Tools: Sales and Marketing Resources

Find valuable and free materials to help you drive sales and communications to your customers, including customizable collateral, web content, promotional items and offers.

OEM Partner Center	http://oem.microsoft.com
OEM Digital Toolkit	http://oem.microsoft.com/script/contentpage.aspx?pageid=565121
U.S. OEM Offers	http://www.microsoftmore.com
OEM Office Elements	http://oemofficeelements.com/
Office Media Backup	http://www.microsoft.com/office/backup
Public Relations and Image Gallery	http://www.microsoft.com/presspass

Partner:

OEM Sales Center	http://www.oemsalescenter.com
Microsoft Partner Network	https://partner.microsoft.com/US/salesmarketingsection
Office 2010 OPK Download	http://oem.microsoft.com/script/contentpage.aspx?pageid=566073
Windows Server Selector Tool	http://www.oemsalescenter.com/product.aspx?productid=2825
Microsoft Office 2010 Information	http://www.oemsalescenter.com/products/office2010
Windows 7 Information	http://www.oemsalescenter.com/products/windows7
Windows Server Information	http://www.oemsalescenter.com/products/WindowsServer

Distributor:

OEM Sales Center	http://www.oemsalescenter.com/distributor
Partner Graphics	http://oem.microsoft.com/script/contentpage.aspx?pageid=554038
Microsoft Office 2010 Information	http://www.oemsalescenter.com/distributor/products/office2010
Windows 7 Information	http://www.OEMSalesCenter.com/distributor/products/windows7
Windows Server Information	http://www.oemsalescenter.com/distributor/products/WindowsServers

Training: Events and Webinars

Get the training you need, when you want it. Live and on-demand training is available on business, products, sales and marketing. Develop your own training curriculum, and search training just for your role, company or expertise.

Microsoft Partner Network	https://partner.microsoft.com/US/trainingevents
Microsoft Partner University	http://mspartneruniversity.upsellusa.com/
Learning Plan Tool	http://www.microsoftlearningplans.com
OEM Training Zone	http://www.oemtrainingzone.com
Worldwide Partner Conference	http://digitalwpc.com
Windows Azure Training	https://partner.microsoft.com/us/trainingevents/40111488
Server Beyond the Box	http://www.oemsalescenter.com/distributor/product.aspx?productid=2737

Follow Us!

US Partner Twitter	http://twitter.com/msuspartner @msuspartner
	Covers a variety of topics and information for U.S. partners
MS US Genuine Twitter	http://www.twitter.com/msusgenuine @msusgenuine
	Resources and daily updates
Microsoft Learning	http://twitter.com/mslearningcurve @mslearningcurve
	Covers Partner Learning
Microsoft Public Sector for Partners	http://twitter.com/msuspubsector @msuspubsector
	Covers info relevant to Education, Healthcare, Government – Federal, State and Local
US Partner Blog	http://blogs.technet.com/b/msuspartner/archive/tags/newsletter

Other

OEM Media Replacement	http://oem.microsoft.com/script/contentpage.aspx?PageID=555744
OEM COA Replacement	http://oem.microsoft.com/script/mr/Coa987Replacement.aspx
Authorized US OEM Distributors	http://oem.microsoft.com/authorized_distributors

Where Can I Call for Help?

License and Pre-Sales Questions	1-800-426-9400 (option 4 or say 'partner')
Certified Partner Support Line	1-800-SOL-PROV (1-800-765-7768)
Business-Critical "Server Down" Phone Support	https://partner.microsoft.com/40012229

Genuine Licensing Resources

OEM Licensing and Anti-Piracy	http://oem.microsoft.com/script/contentpage.aspx?PageID=553067
Volume Licensing	http://www.microsoft.com/licensing
How to Tell Genuine Microsoft Software	http://www.howtotell.com
Report Piracy	piracy@microsoft.com or http://www.microsoft.com/piracy
Product Activation	http://www.microsoft.com/piracy/activation.mspx
MS US Genuine Twitter	http://www.twitter.com/msusgenuine @msusgenuine
	Resources and daily updates

OEM Licensing Basics

- There are only two ways to acquire a full OS license on a new PC: OEM or Retail License. All other licenses are upgrades. There are no exceptions to this in any Microsoft Licensing agreement: Open, Academic, Select, Enterprise, Government, Charity, etc.

- Product Activation is required by the customer in OEM System Builder products. A System Builder may activate the software on behalf of the end user. http://www.microsoft.com/piracy/activation.mspx.

- The System Builder who installs the Windows software provides all end user support for that software; the System Builder must include their support number in the Help files of the PC itself, or in the end-user documentation. Microsoft provides support for 2007 Microsoft Office system.

- A complete system builder license includes the software media, manuals and Certificate of Authenticity. If all three are not present, it is not a valid license.

- An OEM license may not be transferred from one computer to another.

OEM System Builder & Distributor MPU sales track #2

- Understand the Options and Upgrade your Customers to Windows 7 Now
- Windows Server 2008 R2 and Windows 7 Service Pack 1 Overview
- Office 2010 Scenarios and Conversation Starters
- License Mania OEM

PRODUCT FOCUS	CAMPAIGN / TACTIC	AUDIENCE				Q1 OFFICE	Q2 WINDOWS SERVER & OFFICE 2010	Q3 WINDOWS SERVER & OFFICE 2010	Q4 WINDOWS PRO
	TACTIC	**BREADTH**	**MANAGED**	**TELESALES**	**DISTRIBUTOR**				
Windows	**Power Up With Pro**	•			•	▬	▬	▬	
	Vertical Marketing: Value Advantage		•				▬		
	Business PC Campaign (Windows & Office)	•	•	•	•		▬	▬	▬
	Now is the Time	•				▬			
	Value of Genuine Windows	•			•		▬	▬	
	Simplify IT	•			•		▬	▬	
	Windows Live Wave 4 (consumer)	•			•		▬	▬	
	Windows InTune	•					▬	▬	
Office	**That's a Great Idea Campaign**	•	•	•	•	▬	▬	▬	▬
	Business PC Campaign (Office and Windows)	•	•	•	•	▬	▬	▬	▬
	Readiness: Office Accelerator	•	•	•	•	▬	▬		
Server	**Reseller Option Kit (ROK) – MNA Targeted: Refresh**				•	▬	▬	▬	▬
	Simplify IT Campaign	•	•	•	•	▬	▬	▬	
	SBS 2011 Launch	•	•	•	•	▬	▬	▬	
	Readiness: SBS 2011 Launch	•	•	•	•	▬	▬	▬	
	SBS Launch Roadshows	•	•	•	•	▬	▬	▬	
	Launch Kit	•	•	•	•			▬	
	Readiness: Train to Win with Windows Server	•	•	•	•	▬			
	Virtualization (SCE)	•	•	•	•		▬	▬	▬
	Beyond the Box	•			•	▬	▬	▬	▬
Readiness	**Online: OEM/System Builder PLC/LPT Packages**	•	•	•	•	▬	▬	▬	▬
	Intel Channel and Embedded Conference Road Show	•	•	•	•	▬	▬		
	OEM Disti Events (Plans unique to Partner)				•	▬	▬	▬	▬
	MPU: OEM Disti Sales Tracks				•	▬	▬	▬	▬
	MPU: System Builder Sales Tracks	•	•	•		▬	▬	▬	▬