate				 Dynamics 365 Customer Service	 Financial Services
 Power BI	 Dynamics 365 Customer Voice			 Dynamics 365 Field Service	 Nonprofit
 Power Pages	 Dynamics 365 Customer Insights - Data	 Dynamics 365 Customer Insights - Journeys	 Dynamics 365 Sales	 Dynamics 365 Remote Assist	 Retail

LinkedIn
 LinkedIn Sales Navigator for Dynamics 365
 LinkedIn Lead Gen Forms

Microsoft Copilot
 Microsoft Copilot for Sales
 Microsoft Copilot for Service
 Microsoft Copilot for Finance
 Microsoft Copilot Studio

Nuance customer engagement solutions
 Nuance Conversational (IVR) Interactive Voice Response
 Nuance Live Assist
 Virtual assistant and chatbot AI
 Nuance Precision Imaging Network

Short Licensing recap

Dynamics 365 applications are licensed by subscription per User, Device, or Tenant:

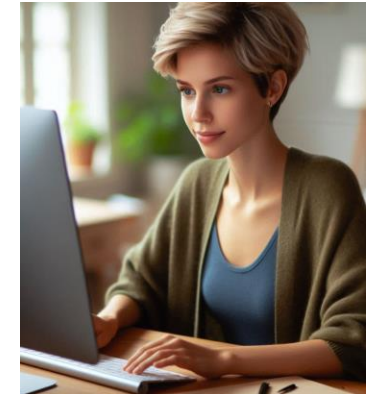
Device licenses:

Grant access to a shared device using either assigned or shared logins



User licenses:

Grant access for a named user with personal login credentials, from any device.



Tenant licenses:

provide access to a feature or service at the tenant level, regardless of the user or device involved



Products licensed as tenant license

- Dynamics 365 Customer Insights
 - Journeys (was Marketing)
 - Data (was Customer Insights)
- Dynamics 365 Fraud Protection
- Dynamics 365 Remote Assist
- Additional Database / Storage enhancement "subscriptions"

Operations – Activity

Commerce security roles

Role	Security Role Description	Suggested License		
		Team Members	Operations - Activity	Commerce
Commerce				
Warehouse clerk	Performs picking, receiving, and stock counting in a store or warehouse	•	•	•
Store manager	Performs management functions at the store, such as managing sales reports, inventory movements, and inventory counts		•	•
Warehouse manager	Manages order picking, shipping, and receiving for Commerce channels		•	•
Distributed order management (DOM) administrator	Defines and maintains the parameters, rules, fulfillment profile, and frequency of DOM executions for the distributed order management feature			•
Electronic reporting for Commerce	Creates and updates electronic reporting configurations for Commerce channels			•
Catalog manager	Maintains and publishes catalogs, typically from headquarters			•
Merchandising manager	Maintains and replenishes products and assortments, typically from headquarters			•
Operations manager	Takes responsibility for all non-merchandising operations, such as configuring stores, registers, and staff, typically from headquarters			•
Commerce service	Commerce service account responsibilities			•
Retail store IT	Performs POS client configuration and installation at the store level			•

Dynamics 365 Base & Attach Model



WAIT ?? WHAT ??

What is the difference between the two?

•**Base license:** This is the first Business Application you buy at the regular price. If you buy more than one Business Application, the base license should be the one that costs more. Each user needs one base license.

•**Attach license:** This is an extra application you buy after getting the base license. Users can have as many attach licenses as they need.

If you do not have a qualifying base, the purchase of an attach license will not be possible.

•**Assignment:** Each attach license can only be given to a user who already has the necessary base license. If a user doesn't have the required base license, the admin won't be able to assign the attach license.

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Which Products can I combine and how?

Base USLs (\$pupm)		Attach USLs (\$ pupm)											
		Business Central Essentials	Commerce	Customer Service Ent	Customer Service Pro	Field Service	Finance	HR	Project Operations	Remote Assist	Sales Ent	Sales Pro	SCM
Business Central Essentials	\$70	-	-	-	\$20	-	-	-	-	-	-	\$20	-
Business Central Premium	\$100	-	-	\$20	\$20	\$20	-	-	-	-	\$20	\$20	-
Commerce	\$180	-	-	\$20	\$20	\$20	\$30	\$30	\$30	-	\$20	\$20	\$30
Customer Service Enterprise	\$95	\$20	-	-	-	\$20	-	-	-	-	\$20	\$20	-
Customer Service Premium	\$195	\$20	-	-	-	\$20	-	-	-	-	\$20	\$20	-
Field Service	\$95	\$20	-	\$20	\$20	-	-	-	-	\$20	\$20	\$20	-
Finance	\$180	-	\$30	\$20	\$20	\$20	-	\$30	\$30	-	\$20	\$20	\$30
Finance Premium	\$300	-	\$30	\$20	\$20	\$20	-	\$30	\$30	-	\$20	\$20	\$30
Human Resources (HR)	\$120	-	-	\$20	\$20	\$20	-	-	\$30	-	\$20	\$20	-
Microsoft Relationship Sales	\$162	-	-	\$20	\$20	\$20	-	\$30	\$30	-	-	-	-
Project Operations	\$120	-	-	\$20	\$20	\$20	-	\$30	-	-	\$20	\$20	-
Sales Enterprise	\$95	\$20	-	\$20	\$20	\$20	-	-	-	-	-	-	-
Sales Premium	\$135	-	-	\$20	\$20	\$20	-	\$30	\$30	-	-	-	-
Sales Professional	\$65	-	-	-	\$20	-	-	-	-	-	-	-	-
Supply Chain Management	\$180	-	\$30	\$20	\$20	\$20	\$30	\$30	\$30	-	\$20	\$20	-
Supply Chain Management Premium	\$300	-	\$30	\$20	\$20	\$20	\$30	\$30	\$30	-	\$20	\$20	-

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Power Platform



Power Platform

When you own Dynamics 365/Microsoft 365/Windows, you already have some Power:

Qualifying License	Limited Use Rights Included with Qualifying License		
	Power Apps	Power Automate	Power Pages
Dynamics 365 Sales Premium	○	○	○
Dynamics 365 Sales Enterprise	○	○	○
Dynamics 365 Sales Professional		○	
Dynamics 365 Customer Service Premium	○	○	○
Dynamics 365 Customer Service Enterprise	○	○	○
Dynamics 365 Customer Service Professional		○	
Dynamics 365 Field Service	○	○	○
Dynamics 365 Project Operations	○	○	○
Dynamics 365 Team Members		○	
Dynamics 365 Finance	○	○	○
Dynamics 365 Finance Premium	○	○	○
Dynamics 365 Supply Chain Management	○	○	○
Dynamics 365 Supply Chain Management Premium	○	○	○
Dynamics 365 Commerce	○	○	○
Dynamics 365 Human Resources	○	○	○
Dynamics 365 Operations – Activity		○	
Dynamics 365 Business Central	○	○	○
Dynamics 365 Business Central Team Members		○	
Dynamics 365 Intelligent Order Management	○	○	○



Power Platform

What Power do you wield?

Power Apps
Power Automate
Power Pages
Copilot Studio

create and run apps, bots, and custom websites

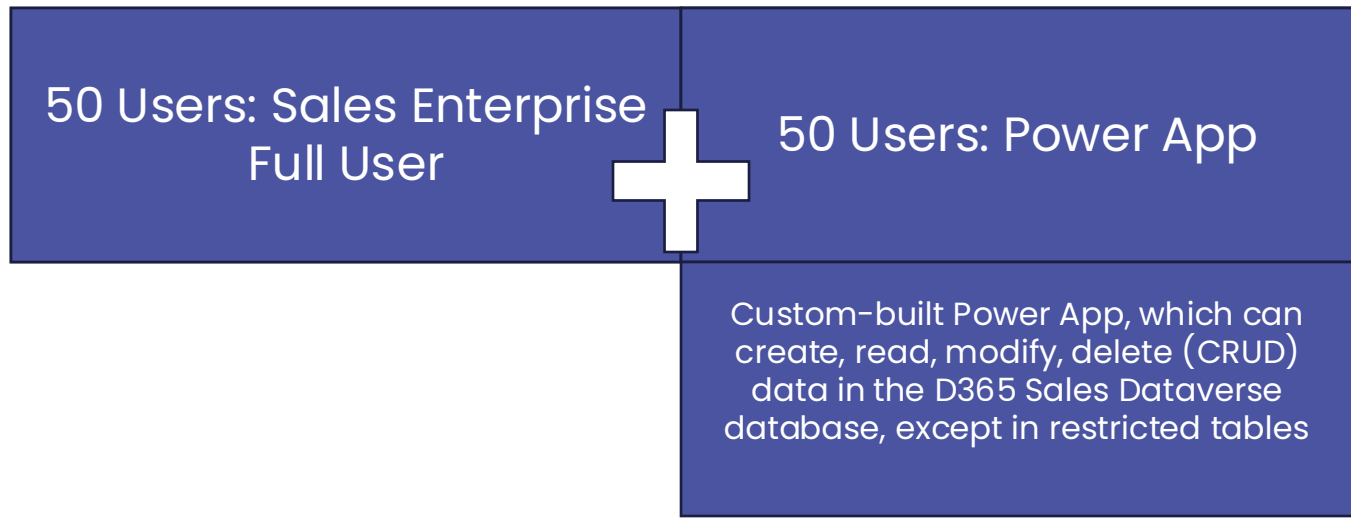
Power Platform products are licensed per User Subscription (User SLs), per bot, per tenant, and capacity add-ons per tenant. The license types vary by product.

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Power Platform

How to connect those powers?



Microsoft 365 Plans

Service	Microsoft 365 Business Basic	Microsoft 365 Business Standard	Microsoft 365 Business Premium	Microsoft 365 E3/Office 365 E3	Microsoft 365 E5/Office 365 E5 ^{1,2}
Office 365 platform	Yes	Yes	Yes	Yes	Yes
Exchange Online	Yes ³	Yes ³	Yes ³	Yes ⁴	Yes ⁴
SharePoint Online	Yes	Yes	Yes	Yes	Yes
OneDrive	Yes	Yes	Yes	Yes	Yes
Microsoft 365 Apps for the web	Yes	Yes	Yes	Yes	Yes
Microsoft 365 desktop client apps	No	Yes	Yes	Yes	Yes
Microsoft Teams	Yes	Yes	Yes	Yes	Yes
Project	No	No	No	No	No
Power BI	No	No	No	No	Yes
Viva Engage	Yes ⁵	Yes ⁵	Yes ⁵	Yes ⁵	Yes ⁵
Azure Information Protection ⁶	No ⁷	No	Yes	Yes	Yes
Microsoft Kaizala	Yes	Yes	Yes	Yes	Yes

Teams

Since Teams is now separate from M365, what to do?

Teams being separated from M365 gives the chance to explore the product

It's not just

“one of the things that comes with the Office suite”

“the work equivalent to WhatsApp”

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Teams

Explore possibilities

Teams Essentials: to cover the basics; accessible even via a browser on your mobile device

Teams Premium: for even more personalization

Teams Rooms & corresponding physical devices: to reimagine hybrid work and your office environment (bookable desks / easily set up meeting rooms)

Incorporate **Augmented Reality**

Get **additional solutions** built into Teams

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Changes



Volume Discount for Dynamics BC on-premises

The Volume Agreement is the only option for larger customer projects (both existing and new customers) to also receive discounts for on-premises purchase licences

- If 50-249 points are ordered for an existing or new customer with one order, there is a 15% discount for this order.
- If more than 250 points are ordered for an existing or new customer with one order, there is a 29% discount for this order.

The points are calculated according to the following scheme:

1 point = 1 full user or 5 team members (e.g. if a customer buys 1 full user and 10 team members, this equates to 3 points)

This discount is valid for this one order, which means, if you have another order which would add up to the 250 points, there is no discount anymore. You will have to reach a new 50-249 points for another discount

Keep in mind: this only counts for Perpetual / buying licenses, not for Subscription



Good to know before you go ;-)

October 2024

Dynamics Enhancement Plan

On October 3, 2024, annual Enhancement Plan (EP) rates increased by 1% for renewals and new sales from 18% to 19% of Protected List Price (PLP).

On-Azure discounts

for already existing subscription it will be reduced from 10% to 5%

The discount for Dynamics subscriptions running on-Azure, which was previously discontinued for new customers, is also being phased-out for existing customers.

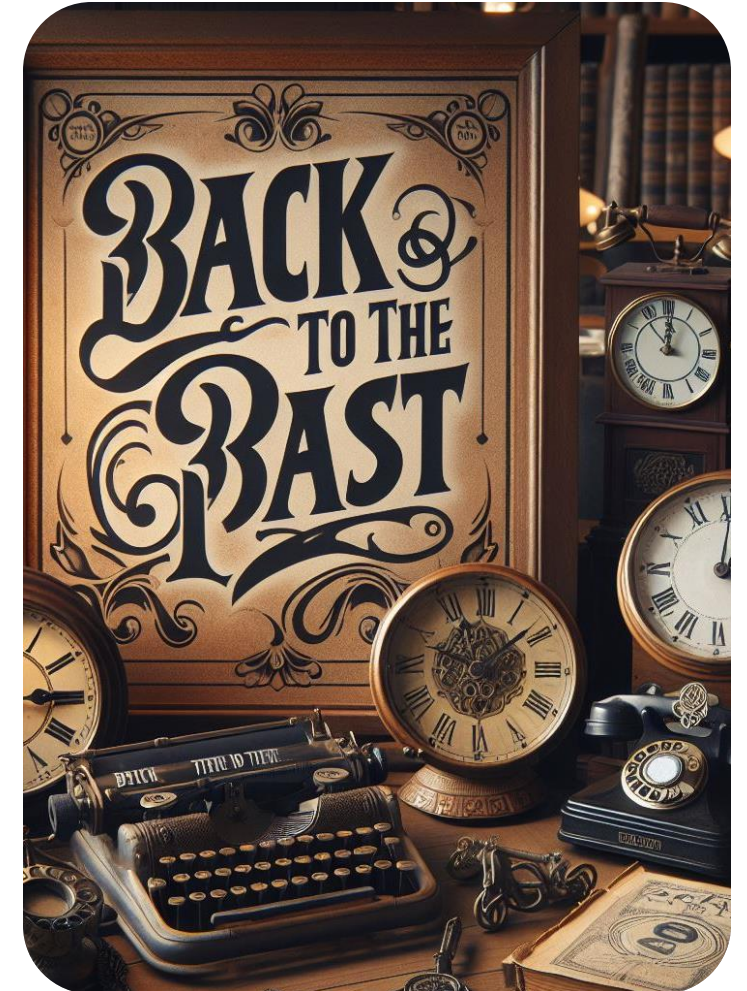
Dynamics On-Premises Licenses

Price increase per October 3, 2024

Example of NAV and Business Central in EUR:

- Subscription (both NAV and BC): +12%
- Perpetual NAV: +19%
- Perpetual BC: +7%
- Operations on-premises: +27%

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April 2025

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No more Selling of On Prem Business Central Licenses

New customers can only be licensed through subscriptions.

Better to check the cloud

BC new Release (applicable in general, not only for the april release)

Only On prem – Orders of new Objects / Modules might be blocked because MS is manually upgrading to the new version.



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Questions?

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Give us Feedback!

and help us improve!

Please rate my session in the Conference App!

and leave a constructive comment.

Thank you !

