Microsoft Imagine Guide for Academic Volume Licensing Customers

Agreements: EES, OVS-ES, Campus, School Agreement
# Table of Contents

- What is Microsoft Imagine? .................................................................................................................................................. 3
- Available Subscriptions .......................................................................................................................................................... 4
- About Microsoft Imagine Subscription Licensing ..................................................................................................................... 5
- How to Enroll or Renew a Subscription .................................................................................................................................. 6-16
- Access to Subscriptions. ............................................................................................................................................................. 17-21
- Frequently Asked Questions ...................................................................................................................................................... 22-25
- Resources. .................................................................................................................................................................................. 26-27
What is Microsoft Imagine?

Microsoft Imagine puts professional developer tools, software, and services in the hands of faculty and students with low-cost subscriptions from Microsoft.

Students receive developer tools from Microsoft Imagine at no cost – everything needed to create apps, games and websites – so they can chase their dreams, create the next big breakthrough in technology, or get a head start on their career.
Available Subscriptions

There are two Microsoft Imagine Subscription levels available to Institutions:

- **Standard**: For use institution-wide (elementary to higher education)
- **Premium**: For use within qualifying STEM departments only

**Microsoft Imagine Standard**: Includes OneNote, SQL Server, Visual Studio, and Windows Server.

**Microsoft Imagine Premium**: Includes Project, Visio, and Windows.

Please note that Microsoft Office is not available for Standard or Premium Subscription levels.

Additionally, students may download software directly or access additional benefits like Microsoft Azure, Windows Virtual Academy, and Windows Dev Center using the Microsoft Imagine catalog available at: [https://catalog.imagine.microsoft.com/en-us/catalog](https://catalog.imagine.microsoft.com/en-us/catalog)

*Select versions of the following products are available through Microsoft Imagine Standard and Microsoft Imagine Premium. Please review the software catalog and EULAs for more information on supported products.*
Microsoft Imagine Standard and Premium Subscriptions are available for academic or non-commercial use. Students may also share their projects online and continue to use the software after graduation according to EULA terms.

Detailed usage guidelines and end-user licensing information can be accessed here: https://catalog.imagine.microsoft.com/en-us/institutions/guidelines
How to Enroll or Renew a Subscription
Step 1: Go to imagine.microsoft.com

The person enrolling must be the person that will act as Program Administrator for the subscription.

1. From the Microsoft Imagine home page, go to the “Academic Institutions” section on the bottom right corner and click on “Find out more”
2. Click on “Enroll or Renew” in top navigation bar
3. On the next page, click on the “Enroll or Renew” button, which will guide you to a new website for sign-up or renewal
Step 2: Enroll in a New Subscription

- Select “Yes” and click “Enroll or Renew”
- If you previously had a Microsoft Imagine or MSDN Academic Alliance subscription, you can renew with the promo code provided, but you need to go through the renewal process to do so
- You will need to have your subscriber ID number
Step 3: Complete Your Institution Profile

Microsoft Imagine Institution Information

- **Country**: Please Select the Country
- **Currency**: These are the transaction currencies available for your billing country
- **OSI/EIS/Campus, or School Agreement #**
- **Full Official Institution Name**
- **Institution URL**
- **Institution Domain**: Root domain where * is your subdomain e.g. students.contoso.edu. Generic domains are not allowed. Below is the list of top level generic domains which are not qualified: .yahoo.com, .hotmail.com, .aol.com, .gmail.com, .microsoft.com, .comcast.net, .hotmail.com
- **Other Institution Domain**
- **School Segment**: Please Select the School

Back | Continue
Step 4: Select Your Subscription Level

• Select the subscription type corresponding to the promo code received
• Depending on the promo code you received, this will be a 1 year or a 3 year subscription
• Only Electronic Software Delivery membership type is available
Step 5: Complete Checkout

If you have received a promotion code via email, at a Microsoft event, or as part of your Academic Volume Licensing agreement, please enter it here.

This will set the price to $0.
Step 6: Complete the Order Form

To complete the order form, fill in your contact information and your Institution’s information.
Tax information is not required since you are enrolling using a 100% off promo code.
Step 7: Review and Complete Your Order

1. Review the form
2. Select the box at bottom of the screen noting “I have read and agree to the Subscription Agreement and the Privacy Statement”
3. Select “Place Order Now”
4. Keep a copy of the order receipt
Step 8: What’s Next?

Once the order is submitted, a Microsoft representative reviews the information.
Allow up to 10 business days.

After the eligibility check is completed, the subscription will be activated within 5 days.

You will receive an email that confirms your order information.
Once your subscription is approved, you will receive a welcome email with your subscriber ID number.
Renewing an Existing Subscription

If you are renewing a subscription you can follow the same process outlined in previous steps but please start from: https://catalog.imagine.microsoft.com/en-us/institutions/Enroll.

The same promo codes can be used for first enrollment or renewal.

You can renew a subscription any time before the expiration date or within 30 days of the expiration (grace period). After that time, you will need to follow the enrollment process which means you will get a new subscriber ID number.

If you previously deployed an Electronic Management System (ELMS) WebStore, we recommend that you renew within the grace period so you don’t lose access to your WebStore.
Information Required for Renewal

In order to renew, you need to provide the first and last name of the current subscription administrator (account holder) and the current subscriber number of the subscription they wish to renew.
Access to Subscriptions
There are two ways to access your subscription and deploy software to your students and outfit your labs:

1. By downloading software and keys from the Visual Studio Subscription Portal
2. Or, by activating a free WebStore offered by Kivuto Solutions Inc., a Microsoft partner

Please visit this link for more information: https://catalog.imagine.microsoft.com/en-us/institutions/access.

**For Administrators Only**

**Access through Visual Studio Subscription Portal**

If this is your first time accessing the portal you will be required to link a Microsoft account with the email address that was provided at enrollment time. You will need your Subscriber ID or Benefits Access Number, the full name of an administrator, and the email given during enrollment to link to these accounts. After linking your accounts you will be able to access the Visual Studio Subscriber Portal.

**For Students, Faculty, and Administrators**

**Access through ELMS (Electronic License Management System)** WebStores

WebStores for Microsoft Imagine use an Electronic License Management System (ELMS) solution included in every subscription at no additional cost. Institutions can use ELMS to manage and distribute software licenses to students, faculty and staff, as well as everything you need to outfit your computer labs.

*Important Note:
When choosing to activate Microsoft Imagine through the ELMS WebStore, the Administrator must create an Visual Studio Subscription Portal account. This is required to get access to products keys for lab installations for certain products, like Windows.
Student Access to the Microsoft Imagine WebStores

Get started with two easy steps:

1 Request your WebStore

Microsoft has partnered with Kivuto to offer you a WebStore solution for your software distribution and licensing management needs. Navigate to the Kivuto website and complete the request form to receive your customized WebStore. Note: you must first purchase a Microsoft Imagine subscription and complete the enrollment process and receive your Subscriber ID before submitting this request.

Our partners at Kivuto will set up your WebStore once they verify your institution’s active subscription, and you will receive an e-mail with the URL to your WebStore and administrator login information. This verification and setup process typically takes two business days from the time you submit your request.

2 Give students and faculty access to your WebStore

Review the Quick Start Guide to learn how to easily set up your WebStore, and provide access to your students and faculty. If you want to know more about how to use the WebStore or about setting up user authentication through single sign-on (SSO), refer to the resources available on the “WebStore Benefits & Resources.”

For further assistance with your Microsoft Imagine WebStore, please send an e-mail to msimagine@kivuto.com or call 1-877-894-7970 (in North America) or 1-613-518-2074 (outside North America).
The Program Manager or Administrator (PA) is the person who enrolled in the Microsoft Imagine subscription. This person does not necessarily need to be in the IT department, but can be a professor or assistant professor.

**Required**

- Enroll in Microsoft Imagine subscription – this is the person that will have access to Visual Studio Subscription Portal
- Deploy software to students and educators (ELMS is recommended method)
- Provide software and product keys to students and faculty for their home/personal use directly – **only** required if ELMS WebStore is not deployed as software distribution method since with ELMS WebStore, students/educators can download products and keys independently
- Ensure License terms are followed and software is only used for academic developmental and research purposes
- Make any changes to membership (e.g. phone number, e-mail address, etc.) when required
- Ensure software is installed on lab machines when required
- Provide additional product keys when requested by students (e.g. their system crashed and they need to re-install) – on ELMS WebStore a student gets two keys but the PA can issue one additional key
Program Manager Responsibilities continued

Required continued

• Request additional activations on Lab keys and additional individual retail product keys as needed – only applicable to products requiring activations keys like Windows, for example

• Provide Lab keys to the IT staff for assistance in installing software on lab machines for Windows since lab keys are only accessible to the PA on Visual Studio Subscription Portal. However, for other products, the PA can activate ELMS WebStore and request Kivuto to add other administrators so that each administrator can manage their own lab installs. This can be more easily managed if each school enrolls in a subscription and has its own PA.

Recommended

• Request ELMS WebStore and additional System Administrators for ELMS if needed to msimagine@kivuto.com
• Set up and maintain ELMS WebStore accounts for students and educators
Frequently Asked Questions
Frequently Asked Questions

How can I find my current Subscriber ID?
Your subscriber ID number is included in the welcome email you received upon approval of your application when you first enrolled in the program or in the renewal email sent to the subscription administrator. If you need help, contact us.

What happened to DreamSpark Standard and Premium?
DreamSpark Standard and DreamSpark Premium aren’t gone – they’ve simply been renamed “Microsoft Imagine Standard” or “Microsoft Imagine Premium.”

How do I access the existing Visual Studio Subscription portal with the new Microsoft Imagine site?
Your access to the Visual Studio Subscription portal is still the same. You can visit Visual Studio Subscriber Downloads today and download software and get product keys, just like you used to. This is still a benefit with the new Microsoft Imagine Standard and Microsoft Imagine Premium subscriptions. In the future, find a link to the Visual Studio Subscription Portal on the Subscription Access page.
What schools are eligible to participate in the Microsoft Imagine program?

Universities, community colleges, high schools, vocational schools, and trade schools are all eligible to participate in the Microsoft Imagine program. Any accredited school is eligible. Please note: the Microsoft Imagine Premium subscription is only available to STEM departments and students in that department. The Microsoft Imagine Standard subscription is available to the entire institution and all students attending it.

Are customers that receive Microsoft Imagine as a free benefit of their Academic Volume License subscriptions (EES, OVS-ES, Campus Agreement and School Agreement) enrolled automatically in Microsoft Imagine?

No, these customers need to enroll in Microsoft Imagine using appropriate promo codes provided to them in their Academic VL subscription welcome letter. Microsoft does not enroll them automatically. They will also need to renew once their subscription expires. Renewals are not done automatically. If you cannot locate your promo code, please contact the institution support.
How do I distribute products to students?

As a Microsoft Imagine subscriber, your institution gets access to an Electronic License Management System (ELMS) WebStore. ELMS is a Web-based software distribution system that program administrators can tailor to their department’s needs. Your WebStore is provided as a free benefit to Microsoft Imagine member departments worldwide, so no additional fees apply in order to use it. Essentially, ELMS enables administrators to create a WebStore with customized Web-based software and key distribution mechanism for their department, deploy it to their students, and enjoy the benefit of the maintenance-free record-keeping inherent to the ELMS system.

The second option is to use Visual Studio Subscriber Downloads to access any product keys that students may need to activate their products. While administrators cannot grant direct access to the Visual Studio Subscriber Downloads to students, they can download the software package and request keys from this site and give them to students.

When do I renew my Microsoft Imagine membership?

You will receive an email 60-days prior to membership expiration reminding you to renew your subscription. If you have not received this email and are concerned that your subscription is about to expire, please contact us. You can go to the Visual Studio Subscription Portal and check the expiration date of your subscription under “My Account.”
Resources
Resources for New Subscribers

Microsoft Imagine Website: imagine.microsoft.com

Software Deployment:
ELMS WebStore overview: http://kivuto.com/digital-distribution-solutions/academic-institutions/elms-for-microsoftimagine/
Full list of products included in the subscriptions: https://catalog.imagine.microsoft.com/en-us/catalog

Licensing and Usage:
Microsoft Imagine Standard and Premium usage guidelines and license agreement: https://catalog.imagine.microsoft.com/institutions/guidelines

Support:
Microsoft Imagine subscription support: https://catalog.imagine.microsoft.com/en-us/Support/Contact
ELMS WebStores support: msimagine@kivuto.com

FAQs: https://catalog.imagine.microsoft.com/en-us/institutions/faq