



Carnes Group

"We Do What It Takes To Get The Job Done"



Information Worker Solutions
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Newsletter

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Technology News - Microsoft Software Buying Primer and more

MICROSOFT SOFTWARE BUYING PRIMER

We get a lot of questions from our small business customers about buying Microsoft software. The purchasing options can be quite complicated so here is a quick primer on what options you have. The main types you will see are: 1) OEM, 2) RETAIL and 3) OPEN (several types). The best option for businesses is always OPEN licensing - ALWAYS! Here are some facts to consider:

OEM This software comes pre-installed on a PC and is less than the Retail price. But - and here is the thing - it is ONLY valid for the PC it came with. If the PC dies, or you replace it, you CANNOT legally load this software anywhere else. This is the most common license violation we see. It doesn't matter if you have disks or not; OEM software is only licensed for the PC you bought it on. Businesses should avoid buying OEM software, it becomes unmanageable quickly.

RETAIL This software type is bought in a store, online or in a similar fashion. The license can be moved from PC to PC but can only be installed on one PC at a time (unless the license says differently). Another common form of software piracy happens when someone loads the one boxed copy time and time again. Even if you bought ten boxes of the same software, you can't take one set of disks and load it ten times! You have to install EACH specific box. Most of the software will now "lock" after two installations as part of Microsoft's Anti-Piracy initiatives. Managing those boxes and keeping track of which box was loaded on which PC is near impossible. It isn't very "green" either.

OPEN Open License software comes in different types but basically you buy a set number of copies of any Microsoft software, the same or mix and match - and Microsoft gives you a license certificate and a website to download your software. The same software can be installed as many times as needed as long as you have bought the licenses. You can continue adding to the Open license and you always know exactly how many copies you have. You also get Downgrade Rights. Let's say you are currently standardized on Office 2007 and need two more copies. You can't buy Office 2007 anymore unless you find some retailer with leftover copies (or some websites trying to pass off illegal OEM software as Retail). You can buy two copies of Office 2010 on your Open license and Microsoft lets you download Office 2010 or Office 2007. When you decide to upgrade everyone to 2010 later, you already have bought some of the copies you will need. Open license software is typically a bit less in price than retail software and is the RIGHT choice for businesses.

There are a lot of different options for Open License such as Open Business, Open Value, Select, Enterprise, and we'll cover these in a future newsletter - or call us and we'll walk you through it.

For the record: Carnes Group employees will NOT work with illegal Microsoft software. If we believe we are being asked to handle, support or install illegal Microsoft software we will politely decline and leave the site. Licensing ethics are black and white. Make sure your IT company protects you by only using licensed software! **Call us, we can help!**

Question of the Month: [Carnes Group's Selling Philosophy](#)

Q: What is Carnes Group's selling philosophy?

A: We haven't had a dedicated salesperson in 3 years! When you talk to Carnes Group, you talk to a technical person who understands how businesses use technology. We will advise you on the BEST solution for your business. We treat your business like we were an employee entrusted with a precious asset - your information and technology. We have a team who are experienced in desktop, server, network and company technology - we aren't a one-person outfit who hangs out a shingle and states "we are an IT company!". If you decide on a solution that we feel is not in your best interest, we'll tell you. We still have most of our very first customers from nearly 7 years ago and we feel they stay for a reason. **BEWARE of IT companies that send "Ace Salesman" who only cares about making his or her sales quota.** They can talk the talk but seldom understand the technology. Carnes Group cares about YOU - none of us have a sales quota to cloud our judgment. We will make sure you have the RIGHT advice and technology for your business. **Call us!**

Carnes Group Information

Carnes Group
Your Single Source for
Technology Services AND
Products!

We focus on your
technology needs while you focus
on growing your business.

CONTACT US TODAY!
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