



# Insight Hosted Licensing for Service Providers

Intelligent solutions for virtualization, security  
and emerging technologies

Insight<sup>®</sup> 





## Introduction

License reporting and management require time and resources. Inaccuracies or oversights are costly, especially for vendor audits. As one of the world's largest aggregators of hosted licensing programs, Insight can help.

### Your single source

We serve as a central point of contact for license reporting. Our dedicated team of experts will help you leverage programs in a timely and accurate manner. Add value to your offerings with:

- 24/7 licensing view with our Hosted Licensing Dashboard
- Multicontract optimization
- Streamlined reporting tools
- Intelligence on irregularities and trends

Let's take a look at how our partners can help meet your hosted licensing needs.

# Partner spotlight: Microsoft

## Services Provider License Agreement (SPLA)

Microsoft® SPLA gives service providers and Independent Software Vendors (ISVs) the ability to license eligible Microsoft products outlined in the Microsoft Services Provider Use Rights (SPUR) to end users.

- Monthly licenses
- 3-year agreement term
- Right to provide software, services and applications

## Cloud Solution Provider (CSP)

The Microsoft CSP program enables partners to directly provision, manage and support customer subscriptions. All major commercial suites and stand-alone products for Office 365®, Microsoft Intune®, Enterprise Mobility Suite (EMS), Azure® and Microsoft Dynamics® CRM Online are available for partners to sell through CSP.

- Obtain full control of the end-customer billing cycle.
- Combine services into a monthly and/or annual basis.
- Grow integrated offers and services.
- Provision, manage and support with in-product tools.
- Achieve easy access to Partner Central.
- Leverage partner program branding.

## Partner spotlight: Citrix

The Citrix® Service Provider Program supplies the comprehensive technical and business resources needed for service providers to build a high-value Desktops-as-a-Service (DaaS) business. You'll be able to create scalable, reliable private or public cloud-based offerings.

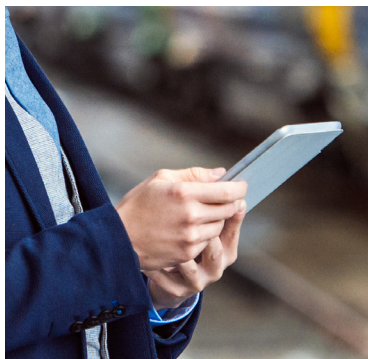
- Monthly, pay-as-you-go licensing
- Validated reference architecture
- Prescriptive business and marketing resources
- Hosted desktops, apps and devices
- Infrastructure for self-service provisioning
- Secure networking and file sharing



## Partner spotlight: VMware

The VMware vCloud® Air Network Program is the world's largest network of providers offering validated cloud services based on VMware® technology. The program is ideal for providers of Infrastructure as a Service (IaaS), cloud services, application services (ASPs), internet services (ISPs), Platform as a Service (PaaS) and more.

- Built to differentiate cloud businesses
- Delivers opex strategy
- Pay-as-you-go, pay-as-you-grow model
- Scalable cloud-based disaster recovery and protection services
- Adaptive virtual desktops and applications
- Customized professional services
- Networking virtualization and microsegmentation



## VMware AirWatch

VMware AirWatch® is an enterprise mobility platform that keeps users productive by simplifying management and security for IT. Take advantage of the comprehensive mobility ecosystem that easily integrates with existing infrastructure.

- Configure, manage and support every endpoint.
- Increase productivity with seamless access to any app.
- Allow personal devices without sacrificing security.
- Safeguard company data at every layer.





## Partner spotlight: Veeam

The Veeam Cloud & Service Provider (VCSP) Program is designed to foster adoption, use and proliferation of Veeam® software within the cloud provider community. Create high-value service offerings that align with your business requirements and marketplace needs.

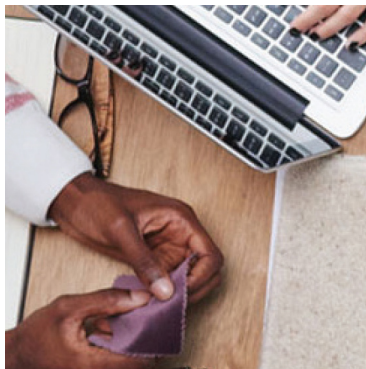
- Includes Veeam Backup & Replication™, Veeam One™ and Veeam Management Pack™
- Hosted private cloud, managed cloud, IaaS and Platform as a Service (PaaS)
- Free 24/7 technical support
- Per-usage licensing: no commitment
- Perpetual licensing: 1 year of premium support



## Partner spotlight: Red Hat

Red Hat's Certified Cloud and Service Provider (CCSP) program lets cloud, hosting, system integrator and managed service providers host and resell certified Red Hat® offerings on demand via multitenant, dedicated and managed models. Plus, get flexible pricing and systems management solutions, such as Red Hat Update Infrastructure (RHUI) and Red Hat Satellite for on-demand consumption and scalability.

- Consistency in on-demand and dedicated service models
- Streamlined procurement of Red Hat subscriptions
- Premium 24/7 Red Hat support for all infrastructure components
- Red Hat certified offerings for resale with SKUs built specifically for CCSP partners
- RHUI in-cloud management and update services built for on-demand consumption
- Red Hat Satellite: full-featured active management solution
- Joint customer issue resolution with Red Hat Global Support Services
- Red Hat branding and promotion as a Red Hat CCSP



## Partner spotlight: IBM

IBM provides a variety of opportunities with a broad portfolio of IBM® and business partner-hosted solutions for your clients. Choose the business model that's right for you and provide your clients with choice and flexibility of hosted, on-premise or hybrid models. The sales models available for service providers are:

- SaaS Solution Provider — Sell, configure, price, quote, invoice and provide end-user business support. IBM hosts the Software as a Service (SaaS) offering and provides support to solution providers.
- Embedded Solution Agreement — This new agreement replaces Application-Specific Licensing and allows partners to embed IBM software in their applications/solutions at an attractive price and sell those solutions to end customers. It is available to solution providers, system integrators, ISVs, software vendors, developers and technology partners.

Additionally, there are two sales models to choose from:

- Deliver new solutions to your clients at a reduced cost — embed rather than develop.
- Offer flexible pricing, packaging and business terms to meet your clients' needs.

## Partner spotlight: Trend Micro

If you're using an MSP business model, Trend Micro's MSP program will enable you to become more profitable and productive, increasing the value of your business. Trend Micro™ licensing offers features that emphasize both business development and product sales.

- Monthly, pay-as-you-go billing
- Unique tools for central management and self-provisioning
- Both cloud and on-premise security solutions
- Cloud solutions that integrate with leading Remote Monitoring and Management (RMM) and Professional Services Automation (PSA) tools



## Partner spotlight: McAfee

From the chip to the cloud, McAfee offers MSPs a monthly buying program with MSP-friendly buying options, multitenant management capabilities, more efficient support and market-leading solutions.

Through this licensing agreement, you also get the McAfee® Managed Services Specialization to help your organization deliver world-class and profitable managed security services.



- Add or remove end users immediately.
- The partner, not the end user, is the product license owner of record.
- Upfront payment programs maximize discounts.
- Get predictable costs and volume-based pricing.
- Manage security in software, hardware or cloud deployments with the Security Connected portfolio.
- Consolidate security management with a single console.
- Gain real-time threat protection.



## Partner spotlight: Zimbra

The Zimbra Business Service Provider (BSP) Program was designed to ensure a successful relationship with partners that host Zimbra® products in a multitenant environment, including providers of business and hosted services, hosted email, internet services and managed services.

- Customizable to align with brand
- Integration with third-party applications through zimlets
- Enables BSP to sell additional products and services
- Features rich email and collaboration platforms
- Fully embraces open-source architecture
- Customer, pre-sale, implementation and post-implementation support

# About Insight

From business and government organizations to healthcare and educational institutions, Insight empowers clients with Intelligent Technology Solutions™ to realize their goals. As a Fortune 500-ranked global provider of hardware, software, cloud and service solutions, we provide clients the guidance and expertise needed to select, implement and manage complex technology solutions to drive business outcomes.



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