

Microsoft  
Dynamics AX  
2012 R3

# Retail and eCommerce Licensing Guide

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 Microsoft  
Dynamics AX

Microsoft



# Using This Guide

Use this guide to improve your understanding of how to license Microsoft Dynamics AX 2012 R3 for Retail and eCommerce scenarios. It is not intended to guide you in choosing Microsoft Dynamics products and services. The examples presented in this guide are illustrative. Microsoft Corporation reserves the right to review and/or update the existing version without previous notice.

In order to understand this document, is essential that you first read and understand the Microsoft Dynamics AX 2012 R3 Licensing Guide.

For help determining the right technology solution for any given organization, including the license requirements for a specific product or scenario, consult with your Microsoft Dynamics Certified Partner or your Microsoft account team.

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# Licensing the Microsoft Dynamics AX 2012 R3 Solution

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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.

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

This brief focuses on the required licenses for such Retail and e-Commerce specific configurations. In any of these scenarios, you must still be properly-licensed for the underlying Microsoft Dynamics AX 2012 R3.

For additional Microsoft Dynamics AX 2012 R3 licensing details, please refer to this [link](#).

## TYPES OF LICENSING MODELS

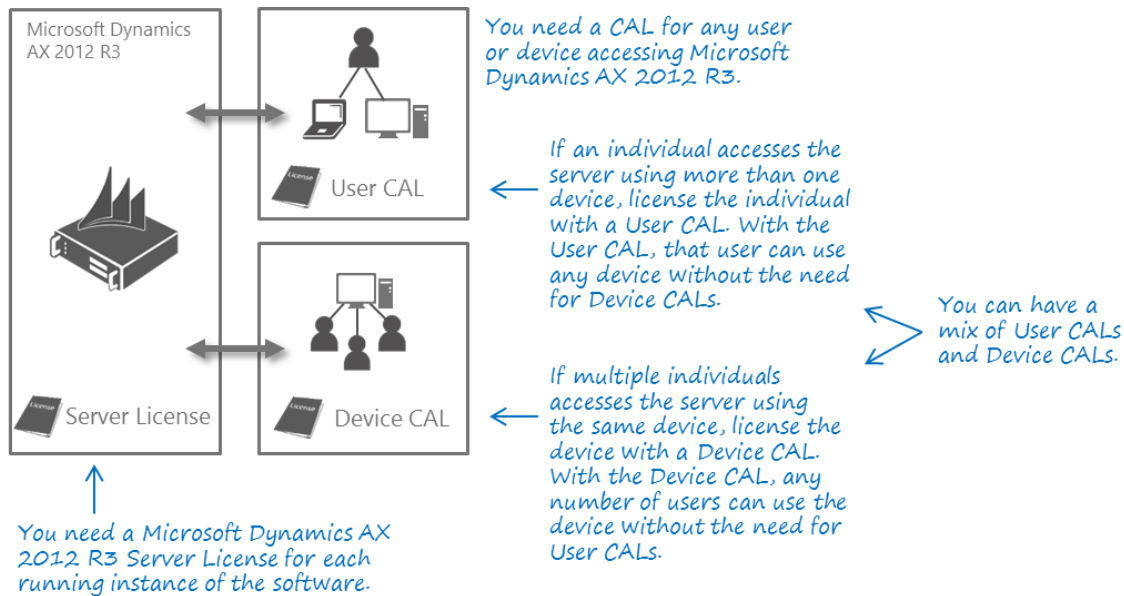
The Microsoft Dynamics AX 2012 R3 licensing utilizes the Server + Client Access License (CAL) model. This same model will be used for the Traditional Store and Mobile POS solutions. With the Microsoft Dynamics AX 2012 R3 eCommerce solution we will be introducing a Per Core licensing model. Below are high level descriptions of these two licensing models.

### Server + CAL Licensing Explanation

For the Microsoft Dynamics AX 2012 R3 solution you need to license Server plus CALs:

- Microsoft Dynamics AX 2012 R3 solution functionality is licensed through the Microsoft Dynamics AX 2012 R3 Server license. Each running instance of the Microsoft Dynamics AX 2012 R3 Server software requires a Server license.
- Direct or Indirect Access to the Microsoft Dynamics AX 2012 R3 solution functionality by users or devices is licensed through CALs. Every user or device accessing the solution functionality—whether directly or indirectly—must be covered by a CAL.

Figure 1: Server + CAL Licensing



Please note that this traditional Server/CAL model will be utilized for the Traditional Store and Mobile POS scenarios. See below for specific scenario descriptions.

### Per Core Licensing Explanation

eCommerce Servers are licensed based on computing power, as measured by processing cores. Core-based licensing provides a more precise measure of computing power than processors and a more consistent licensing metric, regardless of whether solutions are deployed on physical servers on -premises, or in virtual or cloud environments.

Under the Per Core licensing model, each eCommerce Server must be assigned an appropriate number of Microsoft Dynamics AX 2012 R3 Standard Commerce Core licenses. The number of core licenses needed depends on whether you are licensing the physical server or individual virtual Operating System Environments (OSEs).

**Note:** Microsoft Dynamics AX 2012 R3 Standard Commerce Core licenses are sold in packs of two.

You have the following two options for licensing under the per core licensing model:

- **Individual Virtual Operating System Environment (OSE).** You can license based on individual virtual OSEs within the servers that are running the server software. If you choose this option, for each virtual OSE in which you run the server software, you need a number of licenses equal to the number of virtual cores in the virtual OSE, subject to a minimum requirement of four licenses per virtual OSE. In addition, if any of these virtual cores is at any time mapped to more than one hardware thread, you need a license for each additional hardware thread mapped to that virtual core. Those licenses count toward the minimum requirement of four licenses per virtual OSE.
- **Physical Cores on a Server.** You can license based on all of the physical cores on the server. If you choose this option, the number of licenses required equals the number of physical cores on the server multiplied by the applicable core factor located in the [Core Factor Table](#).

For more information about this licensing model, refer to the ["Introduction to Per Core Licensing and Basic Definitions" Volume Licensing Brief](#).



# Retail Licensing Scenarios

The scenarios below help to illustrate of how to license Microsoft Dynamics AX 2012 R3 in three common retail scenarios: a Traditional Store, Mobile POS and eCommerce site. While we are providing guidance for three separate licensing configurations, we recognize that some customers may have a mix of these configurations.

Note that these illustrations are intended to provide a conceptual understand of the licensing policies. They do not serve as actual deployment diagrams. For instance, where a single server is shown to illustrate the need for Server licenses, an actual solution deployment will like require multiple servers running instances of the software, and thus requiring licenses.

## SCENARIO 1: TRADITIONAL STORE (BRICK AND MORTAR)

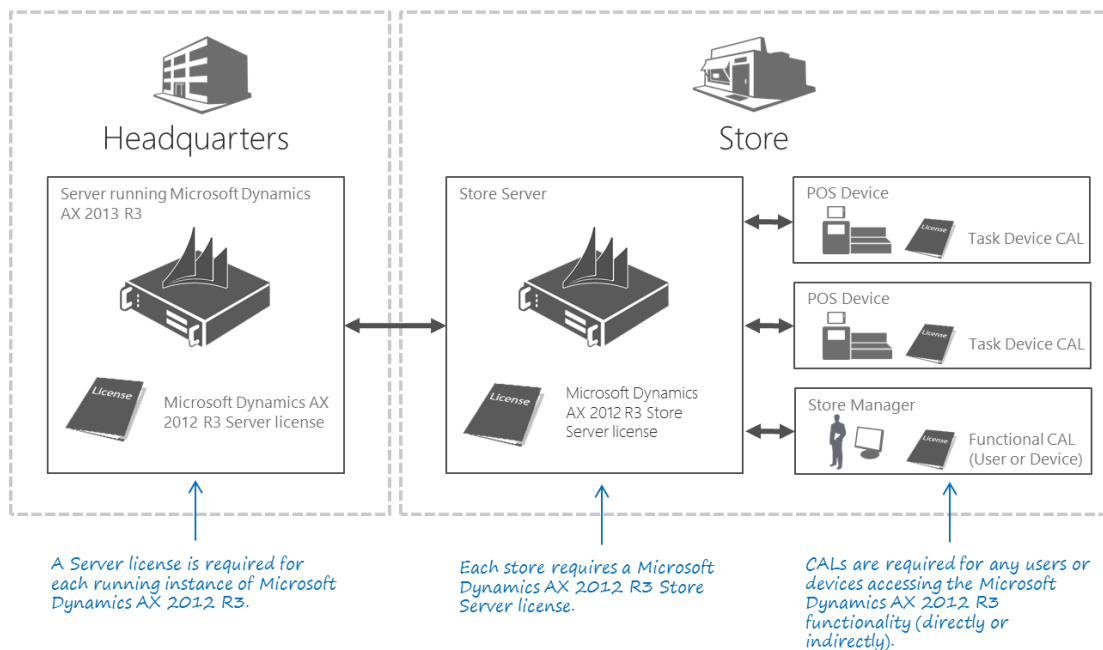
In this scenario, the Microsoft Dynamics AX 2012 R3 solution is being run on central servers at headquarters. Any servers running instances of the Microsoft Dynamics AX 2012 R3 software require one Server license per running instance.

Each store locations will need to license a Microsoft Dynamics AX 2012 R3 Store Server which provides access to the following new Microsoft Dynamics AX 2012 R3 capabilities:

- Local caching for offline use of data
- Centralization of POS in the store
- Local management of items such as promotions

Store devices and employees accessing the Microsoft Dynamics AX 2012 R3 solution functionality require CALs as defined in the Microsoft Dynamics AX 2012 R3 [Product Use Rights](#) (PUR).

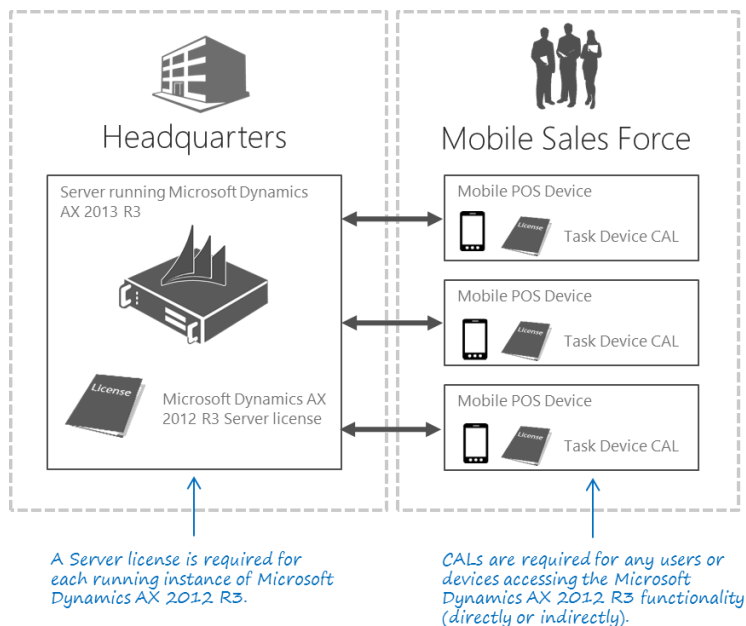
Figure 2: Traditional Store Configuration



## SCENARIO 2: MOBILE POS

In this scenario, a retail company has Mobile POS devices directly connect to the central Microsoft Dynamics AX 1012 R3 solution running at the company headquarters. As always, any servers running instance of the Microsoft Dynamics AX 2012 R3 software require one Server license per running instance. These users and devices require CALs to access the solution functional and should be licensed in accordance with the [Product Use Rights](#) (PUR).

Figure 3: Mobile POS



## SCENARIO 3: ECOMMERCE

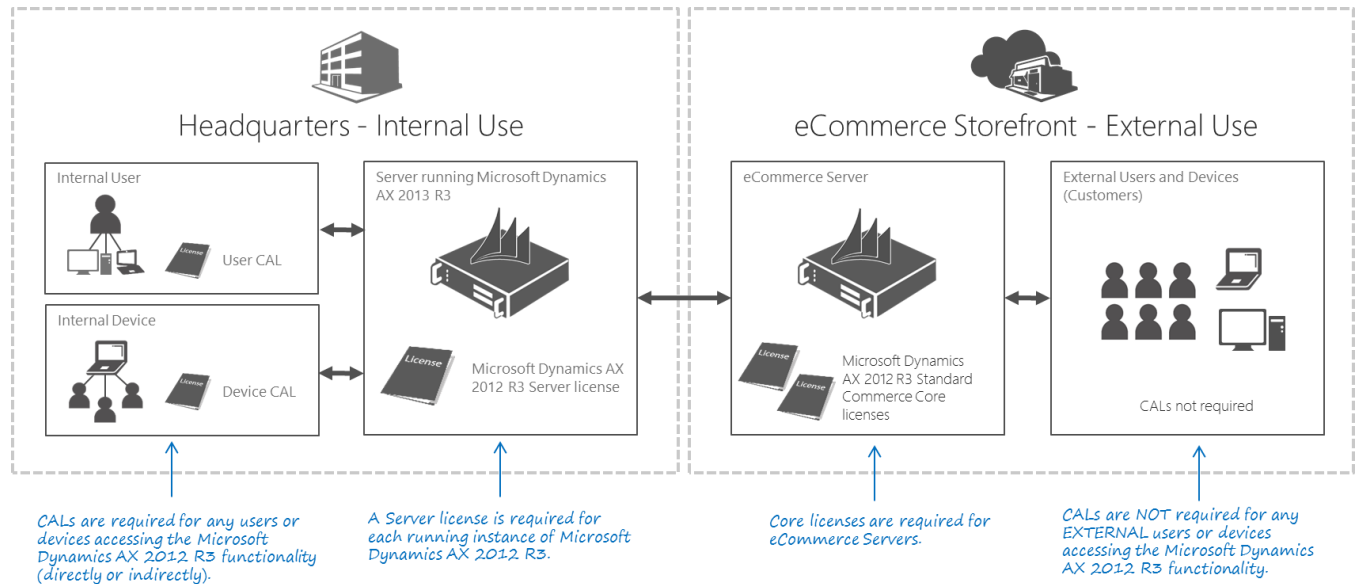
In this scenario, the Microsoft Dynamics AX 2012 R3 solution is being run on central servers at headquarters. Any servers running instance of the Microsoft Dynamics AX 2012 R3 software require one Server license per running instance.

The Microsoft Dynamics AX 2012 R3 Standard Commerce Core Server should be licensed for all eCommerce scenarios. Each Microsoft Dynamics AX 2012 R3 Standard Commerce Core Server must be assigned an appropriate number of Microsoft Dynamics AX 2012 R3 Standard Commerce Core licenses as explained [above](#).

Store devices and employees accessing the Microsoft Dynamics AX 2012 R3 solution functionality require CALs as defined in the Microsoft Dynamics AX 2012 R3 [Product Use Rights](#) (PUR).

External users (customers) do not require CALs.

Figure 4: eCommerce



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