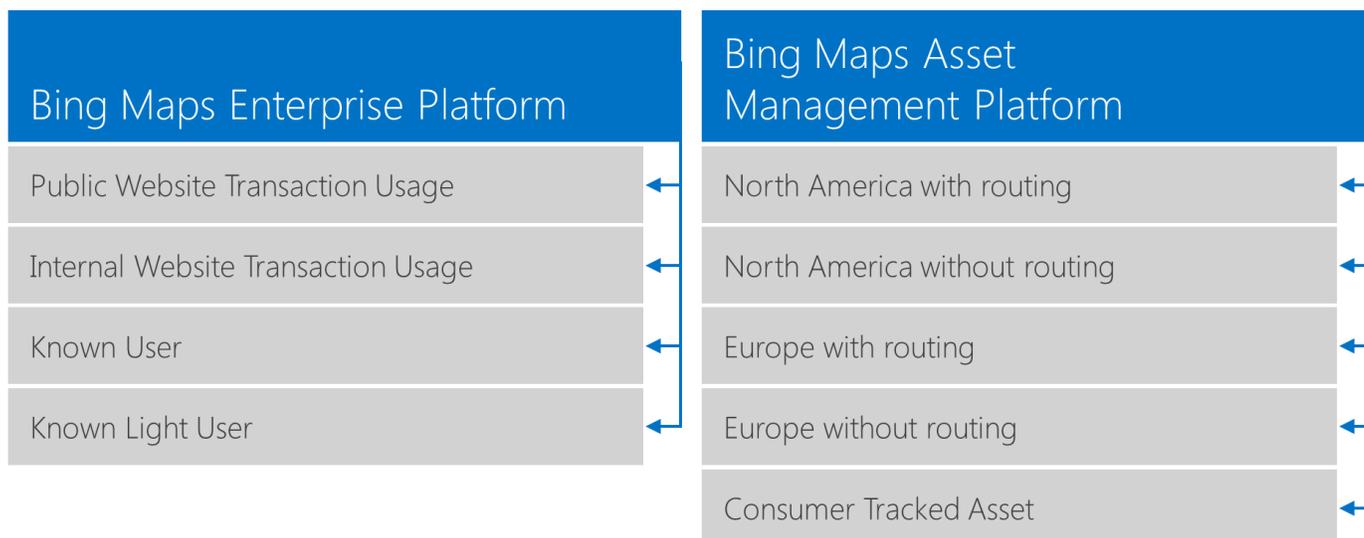


Bing Maps Volume Licensing Overview

In April 2013, Bing Maps launched an updated range of its services in the Volume Licensing programs. Below are the offerings that are now available for customers:



The purpose of this document is to provide you with information on:

- 1 [How to find the volume licensing pricing for Bing Maps on www.explore.ms](http://www.explore.ms)
- 2 [How to license Bing Maps under volume licensing](#)
- 3 [How do customers who previously ordered Bing Maps under volume licensing migrate to the new offerings](#)
- 4 [How to provision a Bing Maps account](#)

IMPORTANT NOTE

ISV and SaaS applications cannot be licensed under Volume Licensing. If the application is for an ISV or SaaS based application, please send the license request to the Bing Maps team who will forward the request to the Distributor for your region. In North America, please contact maplic@microsoft.com and outside North America, please contact mapemea@microsoft.com.

How to find volume licensing pricing for Bing Maps on explore.ms

Step 1: Log onto explore.ms



<https://www.explore.ms/navigation.aspx>

Step 2: Look under the **reports section** on the right hand side – Click on the link Products / Prices

Step 3: Select the **By Advanced** tab to get the

★ **Price List Details** where you can then search by **Price** and **Product**

Step 4: Select the following options on this page:

- **Price list** <drop-down> is sorted by country and agreement type
 - **For direct regions:**
 - Direct to End User = EA and EAS
 - Direct to Reseller = Select and Select Plus
 - Direct to Distributor = Open Value Open
 - OR
 - **For indirect regions.**
 - Direct to Reseller = EA, EAS, Select and Select Plus
 - Direct to Distributor = Open Value Open
- Program you need pricing for. For example: Select plus, Enterprise Agreement.
- Effective date
- License Agreement type
- Product family
 - Please use the following product family names listed below to access the Bing Maps offerings price for Bing Maps:
 - Bing Maps Enterprise Platform
 - Bing Maps Internal Website
 - Bing Maps Known User
 - Bing Maps Light Known User
 - Bing Maps Mobile Asset Management
 - Bing Maps Public Website

How to License Bing Maps Under Volume Licensing

Bing Maps is a monthly subscription based service.

Bing Maps has two platforms available:

1. Bing Maps for Enterprise platform and
2. Bing Maps Mobile Asset Management platform

Within these platforms, customers will purchase the service that is relevant to the application types for their usage scenario.

A summary of the application types available with each of the platforms is shown in the table below:

Bing Maps Enterprise Platform	Bing Maps Asset Management Platform
Public Website Transaction Usage	North America with routing
Internal Website Transaction Usage	North America without routing
Known User	Europe with routing
Known Light User	Europe without routing
	Consumer Tracked Asset

To prepare a quote for a Bing Maps license:

- You need to determine the correct platform:
 - **Bing Maps for Enterprise platform** or
 - **Bing Maps Mobile Asset Management platform.**
- For each platform, you only need one platform license per enrollment.

You then need to add the application types the company is looking to license.

Bing Maps for Enterprise Platform

Bing Maps Enterprise Platform – One platform license is required per enrollment. You then add the SKU's for the application(s) the company is looking to license. Multiple applications can be included under one enrollment for a company. Those applications can include Known User, Light Known User, Internal Website, and Public Website.

BingMapsEntPlatform ALNG SubsVL MVL Srvcs

Choose the SKU for Enterprise, Select Plus or Open value then multiply that SKU by the number of months being covered.

Applications for Business Use Over a Private Network

These are company applications accessed by the company's employees over a private network (intranet or extranet) to access and display maps and related information integrated within the application. Such applications will include users that are authenticated through the use of usernames, passwords, digital certificates, unique ID's, smart card, and other identification technology. This licensing options:

Known User • **Light Known User – Internal Website Transaction**

A customer will choose the **Known User** option when they have a consistent number of users and are looking to fix costs for using the service. The **Light Known User** option is chosen when a customer has a consistent user base with users that will only be viewing the map and not updating the location (e.g. internal locators) with ability to fix costs for the service. See table below for a comparison between Known and Light Known User functionality. A customer will choose **Internal Website Transactions** when they have either a variable user base or a low number of users but with high use. This option is also good when a customer is comfortable with estimating their usage in order to control costs.

Please refer to Bing Maps Terms of Use for details on use restrictions.

Comparison Chart for Known User versus Light Known User

Light Users for CRM/ Business Intelligence/ Internal Locators

Functionality Rights Included:

(please review our Terms of Use at www.microsoft.com/maps/product/terms for full details)

Light

Full Use

Browser based (including Silverlight) extranet/intranet

✓

✓

Read only map view of points from database

✓

✓

Preset thematic mapping based on administrative boundaries or sales territories.*

✓

✓

Installed client

✓

✓

Map editing and updating of locations

✓

Overlay of other map data/imagery (apart from your database, POIs and sales territories or admin boundaries as above)

✓*

Integration with GIS systems or platforms / advanced spatial queries (e.g., geofencing, buffers, intersections, combining polygons) and spatial (map) editing.

✓

Operational daily limit of 100,000 total requests or 20 requests per user

✓

Operational daily limit of 25,000 total requests or 10 requests per user

✓

Business Asset Tracking

X

X

*Postcodes, health boundaries, local government admin boundaries etc. which you are licensed to use by the owner. For example, a refreshable dashboard showing sales figures by postcode. Note that you may not replace the primary road or aerial imagery under our standard terms - please speak to your distributor.

Do you need help managing the complexity of groups of user logins with different use rights? Ask us about Active Directory Federated Services (ADFS) and our specialist security products (FIM).

Known User

BingMapsKnwnUsr ALNG SubsVL MVL PerUsr
This is the correct SKU for internal applications that have 1 < 5000 number of users required for the app.

You will need to know from your client how many users will have access to the application to be able to do this calculation.

This SKU provides a monthly subscription price. Multiply the SKU by the number of months being covered (e.g. 36 months). Then multiply the number of users to determine the total price.

BingMapsKnwnUsr ALNG SubsVL MVL 5KBndl PerUsr

You can license multiple bundles of users if required. Each bundle includes 5,000 Known Users.

Bundle price for 5,000 known users.

This SKU provides a monthly subscription price. Multiply the SKU by the number of months being covered (e.g. 36 month). Then multiply by the number of bundles required to determine the total price.

Light Known User

BingMapsLightKnownUsr ALNG SubsVL MVL PerUsr

This is the correct SKU for internal applications that have 1 < 5000 number of users required for the app.

You will need to know from your client how many Light Known Users will have access to the application to be able to do this calculation.

This SKU provides a monthly subscription price. Multiply the SKU by the number of months being covered (e.g., 36 months). Then multiply the number of users to determine the total price.

BingMapsLightKnownUsr ALNG SubsVL MVL 5KBndl PerUsr

You can license multiple bundles of users if required. Each bundle includes 5,000 Light Known Users.

Bundle price for 5,000 Light known users.

This SKU provides a monthly subscription price. Multiply the SKU by the number of months being covered (e.g. 36 month). Then multiply by the number of bundles required to determine the total price.

Internal Website Transactions

BingMapsIntrnlWbst ALNG SubsVL MVL Usage100KTrnsctns AddOn	<p>100,000 internal transactions per month.</p> <p>Multiply the SKU by the number of months being covered (e.g. 36 months) to determine total amount of transactions being acquired.</p>
BingMapsIntrnlWbst ALNG SubsVL MVL Usage250KTrnsctns AddOn	<p>250,000 internal transactions per month.</p> <p>Multiply the SKU by the number of months being covered (e.g. 36 months) to determine total amount of transactions being acquired.</p>
BingMapsIntrnlWbst ALNG SubsVL MVL Usage420KTrnsctns AddOn	<p>420,000 internal transactions per month.</p> <p>Multiply the SKU by the number of months being covered (e.g. 36 months) to determine total amount of transactions being acquired.</p>
BingMapsIntrnlWbst ALNG SubsVL MVL Usage1.25mTrnsctns AddOn	<p>1.25 million Internal transactions per month.</p> <p>Multiply the SKU by the number of months being covered (e.g. 36 months) to determine total amount of transactions being acquired.</p>
BingMapsIntrnlWbst ALNG SubsVL MVL Usage2.1mTrnsctns AddOn	<p>2.1 million transactions per month.</p> <p>Multiply the SKU by the number of months being covered (e.g. 36 months) to determine total amount of transactions being acquired.</p>
BingMapsIntrnlWbst ALNG SubsVL MVL UsagePltnmTrnsctns AddOn This SKU has a limit of (1) SKU per company	<p>This offering includes a usage cap of 400 million billable internal transactions per year.</p>

IMPORTANT NOTE ON TRANSACTIONS: Customers can purchase multiple bundles of transactions with the exception of the unlimited SKU which is limited to (1) SKU per company. Any un-used transactions roll over on a monthly basis up to the enrollment or coverage expiry date. On the enrollment or coverage expiry date, all unused transactions that have accrued up that point expire.

Customers can purchase additional bundles of transactions if they exceed their usage prior to the expiration date. It is the end users responsibility to monitor their usage and purchase additional bundles of transactions if required. Once bundles have been purchased they cannot be reduced.

Public Facing Website Transactions

Public facing website transactions are for applications that will either:

- i. Serve as a map display and/or locator, available to consumers in a company, agents or franchisee owned and operated publically available website (including mobile websites and apps), which may be offered for a fee and/or require a login.

or

- ii. Track, view, and manage assets that are consumer devices based in their GPS or sensor based location.

You may not use the services for or in connection with company applications used by authenticated enterprise users (employees or agents of the enterprise) over a private network.

Use of all the services by agents or franchisees of a company, must be controlled and branded by the company.

Use by agents or franchisees is allowed when purchasing the entire Bing Maps Website usage offering listed below except the Platinum offering.

Public Website Transactions

BingMapsPublicWbst ALNG SubsVL MVL Usage100KTrnsctns AddOn	<p>100,000 internal transactions per month.</p> <p>Multiply the SKU by the number of months being covered (e.g. 36 months) to determine total amount of transactions being acquired.</p>
BingMapsPublicWbst ALNG SubsVL MVL Usage420KTrnsctns AddOn	<p>420,000 internal transactions per month.</p> <p>Multiply the SKU by the number of months being covered (e.g. 36 months) to determine total amount of transactions being acquired.</p>
BingMapsPublicWbst ALNG SubsVL MVL Usage840KTrnsctns AddOn	<p>840,000 transactions per month.</p> <p>Multiply the SKU by the number of months being covered (e.g. 36 months) to determine total amount of transactions being acquired.</p>
BingMapsPublicWbst ALNG SubsVL MVL Usage2.5mTrnsctns AddOn	<p>2.5 million transactions per month.</p> <p>Multiply the SKU by the number of months being covered (e.g. 36 months) to determine total amount of transactions being acquired.</p>
BingMapsPublicWbst ALNG SubsVL MVL Usage4.2mTrnsctns AddOn	<p>4.2 million transactions per month.</p> <p>Multiply the SKU by the number of months being covered (e.g. 36 months) to determine total amount of transactions being acquired.</p>

<p>BingMapsPublicWbst ALNG SubsVL MVL Usage8.4mTrnsctns AddOn</p>	<p>8.4 million transactions per month.</p> <p>Multiply the SKU by the number of months being covered (e.g. 36 months) to determine total amount of transactions being acquired.</p>
<p>BingMapsPublicWbst ALNG SubsVL MVL UsagePltnmTrnsctns AddOn</p> <p>This SKU has a limit of (1) SKU per company</p>	<p>This offering includes usage cap of 400 million billable transactions per year.</p> <p>Not for use when agents and franchisees will be consuming the transactions.</p>

IMPORTANT NOTE ON TRANSACTIONS: Customers can purchase multiple bundles of transactions with the exception of the unlimited SKU which is limited to (1) SKU per company. Any un-used transactions roll over on a monthly basis up to the enrollment or coverage expiry date. On the enrollment or coverage expiry date, all unused transactions that have accrued up that point expire.

Customers can purchase additional bundles of transactions if they exceed their usage prior to the expiration date. It is the end users responsibility to monitor their usage and purchase additional bundles of transactions if required. Once bundles have been purchased they cannot be reduced.

Mobile Asset Management

Mobile Asset Management applications are applications that track, display or perform calculations based on the GPS or other sensor-based position of a device, person, vehicle or other mobile object.

Bing Maps Mobile Asset Management Platform

Bing Maps Mobile Asset Management Platform – One platform license is required per enrollment. You then add the SKU's for the application(s) the company is looking to license. Multiple applications can be included under one enrollment for a company. Those applications can include **Mobile Asset Management for Europe and America (with and without routing)**, and **Mobile Asset Management for Consumers**.

BingMapsMblAsstMngmnt ALNG SubsVL MVL Pltfrm Srvcs

Choose the SKU for Enterprise, Select Plus or Open value then multiply that SKU by the number of months being covered.

Mobile Asset Management

BingMapsMblAsstMngmnt ALNG SubsVL MVL NAWRtngPerAsset AddOn

This is the correct SKU for NORTH AMERICAN assets that will include routing

You will need to know from your client how many Assets they want to license to be able to do this calculation.

This SKU provides a monthly subscription price. Multiply the SKU by the number of months being covered (e.g. 36 months). Then multiply the number of assets to determine the total price.

BingMapsMblAsstMngmnt ALNG SubsVL MVL NAW/oRtngPerAsset AddOn

This is the correct SKU for NORTH AMERICAN assets without routing

You will need to know from your client how many Assets they want to license to be able to do this calculation.

This SKU provides a monthly subscription price. Multiply the SKU by the number of months being covered (e.g. 36 months). Then multiply the number of assets to determine the total price.

BingMapsMblAsstMngmnt ALNG SubsVL MVL EUwRtngPerAsset AddOn

This is the correct SKU for EUROPEAN assets that will include routing

You will need to know from your client how many Assets they want to license to be able to do this calculation.

This SKU provides a monthly subscription price. Multiply the SKU by the number of months being covered (e.g. 36 months). Then multiply the number of assets to determine the total price.

<p>BingMapsMblAsstMngmnt ALNG SubsVL MVL EUw/oRoutingPerAsset AddOn</p> <p>This is the correct SKU for EUROPEAN assets without routing</p> <p>You will need to know from your client how many Assets they want to license to be able to do this calculation.</p>	<p>This SKU provides a monthly subscription price. Multiply the SKU by the number of months being covered (e.g. 36 months). Then multiply the number of assets to determine the total price</p>
<p>BingMapsMblAsstMngmnt ALNG SubsVL MVL CnsmrTrackedPerAsset AddOn</p> <p>This is the correct SKU for all Consumer Tracking applications</p> <p>You will need to know how many Consumers your client plans to track for this application to do this calculation.</p>	<p>This SKU provides a monthly subscription price. Multiply the SKU by the number of months being covered (e.g. 36 months). Then multiply the number of assets to determine the total price</p>

How do customers who previously ordered Bing Maps under Volume Licensing migrate to the new offering?

Customers who previously ordered Bing Maps under Volume Licensing will migrate to the updated offering range upon renewal.

Below shows the migration path for customers:

Previous Offerings	New Offering
<p>BingMapsAddOn ALNG SubsVL MVL 250KTrnsctn</p> <p>BingMapsAddOn ALNG SubsVL MVL 25KTrnsctn</p>	<p>Bing Maps Public Website Usage 100K Transactions Monthly Sub</p> <p>Bing Maps Public Website Usage 250K Transactions Monthly Sub</p> <p>Bing Maps Public Website Usage 420K Transactions Monthly Sub</p> <p>Bing Maps Public Website Usage 840K Transactions Monthly Sub</p> <p>Bing Maps Public Website Usage 2.5m Transactions Monthly Sub</p> <p>Bing Maps Public Website Usage 4.2m Transactions Monthly Sub</p> <p>Bing Maps Public Website Usage 8.4m Transactions Monthly Sub</p>
<p>BingMapsAddOn ALNG SubsVL MVL UltTrxAddOn</p>	<p>Bing Maps Public Website Usage Platinum Transactions Monthly Sub</p>
<p>BingMapsAddOn ALNG SubsVL MVL PerUsr</p>	<p>Bing Maps Known Per User Monthly Sub</p> <p>Bing Maps Known 5K User Bundle Monthly Sub</p>
<p>BingMapsPro ALNG SubsVL MVL Srvcs</p>	<p>Bing Maps for Enterprise Platform Fee Monthly Sub</p>

How to access the Bing Maps Service and provision an account

Most customers ordering Bing Maps generally have a Bing Maps Account. The customer's app may be consuming the service using either a Basic or Trial Key or in some cases they have not created a Key.

Next Steps:

1. The licensing partner/reseller or customer/end-user of the license must complete the form below and send via e-mail to mpnet@microsoft.com to have the Bing Maps Account reclassified as a Volume License Account.
2. Upon completion of the form and receiving a welcome email from MPNet, the customer is required to log into their newly provisioned account and generate an Enterprise Key with the correct Application Type. All production applications require an Enterprise Key to be used.
 - Only Enterprise Keys are supported.
 - This Key type will ensure you are within the terms of use for your live application.
 - The Enterprise Key will display accurate usage for your application.

The turnaround time to have the Bing Maps Account reclassified as a Volume License Account is 1-2 business days. To verify the status of your request please contact mpnet@microsoft.com.

NOTE: A minimum of one Bing Maps Account ID is required for each offering purchased from a different product family. The different product families are Bing Maps Public Website, Bing Maps Internal Website, Bing Maps Known User, Bing Maps Light Known User and Bing Maps Mobile Asset Management.

Special conditions apply for the Mobile Asset Management product family. When purchasing from this product family, you will require a separate Bing Maps Account ID: (a) for each region that you purchase (e.g. Europe vs. North America) and; (b) when with routing vs. without routing is purchased. Below are a few example scenarios to help guide you through the Bing Maps Account requirements.

Bing Maps Account Details (Bing Maps Account Center)	
Your Bing Maps Account ID	<i>Required</i>
Business Contact Email	<i>Required</i>
Volume License Purchase Details	
Enrollment Number*	<i>Required</i>
Product Family (<i>Bing Maps Add-on, Bing Maps Light Known User, Bing Maps Known User, Bing Maps Mobile Asset Management, Bing Maps Internal Website, Bing Maps Public Website</i>)	<i>Required</i>
End Customer Name	<i>Required</i>
End Customer PCN (<i>Public Customer Number</i>)	<i>Optional</i>
Master Agreement Number / PAR Number	<i>Optional</i>
Program (<i>Enterprise6, Enterprise Subscription 6, Select 6, Select Plus, OLV 2.0 Subscription, Govt Partners</i>)	<i>Optional</i>

**If you are unable to locate an Enrollment Number you can alternately provide a Master Agreement Number, but this may cause a delay as the MPNet team will have to assist in locating the Enrollment tied to your Bing Maps License purchase*

Below are a few example scenarios to help guide you through the Bing Maps Account requirements.

License Scenario	Bing Maps Account ID Requirements
You ordered two Bing Maps Known User offerings under an enrollment with coterminous coverage.	This scenario would only require one Bing Maps Account ID because both offerings are in the same product family, Known User. Additionally, your Bing Maps Account will reflect the total active quantity as determined by each offering's coverage dates.
You ordered one Bing Maps Known User offering and one Bing Maps Known User Light offering under an enrollment with coterminous coverage.	This scenario would require two Bing Maps Account IDs since Known User and Known User Light are each from a different product family.
You ordered two Bing Maps Mobile Asset Management for North America with routing offerings and one Bing Maps Light Known User offering under the same enrollment with coterminous coverage.	This scenario would require two Bing Maps Account IDs since Mobile Asset Management and Light Known Users are from a different product family. Additionally, your Bing Maps Account for the Mobile Asset Management offerings will reflect the total active quantity as determined by each of the offerings coverage dates.
You ordered two Bing Maps Mobile Asset Management for North America without routing offerings under an enrollment with different coverage lengths (not coterminous; one for 12 months and the other for 36 months).	This scenario would require only one Bing Maps Account ID because both offerings are in the same product family, region and without routing. Additionally, your Bing Maps Account will reflect the total active quantity as determined by each offerings coverage
You ordered one Bing Maps Mobile Asset Management for North America without routing offering, one Bing Maps Mobile Asset Management for Europe without routing offering and one Bing Maps Mobile Asset Management for Europe with routing offering under an enrollment with coterminous coverage.	This scenario would require three Bing Maps Account IDs since they are all separated by region, with routing and without routing selections within the Mobile Asset Management product family.

If you have any questions regarding this document please contact the Bing Maps sales team using the Contact Us form at: <http://www.microsoft.com/maps/contact-us.aspx>