

Novell Buying Programs

Simple, flexible, customer-focused buying solutions

Buying from Novell has been simplified and improved to help you focus on what matters most—running your business.

What are the benefits of purchasing through a Novell agreement?

Novell buying programs offer benefits such as multiple Maintenance offerings, indemnification, training, evaluation software and technical support. Novell makes things easier by aligning contract rules and providing similar program offerings to all customers, regardless of company size or purchase volume.

What buying program options are available?

Corporate customers choose between two options: Volume License Agreement (VLA) and Master License Agreement (MLA). Customers choose the agreement based on individual needs and priorities.

What is the VLA?

VLA includes these benefits:

- No minimum purchase requirement
- No signed contract
- Standard and Priority Maintenance Options
- Selection of any Novell reseller
- Alternative counting methods

What is the MLA?

MLA includes these benefits:

- Contractual relationship
- Ideal structure for global organizations
- Maintenance services on all products
- Price protection
- Discount based on purchasing commitment
- Options for purchasing directly or via a qualified reseller
- Alternative counting methods

What are the benefits of Maintenance?

Purchasing Maintenance ensures you get the highest return on your software investment. All Maintenance options give you access to the latest version of software, electronic training and technical support.

What determines the level of support I receive?

MLA customers receive access to Novell support based on the amount of Maintenance purchased annually.

VLA customers choose between two levels of Maintenance:

- **Standard Maintenance:** Unlimited product-specific electronic and phone support (12 x 5)
- **Priority Maintenance:** Unlimited product-specific electronic and phone support (24 x 7)

Key Customer Messages

- No real change or action required
- Novell is easy to do business with
 - No contract
 - No signatures
 - Streamlined order process with partner of choice
- Increased choice and flexibility
 - Clear product and service offerings
 - User or device
 - Buy what you want (1- and 3- year options on renewal)
 - Buy when you want (anytime during the year)

Key Sales Opportunities

- Easy up-sell with multiple Maintenance offerings – now with training and unlimited support
- Easy up-sell with combined License + Standard / Priority Maintenance part number
- Easy upsell with clear support offerings
- Easy upsell with free unlimited electronic training offered with Maintenance

Novell Buying Programs Quick Sell Reference

	VLA	MLA
Target Customer	Ideal for customers of any size who want an easy, transaction-based process with the flexibility of purchasing licenses from a broad reseller channel	Great for large, global organizations who expect greater benefits based on long-term volume purchasing commitments
Customer Benefits	Simple to use and understand; no purchase obligation or minimum-purchase requirements; no contract signature required	Rewards high volume commitment with greater discount levels; includes price protection and optional direct purchasing relationship; facilitates budgeting with annual renewal
Counting Options	Count license use by user or device*	Count license use by user or device*
Essential or Priority Maintenance Offering	Standard and Priority Maintenance available; Includes Novell Technical Support and Training; Optional purchase	Maintenance required on all product licenses; includes Novell Technical Support and Training
Sales Channel	Select any Novell reseller	Purchase directly from Novell or through qualified Novell reseller
Discount Levels	Discount may vary based on purchase; License purchases may be eligible for higher discounts**	Discount based on contract; flexible financing options available

Benefits of Purchasing Maintenance

- Easy budgeting
- Product Upgrades
- Predictable cost
- Free Electronic Training
- Access to Technical Support
- No surprises

Summary of February '08 Changes:

- VLA Standard and Priority Maintenance offerings, including:
 - Product upgrades
 - Electronic Training
 - Electronic and phone support
- Discontinuation of Upgrade Protection
- Upgrade License available for promotional period on new product release

For more information, please visit:
www.novell.com/licensing/

*User or device option based on product end-user license agreement (EULA) and product eligibility list (see www.novell.com/licensing/eula).

**Reseller determines pricing for VLA orders.