

# Microsoft® Electronic OEM Customer License Agreement for Embedded Systems (eCLA) Process

## OEM Reference Guide

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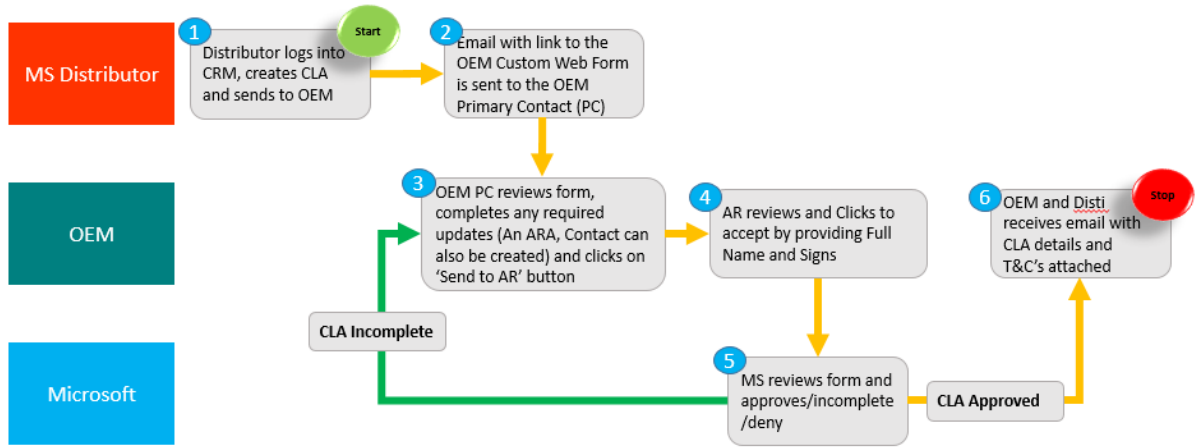
## INTRODUCTION TO CLA AND THE eCLA PROCESS

Original Equipment Manufacturers (OEMs) that desire to design, manufacture and distribute embedded devices containing a Microsoft operating system platform must execute a Microsoft OEM Customer License Agreement for Embedded Systems (CLA). A CLA grants the basic rights to obtain and use software masters and distribute a copy of the software with each embedded device. The CLA also allows an OEM to purchase runtime licenses represented in the form of Certificates of Authentication (COAs) that are affixed to embedded devices and indicate the devices contain genuine Microsoft software.

This guide provides a visual representation of the online process to complete and execute a CLA (electronic CLA or eCLA process). All steps of the eCLA process are covered in chronological order. Separate sections corresponding to the sections of the online CLA form are intended to allow users to quickly locate specific content if more direction is needed to complete a particular part of the CLA form.

**Note:** You can ask your Embedded Distributor for a courtesy softcopy of the CLA terms and conditions for you and others within your company to review. However, acceptance of the terms and conditions will be performed online as part of the eCLA process.

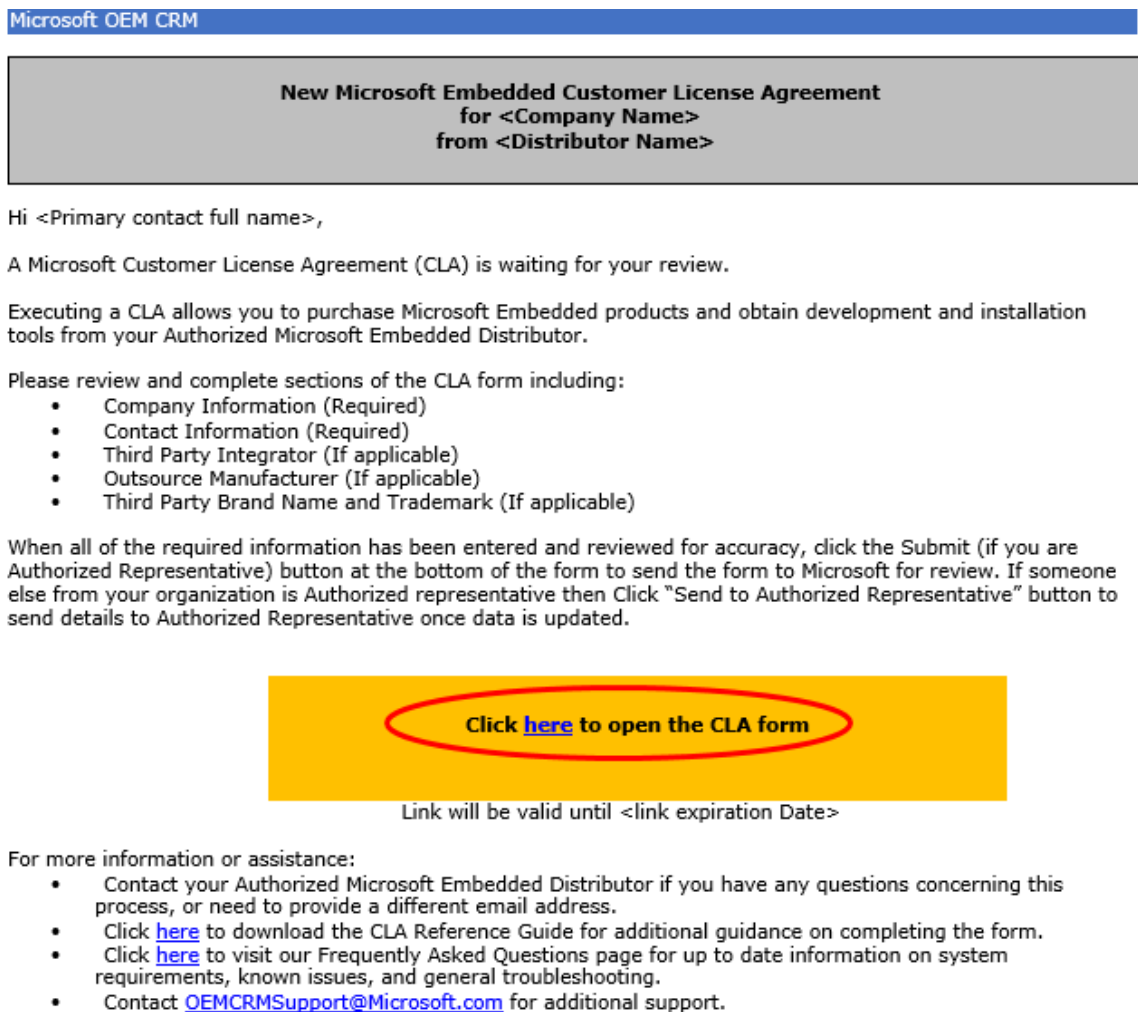
## THE eCLA PROCESS FLOW



## GETTING STARTED

The eCLA process begins when the Microsoft Authorized Embedded Distributor (Embedded Distributor) with which you are working initiates an email to the address provided by you or someone else within your company. This email will contain a link to the online CLA data entry form designed to capture your company specific information.

Figure 1 contains a sample email with the CLA input form link highlighted.



**Figure 1**

As stated in the welcome email, you access to the eCLA form by clicking the link supplied.

**Note:** Refer to the [eCLA Frequently Asked Questions document](#) for which versions of Internet Explorer that are supported. Non Microsoft browsers such as Chrome, Firefox and Safari are not supported.

**Tip:** If you are expecting an email and it doesn't arrive in your inbox, check other folders such as 'Junk E-mail' and/or contact your System Administrator to ensure emails from 'Microsoft OEM CRM Production Application Account' (oemcrmplat@microsoft.com) are not being blocked.

**Renewal:** If you are renewing, the eCLA process is similar to what is described in this guide except the online CLA input form will be prepopulated with your company specific information. Review the prepopulated data and make any necessary modifications. Once you are finished making any modifications, click the 'Renew' button at the bottom of the input form. Figure 23 contains a representation of this button. The CLA will be auto-approved with the same CLA number. The CLA end date will be extended.

## COMPLETING THE CLA FORM

Once directed to the online CLA form, you will be given the opportunity to enter data specific to your company such as legal name, address, contact details and associated third parties, if any.

All fields with a red asterisk and red border must be completed, all other fields in green border are optional and all the greyed out fields are read-only and cannot be edited. You will not be able to submit the form until all required fields are populated.

The form contains the following sections:

- General Company Information including legal name, primary address and name & contact information of the person who will sign the CLA.
- Company Contacts including one or more **contacts** – one '*Primary Contact*' who will receive any email correspondence related to the CLA itself, one contact classed as '*Authorised Representative*' who is required to accept the T&Cs online and one or more '*Ship-to Contacts*' who are authorized to receive software masters, COAs and/or any APM (this can be 3 individual contacts or one person).
- Associated Third Party Details including identification of any Third Party Integrators (TPIs), Outsource Manufacturers (OMs) and/or Third Party Brand and Trademarks (TPBNs).

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## GENERAL COMPANY INFORMATION

The initial fields displayed when the CLA input form is presented are intended to capture general information about your company.

Microsoft<sup>®</sup> OEM Customer License Agreement

Fill all mandatory fields with appropriate validations to enable Save and Accept button on CLA form. Terms and Conditions hyperlink depends on country selected, hence select country first to enable Terms and Conditions, Print Online and Print hard Copy functionalities. Please enter your information and click Submit/Accept CLA form button.

### Customer License Agreement

<b>Distributor Name</b> OED - ESquare USA	<b>CLA Status</b> CLA Sent to OEM
<b>CLA Number</b> 	

---

### Parent Company Details

<b>Are you part of an Overall parent Organization that you are wholly owned by*</b> No	<b>Parent CLA Number</b> 
<b>Parent Company Name</b> 	

---

### Company Details

<b>Company Legal Name</b> SampleCLACompany	<b>Doing business as a (DBA)</b> 
<b>Address Line 1 (no PO box)*</b> Address Line1 is mandatory field.	<b>Address Line 2</b> 
<b>Address Line 3</b> 	<b>City*</b> City is mandatory field.
<b>Country*</b> Country is mandatory field.	<b>State/Province</b> 
<b>Postal Code</b> 	<b>Organized under Laws of Country*</b> Laws Of Country is mandatory field.
<b>Organized under Laws of State/Province</b> 	

Save

Figure 2

The 'Distributor Name' and 'CLA Status' fields are prepopulated and cannot be altered by you. 'CLA Number' will be auto populated once the request is approved by Microsoft.

In Parent company details section the when the drop down 'Are you part of an overall parent organization that you are wholly owned by' value is no, both 'Parent CLA Number' and 'Parent



company name' will be read only fields. When the drop down '*Are you part of an overall parent organization that you are wholly owned by*' value is yes, '*Parent CLA Number*' can be edited and '*Parent Company Name*' will be read only field. This will get auto populated according to the provided Parent CLA number, if it is valid.

The '*Company Legal Name*' field is also prepopulated because the Embedded Distributor was required to enter your company name when initiating the eCLA process.

The '*Doing Business As (dba)*' field is optional and gives you the ability to enter another name (in addition to your company legal name) used by your company for sales, marketing and/or advertising purposes.

The fields represented in Figure 2 are considered general company information.

**Note:** The Distributor identified in the '*Distributor Name*' field may have populated more than just the required fields when initiating the process. If so, that information will be included in the applicable fields. You will be able to edit any of this prepopulated information, if necessary.



**Tip:** After completing each section of the form, click the Save button.

## COMPANY CONTACTS



The next portion of the input form allows you to provide details for the 'Primary Contact', 'Authorised Representative', 'Primary Ship to Contact' and additional 'Ship to Contact'.

The Primary contact will receive all email and/or hardcopy correspondence related to the agreement. Primary Ship-to contact will receive deliverables such as software masters (e.g., OEM Pre-installation Kits or OPKs), runtime licenses or COAs, and Associated Product Material or APM, if any.

CLA Contacts + Add

FIRST NAME	LAST NAME	STATE/PROVINCE	COUNTRY	PRIMARY CONTACT	PRIMARY SHIP TO CONTACT	SHIP TO CONTACT	AUTHORIZED REPRESENTATIVE	ACTIONS
 PrimaryContact FirstName	PrimaryContact LastName			Yes	No	No	No	

**Figure 3 Company Contact Table**

Figure 3 shows the Company Contacts table containing the Primary Contact. The Distributor must enter the first and last names and email address to initiate the eCLA process. By default, this individual becomes the Primary Contact. A red exclamation point  beside contact information indicates the contact is missing some required information. To input this required information, click on the  (Edit) button which will open the selected contact and allows you to enter the additional information.

The eCLA process includes a click to accept T&Cs and Additional T&C's component to submit for approval of the CLA. An email to access the link to accept the T&Cs and Additional T&C's is sent to the account of the person identified as the 'Authorised Representative' during the review stage of the CLA. The applicable field is shown in Figure 4. Ensure the Authorised Representative Email Address is entered correctly; otherwise the notification email will not reach the intended recipient.

## EDIT COMPANY CONTACTS

<b>Primary Contact</b> <input checked="" type="checkbox"/>	<b>Primary Ship to Contact</b> <input type="checkbox"/>
<b>Ship to Contact</b> <input type="checkbox"/>	<b>Authorized Representative</b> <input type="checkbox"/>
<b>First Name*</b> PrimaryContact FirstName	<b>Last Name*</b> PrimaryContact LastName
<b>Job Title*</b> Job Title <small>Job Title is mandatory field.</small>	<b>Email Address</b> Pr*****@Sample.com
<b>Phone Number*</b> Phone <small>Phone Number is mandatory field.</small>	<b>Address Line 1*</b> Address Line 1 <small>Address Line1 is mandatory field.</small>
<b>Address Line 2</b> Address Line 2	<b>Address Line 3</b> Address Line 3
<b>City*</b> City <small>City is mandatory field.</small>	<b>Country*</b> Select <small>Contact Country is mandatory field.</small>
<b>State/Province</b> Select	<b>Postal Code</b> Postal Code

**Figure 4 Company Contact Information**

You must specify at least one Primary contact, one Authorised Representative and at least one each of Primary Ship-to contact and Ship-to contact. These contacts can be the same person.

Figure 4 shows the basic Company Contacts information entered by the Distributor.

## EDIT COMPANY CONTACTS

<b>Primary Contact</b> <input checked="" type="checkbox"/>	<b>Primary Ship to Contact</b> <input type="checkbox"/>
<b>Ship to Contact</b> <input type="checkbox"/>	<b>Authorized Representative</b> <input type="checkbox"/>
<b>First Name*</b> PrimaryContact FirstName	<b>Last Name*</b> PrimaryContact LastName
<b>Job Title*</b> PrimaryContact job title	<b>Email Address</b> Pr*****@Sample.com
<b>Phone Number*</b> 123456789	<b>Address Line 1*</b> PrimaryContact Address line 1
<b>Address Line 2</b> Address Line 2	<b>Address Line 3</b> Address Line 3
<b>City*</b> New York City X	<b>Country*</b> United States v
<b>State/Province*</b> New York v	<b>Postal Code</b> Postal Code

**SAVE** **CANCEL**

**Figure 5 Edited Contact Information**

Figure 5 shows the edited contact information. As you can see in Figure 5, the 'Primary' box is checked by default. This indicates the identified individual is the Primary Notification Contact for the company.

## ADD COMPANY CONTACTS

<b>Primary Contact</b> <input type="checkbox"/>	<b>Primary Ship to Contact</b> <input checked="" type="checkbox"/>
<b>Ship to Contact</b> <input type="checkbox"/>	<b>Authorized Representative</b> <input type="checkbox"/>
<b>First Name*</b> <input type="text" value="PrimaryShipToContact FirstName"/>	<b>Last Name*</b> <input type="text" value="PrimaryShipToContact LastName"/>
<b>Job Title</b> <input type="text" value="Job Title"/>	<b>Email Address*</b> <input type="text" value="PrimaryShipToContact@Sample.com"/>
<b>Phone Number*</b> <input type="text" value="123456"/>	<b>Address Line 1*</b> <input type="text" value="PrimaryShipToContact Address line 1"/>
<b>Address Line 2</b> <input type="text" value="Address Line 2"/>	<b>Address Line 3</b> <input type="text" value="Address Line 3"/>
<b>City*</b> <input type="text" value="New York City"/>	<b>Country*</b> <input type="text" value="United States"/>
<b>State/Province*</b> <input type="text" value="New York"/>	<b>Postal Code</b> <input type="text" value="Postal Code"/>

**Figure 6**

Clicking Save reloads the page and populates the 'Company Contacts' table with the data you entered.

Figure 6 shows sample information for the Primary Ship-to Contact. You must check the 'Primary Ship-to' box to indicate the information entered is to be associated with the Primary Ship-to Contact at your company. Again, clicking Save populates the 'Company Contacts' table with the data you entered after page reload.

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Figure 7 shows the Primary Notification and Primary Ship-to Contact details in the 'Company Contacts' table. It also shows sample information for another Notification Contact. By leaving all of the 'Contact Type' boxes unchecked, the information entered will be associated with a Notification Contact other than the Primary Notification Contact.

CLA Contacts + Add

FIRST NAME	LAST NAME	STATE/PROVINCE	COUNTRY	PRIMARY CONTACT	PRIMARY SHIP TO CONTACT	SHIP TO CONTACT	AUTHORIZED REPRESENTATIVE	ACTIONS
PrimaryContact.FirstName	PrimaryContact.LastName	New York	United States	Yes	No	No	No	
NotificationContact.FirstName	NotificationContact.LastName	New York	United States	No	No	No	No	
PrimaryShipToContact.FirstName	PrimaryShipToContact.LastName	New York	United States	No	Yes	No	No	

**Figure 7**

**Note:** If the 'Ship-to' box is checked, the information entered will be associated with a second Ship-to Contact. But, in this example, we are demonstrating how to add a second Notification Contact. Clicking Save populates the 'Company Contacts' table with the Notification Contact data you entered after page reload.

Figure 8 shows the updated Company Contacts table containing the Primary contact, Primary Ship-to Contact, Ship to contact, Authorised representative and another contact with no role specified.

CLA Contacts + Add

FIRST NAME	LAST NAME	STATE/PROVINCE	COUNTRY	PRIMARY CONTACT	PRIMARY SHIP TO CONTACT	SHIP TO CONTACT	AUTHORIZED REPRESENTATIVE	ACTIONS
PrimaryContact.FirstName	PrimaryContact.LastName	New York	United States	Yes	No	No	No	
NotificationContact.FirstName	NotificationContact.LastName	New York	United States	No	No	No	No	
AuthorizedRepresentative.FirstName	AuthorizedRepresentative.LastName	California	United States	No	No	No	Yes	
PrimaryShipToContact.FirstName	PrimaryShipToContact.LastName	New York	United States	No	Yes	No	No	
ShiptoContact.FirstName	ShiptoContact.LastName	California	United States	No	No	Yes	No	

**Figure 8 Updated Company Contacts table**

At this point you have the ability to delete a contact or edit a contact's details by clicking on the 'Delete' or 'Edit' buttons next to the contact you wish to delete or edit. Otherwise, you are finished entering company contact information and are ready to move on to Associated Third Party Details.

## ASSOCIATED THIRD PARTY DETAILS

Figure 9 shows the Additional rights agreements portion of the input form giving you the opportunity to provide details for one or more third parties with which you have a business relationship. This section is optional and only applicable if you have relationships with third party companies as described below.



Additional Rights Agreements + Add

ARA TYPE	ARA STATUS	ARA ID	COMPANY LEGAL NAME	FIRST NAME	LAST NAME	EMAIL ID	CITY	STATE	ACTIONS
----------	------------	--------	--------------------	------------	-----------	----------	------	-------	---------

**Figure 9 ARA Table**

To add any of the three Additional Rights Agreements click on '+Add' button shown in figure 9 and select the type of ARA from the 'ARA type' dropdown.

**Note:** The three types of ARAs (TPI, TPB, OM) are combined and presented in the 'ARA type' dropdown.

Red exclamation point  beside ARA information indicates the ARA is missing some required information. To input this required information, click on the  (Edit) button which will open the selected ARA and allow you to enter the additional information.

## Third Party Integrator

A Third Party Integrator is a third party entity your company engages to perform software development services on your behalf. The CLA grants you the right to transfer Microsoft software masters to an Integrator, however you must receive written approval (via email) from Microsoft prior to engaging with the Integrator.

By clicking the '+Add' Button, you will see the fields shown in Figure 10. A pop up opens with Add ARA Form. Select **Third Party Integrator** as 'ARA Type' as Shown in Figure 10 and Figure 11. Complete the Third Party Integrator details and click the Save button (Save button will enable once all mandatory fields are filled). As a reminder, all fields with a red asterisk and red border are mandatory. You can enter more than one Third Party Integrator.

## ARA COMPANY DETAILS

### ARA DETAILS

**ARA Number**

ARA Number

**ARA Status**

TPI Draft

**ARA Type\***

Third Party Integrator

Request Drop Ship

### COMPANY INFORMATION

**Company Legal Name\***

Company Legal Name

Company Legal Name is mandatory field.

**Company Website\***

Company Website

Company Website is mandatory field.

**First Name\***

First Name

First Name is mandatory field.

**Last Name\***

Last Name

Last Name is mandatory field.

**Job Title\***

Job Title

Job Title is mandatory field.

**Email Address\***

Email Address

Email Address is mandatory field.

**Phone Number\***

Phone Number

Phone Number is mandatory field.

**Address Line 1\***

Address Line 1

Address Line 1 is mandatory field.

**Address Line 2**

Address Line 2

**City\***

City

City is mandatory field.

**Country\***

Select

Country is mandatory field.

**State/Province**

Select

**Postal Code\***

Postal Code

Figure 10



## ARA COMPANY DETAILS

Copy Address From above

<b>First Name</b> First Name	<b>Last Name</b> Last Name
<b>Job Title</b> Job Title	<b>Email Address</b> Email
<b>Phone Number</b> Phone Number	<b>Address Line 1</b> Address Line 1
<b>Address Line 2</b> Address Line 2	<b>City</b> City
<b>Country</b> Select	<b>State/Province</b> Select
<b>Postal Code</b> Postal Code	

---

### BUSINESS JUSTIFICATION

<b>What devices are involved in the request?</b> Please Enter <small>What Devices Are Involved In The Request is mandatory field.</small>	<b>Where is the design work completed?</b> Select <small>Where Is The Design Work Completed Is mandatory field.</small>
<b>What is the expected volume?</b> <small>What Is The Expected Volume Is mandatory field.</small>	<b>Where is the build being completed?</b> Select <small>Where Is The Build Being Completed Is mandatory field.</small>
<b>Why ARA request-provide specifics?</b> Please Enter <small>Why A R A Request Provide Specifics Is mandatory field.</small>	

Figure 11

**Note:** 'Copy address from above' box shown in Figure 11 is disabled for TPI as it is not required.

## Outsource Manufacturer

An Outsource Manufacturer or OM is a third party or entity owned by your company that your company engages to manufacture embedded devices on your behalf. The CLA grants you the right to transfer your custom developed software image to an OM for installation on embedded devices as part of the manufacturing process. As with Integrators, you must receive written approval (via email) from Microsoft prior to engaging with an OM.

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**Note:** The specific rights granted to you and your company obligations with respect to Third Party Integrators and/or Outsource Manufacturers are provided in the 'Integrator and Outsource Manufacturer Schedule' contained in the CLA.

Click the '+Add' Button, you will see the fields shown in Figure 12. A pop up opens with Add ARA Form. Select **Outsource Manufacturer** as 'ARA Type' as Shown in Figure 12 and Figure 13. Complete the Outsource Manufacturer details and click the Save button (Save button will enable once all mandatory fields are filled). You can enter more than one Outsource Manufacturer.

**Note:** The form will accommodate separate OM business and Ship-to contacts in those cases where you wish to differentiate between a main business contact and a Ship-to contact located in the same or a different location. If the Ship-to contact is the same as the main business contact, simply check the 'Copy address from above' box shown in Figure 13. This will populate the Ship-to fields with the same data entered in the fields appearing in Figure 12. However this data can be modified (if required).

## ARA COMPANY DETAILS

### ARA DETAILS

<b>ARA Number</b> ARA Number	<b>ARA Status</b> OM Draft
<b>ARA Type*</b> Outsource Manufacturer	<input type="checkbox"/> Request Drop Ship

### COMPANY INFORMATION

<b>Company Legal Name*</b> Company Legal Name <small>Company Legal Name is mandatory field.</small>	<b>Company Website*</b> Company Website <small>Company Website is mandatory field.</small>
<b>First Name*</b> First Name <small>First Name is mandatory field.</small>	<b>Last Name*</b> Last Name <small>Last Name is mandatory field.</small>
<b>Job Title*</b> Job Title <small>Job Title is mandatory field.</small>	<b>Email Address*</b> Email Address <small>Email Address is mandatory field.</small>
<b>Phone Number*</b> Phone Number <small>Phone Number is mandatory field.</small>	<b>Address Line 1*</b> Address Line 1 <small>Address Line 1 is mandatory field.</small>
<b>Address Line 2</b> Address Line 2	<b>City*</b> City <small>City is mandatory field.</small>
<b>Country*</b> Select	<b>State/Province</b> Select
<b>Postal Code*</b> Postal Code	

Figure 12

ARA COMPANY DETAILS

---

SHIP TO CONTACT

Copy Address From above

<p><b>First Name*</b></p> <input type="text" value="First Name"/> <p>SHIP To First Name is mandatory field.</p>	<p><b>Last Name*</b></p> <input type="text" value="Last Name"/> <p>SHIP To Last Name is mandatory field.</p>
<p><b>Job Title*</b></p> <input type="text" value="Job Title"/> <p>SHIP To Job Title is mandatory field.</p>	<p><b>Email Address*</b></p> <input type="text" value="Email"/> <p>SHIP To Email Address is mandatory field.</p>
<p><b>Phone Number*</b></p> <input type="text" value="Phone Number"/> <p>SHIP To Phone Number is mandatory field.</p>	<p><b>Address Line 1*</b></p> <input type="text" value="Address Line 1"/> <p>SHIP To Address Line1 is mandatory field.</p>
<p><b>Address Line 2</b></p> <input type="text" value="Address Line 2"/>	<p><b>City*</b></p> <input type="text" value="City"/> <p>SHIP To City is mandatory field.</p>
<p><b>Country*</b></p> <input type="text" value="Select"/> <p>SHIP To Country is mandatory field.</p>	<p><b>State/Province</b></p> <input type="text" value="Select"/>
<p><b>Postal Code*</b></p> <input type="text" value="Postal Code"/> <p>SHIP To Postal Code is mandatory field.</p>	

---

BUSINESS JUSTIFICATION

<p><b>What devices are involved in the request?*</b></p> <input type="text" value="Please Enter"/> <p>What Devices Are Involved In The Request is mandatory field.</p>	<p><b>Where is the design work completed?*</b></p> <input type="text" value="Select"/> <p>Where is The Design Work Completed is mandatory field.</p>
<p><b>What is the expected volume?*</b></p> <input type="text" value=""/> <p>What is The Expected Volume is mandatory field.</p>	<p><b>Where is the build being completed?*</b></p> <input type="text" value="Select"/> <p>Where is The Build Being Completed is mandatory field.</p>
<p><b>Why ARA request-provide specifics?*</b></p> <input type="text" value="Please Enter"/> <p>Why A R A Request Provide Specifics is mandatory field.</p>	

---

Figure 13

## Third Party Brand and/or Trademark

A Third Party Brand and/or Trademark is a brand name or trademark owned by a third party. The CLA grants you the right to manufacture and distribute embedded devices that contain a third party brand name and/or trademark, however you must receive written approval (via email) from Microsoft prior

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to distributing any embedded devices containing a brand name and/or trademark owned by a third party.

**Note:** The specific rights granted to you and your company obligations with respect to Third Party Brands and Trademarks are provided in the 'Use of Third Party Brand Names and Trademarks Schedule' contained in the CLA.

Click the '+Add' Button, you will see the fields shown in Figure 14. A pop up opens with Add ARA Form. Select **Third Party Brand** as 'ARA Type' as Shown in Figure 14 and Figure 15. If you plan to distribute embedded devices containing Microsoft software under one or more brand names and/or trademarks not owned by your company, Microsoft requires certain information to help decide whether or not to approve the request.

ARA COMPANY DETAILS

---

ARA DETAILS

ARA Number <input type="text" value="ARA Number"/>	ARA Status <input type="text" value="TPB Draft"/>
ARA Type* <input type="text" value="Third Party Brand"/>	<input type="checkbox"/> Request Drop Ship

---

COMPANY INFORMATION

Company Legal Name* <input type="text" value="Company Legal Name"/> <small>Company Legal Name is mandatory field.</small>	Company Website* <input type="text" value="Company Website"/> <small>Company Website is mandatory field.</small>
First Name* <input type="text" value="First Name"/> <small>First Name is mandatory field.</small>	Last Name* <input type="text" value="Last Name"/> <small>Last Name is mandatory field.</small>
Job Title* <input type="text" value="Job Title"/> <small>Job Title is mandatory field.</small>	Email Address* <input type="text" value="Email Address"/> <small>Email Address is mandatory field.</small>
Phone Number* <input type="text" value="Phone Number"/> <small>Phone Number is mandatory field.</small>	Address Line 1* <input type="text" value="Address Line 1"/> <small>Address Line 1 is mandatory field.</small>
Address Line 2 <input type="text" value="Address Line 2"/>	City* <input type="text" value="City"/> <small>City is mandatory field.</small>
Country* <input type="text" value="Select"/>	State/Province <input type="text" value="Select"/>
Postal Code* <input type="text" value="Postal Code"/>	

Figure 14

Postal Code is mandatory field.

## SHIP TO CONTACT

Copy Address From above

First Name\*

Ship To First Name is mandatory field.

Last Name\*

Ship To Last Name is mandatory field.

Job Title\*

Ship To Job Title is mandatory field.

Email Address\*

Ship To Email Address is mandatory field.

Phone Number\*

Ship To Phone Number is mandatory field.

Address Line 1\*

Ship To Address Line1 is mandatory field.

Address Line 2

City\*

Ship To City is mandatory field.

Country\*

Ship To Country is mandatory field.

State/Province

Postal Code\*

Ship To Postal Code is mandatory field.

## BUSINESS JUSTIFICATION

What devices are involved in the request?\*

What Devices Are Involved In The Request is mandatory field.

Where is the design work completed?\*

Where Is The Design Work Completed is mandatory field.

What is the expected volume?\*

What Is The Expected Volume is mandatory field.

Where is the build being completed?\*

Where Is The Build Being Completed is mandatory field.

Why ARA request-provide specifics?\*

Why A R A Request Provide Specifics is mandatory field.

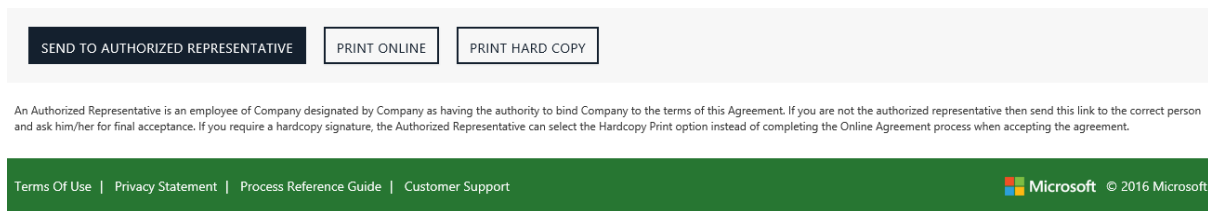
Figure 15

**Note:** The form will accommodate separate TPB business and Ship-to contacts in those cases where you wish to differentiate between a main business contact and a Ship-to contact located in the same or a different location. If the Ship-to contact is the same as the main business contact, simply check the 'Copy address from above' box shown in Figure 15. This will populate the Ship-to fields with the same data entered in the fields appearing in Figure 14. However this data can be modified (if required).

**Note:** As mentioned above, any Third Party Installer, Outsource Manufacturer and/or Third Party Brand Name and Trademark must be approved in writing (via email) by Microsoft prior to your use of such third party. A separate approval/rejection email will be sent for each Third Party Installer, Outsource Manufacturer and Third Party Brand Name and Trademark submitted. However, the third party review and approval/rejection process will not delay the review of your CLA.

## SEND TO AUTHORIZED REPRESENTATIVE

After completing the CLA input form, if the Primary contact is different from Authorized representative, the Next step is to click the 'SEND TO AUTHORIZED REPRESENTATIVE' button shown in Figure 16. After the button has been clicked and a pop up is shown indicating that the link is no longer valid as shown in figure 17.



**Figure 16**

! Thank you for Submission of CLA. This link is no longer valid.



**Figure 17**

## SIGNING THE TERMS AND CONDITIONS

This sends an email notification to the Authorized representative instructing them to review the information the Primary Contact has entered and 'Accept' the CLA by agreeing to both the Terms and Conditions as shown in figure 18.

# eCLA OEM Reference Guide

To: AuthorizedRepresentativeemail@Sample.com

CC:

Microsoft OEM CRM

**Please review and agree to Microsoft Embedded Customer License Agreement for <OEM Name>**

Hi <Authorized Representative Full Name>,

<OEM Name> has submitted a Microsoft Customer License Agreement (CLA) for your review and agreement\*.

The CLA allows you to purchase Microsoft Embedded products and obtain development and installation tools from your Authorized Microsoft Embedded Distributor. Please review the agreement details and agree to the Terms and Conditions.

Click [here](#) to review the Agreement

Link will be valid until <link expiration Date>

\*You have been listed as an Authorized Representative of <OEM Name> indicating you have the authority to bind Company to the terms of this Agreement.

For more information or assistance:

- Contact your Authorized Microsoft Embedded Distributor if you have any questions concerning this process, or need to provide a different email address.
- Click [here](#) to download the CLA Reference Guide for additional guidance on completing the form.
- Click [here](#) to visit our Frequently Asked Questions page for up to date information on system requirements, known issues, and general troubleshooting.
- Contact [OEMCRMSupport@Microsoft.com](mailto:OEMCRMSupport@Microsoft.com) for additional support.

Thank you for choosing Microsoft products,  
Microsoft Contract & Revenue Management Team (CRMT)

## Figure 18

When the Authorized representative clicks the link in the email, they are redirected to eCLA form, where they read the Terms and Conditions and Additional Terms and Conditions by Clicking on the respecting links. After Reading the Terms and Conditions, check the corresponding checkboxes and click on 'Accept' button as shown in figure 19.

I agree to [Terms and Conditions](#)   
I agree to [Additional Terms and Conditions](#)

ACCEPT

PRINT ONLINE

PRINT HARD COPY

An Authorized Representative is an employee of Company designated by Company as having the authority to bind Company to the terms of this Agreement. If you are not the authorized representative then send this link to the correct person and ask him/her for final acceptance. If you require a hardcopy signature, the Authorized Representative can select the Hardcopy Print option instead of completing the Online Agreement process when accepting the agreement.

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## Figure 19



# eCLA OEM Reference Guide

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On click of 'Accept' button a pop up opens to enter Full Name (First Name <space> Last Name) and then click 'SIGN. Similar to figure 20. The Full name should match the Authorized Representative Full Name mentioned in Company Contacts table.

AUTHORIZED REPRESENTATIVE

---

Full Name\*

AuthorizedRepresentative FirstName AuthorizedRepresentative lastName | X

---

SIGN

CANCEL

**Figure 20**

On Click of 'SIGN' button the CLA link is no longer valid and the CLA is submitted to Microsoft for review.

## Approving the CLA

**Note:** If Microsoft questions any of the information you entered, they can designate the CLA form as incomplete which will send an email notification to the Primary Contact instructing to access the online form and edit the questionable information. The form has to be resent to Authorized Representative to 'Accept' & 'SIGN'

After Microsoft reviews and approves the CLA, a confirmation mail similar to the mail in figure 21 is sent to the primary contact.

Microsoft OEM CRM

Hi <Primary contact full name>,

The Customer License Agreement (CLA) 1909626 is now active.

CLA Number : 1909626  
CLA Start Date : 12/1/2016 11:00:00 AM  
CLA End Date : 8/31/2021 11:00:00 AM  
OEM Name : <OEM Name>

**Click [here](#) to review the Agreement**

**Save this link!** The CLA link above will expire on <link expiration Date>. However you can click the link at any time while the CLA is Active to view the details or to add a Third Party Integrator, Outsource Manufacturer, or Third Party Brand Name.

As a reminder, you must separately receive MS' written approval prior to using a submitted Third Party Integrator, Outsource Manufacturer and/or Third Party Brand Name & Trademark in compliance with the terms and conditions of the CLA.

For your convenience, sample Sublicenses are available on the [MyOEM](#) site. MyOEM is a secure access site that is used to communicate important information to OEM Customers including announcements, letters, product information, licensing and operations resources, as well as marketing and technical information. Email [MyOEM](#) to request access.

Thank you for choosing Microsoft products,  
Microsoft Contract & Revenue Management Team (CRMT)

**Figure 21**

## CLA RENEWAL

Once the CLA is 45 days from its expiry an automatic email is sent to the Authorized Representative' indicating the expiry date with the link for renewal of the CLA as shown in figure 22.

Microsoft OEM CRM

Hi <Authorized Representative full name>,

The CLA you executed with Microsoft, <CLA Number> facilitated by <OEM name>, will expire on <Expiry date>. You must execute a new CLA in order to continue purchasing Microsoft Embedded products and development / installation tools from your Authorized Microsoft Embedded Distributor.

Please review and complete sections of the CLA form including:

- Company Information (Required)
- Contact Information (Required)
- Third Party Integrator (If applicable)
- Outsource Manufacturer (If applicable)
- Third Party Brand Name and Trademark (If applicable)

When all of the required information has been entered and reviewed for accuracy, click the Renew button at the bottom of the form to send the form to renew CLA.

Click [here](#) to open the CLA form

Link will be valid until <Link expiry date>

**Save this link!** The CLA link above will expire after the CLA is submitted or by <Link expiry date>. However you can click the link at any time while the CLA is Active to obtain a new link to view the details or to add a Third Party Integrator, Outsource Manufacturer, or Third Party Brand Name.

If you want to learn more about the CLA process or are having issues:

- Contact your Authorized Microsoft Embedded Distributor if you have any questions concerning this process, or need to provide a different email address.
- Click [here](#) to download the CLA Reference Guide for additional guidance on completing the form.
- Click [here](#) to visit our Frequently Asked Questions page for up to date information on system requirements, known issues, and general troubleshooting.
- Contact [OEMCRMSupport@Microsoft.com](mailto:OEMCRMSupport@Microsoft.com) for additional support.

Thank you for choosing Microsoft products,  
Microsoft Contract & Revenue Management Team (CRMT)

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### Figure 22


On click of the link the CLA eForm opens in a new window with all the CLA details pre-populated. The user can review and update the information, read the Terms and Conditions, check the corresponding checkboxes and click on the 'Renew' button shown in figure 23.

# eCLA OEM Reference Guide

I agree to [Terms and Conditions](#)   
I agree to [Additional Terms and Conditions](#)

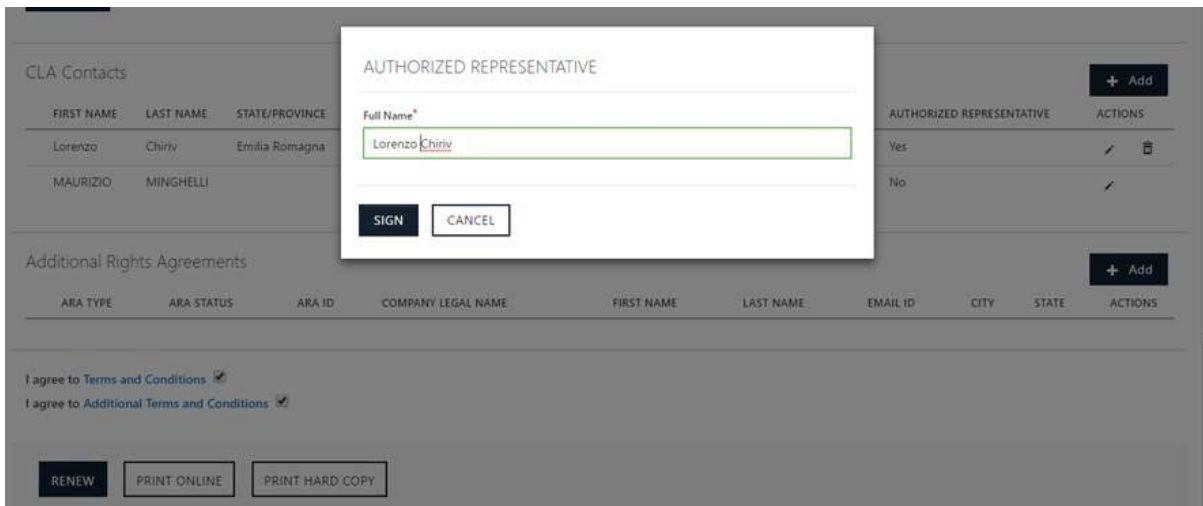
**RENEW**   **PRINT ONLINE**   **PRINT HARD COPY**

An Authorized Representative is an employee of Company designated by Company as having the authority to bind Company to the terms of this Agreement. If you are not the authorized representative then send this link to the correct person and ask him/her for final acceptance. If you require a hardcopy signature, the Authorized Representative can select the Hardcopy Print option instead of completing the Online Agreement process when accepting the agreement.

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**Figure 23**

On click of 'Renew' button, the CLA would be auto-approved and the CLA will change from its current version to version 6.0 with a default expiration date of August 31, 2021.



The screenshot shows a web interface with a modal dialog box titled "AUTHORIZED REPRESENTATIVE". The dialog has a "Full Name\*" field containing "Lorenzo Chiriv" and "SIGN" and "CANCEL" buttons. In the background, there is a table of "CLA Contacts" with columns for "FIRST NAME", "LAST NAME", and "STATE/PROVINCE".

FIRST NAME	LAST NAME	STATE/PROVINCE
Lorenzo	Chiriv	Emilia Romagna
MAURIZIO	MINGHELLI	

**Figure 24**

## Sample Emails/Forms

Email to OEM Primary Contact from Distributor to complete CLA form

Microsoft OEM CRM

**New Microsoft Embedded Customer License Agreement  
for <Company Name>  
from <Distributor Name>**

Hi <Primary contact full name>,

A Microsoft Customer License Agreement (CLA) is waiting for your review.

Executing a CLA allows you to purchase Microsoft Embedded products and obtain development and installation tools from your Authorized Microsoft Embedded Distributor.

Please review and complete sections of the CLA form including:

- Company Information (Required)
- Contact Information (Required)
- Third Party Integrator (If applicable)
- Outsource Manufacturer (If applicable)
- Third Party Brand Name and Trademark (If applicable)

When all of the required information has been entered and reviewed for accuracy, click the Submit (if you are Authorized Representative) button at the bottom of the form to send the form to Microsoft for review. If someone else from your organization is Authorized representative then Click "Send to Authorized Representative" button to send details to Authorized Representative once data is updated.

Click [here](#) to open the CLA form

Link will be valid until <link expiration Date>

For more information or assistance:

- Contact your Authorized Microsoft Embedded Distributor if you have any questions concerning this process, or need to provide a different email address.
- Click [here](#) to download the CLA Reference Guide for additional guidance on completing the form.
- Click [here](#) to visit our Frequently Asked Questions page for up to date information on system requirements, known issues, and general troubleshooting.
- Contact [OEMCRMSupport@Microsoft.com](mailto:OEMCRMSupport@Microsoft.com) for additional support.

Thank you for choosing Microsoft products,  
Microsoft Contract & Revenue Management Team (CRMT)

# eCLA OEM Reference Guide

## Email sent to Authorized Representative to accept CLA

To: AuthorizedRepresentativeemail@Sample.com

CC:

Microsoft OEM CRM

**Please review and agree to Microsoft Embedded Customer License Agreement for <OEM Name>**

Hi <Authorized Representative Full Name>,

<OEM Name> has submitted a Microsoft Customer License Agreement (CLA) for your review and agreement\*.

The CLA allows you to purchase Microsoft Embedded products and obtain development and installation tools from your Authorized Microsoft Embedded Distributor. Please review the agreement details and agree to the Terms and Conditions.

**Click [here](#) to review the Agreement**

Link will be valid until <link expiration Date>

\*You have been listed as an Authorized Representative of <OEM Name> indicating you have the authority to bind Company to the terms of this Agreement.

For more information or assistance:

- Contact your Authorized Microsoft Embedded Distributor if you have any questions concerning this process, or need to provide a different email address.
- Click [here](#) to download the CLA Reference Guide for additional guidance on completing the form.
- Click [here](#) to visit our Frequently Asked Questions page for up to date information on system requirements, known issues, and general troubleshooting.
- Contact [OEMCRMSupport@Microsoft.com](mailto:OEMCRMSupport@Microsoft.com) for additional support.

Thank you for choosing Microsoft products,  
Microsoft Contract & Revenue Management Team (CRMT)

## Email sent to CRMT for his approval

To: second\_contact@microsoft.com

CC:

Microsoft OEM CRM

**Please review and agree to Microsoft Embedded Customer License Agreement for Accessibility Test 1**

Hi Second Contact,

Accessibility Test 1 has submitted a Microsoft Customer License Agreement (CLA) for your review and agreement\*.

The CLA allows you to purchase Microsoft Embedded products and obtain development and installation tools from your Authorized Microsoft Embedded Distributor. Please review the agreement details and agree to the Terms and Conditions.

Regarding

1909625

**Click [here](#) to review the Agreement**

Link will be valid until Jan-04-2017

\*You have been listed as an Authorized Representative of Accessibility Test 1, indicating you have the authority to bind Company to the terms of this Agreement.

For more information or assistance:

- Contact your Authorized Microsoft Embedded Distributor if you have any questions concerning this process, or need to provide a different email address.
- Click [here](#) to download the CLA Reference Guide for additional guidance on completing the form.
- Click [here](#) to visit our Frequently Asked Questions page for up to date information on system requirements, known issues, and general troubleshooting.
- Contact [OEMCRMSupport@Microsoft.com](mailto:OEMCRMSupport@Microsoft.com) for additional support.

# eCLA OEM Reference Guide

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## Approved CLA email

Microsoft OEM CRM

Hi <Primary contact full name>,

The Customer License Agreement (CLA) 1909626 is now active.

CLA Number : 1909626  
CLA Start Date : 12/1/2016 11:00:00 AM  
CLA End Date : 8/31/2021 11:00:00 AM  
OEM Name : <OEM Name>

Click [here](#) to review the Agreement

**Save this link!** The CLA link above will expire on <link expiration Date>. However you can click the link at any time while the CLA is Active to view the details or to add a Third Party Integrator, Outsource Manufacturer, or Third Party Brand Name.

As a reminder, you must separately receive MS' written approval prior to using a submitted Third Party Integrator, Outsource Manufacturer and/or Third Party Brand Name & Trademark in compliance with the terms and conditions of the CLA.

For your convenience, sample Sublicenses are available on the [MyOEM](#) site. MyOEM is a secure access site that is used to communicate important information to OEM Customers including announcements, letters, product information, licensing and operations resources, as well as marketing and technical information. Email [MyOEM](#) to request access.

Thank you for choosing Microsoft products,  
Microsoft Contract & Revenue Management Team (CRMT)

# eCLA OEM Reference Guide

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## Email to OEM Authorized Representative Contact for Renewal of the CLA

Microsoft OEM CRM

Hi <Authorized Representative full name>,

The CLA you executed with Microsoft, <CLA Number> facilitated by <OEM name>, will expire on <Expiry date>. You must execute a new CLA in order to continue purchasing Microsoft Embedded products and development / installation tools from your Authorized Microsoft Embedded Distributor.

Please review and complete sections of the CLA form including:

- Company Information (Required)
- Contact Information (Required)
- Third Party Integrator (If applicable)
- Outsource Manufacturer (If applicable)
- Third Party Brand Name and Trademark (If applicable)

When all of the required information has been entered and reviewed for accuracy, click the Renew button at the bottom of the form to send the form to renew CLA.

Click [here](#) to open the CLA form

Link will be valid until <Link expiry date>

**Save this link!** The CLA link above will expire after the CLA is submitted or by <Link expiry date>. However you can click the link at any time while the CLA is Active to obtain a new link to view the details or to add a Third Party Integrator, Outsource Manufacturer, or Third Party Brand Name.

If you want to learn more about the CLA process or are having issues:

- Contact your Authorized Microsoft Embedded Distributor if you have any questions concerning this process, or need to provide a different email address.
- Click [here](#) to download the CLA Reference Guide for additional guidance on completing the form.
- Click [here](#) to visit our Frequently Asked Questions page for up to date information on system requirements, known issues, and general troubleshooting.
- Contact [OEMCRMSupport@Microsoft.com](mailto:OEMCRMSupport@Microsoft.com) for additional support.

Thank you for choosing Microsoft products,  
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## **ADDITIONAL INFORMATION**

For general information, contact your Distributor.

For support with the online CLA input form, contact [oemcrmsupport@microsoft.com](mailto:oemcrmsupport@microsoft.com).

For technical queries view the Technical FAQ document which can be found [here](#).

## Glossary

IoT	Internet of Things <formerly Embedded or OED>
eCLA	Electronic Customer License Agreement
ARA	Additional Rights Agreement
OEM	Original Equipment Manufacture
T&C	Terms and Conditions
TPI	Third Party Integrator
OM	Out Sourced Manufacture
TPB	Third Party Brand and Trademark