

# Microsoft Dynamics CRM Online

## Pricing & Licensing

### Frequently Asked Questions

A frequently asked questions (FAQ) document on pricing & licensing for Microsoft Dynamics CRM Online. The document provides an overview of how CRM Online can be purchased through Volume Licensing and Web Self-service programs, and includes pricing, and licensing questions.

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## GENERAL OVERVIEW

### QUESTION

What is Microsoft Dynamics® CRM Online?

### ANSWER

Microsoft Dynamics CRM Online is a flexible business application that helps organizations increase their business productivity and enhance connections across people, processes, and different enterprise systems. It delivers the same functionality and value as an on-premises deployment, but with the added benefits of:

- **Rapid Time to Value:** Meet tight time to market requirements that may challenge in-house resources
- **Management Simplicity:** Minimize your need to manage multiple vendors or internal support resources thanks to ongoing application monitoring and maintenance
- **Improved Quality of Service:** Obtain reliable performance supported by a financially-backed 99.9 percent service level agreement (SLA)
- **Flexibility:** Scale the number of users up or down based on your need
- **Cost Predictability:** Change capital expenditures into predictable operating expenses

### QUESTION

How is the licensing for Microsoft Dynamics CRM Online different from licensing for Microsoft Dynamics CRM on-premises?

### ANSWER

In FY12 (CY 2011), Microsoft will be releasing a new version of Microsoft Dynamics CRM, version 2011. Microsoft Dynamics CRM 4.0 refers to the previous version of the application. Irrespective of the version, Microsoft Dynamics CRM is available for deployment online (Microsoft hosted or partner hosted) and on-premise. The method of deployment determines applicable licensing models.

Microsoft Dynamics CRM Online is a web-based monthly subscription solution hosted and managed by Microsoft. With this solution, a customer's data is stored in Microsoft® data centers and the application and underlying systems are operated and maintained by Microsoft. There are no unique server CAL requirements for the Microsoft Dynamics CRM Online service; rather customers pay a monthly fee for each unique user accessing the Microsoft Dynamics CRM Online service. The licensing model also does not support device based subscription licenses.

The alternative online option is partner-hosted Microsoft Dynamics CRM. In this particular case, the service provider licenses the software directly from Microsoft utilizing the Service Provider Licensing Agreement (SPLA). The service providers package the CRM functionality in a solution they sell directly to end customers.

In the case of an on-premises deployment, the business application software is sold to customers through a Microsoft licensed reseller. The on-premises deployment is managed by a customer's IT department and requires a CRM server license and CRM user / device CALs for each user / device access to the Microsoft Dynamics CRM application.

### QUESTION

In what countries and geographies will Microsoft Dynamics CRM Online be available?

## ANSWER

Microsoft Dynamics CRM Online will be available to customers in the 40 geographies listed below:

Americas	Europe	Asia Pacific
Brazil	Austria	Australia
Canada	Belgium	Hong Kong
Colombia	Cyprus	India
Costa Rica	Czech Republic	Japan
Chile	Denmark	Malaysia
Mexico	Finland	New Zealand
Peru	France	Singapore
Puerto Rico	Germany	
Trinidad and Tobago	Greece	
United States	Hungary	
	Ireland	
	Israel	
	Italy	
	Luxembourg	
	Netherlands	
	Norway	
	Poland	
	Portugal	
	Romania	
	Spain	
	Sweden	
	Switzerland	
	United Kingdom	

## LICENSING MODEL

### QUESTION

What licenses are included in the licensing model for Microsoft Dynamics CRM Online?

## ANSWER

The licensing model for Microsoft Dynamics CRM Online supports 3 licenses:

1. User subscription license (USL)
2. Step-up User subscription license (step-up USL)
3. Additional storage add-on

USL and step-up USL are named user licenses while storage add-on is an organization based license. The licensing model does not support device based licenses.

## QUESTION

What is a user subscription license?

## ANSWER

The user subscription license (USL) grants non-perpetual rights (with no buy-out rights) to the user of Microsoft Dynamics CRM Online service. The user license provides read-write access to Microsoft Dynamics CRM functionality.

As long as the customer is current on the subscription payments for the service, the customer will have access to the most up-to-date version of Microsoft Dynamics CRM Online. Since the service provides the latest and greatest features, there is no need for a customer to purchase Software Assurance to complement the USL.

## QUESTION

What is a step-up user subscription license?

## ANSWER

A step-up user subscription license allows customers who purchase or have previously purchased perpetual software licenses (CALs + SA) through Volume Licensing programs (Enterprise Agreement, Enterprise Subscription Agreement, Campus / School Agreement) to migrate to Microsoft Dynamics CRM Online. A step-up USL allows Microsoft Dynamics CRM On-Premise customers to protect the investments that they have made in Microsoft licensing, and permit them to maintain perpetual rights for the duration of their service agreement.

The step-up USL model includes two parallel agreements:

- A new or existing SA agreement that the customer will continue to maintain and renew, and
- An additional step-up USL Agreement that provides rights to the service.

Customers are required to continue to maintain and renew their corresponding Software Assurance agreements on their perpetual Client Access Licenses in order to maintain Microsoft Dynamics CRM Online step-up rights. If a customer chooses not to renew the associated Software Assurance agreement, the customer loses the right to purchase the step-up User Subscription License and will be required to purchase a User Subscription License to retain online service access rights.

## QUESTION

What is an additional storage add-on license?

## ANSWER

The additional storage add-on license allows a Microsoft Dynamics CRM Online customer to purchase additional storage in 1 Gigabyte (GB) increments on a subscription basis.

Microsoft Dynamics CRM Online subscription includes 5 Gigabytes of storage. If the storage requirements of the customer exceed 5 GB, the customer can increase the storage by purchasing this non-perpetual license.

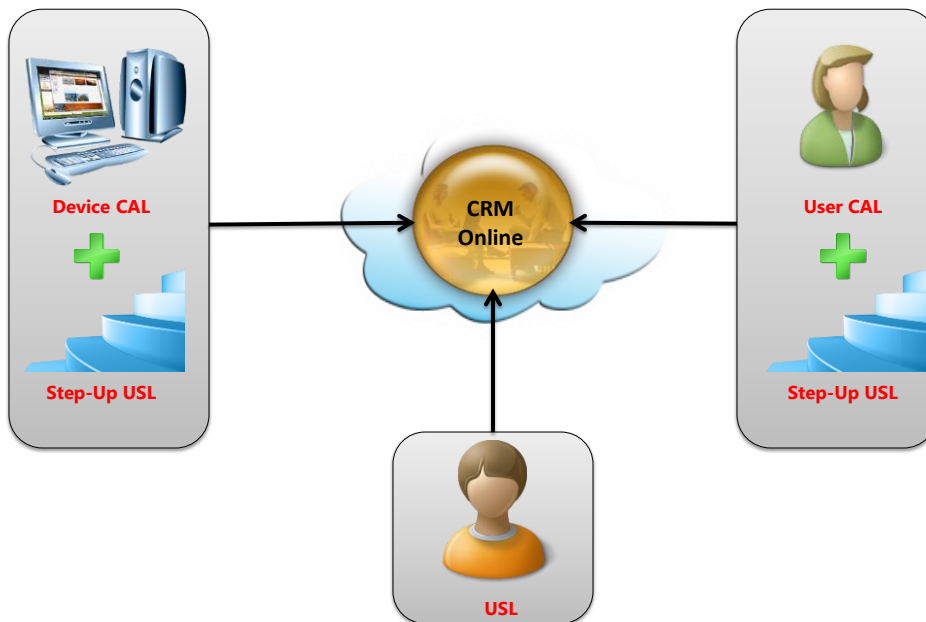
## QUESTION

What are the licensing requirements for users of Microsoft Dynamics CRM Online service?

## ANSWER

Each internal user of Microsoft Dynamics CRM Online organization requires a subscription license to access the service.

Microsoft Dynamics CRM Online customer does not need to purchase additional licenses for external users who access the Service without using any of the software. "External users" means users that are not Customer, or its employees, Affiliates, contractors or agents.



To learn more about the terms of service, refer to Microsoft Dynamics CRM Online ToS:  
<https://signin.crm.dynamics.com/portal/static/1033/tos.htm>

## QUESTION

Does the licensing model support read-only licenses?

## ANSWER

Microsoft Dynamics CRM Online supports user subscription licenses that provide read-write access to the service. The licensing model does not support read-only licenses.

The service allows a customer to configure user accounts and control access for users within the organization that require read-only access.

## QUESTION

Which Microsoft Dynamics CRM on-premise licenses qualify for a step-up USL?

## ANSWER

Microsoft Dynamics CRM Online USL includes read-write access rights to the subscription service. Accordingly, Full CALs current on SA are eligible for a step-up USL. Each Full User/Device CAL qualifies for one step-up USL.

Limited User CALs and Limited Device CALs do not qualify for step-up USL. Limited CALs can be combined with Additive CALs to become eligible for Step-Up USLs. Customers that are not active on SA for CRM CALs do not qualify for Step-USL eligibility.

License Type	Active on Software Assurance?	Step-Up USL Eligibility
Microsoft Dynamics CRM User CAL	Yes	Yes
Microsoft Dynamics CRM Device CAL	Yes	Yes
Microsoft Dynamics CRM Limited User CAL + Microsoft Dynamics CRM Additive User CAL	Yes	Yes
Microsoft Dynamics CRM Limited Device CAL + Microsoft Dynamics CRM Additive Device CAL	Yes	Yes
Microsoft Dynamics CRM Limited User CAL only	Not Applicable	No
Microsoft Dynamics CRM Limited Device CAL only	Not Applicable	No
Microsoft Dynamics CRM User CAL	No	No
Microsoft Dynamics CRM Device CAL	No	No
Microsoft Dynamics CRM Limited User CAL + Microsoft Dynamics CRM Additive User CAL	No	No
Microsoft Dynamics CRM Limited Device CAL +	No	No

Device CALs that are purchased as part of an EA or CASA agreement have a 1:1 relationship with Microsoft Dynamics CRM Online step-up USLs: one Device CAL qualifies for one step-up USL.

## QUESTION

Does “Stepping Up” from an existing license with Software Assurance transition that license from perpetual to non-perpetual?

## ANSWER

No, the Step-Up license preserves the perpetual on-premise license investments. The customer maintains perpetual rights to the CALs and gets non-perpetual rights to Microsoft Dynamics CRM Online service.

## QUESTION

Can a customer mix both user subscription and step-up user subscription licenses?

## ANSWER

Yes. A customer can use a combination of user subscription licenses and step-up user subscription licenses to access Microsoft Dynamics CRM Online service.

## LICENSING PROGRAMS

### QUESTION

What licensing programs are supported for purchasing Microsoft Dynamics CRM Online subscription?

### ANSWER

Microsoft Dynamics CRM Online supports two licensing programs to purchase subscriptions:

1. Web self-service program
2. Volume licensing

Under Volume licensing, Microsoft Dynamics CRM Online will be available through Enterprise Agreement, Enterprise Subscription Agreement, and Campus / School Agreement only.

### Question

Is there a minimum or maximum limit on the number of users for a subscription?



## **ANSWER**

There is currently no minimum or maximum limit to the number of Microsoft Dynamics CRM Online users allowed to sign-up for a Microsoft Dynamics CRM Online subscription.

## **QUESTION**

How can customers order Microsoft Dynamics CRM Online through Web self-service?

## **ANSWER**

Customers interested in purchasing Microsoft Dynamics CRM Online subscription through Web self-service can place the order on Microsoft Dynamics CRM Online portal: <http://crm.dynamics.com>

## **QUESTION**

Which Microsoft Dynamics CRM Online licenses are available through Web self-service program?

## **ANSWER**

Customers can purchase the following Microsoft Dynamics CRM Online subscription licenses through Web self-service:

1. User subscription license (USL)
2. Additional storage add-on

Step-up user subscription license applies only to purchase made through Volume licensing programs.

## **QUESTION**

What is the subscription term for Microsoft Dynamics CRM Online subscription purchased using Web self-service program?

## **ANSWER**

The subscriptions for Microsoft Dynamics CRM Online purchased using Web self-service program require a 12-month commitment. The subscription auto-renews at the end of the subscription term.

A customer can add users in the middle of the subscription term; the subscription for these additional users auto-renews at the end of original subscription term.

## **QUESTION**

How can customers order Microsoft Dynamics CRM Online through Volume Licensing?

## **ANSWER**

Customers interested in placing an order for Microsoft Dynamics CRM Online through Volume Licensing should contact Microsoft to find a Microsoft Authorized Enterprise Software Advisor (ESA) or a Microsoft Authorized Large Account Reseller (LAR) to help the customer with acquiring licenses under the Enterprise Agreement.

The order fulfillment for Microsoft Dynamics CRM Online involves a multi-step process that requires actions from the partner and the customer.

To fulfill an order for purchase of new subscriptions to the service,  
Microsoft partner submits the order  
Customer activates subscription to Microsoft Dynamics CRM Online

To fulfill an order for purchase of additional licenses and storage,  
Microsoft partner submits the order  
Customer adds licenses and storage using the subscription management console within Microsoft Dynamics CRM Online.

## **QUESTION**

Will Volume Licensing (VL) customers have the ability to order Microsoft Dynamics CRM Online as part of their standard VL contracts?

## **ANSWER**

Microsoft Dynamics CRM Online will be available through Enterprise Agreements, Enterprise Subscription Agreement (ESA) and Campus and School Agreements (CASA) to streamline and simplify the ordering of Microsoft Dynamics CRM Online. The billing and contract terms are consistent with those of corresponding Volume Licensing agreements.

## **QUESTION**

What is the subscription term for Microsoft Dynamics CRM Online subscription purchased using Volume licensing programs?

## **ANSWER**

The subscription for Microsoft Dynamics CRM Online purchased using a Volume licensing program is co-terminus with the existing volume licensing agreement.

A customer can add users any time during the agreement term; the subscription length for these additional users lasts till the end of the volume licensing agreement term.

The key business policy difference between purchasing licenses for the suite through an EA versus an EAS is that the EAS allows for license quantity adjustments on an annual basis. For example, the number of licenses can be reduced or increased at every agreement anniversary date. The EA does not allow for decreases in licenses quantity at the agreement anniversary. The same business rules apply to CASA customers as for EA customers.

## **QUESTION**

What are the requirements to purchase step-up user subscription licenses of Microsoft Dynamics CRM Online through Volume Licensing?

## ANSWER

Enterprise Agreement and Campus / School Agreement customers with perpetual software licenses (CALs + SA) from Microsoft for on-premise use will be allowed to step-up to Microsoft Dynamics CRM Online service through the purchase of step-up USLs provided they are current on Software Assurance. Customers are required to maintain and renew their corresponding Software Assurance agreements on their perpetual CALs in order to maintain Microsoft Dynamics CRM Online step-up rights. If a customer chooses not to renew the associated Software Assurance agreement, the customer loses the right to purchase the Step-Up USL and will be required to purchase a USL to retain online service access rights.

## QUESTION

Can a customer enrolled in Enterprise Agreement "true-up" the user license subscriptions for Microsoft Dynamics CRM Online?

## ANSWER

True-up rights do not apply to Microsoft Dynamics CRM online under Enterprise Agreement. Customers are required to order subscriptions to Microsoft Dynamics CRM Online before using the service.

## QUESTION

Does subscription to Microsoft Dynamics CRM Online through CASA require institution-wide enrollment?

## ANSWER

Customers enrolled in Campus / School Agreement can take advantage of academic pricing through the existing campus and school agreements to subscribe to Microsoft Dynamics CRM Online. The service is coterminous with the underlying CASA enrollment. Institutions are not obligated to enroll all Full-time employees or devices; the academic institutions can purchase subscriptions based on the actual users. Moreover, the institutions enjoy the flexibility to deploy the service in multiple stages.

## PRICING

### QUESTION

What is the pricing for Microsoft Dynamics CRM Online through Web Self-service program?

### ANSWER

The following licenses are available for purchase through Web Self-service program:

- Microsoft Dynamics CRM Online User Subscription License (USL)
- Additional Storage for Microsoft Dynamics CRM Online

Prices shown in table below are exclusive of applicable taxes, levies, and duties. Actual pricing may vary by geography in compliance with applicable local pricing policies.

Microsoft Dynamics CRM Online (US Only)	CRM Online Professional	CRM Online Storage Add-on
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<b>5 Gigabytes of Storage, 12 Month Commitment, Offline Synchronization</b>	<b>\$44.00 per month</b>	
<b>1 Gigabyte of Storage</b>		<b>\$9.99 per month*</b>
<b>Cancellation fee per user</b>	<b>\$175.00</b>	
<b>NOTE: Above pricing does not include any applicable sales taxes.</b>		
* Storage pricing is by organization, not by individual user		

Pricing information can be accessed on Microsoft Dynamics CRM web portal:  
<http://crm.dynamics.com/how-to-buy>

### QUESTION

What is the pricing for Microsoft Dynamics CRM Online through Volume Licensing?

### ANSWER

The following licenses are available for purchase through volume licensing:

- Microsoft Dynamics CRM Online User Subscription License (USL)
- Microsoft Dynamics CRM Online Step-Up User Subscription License (Step-Up USL)
- Additional Storage for Microsoft Dynamics CRM Online

Prices shown in table below are **Estimated Net Pricing** in U.S. dollars for On-line software in **EA (1 Month)**. Actual pricing may vary by geography in compliance with applicable local pricing policies.

	<b>Program</b>	<b>User Subscription License</b>	<b>Step-Up User Subscription License</b>	<b>Storage Add-On</b>
<b>US Dollars</b>	<b>EA A (1 Month) SKU</b>	\$42.68 DSD-00001	\$28.22 DSD-00002	\$9.69 DSD-00003
	<b>EA B (1 Month) SKU</b>	\$41.36 (see above)	\$26.27 (see above)	\$9.39 (see above)
	<b>EA C (1 Month) SKU</b>	\$40.04 (see above)	\$24.08 (see above)	\$9.09 (see above)
	<b>EA D (1 Month) SKU</b>	\$38.72 (see above)	\$22.29 (see above)	\$8.79 (see above)

Please contact a LAR in your local region to receive pricing information in your geography.

## GLOBAL PRICING PROMOTION

### QUESTION

What is Microsoft Dynamics CRM Online 2011 launch promotion?

### ANSWER

Microsoft Dynamics CRM Online 2011 launch promotion is global pricing promotion that offers 22.72% discount on the regular price of Microsoft Dynamics CRM Online licenses.

The promotion will be available through Web self-service program between January 17, 2011 and June 30, 2011.

The promotion will be available through Volume Licensing programs between February 1, 2011 and June 30, 2011 in all markets wherever Microsoft Dynamics CRM Online service is available.

### QUESTION

Which Microsoft Dynamics CRM Online licenses are available for purchase through global pricing promotion?

### ANSWER

The global pricing promotion is applicable to the user subscription license and step-up user subscription licenses.

Web self-service customers can subscribe to the service at promotional price using Microsoft Dynamics CRM Online portal.

The promotional SKUs will appear on pricelists for Enterprise Agreements, Enterprise Subscription Agreement (ESA) and Campus and School Agreements (CASA).

### QUESTION

What is subscription term for the promotional SKUs?

### ANSWER

**The subscription term for the promotional SKUs purchased through Web self-service program is 12 months.** A customer that subscribes to Microsoft Dynamics CRM Online at promotional price can add users in the middle of the subscription term at the same promotional price.

The following scenario illustrates how promotional pricing applies to web self-service subscriptions purchased before June 30, 2011:

- Customer Contoso purchases CRM Online subscription on March 1, 2011, for 100 users. The promotional price will be valid till the end of 12-month subscription term : February 29,2012.
- The customer adds 50 users to CRM Online subscription on October 1, 2011. The promotional price applies to these users till the remainder of 12-month subscription term (October 2011 through February 29, 2012).

Microsoft Dynamics CRM online service is coterminous with the existing volume licensing agreement.

**The subscription term for the promotional SKUs is the remaining term on the underlying volume**

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**licensing agreement from the effective purchase date. The promotional SKUs will be available on pricelists till June 30, 2011.**

The following scenario illustrates how promotional pricing applies to CRM Online subscriptions purchased through EA:

- Enterprise Agreement lasts for 36 months. Customer Contoso enrolls in a new Enterprise Agreement. Contoso adds 100 CRM Online licenses on March 1, 2011 by purchasing promotional SKUs from the pricelist.
  - The promotional price will be valid till the end of subscription term: February 29, 2014.
- Contoso adds 50 CRM Online licenses on June 1, 2011 by purchasing promotional SKUs from the pricelist.
  - The promotional price applies to these users till the remainder of Enterprise Agreement term: June 2011 through February 29, 2014.
- Contoso adds 25 CRM Online user subscription licenses on October 1, 2011.
  - Since promotional SKUs are removed from pricelists at the end of promotion period (June 30, 2011), Contoso can only purchase licenses at regular price.
  - The regular price applies to these users till the remainder of Enterprise Agreement term (October 2011 through February 29, 2014).
- Customer renews Enterprise Agreement on March 1, 2014 and retains all the CRM Online licenses
  - The regular price applies to all licenses till the remainder of Enterprise Agreement term

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