Microsoft Product Activation and Activation Scenarios

Products
- Online activation is required for VISTA and when released the “Longhorn” Server
- Windows XP did not require online activation
- Microsoft is moving toward requiring online activation for all products
- Office 2007, when released, will not require online activation but may require activation in the near future

Installation
- No product key needs to be entered during installation
- Activation must occur within 30 days of installation
- After 30 days, product functionality is limited

2 Activation Processes
- Multiple Activation Key (MAK) and Key Management Service Key (KMS)
- MAK
  - Computer connects one time either directly to Microsoft or through a MAK proxy server via the campus network to activate license
  - Additional checks are not required unless significant changes are made to the device
  - Limited number of keys is provided to each entity but additional keys may be requested
- KMS
  - Key is installed on Key Management Servers located on campus
  - Only two KMS servers allowed and therefore requires central administration
    - Departments, Colleges, Divisions cannot run a KMS
    - Microsoft for itself only runs two for the entire business
  - Once Vista is installed, the machine has up to 30 days to activate before reduced functionality mode is applied
  - Machine must check-in with KMS server every 180 days to renew activation

CSULB Deployment Scenarios
- MAK
  - University owned computers used primarily for university business
  - Computer located off campus or isolated from the campus network for more than 180 days at a time
    - Events that would require a re-activation
      - Computer:
        - Re-imaged using Ghost or other disk image deployment tool
        - Operating system re-installed
        - Significant hardware changes
- KMS
  - University owned computers used primarily for university business
  - Computer located on campus that do not leave campus or isolated from campus for more than 180 days at a time

OEM/Retail Versions of Vista
- Activation for versions of Vista that come with purchased computers cannot be done using the campus MAK or KMS licenses
  - The media/key pairs for retail versions of Vista are different
- Installing the campus version of Vista allows you to use MAK or KMS managed by the campus