The Microsoft Authorized Refurbisher Program (MAR)

Microsoft
AUTHORIZED
Refurbisher

Refurbisher Requirements

- Install licensed software only on eligible PCs with valid Windows COAs or a Genuine Microsoft Label.
- Erase the contents of the hard drive prior to installing Windows operating system software.
- Supply the refurbished PC with a new refurbisher COA.
- Comply with the 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 COAs are ordered through established ordering processes.
2. Refurbisher installs the software using the OPK and the RPK onto the refurbished PC.
3. Refurbisher affixes a refurbisher COA to the refurbished PC.
4. Refurbisher supplies the refurbished PC and a hard disk based recovery image (created by the refurbisher) to the end customer, reseller, or broker.

Overview

MAR is a licensing program tailored to the needs of large refurbishers headquartered worldwide who meet a minimum average threshold of 1,000 PCs shipped per month. Refurbishers supply refurbished computers and servers with genuine Microsoft software preinstalled to businesses, consumers, and non-profits.

MAR Program Benefits

The MAR program offers specially priced Microsoft licenses for refurbished computers with a previous Windows operating system Certificate of Authenticity (COA) or a Genuine Microsoft label affixed to the equipment. Other MAR program benefits for eligible participants include:

- Recognition and status as a Microsoft Authorized Refurbisher.
- Opportunity to build an enhanced relationship with Microsoft.
- Access to cost effective licenses to create market differentiation through the sale of a refurbished PC with a preinstalled Windows operating system software.
- Use of proprietary tools to simplify the deployment process.

Eligibility Requirements

Eligible participants must meet eligibility requirements:

- Track record of meeting the minimum volume threshold of computers yearly.
- Technical competence required to preinstall Windows operating system software.
- Appropriate security measures in place to ensure the safe storage and handling of COAs.
- Adequate systems for data wiping and reporting, including compliance to US Department of Defense or similar standards on all hard disks being reused through the program.
- Compliance with applicable local health, safety, and environmental regulations.

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Q. What is the MAR program?

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

Q. What software is included in the MAR program?

A. Product availability varies by type of license and geographic location. Windows 7 is the preferred operating system and additional software such as, Microsoft Office Single Image v15, Windows Server 2008, and Skype are also available in some markets. For a complete list of available products please visit http://www.microsoft.com/refurbishedpcs/MAR.aspx.

Q. Who is eligible for the MAR program?

A. Major OEM refurbishers headquartered worldwide can participate by meeting the eligibility requirements including: supplying large volumes of refurbished PCs, demonstrating technical competence, security and environmental compliance and having quality operations, systems, and security measures.

Q. What are the benefits of the MAR program for refurbishers?

A. 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 deployment on refurbished PCs, and cost effective operating system licenses for refurbished PCs.

Q. Are later versions of Windows available through this program and what is the upgrade path?

A. If a refurbished PC has the necessary technical specifications to run a newer operating system version, the refurbisher may elect to preinstall it based on availability. End users can also choose to upgrade refurbished PCs by acquiring a Windows license through retail options.

Q. Is this the only licensing program for refurbished PCs?

A. No, the Microsoft Registered Refurbisher program has been developed to address the needs of small and medium sized refurbishers. More information on all of the Microsoft Refurbished PC programs can be found at www.microsoft.com/refurbishedpcs.

Q. How is the operating system loaded on refurbished computers?

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

Q. Is there a Certificate of Authenticity (COA)? If so, what does the refurbisher do with it?

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

Q. How is media supplied?

A. Refurbishers are required to supply a hard disk based recovery image created by the refurbisher with each computer.

Q. How does the program work?

A. 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.

Q. Is product activation required?

A. Yes, end-users will need to activate the software using the Product Key found on the COA.

Q. Who provides end-user support?

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

Q. What does Microsoft define as a refurbished PC?

A. A refurbished PC is a used PC that has gone through processes such as data wiping, testing and minor repair that leave the computer 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.

Q. How can I find out more information?

A. More information about the MAR program is available at www.microsoft.com/refurbishedpcs/Programs.aspx and by sending email to oemmar@microsoft.com.

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