Microsoft Dynamics AX 2012 R3 – Retail and eCommerce Licensing Update

Microsoft Dynamics AX 2012 R3 introduces new capabilities for retail and eCommerce configurations. Below is a summary of some of these great improvements, additional product details can be found [here](#).

- Modern Point of Sale (POS), assisted sales and centralized store management
- eCommerce and Social integration
- Omni-channel management
- Order management, processing and payment
- Merchandizing and catalog management

This new release provides the perfect opportunity to introduce a new and simplified pricing and licensing model specifically designed for retail and eCommerce configurations. We are providing guidance for three separate licensing configurations, recognizing that some customers may have a mix of these configurations. Additional licensing details for each of these configurations can be found in the Microsoft Dynamics AX 2012 R3 Retail Licensing Guide located [here](#).

- Traditional Store (Brick and Mortar stores)
- Mobile POS
- eCommerce

Effective August 1, 2014 the below pricing will go into effect for retail and eCommerce configurations.

Retail configurations:

- All store locations will need to license a Store Server, priced at $1,200. This new Store Server SKU provides access to the following new capabilities:
  - Local caching for offline use of data
  - Centralization of POS in the store
  - Local management of items such as promotions
- The Task CAL continues to provide rights to operate a Point of Sale Device. The new price for the Task Device CAL on August 1st will be $600. Please note that the price of the Task User CAL will remain the same.

eCommerce configurations:

- To access the eCommerce functionality customers must license based on the number of cores in the server. The new Commerce Server SKU provides access for 2 cores and is priced at $28,000. The number of core licenses needed depends on whether you are licensing the physical server or individual virtual Operating System Environments (OSEs).