

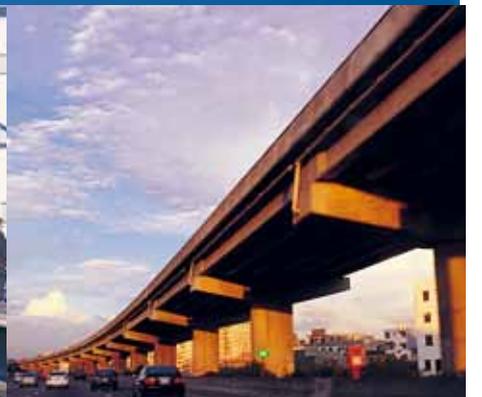


Microsoft®  
SQL Server®



Windows® Embedded  
Server

# Specialized Server Licensing Program



Windows Embedded  
Server

**Microsoft®**

## What is a Specialized Server?

Information technology has provided many services and a great deal of convenience in our daily lives, including everything from buying tickets and paying bills at a convenience store kiosk, electronic highway toll systems, and even the entrance/exit gates of mass transit systems and passenger information systems. In addition to the frontend user equipment, the backend servers provide information and carry out transaction processing also play a very important role.

These servers have only served a single purpose from the day they first went online. Due to the specific purpose of these servers, we term them Specialized Servers. Tailor-made for these types of servers, Microsoft has introduced this new model for software licensing.

To give you a better understanding of the scope of Specialized Server applications, in addition to the dedicated services mentioned above, the following may also be included:

- Video monitoring systems
- Collection of various types of monitoring data
- Telecommunications (PBX switchboard systems, call centers, IVR)
- Factory automation
- Medical and healthcare-related applications
- Other industry-specific services

## Specialized Server Licensing Program

- **15 year software licensing availability**

Due to the specific purpose of your solution, when deployed at client sites, the client may continue to use this solution for five years or even more than ten years. Microsoft offers a software licensing availability for upto to 15 years to ensure that your system continues to conduct sales and other operations adequately, as well as to provide your customers with valid software licenses.

- **Integrated installation discs**

You can make your solution work even more closely with Microsoft's operating system. Your application may be factory pre-installed with the operating system and you may also make legal integrated copies of your solution on disc so that your client will have access to a more convenient deployment solution.

- **Licensing designed just for Specialized Servers**

Due to the nature of their specific applications, Microsoft has provided an exclusive licensing scheme for these server applications, which enables you to provide competitive products and solutions.

### Why is it called Windows Embedded Server?

The special licensing model is referred to as Windows Embedded Server because of the following two distinguishing features:

- (1) The application is an embedded system used as a special-purpose solution by an industry
- (2) The solution is available thru a worldwide network of Microsoft Authorized Embedded Distributors:  
<http://www.microsoft.com/windowseembedded/en-us/partners/distributors/search.aspx>.

### How can I qualify for purchase of a Windows Embedded Server?

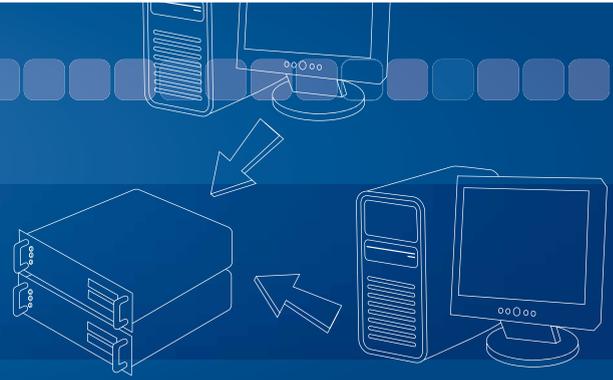
Since Windows Embedded Server is a special licensing model for specialized applications, the following requirements must be met:

- (1) The application is for a specific purpose only and cannot be used in conjunction with general-purpose PCs. Nor can it be used with other commercial applications such as accounting, e-mail, word processing, and CRM.
- (2) The Embedded Application must be pre-installed with the operating system on the server and shipped with the hardware.

For more detailed information refer to the software licensing document.

For complete licensing terms and conditions, as well as the provisions in the special version, refer to the End User License Agreement (EULA) and the Additional License Terms (ALT)

This is an all-new licensing model made available by Microsoft for Windows Specialized Server. Integrating with identical Windows Server technology Provides a platform that enables competitive solutions



## Windows Specialized Server for Embedded Products

### Client Platforms

-  Windows Embedded Enterprise
-  Windows Embedded Standard
-  Windows Embedded Compact

### Category Solutions

-  Windows Embedded POSReady
-  Windows Embedded NavReady

### Server Platform

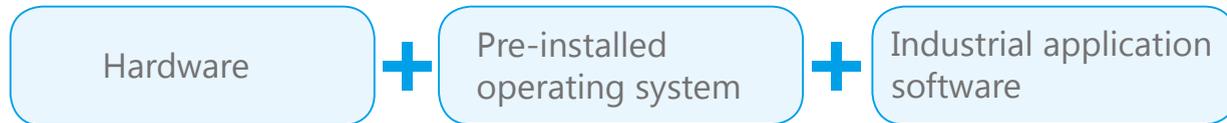
 Windows Embedded Server

### Windows Embedded Server licensing covers the following products

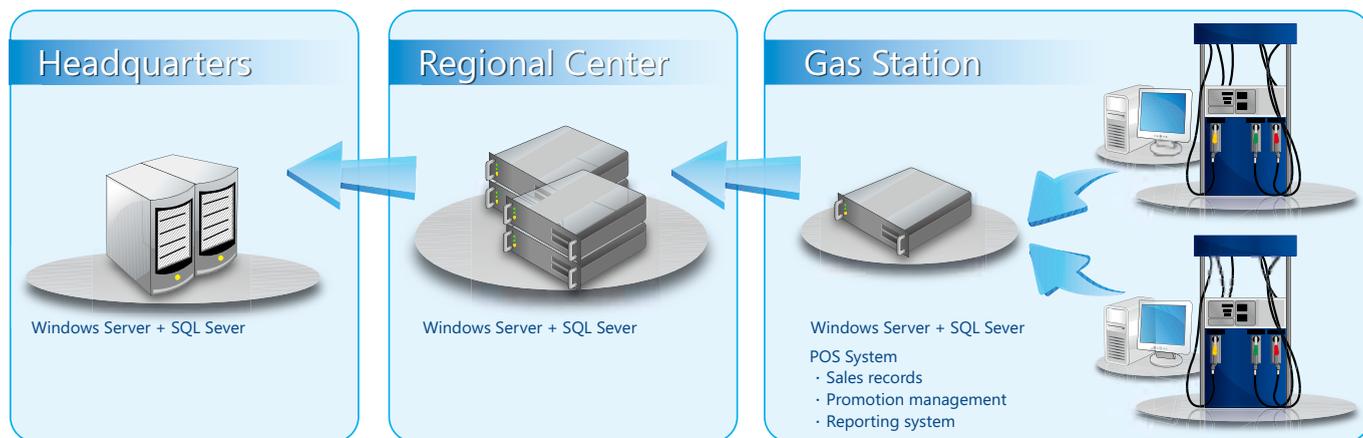
<b>Server operating system</b>	<p>Microsoft® Windows Server® 2008 R2 for Embedded Systems            Microsoft® Windows Server® 2008 for Embedded Systems            Microsoft® Windows® Server 2003 R2 for Embedded Systems            Microsoft® Windows® Server 2003 for Embedded Systems</p>
<b>Database</b>	<p>SQL Server 2008 R2 for Embedded Systems            SQL server 2008 for Embedded Systems            SQL Server 2005 for Embedded Systems            SQL Server 2000 for Embedded Systems</p>

Please contact an Embedded Distributor to obtain the latest list of licensed products

## Specialized Server

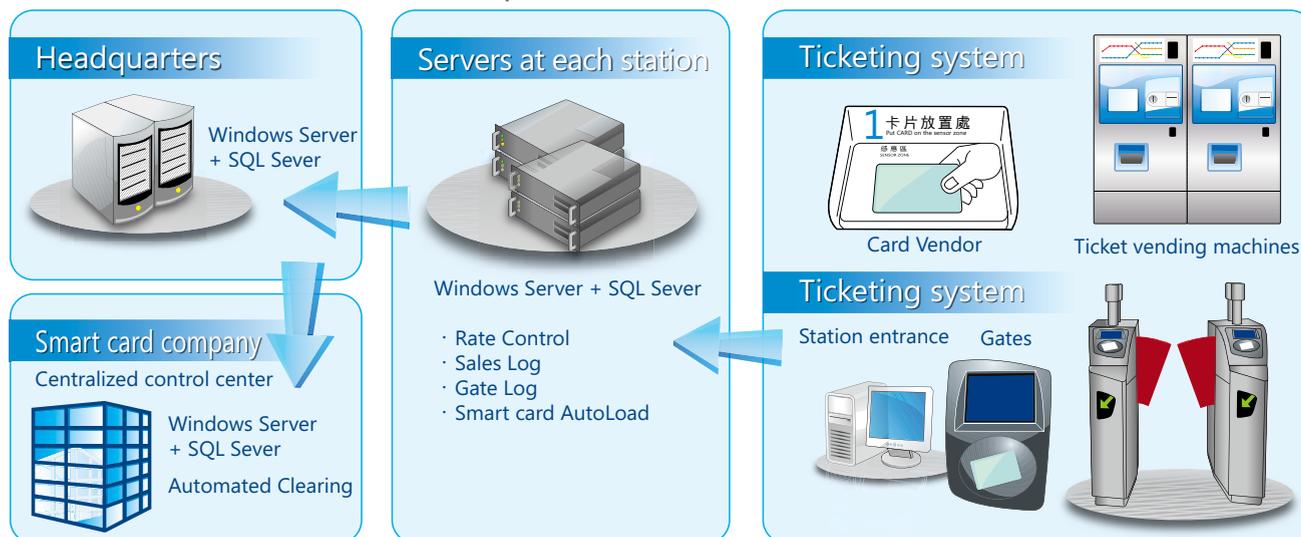


### Architecture Case 1: Gas Station



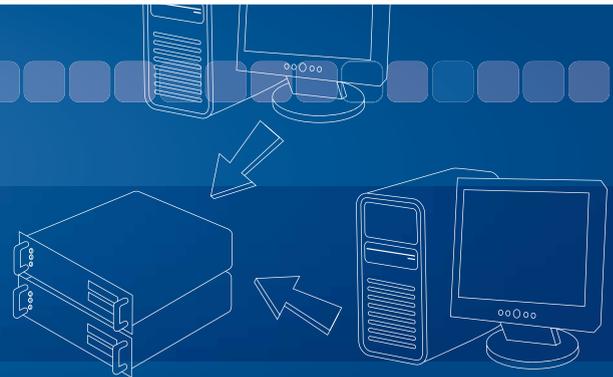
We use a gas station POS system as an example. Each station requires a data collection and transaction processing database, while the regional centers and the headquarters are also equipped with corresponding database servers to process data collected from each station. This is a single database server application specific to POS solutions, and therefore the Specialized Server licensing program for Windows Server and SQL Server applies.

### Architecture Case 2: Public Transportation



In a public transportation system, there are a variety of different server applications. Here we use a ticketing system as an example. When using a smart card or even a credit card to enter or exit a Metro station, a large amount of information is in fact being recorded, including the time of accessing the gate, card number, or even the automatic value-added features of credit cards. As the data is being recorded, it will be stored centrally on servers located at both the station and the headquarters, and the transaction will be settled with the bank using mechanisms at the backend. Ordinary ticket sales records will, of course, be kept as well for the purposes of traffic volume analysis. This public transportation case represents a typical application scenario of Windows Embedded Server.

The same advanced product and technology,  
with competitive solutions



## Case Study

<p>Unable to obtain Windows Server 2003</p>	<p>In a public works project that a customer was evaluating, initially Windows Server 2003 was proposed as the server platform. If it was necessary to change the platform, all applications and deployed products would have to be redesigned, which would result in a sharp increase in platform migration costs. As OEM Embedded is the only channel through which Windows Server 2003 for Embedded Systems can be purchased, the sales representatives with the distributor for this project recommended Windows Server 2003 for Embedded Systems to the customer, which provided a comprehensive solution to the customer's problem.</p> <p>Take Windows Server 2003 as an example. You may license the software via an Embedded Distributor until the year 2018. The current software supply cycle for Windows Embedded Server is the longest among all sales channels. Up to 15 years from the product's RTM, the customer will be able to obtain licenses for Windows Embedded Server products via Embedded Distributors, ensuring that the solutions will remain legally licensed in large-scale projects.</p>
<p>Using Windows Embedded for Specialized Server allows the customer to take the lead and win bids.</p>	<p>An SI customer in the transportation industry was planning an application solution intended for use on a public transportation system. Due to the fact that it is necessary to deploy a server at each station, the customer found using Windows Embedded Server could reduce the licensing costs of the project. Therefore, with the interests of the customer in mind, we recommended that the Windows Embedded Server solution be used, which allowed the customer to win the tender without modifying the original system.</p> <p>Windows Embedded Server is one of the channels through which Microsoft products can be legally obtained. Since this server product is used by the public transportation system for a specific application, it satisfies specific-purpose licensing requirements. When the product is shipped, applications such as ticketing systems or traffic control systems are pre-installed in order to comply with the licensing requirements.</p>
<p>Data collection and analysis</p>	<p>For a freeway ramp and traffic control system, sales representatives were able to recommend the SQL Server solution in conjunction with hardware systems. The database server is used to collect the enormous amount of data taken from toll stations. SQL Server is used to build a highly reliable, high-productivity and intelligent database platform. Through the built-in data transfer mechanism the information is transmitted back to the center for subsequent analysis. A single database platform provides security, reliability and scalability.</p> <p>SQL Server for Embedded System is licensed based on the number of CPUs, or on the basis of users or devices connected to the server (in addition to the server license). In addition, designed for specific-purpose solutions, a special licensing model is also introduced. This model provides unlimited connections from any number of devices for one CPU. It is designed for use with applications such as production lines or device connection solutions for data collection.</p>
<p>Virtualization technology</p>	<p>Existing machines are integrated with the new server via virtualization. When compared with other channels where Windows Server 2008 Standard Edition provides a single virtual instance individual licensing, the Embedded distribution channel provides the Windows Server 2008 Standard Edition for Embedded System, which provides two virtual instances for individual licensing, effectively reducing the implementation cost for virtualization and minimizing the number of physical servers.</p>



# Windows Embedded Server

## Windows Server 2008

License terms	General licensing		Windows Embedded Server specific licensing	
	Windows Server 2008 Standard Edition	Windows Server 2008 Enterprise Edition	Windows Server 2008 for Embedded Server Standard Edition	Windows Server 2008 for Embedded Server, Enterprise Edition
Memory	Supported by operating systems			
Processor supported	1-4	1-8	1-4	1-8
Operating system pre-installed	Optional		Required	
Commercial applications	Optional		Not allowed	
Embedded applications	Optional		Required	
Remote management interface	Optional			
Firewall, VPN, web caching	Optional			
Messaging and corporate e-mail	○			
Local area network file server	○			
Authentication service	○			
Network infrastructure services	○			
Network load balancing functions	○			
Failover cluster	X	○	X	○
Virtualization technology	○ (1 virtual license instance)	○ (4 virtual license instances)	○ (2 virtual license instances)	○ (4 virtual license instances)
Printing	○			
CAL license requirement	CAL license required			

## Windows Server 2008 R2

License terms	General licensing		Windows Embedded Server specific licensing	
	Windows Server® 2008 R2 Standard Edition	Windows Server® 2008 R2 Enterprise Edition	Windows Server® 2008 R2 for Embedded Server, Standard Edition	Windows Server® 2008 for Embedded Server, Enterprise Edition
Memory	Supported by operating systems			
Processor supported	1-4	1-8	1-4	1-8
Operating system pre-installed	Optional		Required	
Commercial applications	Optional		Not allowed	
Embedded applications	Optional		Required	
Remote management interface	Optional			
Firewall, VPN, web caching	Optional			
Messaging and corporate e-mail	○			
Local area network file server	○			
Authentication service	○			
Network infrastructure services	○			
Network load balancing functions	○			
Failover cluster	X	○	X	○
Hyper-V virtualization technology	○ (1 virtual license instance)	○ (4 virtual license instances)	○ (2 virtual license instances)	○ (4 virtual license instances)
Printing	○			
CAL license requirement	CAL license required			

This is a new and exclusive server licensing model made available to industries by Microsoft  
 The same Windows Server technology  
 Provides a platform that enables more competitive solutions



## SQL Server

	SQL Server 2005			SQL Server 2008 R2		
Products	Microsoft® SQL Server™ 2005 Workgroup Edition for Embedded Systems	Microsoft® SQL Server™ 2005 Standard Edition for Embedded Systems	Microsoft® SQL Server™ 2005 Enterprise Edition for Embedded Systems	Microsoft® SQL Server™ 2008 Workgroup Edition for Embedded Systems	Microsoft® SQL Server™ 2008 Standard Edition for Embedded Systems	Microsoft® SQL Server™ 2008 Enterprise Edition for Embedded Systems
Memory supported	3GB	Supported by operating systems	Supported by operating systems	32bit - 4GB 64 bit - supported by operating system	Supported by operating systems	Supported by operating systems
Processor	1-2	1-4	Supported by operating systems	1-2	1-4	Supported by operating systems
64-bit support	(WoW)Windows on Windows	Supported	Supported	Supported	Supported	Supported
Pre-installed	Required					
Pre-installed embedded software	Required					
Size of database	Unlimited					
Database Partitioning	X	X	○	X	X	○
Parallel index operations	X	X	○	X	X	○
Indexed view	X	X	○	X	X	○
Online index	X	X	○	X	X	○
Database mirror image	X	○	○	X	○	○
View	X	X	○	X	X	○
Failover level	X	○	○	X	○	○

### Microsoft reference websites

- Windows Embedded Server website link:  
<http://www.microsoft.com/specializedservers/en/us/default.aspx>
- Windows Server 2008 R2 Website:  
<http://www.microsoft.com/windowsserver2008/en/us/default.aspx>
- Windows Server 2008 R2 Technical Resources:  
<http://www.microsoft.com/windowsserver2008/en/us/technical-resources.aspx>
- SQL Server Website:  
<http://www.microsoft.com/sqlserver/2008/en/us/>



## Frequently Asked Questions

- **Is Windows Embedded Server a new product from Microsoft?**

Windows Embedded Server is not a new product. It is identical to the versions of Windows Server available on the market in terms of versions and features. The difference lies in the licensing and limitations to customers. You can readily obtain relevant technical information regarding Windows Server via the Microsoft website.

- **How do I obtain a Windows Embedded Server license?**

Windows Embedded Server is available only through a Microsoft Authorized Embedded Distributor. To obtain the latest distributor information, please visit <http://www.microsoft.com/windowseembedded/zh-tw/partners/distributors/search.aspx>.

- **What are the licensing terms of Windows Embedded Server?**

The application is for a specific purpose only and cannot be used in conjunction with general-purpose PCs. Nor can it be used with other commercial applications such as accounting, e-mail, word processing, and CRM.

The Embedded Application must be pre-installed with the operating system on the server and shipped with the hardware.

For more detailed information, refer to the software licensing document.

- **What is the difference between Windows Embedded Server and other Microsoft licensing models (such as Microsoft Open License Programs and Open Value Subscription?)**

The most important difference is that there are no specific-purpose requirements with other types of Microsoft licenses. However, Windows Embedded Server is a licensing model introduced for specific-purpose solutions. Therefore an embedded software application is required to provide the primary functionality of such solutions.

- **How can you provide proof that the products provided to the customer are genuine Microsoft products?**

The same way Microsoft software on a laptop computer is licensed through labels affixed to the bottom of the unit, all Windows Embedded Server products come with Microsoft Certificate of Authenticity (COA) labels.

Please contact a Microsoft Authorized Embedded Distributor

For more information on Windows Embedded Server products, please visit:

<http://www.microsoft.com/windowseembedded/en-us/products/server/default.aspx>

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