



Microsoft® Office 2010 Technology Guarantee

The Microsoft Office 2010 Technology Guarantee Program allows customers who meet certain requirements a free upgrade from Office 2007 to Office 2010. See below for details.

What:

Customers who purchase and activate a qualifying Office 2007 product between March 5, 2010 and September 30th, 2010, and who meet the other eligibility requirements can download Office 2010 at no additional cost or purchase a DVD for a fee.*

Why:

The program is designed to help channels sustain sales and minimise returns of Office 2007 during the launch of Office 2010.

How:

1 Purchase Office 2007

Customer buys qualifying Office 2007 product between March 5, 2010 and September 30, 2010. Customers can visit www.office.com/techg for more information and to sign up for an email reminder when Office 2010 is available for download in their language.

2 Activate Office 2007

The customer needs to activate Office 2007 between March 5, 2010 and September 30, 2010.

3 Download Office 2010

- Once Office 2010 is available in the customer's language, they will receive a reminder email to return to www.office.com/techg to get started, (no pre-orders will be available), agree to the Terms and Conditions, enter their Office 2007 25-character Product ID and confirm their purchase date.
- In real-time, Microsoft will validate whether the purchase date and activation date fall within eligibility dates, and determine the qualifying product and language.
- The customer logs in with or creates a Windows Live ID (WLID), downloads the bits and receives the Office 2010 Product ID online (and via email).

How to Position the Technology Guarantee to Your Customers

Use these key messages with your customers when talking about the Office 2010 Technology Guarantee.

Don't Wait – Get Office 2007 Today and Upgrade to Office 2010 When Available!

1 Purchase Office 2007

Purchase qualifying Office 2007 product between March 5, and September 30, 2010.

2 Activate Office 2007

Activate Office 2007 by September 30, 2010.

3 Download Office 2010

Download Office 2010 free at www.office.com/techg when Office 2010 is available or order a DVD for a fee,* before October 31, 2010.*

Stay productive today by using Office 2007, then quickly and easily upgrade to Office 2010 when it's available.

Individual Microsoft Office applications, such as Word and OneNote, also qualify for the corresponding Office 2010 individual application. The following Office 2007 products are not eligible:

- Office Groove 2007 - customers can keep Groove 2007 on their PC
 - Office SharePoint Designer 2007
 - Office Accounting - customers can keep Accounting on their PC
 - Office InfoPath 2007 - customers can keep InfoPath 2007 on their PC
- Language Packs - customers will need to purchase new language packs for 2010.

*Office 2010 downloads will be accessible at general availability. Discs can be ordered for a fee. Eligible Office 2007 software must be purchased from Microsoft or an authorised reseller and activated between March 5, 2010 and September 30, 2010. Customers must request their Office 2010 product by October 31, 2010 using their activated Office 2007 Product ID and dated sales receipt. One Office 2010 product per qualifying Office 2007 purchase, limit 25 per person. See www.office.com/techg.

Download fees and charges may apply as set by your internet service provider.

Microsoft Office 2010 Technology Guarantee Program Details

Eligibility	Customers who buy qualifying Office 2007 products between March 5, 2010 and September 30, 2010.	
License Types	Full Package Product (FPP), OEM/OEM, and High Volume Services (HVS) License Note: Volume Licensing does not apply	
Version Offering	Qualifying Product	Upgrade Product
	Microsoft Office Home and Student 2007	Microsoft Office Home and Student 2010
	Microsoft Office Basic 2007	Microsoft Office Home and Business 2010
	Microsoft Office Small Business 2007	Microsoft Office Professional 2010
	Microsoft Office Professional 2007	Microsoft Office Professional 2010
Microsoft Office Ultimate 2007	Microsoft Office Professional 2010	
Redemption	Customer downloads Office 2010 free at www.office.com/techg when Office 2010 is available, or orders a DVD for a fee. [#] Customer must redeem the upgrade by October 31, 2010.	
See full list of Office 2007 qualifying products at www.office.com/techg .		

FAQs/Objection Handling:

Q. When will the Office 2010 download be available?

A. Eligible customers can download their upgrade after Office 2010 is generally available and before October 31, 2010.

Q. What does it cost?

A. Eligible customers can download the Office 2010 upgrade for free, or purchase a DVD for a fee.[#]

Q. What do I need to be eligible to upgrade to Office 2010?

A. The following are required for eligibility.

- Qualifying Office 2007 product purchased between March 5, 2010 and September 30, 2010
- Office 2007 Product ID activated by September 30, 2010
- Internet access to download Office 2010 upgrade or order a DVD
- Office 2007 dated sales receipt

Q. Why shouldn't I just wait for Microsoft Office 2010?

A. With the Office 2010 Technology Guarantee, you can have the best of both worlds. Eligible customers can buy and use Office 2007 today, and then easily upgrade to Office 2010 free when it is available.

Q. Who will provide product support for the Technology Guarantee?

A. Once you receive and install your upgrade product, it will carry forward the licensing terms and support obligations of the original qualifying installation. For example, if you acquired Microsoft Office 2007 preinstalled on your PC, the OEM will be responsible for the technical support of the upgrade, as they would with other preinstalled Office products.

Microsoft Office Key Messages:

MESSAGE 1 Microsoft Office suites are the essential software used around the world by businesses, students and at home.

MESSAGE 2 Microsoft Office can help you organise, access, and track financial information, create dynamic presentations and documents, and manage home projects.

Learn more about Office at www.office.com.

Learn more about the Office 2010 Technology Guarantee at www.office.com/techg.

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