

Microsoft Authorized Refurbisher (MAR) Program Guide

Detailed information for refurbished PC manufacturers looking to join the Microsoft Authorized Refurbisher Program.

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Overview

The Microsoft Authorized Refurbisher (MAR) licensing program is tailored to the needs of large refurbishers that wish to work with Microsoft to deliver genuine Microsoft software licenses on the computers they refurbish and sell in the commercial market. Large refurbishers must meet eligibility requirements to participate in the program. The MAR program enables refurbishers to differentiate themselves in the marketplace by supplying refurbished computers preinstalled with genuine Windows operating systems along with other Microsoft software.

Program Benefits

The MAR program is a commercial offering for large refurbishers that provides a reduced royalty license for refurbished computers with a previous Windows operating system Certificate of Authenticity (COA) or Genuine Microsoft Label affixed to the equipment. The MAR program provides a number of benefits to refurbishers and end customers.

Benefit to Refurbisher

- Provides recognition and status as a MAR
- Enhances the relationship with Microsoft, including marketing support and account management
- Creates an opportunity to build additional revenue and margin via market differentiation
- Provides access to proprietary tools to simplify Windows operating system deployment on refurbished equipment
- Provides access to cost effective operating system licenses for refurbished computers to provide customers an end-to-end solution

Benefit to End Customer

- Provides a high quality refurbished computer preinstalled with a genuine Microsoft operating system
- Creates the opportunity to purchase a fully functional solution rather than just hardware
- Allows access to benefits of operating system downloads, updates, and enhanced features
- Provides an upgrade path to future releases of the Windows operating system software

Available Software for Refurbished PCs

Windows 7 is the preferred operating system available in the MAR program. Additional software such as, Microsoft Office and Windows Security Essentials are also available in some markets. For a complete list of available products please visit <http://www.microsoft.com/refurbishedpcs/Programs/MAR.aspx>.

Refurbisher Program Entry Criteria

The MAR program is open to major OEM refurbishers headquartered worldwide that meet the program entry criteria.

To be considered for the program, refurbishers must have:

- A minimum average threshold of 1,000 PCs shipped per month.
- 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 data wiping standards on all hard disks that are reused through the program
- Conformance with applicable local health, safety and environmental regulations

Note: If a refurbisher does not meet the monthly threshold or any of the requirements above, and they are supplying PCs to non-profit charitable organizations, academic institutions or other community users, the Microsoft Registered Refurbisher program may be suitable. More information on the Microsoft Registered Refurbisher program can be found at: <http://www.microsoft.com/refurbishedpcs/Programs.aspx>.

MAR Program Application Process

There is no set enrollment period. Refurbishers can apply to become a MAR anytime during the year.

MAR participants must renew their program participation annually by August 1st and must remain in good standing to retain their status as a MAR.

Once identified by a Microsoft account manager as a candidate for the MAR program, the refurbisher will need to sign the Refurbishment License Agreement and Logo License Agreement. The Microsoft account manager will help the refurbisher through this process and also start the processes for anti-piracy and credit checks. If the application process is successful the organization is granted the status of MAR.

MAR participants will use established distribution processes to order COAs and media and will have access to the OEM Communications Extranet (OCE) and [Digital Operations Center \(DOC\)](#) websites for further information and resources.

When a refurbisher becomes a MAR, they receive more information about how the program works on a day-to-day basis, the OEM Preinstallation Kit (OPK), and the Refurbisher Preinstallation Kit (RPK). The RPK includes proprietary tools that help with the refurbishment process.

These tools include a driver library to help with installations in an environment of mixed and unpredictable hardware.

Refurbisher Program Requirements

Once in the MAR program, refurbishers have several requirements to remain in the program. The refurbisher must:

- Install licensed software only on eligible computers with valid Windows COAs or Genuine Microsoft Labels.
- Erase the contents of the hard drive prior to installing the Windows operating system.
- Supply the refurbished computer 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 and Installation Process

For example, the refurbisher orders and installs Windows 7 following these steps:

1. Windows 7 COAs and Recovery Media packs are ordered through established ordering processes.
2. The refurbisher installs the software onto the refurbished PC using the OPK and the RPK.
3. The refurbisher affixes a refurbisher COA to the refurbished PC.
4. The refurbisher supplies the refurbished PC and a hard disk based recovery image (created by the refurbisher) to an end customer, reseller, or broker.

Deployment Tools

As a part of the MAR program, refurbishers will be provided access to deployment tools. A new tool has been specially created for the MAR program. This tool, the Refurbisher Preinstallation Kit (RPK), is a proprietary tool to help simplify refurbishment and Windows operating system deployment on a diverse hardware base of refurbished computers.

The RPK functionality includes:

- Capability to configure, store and deploy either generic or customized operating system images so as to eliminate the need to build individual images for machines
- Ability to automatically configure drivers from a comprehensive driver library with an updated library of all drivers certified by Windows Hardware Quality Lab

Certificate of Authenticity (COA)

There is a specially designed COA for MAR PCs. Each COA has the refurbisher name, unique product key, product name, and statement “For Use on Refurbished PC Only – No Commercial Value – For Authentication Purposes Only.” COAs are obtained through established distribution processes.



Recovery Media

A hard disk based recovery image created by the refurbisher must be shipped with each refurbished computer.



PC Licensing Rules

The licensing rules for Windows on refurbished PCs are covered in depth in the Microsoft Windows Operating System Licensing Guide for Refurbished Personal Computers (PC). This separate document is designed to explain how Microsoft software licensing rules work in the context of PC refurbishment. Using genuine Windows operating systems is as important for refurbished PCs as it is for new PCs. Only genuine Windows operating systems offer end users the quality they expect and additional benefits such as full access to downloads, updates, and enhanced features. The guide explains when a new Windows operating system license is required and when one is not required.

Logo Guidelines

The logo licensing guidelines for use of the MAR logo are provided in a separate document. This separate document is designed to explain how the MAR logo can be used for PC refurbishment. MAR participants may use the MAR logo in advertising and marketing materials to identify themselves as a Microsoft Authorized Refurbisher. The guidelines are designed to answer questions about the use of the MAR logo when promoting MAR business services, solutions and expertise.

Customer Support

Customers who purchase Windows licenses preinstalled on refurbished PCs from MARs can access free web-based support services from Microsoft or they may purchase support from Microsoft on a fee-per-incident basis. Refurbishers are not obligated to provide support, but they may provide support or sell support services.

Frequently Asked Questions

Q. What is the MAR program?

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

Q. What does Microsoft define as a refurbished computer?

A. A refurbished computer is a used machine that has gone through processes such as data wiping, testing and minor repair that leave the equipment 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” computer and not a “refurbished” computer.

Q. What operating systems are included in the MAR program?

A. Windows 7 is the preferred operating system available in the MAR program. Additional software such as, Microsoft Office and Windows Security Essentials are also available in some markets. For a complete list of available products please visit <http://www.microsoft.com/refurbishedpcs/Programs/MAR.aspx>.

Q. Who is eligible for the MAR program?

A. Major OEM refurbishers headquartered worldwide can participate by meeting program eligibility requirements including: supplying large volumes of refurbished computers, demonstrating technical competence, security and environmental compliance, receiving Microsoft credit approval, 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, and access to proprietary tools to simplify Windows operating system deployment on refurbished computers, and cost effective operating system licenses for refurbished computer equipment.

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

A. Refurbished PCs are typically three to five years old so it may be more suitable to run compatible operating system versions from that time period. 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 update refurbished PCs by acquiring an upgrade 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.

Frequently Asked Questions

Q. How is the operating system loaded on a refurbished computer?

A. Refurbishers license the OPK to help with operating system installation and a new proprietary tool, the RPK, to simplify Windows operating system deployment on refurbished computers.

Q. Is there a 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 name. As part of the software license, 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-customers will need to activate the software using the Product Key found on the COA.

Q. Who provides support?

A. 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 support or sell support services.

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.