Microsoft creates products that empower educators and students to do what they do best: interact, collaborate, and learn. With discounts available to educational institutions, faculty, staff, and students, the Enrollment for Education Solutions is the best way to get the best products at great prices.

EES is a subscription based licensing program that provides customers the right to run a selection of online services and on-premises products for a one- or three-year term. It can also accommodate framework and consortia deals and custom amendments.

EES 2018: Value proposition for customers

- **Broad access**: Access the full suite of products and services that can help you expand your effectiveness in educating students and supporting faculty. Full "enterprise level" cloud capabilities in a single offer with suite discounts. All qualified users have access across multiple devices.
- **Direct technology spend**: Accurately license faculty, staff and students for the full suite of Microsoft products and cloud services they need. Get on-premises rights when you qualify with an Education Platform Product.
- **Expanded benefits**: Push the boundaries of the classroom with tools that help students and faculty interact and innovate with each other and those beyond the classroom environment. Give students the best tools for education at no additional licensing cost with the student use benefit.

Key resources
- Enrollment for Education Solutions Licensing Guide
- Seller FAQ
- Customer FAQ

New way to count
EES offers the simplicity of licensing Education Platform Products organization-wide through an annual count of users (known as "Education Qualified Users") instead of PCs/devices or full-/part-time calculation.

Education Qualified User
- Any employee or contractor (except Students) who accesses or uses an Education Platform Product for the benefit of the Institution.

Why choose EES?
A new or renewing EES gives customers access to the new Education Platform Products organization-wide.

How does it work?
The Campus and School Agreement (CASA) is the master agreement and includes:
- General terms and conditions
- Details on topics such as subscriptions and definitions

The Enrollment for Education Solutions is an enrollment under the CASA and includes:
- Defines qualifying products
- Defines the organization and Education Qualified Users
- Designates inclusion of staff and/or students
### How to sell EES and Microsoft 365 Education

<table>
<thead>
<tr>
<th>Lead with org-wide suite</th>
<th>Upsell “A5”</th>
<th>Include students</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Lead with the Microsoft 365 suite offers, A3 and A5</td>
<td>• Upsell to Microsoft 365 A5</td>
<td>• Help customers deploy the student use benefit for qualifying products</td>
</tr>
<tr>
<td>• Provide the suites’ additional benefits and flexibility to customers with expiring EES</td>
<td>• Fall back to free Office 365 A1 for non-Education Qualified Users</td>
<td>• Attach Exchange Online integration and other services to your sales offering</td>
</tr>
<tr>
<td>• Position the $0 SKU Office 365 A1 through <a href="http://www.office365.com">www.office365.com</a> as a means to extend capabilities to non-Education Qualified Users</td>
<td>• Incorporate service offerings to boost revenue and margins. Sell in packaged services, application customization, cloud migration, and other solutions</td>
<td></td>
</tr>
</tbody>
</table>

### Handling customer objections

<table>
<thead>
<tr>
<th>Our institution isn’t ready to move to the cloud</th>
<th>We don’t want to purchase everything organization-wide</th>
<th>We don’t want the full cloud suite, only certain services</th>
</tr>
</thead>
<tbody>
<tr>
<td>• By moving to the new EES, you can move to user based licensing and stop using the complex calculation of full-time and part-time employees</td>
<td>• The suite includes the most commonly purchased products for a discounted price</td>
<td>• The suite includes additional products and benefits like security and productivity features and student use benefits, along with a discount, so you’re getting a greater value</td>
</tr>
<tr>
<td>• On-premises rights are included with the cloud suite, so you can downgrade to on-premises versions of Office, Windows, and other products in the suite if you want to</td>
<td>• Without an organization-wide agreement, employees will purchase locally off the price list</td>
<td>• You can buy the components separately and qualify for EES, but you won’t get the price advantage of the suite</td>
</tr>
<tr>
<td>• You always have the latest version with online services</td>
<td>• Negotiated terms, conditions and concessions are lost without renewal</td>
<td>• Advanced Security Management is included in both A3 and A5 suites, with additional advanced security and analytics in the A5 offer</td>
</tr>
</tbody>
</table>

### Conversation starters

- How can user-based licensing help your organization embrace BYOD?
- What productivity capabilities and learning experiences have and support multiple devices?
- Do you have a comprehensive view of your licenses?
- How can you use the renewal process to ensure that your organization is covered, including any users who don’t need the full suite?
- How can you use the cloud to extend the classroom and innovate with technology?