



Special points of interest:

There are six different methods for licensing Microsoft products.

To reduce your licensing costs, it is important to understand and select the best method.

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Horizon Newsletter

Microsoft Licensing

With the many ways Microsoft has of licensing their products, it is becoming more difficult for users to determine what is the best licensing method or even to be aware of the different methods.

Here is a stab at an attempt to help you understand the different methods.

There are **six different methods** for licensing a product.

- Retail
- OEM
- Open License Business
- Open License Value
- Select License
- Enterprise Agreement

Both Retail and OEM are purchased in single licenses.

The last four are **volume license purchases** with the minimum quantity being 5 for the Open options and 250 for the Select and Enterprise options. You can also acquire Software Assurance under the volume plans.

Software Assurance

Microsoft started this concept a couple of years ago. Before Software Assurance, you could acquire an upgrade to a product at a reduced cost whenever a newer version was released. Since Software Assurance, for the most part, upgrades are no longer available.

When you purchase licenses with the volume plans, you have the option to purchase Software Assurance. This entitles you to free upgrades for a two or three year period. At the end of the free upgrade period, you have the option to re-purchase Software Assurance for another two years.

Basically, you are paying for future updates in advance at a slightly reduced price from purchasing new licenses for the next version when it is released.

Many companies originally complained to Microsoft when Software Assurance was first announced, but their complaints did not result in Microsoft making any changes to the plan.

In other words, if you are planning on getting new releases in the future you have two options: 1) Purchase Software Assurance and save a small amount on the next release but spend the money now. 2) Don't purchase Software Assurance, avoiding the extra cost now, but pay a higher price in the future for the next release.

Retail

Retail licenses are purchased in single units off the shelf or from a computer reseller.

- Highest Cost
- There is no Software Assurance option
- License can be transferred to new machine
- No free support

OEM

OEM licenses can only be purchased in conjunction with a new computer.

- Lowest Cost
- There is no Software Assurance available

Understanding Microsoft's Volume Licensing plans can help save your company money.

- License **can not** be transferred to new machine.
- No free support

Open License Business

This type of license can be purchased for either existing or new machines. The first purchase requires a minimum purchase of 5 licenses. Multiple applications or operating systems can be combined for the total license count.

- Lower cost than Retail
- Software Assurance for two years can be purchased at an additional cost
- License can be transferred to new machine
- Future licenses can be added in increments of

Spam Stats

Out doing the worst predictions, spam now accounts for 82 percent of all email. The estimate is that it's likely it will continue to rise.

In the middle of 2003, spam was at a 50% level. In January 2004 it was 63%. It dropped to 59% in February and 52% in March. The cause for the drop is believed to be a result of the CanSpam Act that went into effect in January. The act, which has been criticized for not having enough enforcement teeth and for allowing far too much unsolicited email to continue to flow

- one
- Licenses are tracked online
- Media and manuals not included. Media kit costs around \$25
- No free support

Open License Value

Same as Business, except it includes Software Assurance and payments are spread over 3 years, paid annually each year.

At the end of the 3 years, the licenses do not expire, just the Software Assurance coverage.

- Overall cost higher than Open License Business, but payments are spread over 3 year period
- Includes Software Assur-

- ance for three years
- Licenses can be transferred to new machine
- Media kit included
- Includes free support

Select & Enterprise

Both Select and Enterprise licenses require a minimum of 250 licenses.

Because most of our customers have less than 250 licenses, we are not going into the details. Suffice to say that these licenses have complex purchasing policies.

Of note is that product features are the same for all licensing options. Only the costs vary. All licenses are perpetual and never expire. Only the Software Assurance plan expires.

One of the major methods of how spam is sent is by using open proxies on innocent user's systems. Virus writers began teaming up with spammers last year, and so far it's been a dangerous combination. Virus writers send out malicious code that infects computers and opens a back door in the machine, i.e. open proxy. A hacker can use that back door to remotely control the computer, sending out more viruses, Denial of Service attacks or millions of pieces of spam. It is estimated that 70 percent of spam is sent through open proxies.



One Spammer Down

Howard Carmack, known as the Buffalo spammer, sent 850 million junk e-mails by using accounts he opened with stolen identities. He finally received a sentence of up to seven years in prison. He must serve a minimum of 3 1/2 years. He was convicted of forgery, identity theft and falsifying business records. The interesting fact is he was convicted of fraud and not spamming. The CanSpam Act was not put into law until after his actions so it could not be used against him.

The ISP, Earthlink, also won a civil judgment against Carmack in the amount of \$16.4 million. This was based on 343 illegal e-mail accounts he used under false names. He was sending unsolicited e-mail ads for get-rich-quick schemes and sexual enhancers. I could not find any information on how much, if any, of the \$16.4 million Earthlink has actually received. I'm guessing, not much. Never the less, I think you could say that Carmack is no longer a happy camper.

In an statement from Carmack, he told the

judge he thought the case was overblown because there were no victims, although he stated he regrets the situation.

It is very difficult to tell if this conviction has had any effect on other spammers or a reduction in spamming. The hopes are that as more spammers are caught and convicted, people will stop spamming for fear of getting caught.

My opinion is that as long as some people can make money spamming, spamming will not stop. It still is very difficult to catch a spammer.

Because spam makes up over 80% of all e-mail, imagine the amount of extra traffic that this creates on the Internet. Plus the amount of time it takes people to weed through their e-mail and delete the spam.

It still appears the only way to really fight spam is with antispam tools. It would be great if laws and convictions had a bigger effect, but I don't think this going to happen.

Antispam Solutions

If you don't have an Antispam tool, contact us.

We have different solutions available depending on what type of server you are using for E-mail.

Save Your School District Money

Several school districts have created a fund raising project by recycling Inkjet cartridges. **They can receive \$2.00 per cartridge.**

Simply put the used cartridge in the original box or a Ziploc bag and take it to your local school.

The only requirement is the cartridge has a print head. Almost all brand cartridges do except for Epson.

Not only does this keep the cartridges out of landfills, but it helps raise money for the schools.

Anything to help education is a benefit to all of us.

Check with your local school district to see if they have implanted this plan. If not, you may want to encourage them to do so.





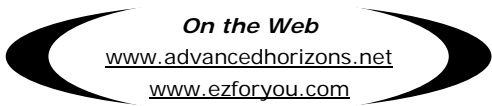
Advanced Horizons, Inc

323 Ferndale Avenue
Elmhurst, IL 60126

Phone: 630.941.9332
Fax: 630.941.9338
E-mail: info@AHinc.com

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And Now for Some Humor



Happy
Halloween
&
Thanksgiving!!

A young man named John received a parrot as a gift. The parrot had a bad attitude and a disgusting vocabulary. Every word out of the bird's mouth was rude, obnoxious and laced with profanity. John tried and tried to change the bird's attitude by consistently saying only polite words, playing soft music and anything else he could think of to clean up the bird's vocabulary.

Finally, John was fed up and he yelled at the parrot. The parrot yelled back. John shook the parrot and the parrot got angrier and even more rude. John, in desperation, threw up his hands, grabbed the bird and threw him in the freezer.

For a few minutes the parrot squawked and kicked and screamed. Then suddenly there was total quiet. Not a peep was heard for over a minute. Fearing that he'd hurt the parrot, John quickly opened the door to the freezer. The parrot calmly stepped out onto John's outstretched arms and said "I believe I may have offended you with my unacceptable language and actions. I'm sincerely remorseful for my inappropriate transgressions and I fully intend to do everything within avian power to correct my rude, inappropriate, and unforgivable behavior." John was stunned at the change in the bird's attitude. As he was about to ask the parrot what had made such a dramatic change in his behavior, the bird continued, "May I ask what the turkey did?"