

Summary

Microsoft® CRM Professional Edition is the right choice for organizations that have more than 50 users, have multiple servers in their network, or want to extend CRM to customers or partners via the Web. Microsoft CRM Small Business Edition is ideal for organizations with less than 50 users and which only have a single server on their network managed by Windows Small Business Server 2003 Premium.

The highly anticipated Microsoft® CRM 3.0 will be available beginning December 1, 2005. There are several important pricing and packaging changes for CRM 3.0 relative to CRM 1.2. CRM 3.0 features simplified packaging and more competitive pricing.

Microsoft® CRM 3.0 PRICING & PACKAGING

- > **Geography:** Worldwide
- > **Audience:** Microsoft Partners
- > **Programs:** Enterprise Agreement, Select License, Multi-Year Open License, Open Value, Open License; Academic: Select License, Open License, and Campus and School Agreements

Details

These changes will make it easier for customers to buy CRM 3.0 and significantly expand the ways in which they can acquire CRM. These changes will also make it easier for partners to serve a broader segment of customers with more ways to sell CRM.

CRM 3.0 SKU*	Per Server	Per User	Per User when financed over 36 month term
Professional Edition	\$1,244-\$1,761	\$622-\$880	\$20-\$28/month
External Connector	\$8,830-\$12,500	Not applicable	Not applicable
Small Business Edition	\$528-\$599	\$440-\$499	\$14-\$16/month
Small Business to Professional Upgrade	\$804-\$1,162	\$182-\$381	\$6-\$12/month

*Prices shown are Estimated Retail Pricing ranges in U.S. dollars through Volume Licensing for license plus one year of Software Assurance. Actual pricing may vary by licensing program, geography, and Software Assurance term. Please contact a local distributor or authorized reseller of CRM for exact pricing. Financing term assumes 10% annualized rate and may vary based on volume and geography.

Estimated Retail Prices

← SMALL BUSINESS EDITION | PROFESSIONAL EDITION →

Currency	Program	Small Business Edition CAL	Small Business Edition Server	Professional Edition CAL	Professional Edition Server	External Connector
US Dollar	FPP (L/1yr Maintenance)	\$ 499	\$ 599	\$ 999	\$ 1,999	n/a
	Monthly price over 36 months	\$ 16	\$ 19	\$ 32	\$ 65	n/a
		C8D-00005	C8C-00005	C8A-00001	C7Z-00005	n/a
	Open NL (L/SA 2yr)	\$ 527	\$ 633	\$ 1,055	\$ 2,113	\$ 14,999
	Monthly price over 36 months	\$ 17	\$ 20	\$ 34	\$ 68	\$ 484
		C8D-00620	C8C-00633	C8A-00746	C7Z-00891	C8B-00536
	Open Value (L/SA 1yr)	\$ 440	\$ 528	\$ 880	\$ 1,761	\$ 12,500
	Open Value (L/SA 2yr)	\$ 527	\$ 633	\$ 1,055	\$ 2,113	\$ 14,999
	Open Value (L/SA 3yr)	\$ 615	\$ 738	\$ 1,231	\$ 2,465	\$ 17,499
	Monthly price over 36 months	\$ 20	\$ 24	\$ 40	\$ 80	\$ 565
		C8D-00579	C8C-00591	C8A-00701	C7Z-00846	C8B-00491
	Select A (L/SA 1yr)	n/a	n/a	\$ 874	\$ 1,750	\$ 12,421
	Select A (L/SA 2yr)	n/a	n/a	\$ 1,049	\$ 2,100	\$ 14,906
	Select A (L/SA 3yr)	n/a	n/a	\$ 1,224	\$ 2,450	\$ 17,390
	Monthly price over 36 months	n/a	n/a	\$ 39	\$ 79	\$ 561
				C8A-00703	C7Z-00846	C8B-00491
	Select D (L/SA 1yr)	n/a	n/a	\$ 691	\$ 1,383	\$ 9,812
	Select D (L/SA 2yr)	n/a	n/a	\$ 829	\$ 1,659	\$ 11,774
Select D (L/SA 3yr)	n/a	n/a	\$ 967	\$ 1,935	\$ 13,736	
EA A (L/SA 1yr)	n/a	n/a	\$ 787	\$ 1,575	\$ 11,180	
EA A (L/SA 2yr)	n/a	n/a	\$ 961	\$ 1,925	\$ 13,664	
EA A (L/SA 3yr)	n/a	n/a	\$ 1,136	\$ 2,275	\$ 16,149	
Monthly price over 36 months	n/a	n/a	\$ 37	\$ 73	\$ 521	
			C8A-00703	C7Z-00848	C8B-00493	
EA D (L/SA 1yr)	n/a	n/a	\$ 622	\$ 1,244	\$ 8,830	
EA D (L/SA 2yr)	n/a	n/a	\$ 759	\$ 1,521	\$ 10,792	
EA D (L/SA 3yr)	n/a	n/a	\$ 897	\$ 1,797	\$ 12,754	
Prices to Partners	ISV Royalty (L only)	\$ 186	\$ 224	\$ 373	\$ 746	\$ 5,300
	ISV Royalty (Maintenance 1 yr)	\$ 47	\$ 56	\$ 93	\$ 186	\$ 1,325
	SPLA Commercial (monthly)	n/a	n/a	\$ 24.95	n/a	n/a
	SPLA Academic (monthly)	n/a	n/a	\$ 10.18	n/a	n/a

- > **Simplified packaging.** Two product offerings make the customer buying decision easy. CRM 3.0 will be offered in a Professional Edition and a Small Business Edition (SBE). Purchases through Volume Licensing will continue to include Software Assurance for the program term and Full Packaged Product will continue to include a year of maintenance.
- > **CRM 3.0 Professional Edition** will be offered for \$1,244-\$1,761/server and \$622-\$880/user or \$20-\$28/user/month when financed over 36 months. CRM 3.0 Professional with new and improved features is 35 percent cheaper than the comparable CRM 1.2 Professional Suite.
- > **CRM 3.0 Small Business Edition** will be offered for \$528-\$599/server and \$440-\$499/user or \$14-\$16/user/month when financed over 36 months. CRM 3.0 Small Business Edition is a new product designed for small business and specifically designed for use with Windows® Small Business Server 2003 Premium.
- > **Enabling customer and partner self service.** A new external connector license enables midmarket customers and enterprise departments to extend CRM outside their organization to create customer and partner self-service portals. CRM 3.0 Professional customers will be able to acquire the new external connector license for \$8,830-\$12,500/server.
- > **Customer choice:** on premise or hosted. CRM 3.0 will be introduced in the Service Provider License Agreement (SPLA) and enable broad through-partner hosting.
- > **Get it preinstalled.** CRM 3.0 Small Business Edition can be preinstalled on Windows Small Business Server 2003 Premium and will be introduced in the System Builder channel.
- > **Increased value for partners.** CRM 3.0 will offer partners enrolled in the Microsoft Partner Program a significantly greater number of CRM licenses for internal use to run their business. Action Pack subscribers will receive 10 licenses, Certified partners 25 licenses, Gold Certified partners 100 licenses, and Microsoft Business Solutions Competency partners an incremental 25 licenses.
- > **More academic licensing options.** CRM 3.0 will be introduced into the Campus and School Agreement and Academic SPLA program.
- > **Software Assurance migration paths.** CRM 1.2 to 3.0 Software Assurance migration paths for CRM 1.2 customers will be disclosed at General Availability. Any CRM 1.2 Professional customer will receive rights to CRM 3.0 Professional. All CRM 1.2 customers will receive equal or better functionality with CRM 3.0.

Licensing Structure

Microsoft Dynamics CRM 3.0 will be available in 2 editions:

- Microsoft Dynamics CRM 3.0 – Professional Edition
- Microsoft Dynamics CRM 3.0 – Small Business Edition

For each edition there is a:

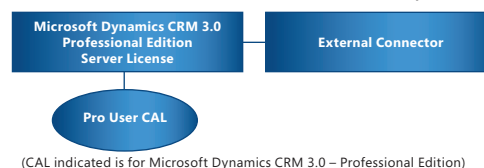
- Server License
- Client Access License (CAL)

In addition to server and client licenses mentioned above, there will be:

- Microsoft Dynamics CRM 3.0 – External Connector (for Professional Edition only)
- Upgrade of Microsoft Dynamics CRM 3.0 – Small Business Edition to Microsoft Dynamics CRM 3.0 – Professional Edition

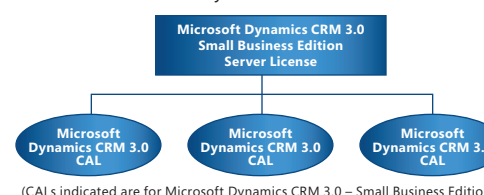
Microsoft Dynamics CRM 3.0 – Professional Edition

This edition includes all CRM features with no scalability limits on licensing.



Microsoft Dynamics CRM 3.0 – Small Business Edition

This edition includes all CRM features and requires Microsoft Small Business Server – Premium Edition and can only be installed on this server.



CRM 1.2 Pricing & Packaging Updates

> CRM 1.2 “buy now” incentive ending worldwide.

The last day for customers to take advantage of the offer to buy any CRM 1.2 Professional module and receive rights to CRM 3.0 Professional is November 30, 2005. CRM 3.0 pricing will be available beginning December 1, 2005 and CRM 1.2 pricing will be adjusted worldwide to match the relevant CRM 3.0 SKU at this time.

> Continuing to buy CRM 1.2 licenses.

CRM 1.2 will remain on price lists for Volume Licensing Programs throughout the life of CRM 3.0 in order to support the generation of new registration keys for customers who do not immediately upgrade.

Maintenance and Software Assurance

CRM 1.2 CAL License	EA, Select	Open, Open Value, FPP
Professional: Sales, Service, or Suite	3.0 Professional	3.0 Professional or Small Business Edition
Standard: Sales, Service, or Suite	3.0 Professional	3.0 Professional or Small Business Edition
Pricing for Small Business (SBS): Sales Pro or Sales Standard	n/a since not offered in Select, EA	3.0 Small Business Edition

- CRM 1.2 customers with active Software Assurance as of December 1, 2005 are eligible to upgrade to CRM 3.0 for no license cost per the table below
- 1 CRM 1.2 license = 1 CRM 3.0 license
- CRM 3.0 CAL licenses should map to the CRM 3.0 Server license