Dear Sir / Madam,

We present to you the seventy sixth edition of our Software Licensing Bulletin, which highlights details on Microsoft® Software License Reimaging.

The process of copying an OS image onto multiple devices from a single consistent image is known as reimaging.

Reimaging helps to streamline the process of activating the software product across multiple licensed devices in an organisation, which in turn will help them reduce the total cost of ownership along with a faster software deployment across the organisation.

An organisation will have to look out for certain license implications (mentioned below) before it can enjoy the benefits of Software Reimaging.

- **Reimaging rights**: Any customer with a single OS Upgrade license and media kit procured via Open, Select Plus or EA can avail the benefits of Reimaging Rights.
- **Eligibility**: Customers can reimagine OEM (Original Equipment Manufacturer) licensed devices using VL (Volume Licensing) media kits, provided that the products licensed under the programme are the same product, version, and edition, contain the same components, and are in the same language. FPP (Full package product) OS license media cannot be used for this purpose.
- **Associated risks**: OEM media images may not be used in the scenario where an organisation wishes to deploy a standard image across multiple devices shipped from different OEMs. However, the customer is free to contract with these system vendors to leverage this right to install VL media kit image on its behalf, and the devices procured from the OEM will still have underlying OEM licenses along with the OEM recovery media.

P.S: Microsoft Commercial licensing media means a web-based download of Microsoft Commercial Licensing Products from the Microsoft Volume Licensing Service Center (VLSC) portal or Microsoft Commercial Licensing CDS/VD Disk Kits.

Organization may obtain more information on reimaging from the Commercial Licensing brief provided by Microsoft currently available as a download on their current website.

We are conducting a knowledge sharing breakfast session on "Effectively managing SAP licensing risks" topic across various cities.

- **Bengaluru – 5 June**
- **Guwahati – 7 June**
- **Mumbai – 12 June**
- **Pune – 13 June**

We hope the bulletin was informative. We would be happy to arrange for any additional information that you may require on the subject. Please write to us at in-fmkpmgccsbulletin@kpmg.com, for any queries or feedback.

Regards,

KPMG in India

About KPMG in India’s software licensing team: We have an experienced team of over 160 professionals in India with diverse and in-depth knowledge of software licence, software asset management tool, Intellectual Property (IP) and contract review.

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