

Microsoft 365 A1 for devices

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Content Overview

- Microsoft 365 A1 for devices Introduction
- Opportunity and customer insights
- Customer value of the offering
- Offering differentiation
- Selling scenarios
- Products included in the SKU
- Timing and availability
- SKU summary



SKU Overview

A CSP-only offer which builds upon the existing Microsoft 365 A1 SKU with increased functionality and customer value.

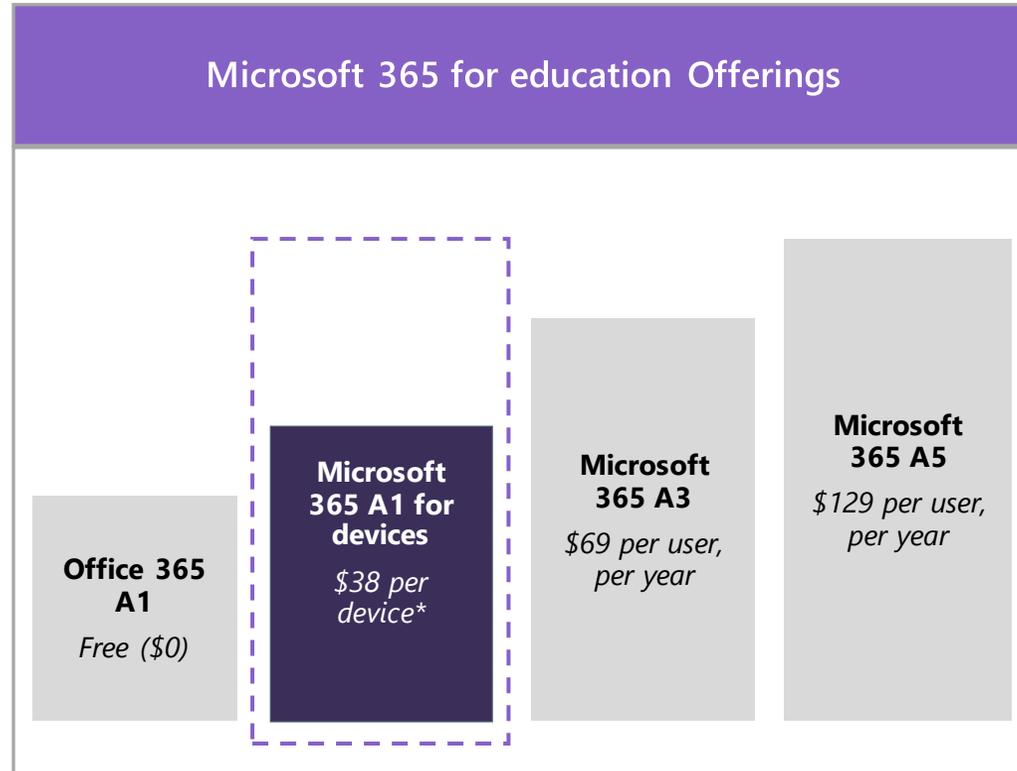
A simple and cost-effective solution to lock in Microsoft 365 for up to 6 years at just \$38 per device.

Microsoft 365 Apps for Enterprise with desktop Word, Excel, and PowerPoint enable online and offline learning.

Unlock an immersive, learning experience in a game students love with Minecraft: Education Edition.

Manage all your Windows and iOS devices, users and thousands of other apps from a single cloud dashboard with Intune for Education.

Supports 1:1 dedicated device learning scenarios (not intended for shared devices or labs/libraries).



*\$38 'one-time' pricing for up to 6 years

Education Opportunity

Market research indicates that both K-12 and Higher Education IT Decision Makers are highly receptive to a device-based software subscription.

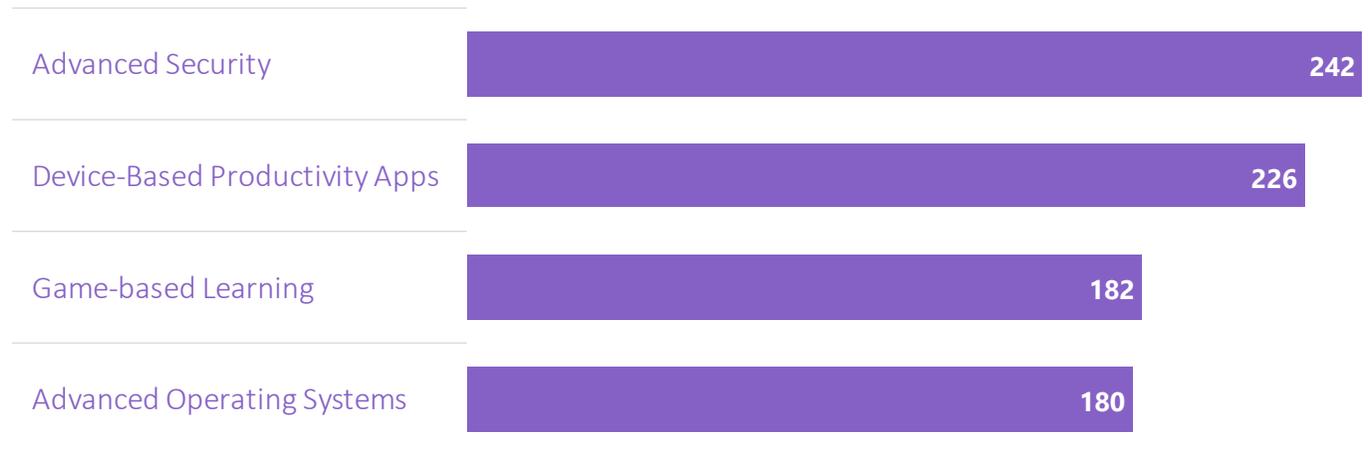
Device-based productivity apps, security, and game-based learning contribute to ITDM preference of a new device-based license and are areas where Microsoft 365 is well positioned to deliver on.

This license also presents an opportunity for customers to spend time-bound stimulus or capital funds to lock in a broad set of apps, learning experiences, and inclusive features for multiple years.

In the US alone, Congress has directed \$280.7B toward education across three relief bills, with the majority for K12. All federal relief funds must be obligated by September 2024 or earlier.**

ATTRIBUTE IMPORTANCE – IMPACT ON PREFERENCE SHARE (BASED ON DCM RESULTS)*

Among K-12 Education ITDMs (n=211)



*Source: Primary Research on Device Based Subscriptions, conducted for Microsoft in October 2020.

**Source: Jordan, Phyllis. "What Congressional Covid Funding Means for K-12 Schools." FutureEd, 7 July 2021, www.future-ed.org/what-congressional-covid-funding-means-for-k-12-schools/.

A simple and cost-effective solution to support all learners with dedicated (1:1) devices.

Simple and Cost Effective

- One-time purchase of \$38 per device that lasts for up to 6 years.
- Spend time-bound stimulus or capital funds to lock in cloud management and a broad set of apps for multiple years.

Supports all Learners

- Support learning experiences (with or without an internet connection) with desktop Microsoft Teams, Office apps, and OneNote Class Notebook.
- Unlock an immersive, learning experience in a game students love with Minecraft: Education Edition.
- Accessibility and inclusivity features like Learning Tools.

Easy Deployment and Support

- Manage all your Windows and iOS devices, users and thousands of other apps from a single cloud dashboard
- Comprehensive online training resources and professional development with the Microsoft Educator Center

How does Microsoft 365 for devices differ from the existing offerings?

Microsoft 365 A1 for devices builds upon the existing Microsoft 365 A1 (legacy) offering with increased functionality and value for customers enabling hybrid and remote learning scenarios with dedicated devices.

Both licenses provide rights on a per-device basis for up to 6 years with cloud management through Intune Education and web-based productivity apps.

Microsoft 365 A1 for devices adds full desktop apps and Minecraft: Education Edition to support and engage all learners, providing value beyond competitive offerings at the same price point.

The existing Microsoft 365 A1 (legacy) license will continue to be available for customers who need shared device functionality for shared device scenarios.



	Microsoft 365 A1 for devices	Microsoft 365 A1 (legacy)	Chrome Education Upgrade*
One-time Cost	\$38 per-device	\$30 per-device	\$38 per-device
Duration	Up to 6 years	Up to 6 years	Up to 8 years
Device-based license			
Device Management			
Web-based productivity apps			
Desktop Office Apps (Microsoft 365 Apps for Enterprise)			
Minecraft: Education Edition			
Dedicated (1:1 learning) device			
Shared device functionality			

- Designed to offer simplicity in licensing, ease in management, and the best learning experiences for students.
- Presents an attractive alternative to Chrome Education Upgrade, providing offline Office apps and Minecraft: Education Edition at the same price point.
- Existing EES Customers with Microsoft 365 A3 or A5 licenses can leverage the products included in the Microsoft 365 A1 for devices license at no extra charge through student use benefits.
- Customers with high student to faculty ratios should consider Microsoft A3 or A5 licenses with student use benefits to see even more value for less.

Customer	Pitch
Customers buying devices for dedicated 1:1 learning for the first time.	Jumpstart 1:1 learning at your institution with affordable Windows devices and licensing for cloud management, desktop office apps, and Minecraft: Education Edition. Use time-bound Capex funds to pay upfront for 6 years of services with the simplicity of buying hardware and software together. Customers who want to lock in services and pay upfront for up to 6 years.
Customers currently using competitor devices who are looking for affordable devices. Have a student to faculty ratio of lower than 10:1. Looking to support dedicated device (1:1) scenarios.	Customers looking to expand their dedicated device offerings with Windows or Apple devices that have cloud management, can support learning for those without internet access through desktop Office apps, and unlock an immersive, learning experience in a game students love with Minecraft: Education Edition. Use time-bound Capex funds to pay upfront for 6 years of services with the simplicity of buying hardware and software together.
Microsoft customers who use free SKUs only. Have a student to faculty ratio of lower than 10:1. Looking to support dedicated device (1:1) scenarios.	Microsoft customers looking to expand their dedicated device offerings with Windows or Apple devices that have cloud management, can support learning for those without internet access through desktop Office apps, and unlock an immersive, learning experience in a game students love with Minecraft: Education Edition. Use time-bound Capex funds to pay upfront for 6 years of services with the simplicity of buying hardware and software together.
Customers moving to cloud management and services for the first time. (Ex. Current Microsoft OPEN licensing customers, which is retiring on 12/31/21)	Transition to 1:1 learning at your institution with Windows or Apple devices and licensing for cloud management, desktop office apps, and Minecraft: Education Edition. Use time-bound Capex funds to pay upfront for 6 years of services with the simplicity of buying hardware and software together.

Microsoft 365 for education offerings

		O365 A1	Office Pro Plus 2019	M365 A1	M365 A3	M365 A5
	Price per year	Free <i>for all users</i>	\$83 per user <i>(perpetual)</i>	\$38 per device <i>(6 years)</i>	\$69 Per faculty (per year)	\$129 Per faculty (per year)
	GA date	<i>Current</i>	<i>Current</i>	<i>November</i>	<i>Current</i>	<i>Current</i>
	Device	<i>No device purchase necessary</i>	<i>No device purchase necessary</i>	<i>Tied to the device</i>	<i>No device purchase necessary</i>	<i>No device purchase necessary</i>
Core apps, management and security	Collab & Classroom tools (Teams, Office web apps)	●		●	●	●
	Desktop Office Apps (Microsoft 365 Apps for Enterprise)		●	●	●	●
	Device Management (Intune)			●	●	●
	Minecraft: Education Edition			●	●	●
	Core Identity/Security (EMS A3)				●	●
Operating System	Windows Pro Education			●	●	●
	Windows Pro Enterprise				●	●
Advanced SCI	Advanced security					●
	Advanced compliance					●

Timeline

- Public Disclosure 9/30/21
- Price list Preview 10/1/21
- General Availability 11/1/21



Market Availability

- Worldwide CSP Offer
- Not currently available for volume (EES) licensing.

Description	Microsoft 365 A1 for devices will launch on November 1, 2021. The device-based Microsoft 365 A1 offer will provide a simple transaction for schools buying new devices that lasts for up to 6 years. Feature availability will include Collaboration & classroom tools, Microsoft 365 Apps, Intune for Education, and Minecraft Education edition. Microsoft 365 A1 for devices licenses are not eligible for student use benefits.							
Pricing	\$38 per device (up to 6 years)							
Pricelist availability	November 1, 2021 (October pricelist preview)							
Segment availability	Education							
Channel availability	CSP							
Geo availability	WW							
Pre-requisites	Dedicated device							
SKU	<table border="1"> <thead> <tr> <th>Offer Name</th> <th>Offering ID</th> </tr> </thead> <tbody> <tr> <td>Microsoft 365 A1 for devices for students</td> <td>Microsoft 365 A1 for devices for students Buy_CSP_STU_19ae5985-7e59-4639-b0e2-80ff72677bec</td> </tr> <tr> <td>Microsoft 365 A1 for devices for faculty</td> <td>Microsoft 365 A1 for devices for faculty Buy_CSP_FAC_ef114774-85e7-492c-bcfb-8f53a68a7801</td> </tr> </tbody> </table>	Offer Name	Offering ID	Microsoft 365 A1 for devices for students	Microsoft 365 A1 for devices for students Buy_CSP_STU_19ae5985-7e59-4639-b0e2-80ff72677bec	Microsoft 365 A1 for devices for faculty	Microsoft 365 A1 for devices for faculty Buy_CSP_FAC_ef114774-85e7-492c-bcfb-8f53a68a7801	
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Thank you



Appendix

