



The Microsoft Authorized Refurbisher Program

Microsoft
AUTHORIZED
Refurbisher

A guide to understanding the Microsoft® Authorized Refurbisher (MAR) program - a program tailored to the needs of large refurbishers to deliver genuine preinstalled Windows® XP software licenses to their customers in the commercial market.

Overview

MAR is a licensing program tailored to the needs of large refurbishers who want to deliver preinstalled genuine Windows XP software licenses on refurbished PCs to be sold in the commercial market.

MAR Program Benefits

The MAR program offers a reduced royalty for refurbished PCs with a previous Windows operating system Certificate of Authenticity (COA) affixed to the PC. Refurbishers also have access to proprietary tools to simplify Windows XP deployment on refurbished PCs.

The MAR program can benefit refurbishers by:

- Providing eligible participants recognition and status as a Microsoft Authorized Refurbisher
- Creating the opportunity to build an enhanced relationship with Microsoft
- Providing genuine Windows XP Home Edition and Windows XP Professional operating system license for refurbished PCs
- Providing access to proprietary tools to simplify the deployment process
- Providing the opportunity to create market differentiation through the sale of a PC with an installed Windows operating system

Eligibility Requirements

Eligible participants are either major OEM refurbishers headquartered worldwide or other refurbishers headquartered in the United States and Canada that meet the eligibility requirements.

- A track record of supplying an average of 5,000 refurbished PCs per month over the last 12 months
- The technical competence required to preinstall Windows operating systems
- Appropriate security measures in place to ensure the safe storage and handling of COAs
- Adequate systems for data wiping and reporting, including conformance to Department of Defense or similar standards on all hard disks being reused through the program
- Conformance with applicable local health, safety, and environmental regulations

Refurbisher Requirements

- Install licensed software only on eligible PCs with valid COAs.
- Erase the contents of the hard drive prior to installing Windows XP.
- Supply the refurbished PC with a new refurbisher COA.
- Comply with requirements for the use of the OEM Preinstallation Kit (OPK), the Refurbisher Preinstallation Kit (RPK), and related tools, and comply with other requirements for inventory management and reporting.

Order & Installation Process

- 1.** Windows XP COAs and Recovery Media packs will be ordered through established distribution processes. The Recovery Media pack includes recovery media and an End User License Agreement (EULA) packed in a slim-line DVD case with a printed wrap.
- 2.** The refurbisher installs the software using the OPK and the RPK onto the refurbished PC.
- 3.** The refurbisher attaches a refurbisher COA.
- 4.** The refurbisher supplies the refurbished PC to end customers or to a reseller or broker and distributes the PC with the Recovery Media pack.



The Microsoft Authorized Refurbisher Program Frequently Asked Questions

What is the MAR program?

MAR is a new OEM program that enables Microsoft to work with large refurbishers to license genuine software on refurbished PCs for the commercial market.

What operating systems are included in MAR?

Windows XP Home Edition and Windows XP Professional Edition are available initially in English, French, and Spanish. Additional languages are planned for 2008.

Who is eligible for the MAR program?

Major OEM refurbishers headquartered worldwide or other refurbishers headquartered in the US and Canada can participate by meeting the eligibility requirements including: supplying large volumes of refurbished PCs, demonstrating technical competence, security and environmental compliance, receiving Microsoft credit approval, and having quality operations systems and security measures.

What are the benefits of the MAR program for refurbishers?

The MAR program provides refurbishers several benefits including: recognition and status as a MAR, an enhanced relationship with Microsoft, an opportunity to build additional revenue and margin via market differentiation, access to proprietary tools to simplify Windows XP deployment on refurbished PCs, and cost effective operating system licenses for refurbished PCs.

Why is Windows Vista® not part of MAR and what is the upgrade path?

Refurbished PCs are typically three or four years old and therefore are generally not capable of running the latest versions of software such as Windows Vista. If a refurbished PC has the necessary technical specifications to run Windows Vista, the owner can upgrade from Windows XP for Refurbished PCs by acquiring Windows Vista via retail options.

Is this the first licensing program for refurbished PCs?

No. A Community MAR program for charities, schools, and other eligible community users is available around the world. This program allows refurbishers (Community MARs) to install Windows 2000 and Windows XP for Eligible Recipients. There are various restrictions on distribution of licenses within the Community MAR program. Also, there is the Fresh Start for Donated Computers program that provides licenses directly to schools that have received donated PCs.

How is the operating system loaded on the PCs?

Refurbishers will be given the OPK to help with the operating system installation and a new proprietary tool, the RPK, to simplify Windows XP deployment on refurbished PCs.

Is there a COA? If so, what does the refurbisher do with it?

Yes, MARs obtain specially designed COAs through established distribution processes. Each COA will be personalized with the refurbishers name. The COA must be affixed to the refurbished PC in a visible area.

How is media supplied?

Refurbishers are required to supply a Recovery Media pack with each PC. Recovery Media packs include a recovery media CD, EULA, and outerwrap in a slim-line DVD case.

How does the program work?

Refurbishers sign an agreement with Microsoft and obtain the materials they need from established distribution processes. The refurbisher then pays a royalty on the license to Microsoft.

Is product activation required?

Yes. End-customers will need to activate the software using the Product Key found on the COA.

Who provides support?

Web-based support is available from Microsoft free-of-charge. Additional support is available from Microsoft on a fee-per-incident support basis only. Refurbishers are not obligated to provide support, but are permitted to provide or sell support services.

What does Microsoft define as a refurbished PC?

A refurbished PC is a used PC that has gone through processes such as data wiping, testing and minor repair that leave the PC ready for use by a new owner. Refurbishment is considered to either leave the original motherboard as is, or replace a defective motherboard with one of exactly the same make, model and specification. Otherwise, replacing a motherboard results in a "new" PC and not a "refurbished" PC.

How can I find out more?

More information about the program is available at www.microsoft.com/oem/mar and by sending email to oemmar@microsoft.com.