

AVNET INTEGRATED SOLUTIONS SPOTLIGHT ON MICROSOFT FOR OEMs



WHY OEMs CHOOSE AVNET FOR EMBEDDED & IoT LICENSING



WHY LEADING OEMs STANDARDIZE ON MICROSOFT LICENSING THROUGH AVNET

Future-proof your product strategy with Microsoft Embedded and IoT licensing from Avnet. Get your products to market faster, with reduced costs, increased stability and longer lifecycles.

WHAT IS A COA?

Certificate Of Authenticity

- Royalty sticker sold to OEMs
- Physical deliverable, to be affixed to the OEMs device
- Each device sold must include a COA as proof of licensing

They come in two form factors

EPKEA

Uses a volume key
Does not have a key
printed on the label.



PKE

Scratch-off label to
reveal the key used to
activate the OS



BENEFITS OF EMBEDDED / IOT LICENSING

- The Long Term Support Channel (LTSC) provides stripped back functionality which doesn't take up disk, ram and processor space and where the focus is on security and update control and stability. This means your products are more **stable, reliable and long-lasting**.
- Embedded licenses come with **10 years extended support** and are available for 10-15 years (depending on the specific product) keeping your products in market for longer and extending your ROI.
- **Multiple languages** are available meaning you don't need different license SKUs for each country your product is manufactured in.
- As an OEM, you have global export rights to sell to your customer with Microsoft built in - a license sticker COA is attached to each product to prove the genuine license.
- Our team can help you create **custom images** using the software for mass deployment globally.
- Your Customer License Agreement (CLA) entitles you to **access support** from the Microsoft portal and Avnet's specialist Microsoft team.



STEP BY STEP FOR EMBEDDED LICENSING

ADVANTAGES OF EMBEDDED / IoT LICENSING

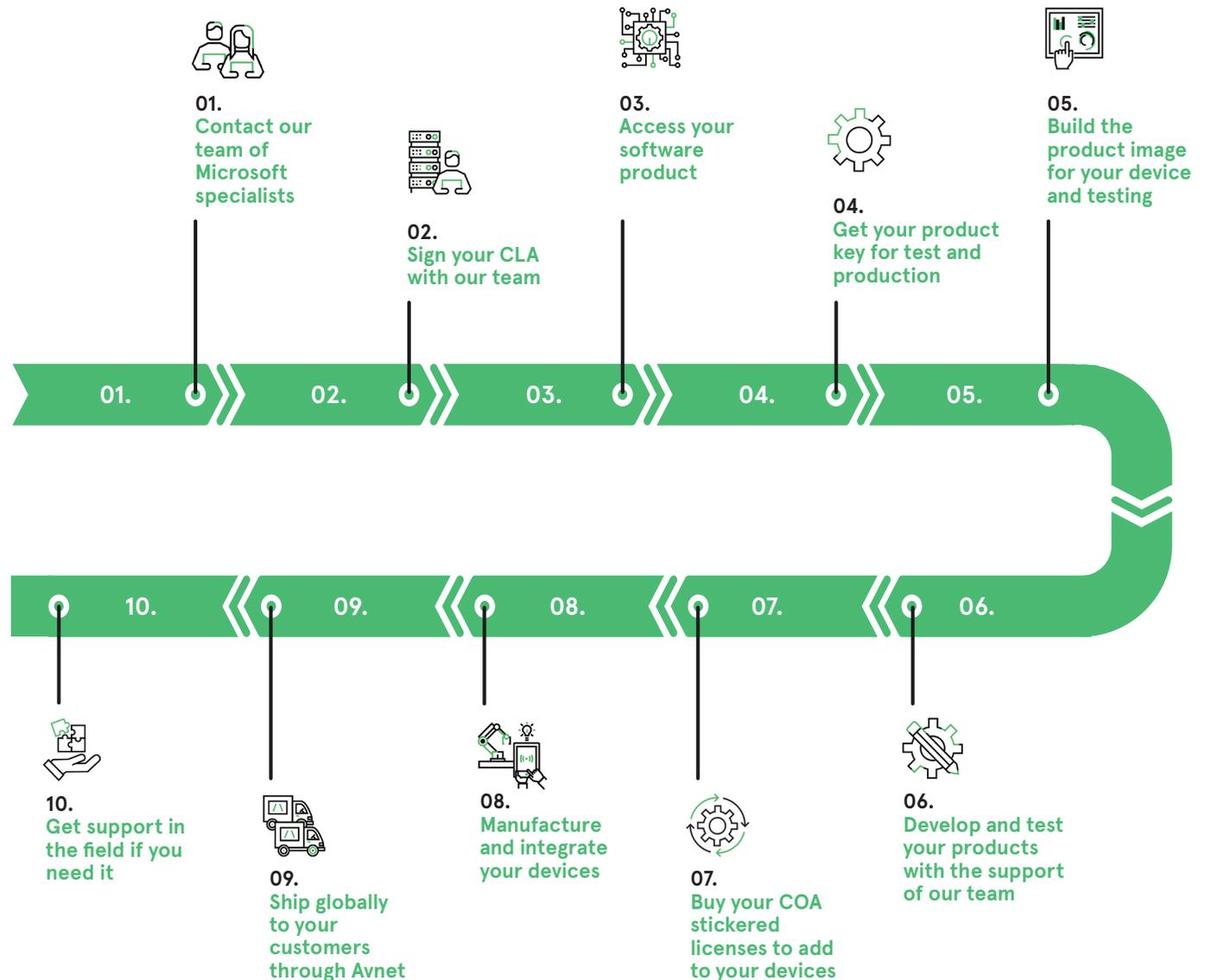
There are key benefits when choosing Microsoft Embedded licensing from Avnet. These include:

- No quantity commitment from the OEM
- A more attractive pricing structure
- Embedded licenses can be resold as part of a complete solution
- When you bundle software and hardware as an OEM, you can also support that solution, and Avnet can do this for you, globally.

Here's a simple step-by-step guide to the process. We're with you at every step.

Upgrading during your renewal window provides cost efficiency, automatic continuity of support and helps with predictable lifecycle planning. If you're in a general purpose OS environment, it's not just a maintenance task – it helps your products to be more stable, secure and last longer.

Our team can help with every stage because we handle the entire process. We have the expertise to support you with software imaging, integration and global deployment.



MEET OUR TEAM

Our Microsoft specialists work exclusively with OEMs to navigate licensing, lifecycle planning, and long-term support for embedded and IoT solutions. With deep, real-world experience across regulated and long-lived products, our team understands the operational and compliance challenges OEMs face.

We don't just advise—we stay engaged throughout licensing, production, and field support. When needed, we leverage direct access to Microsoft engineering through Avnet's support agreements to resolve issues quickly and keep products secure, compliant, and supported over time.

Jeff Reed

Microsoft Supplier Business Manager



Aaron Tilton

Microsoft Test Engineer



Gerardo Avalos

Microsoft Support Specialist



CONTACT US

Microsoft Embedded and IoT licensing is specialized work—and maintaining that expertise internally can be resource-intensive. Avnet's dedicated software specialists work exclusively in this space, supporting OEMs with licensing decisions, production readiness, and long-term lifecycle management.

Because we partner with Microsoft every day, we can help you navigate licensing options, access the right programs, and optimize pricing and support—while your teams stay focused on building and delivering your OEM solutions.

Email us directly at software@avnet.com

or call us at [800-434-6155](tel:800-434-6155)

