

## FAQ's

**1. What is a CLA and how do I get one?**

The Customer License Agreement (CLA) is the standard agreement between Microsoft and the OEM using the Windows Embedded software. Arrow will help facilitate the processing of the CLA. There is no charge or commitment associated with the CLA.

**2. How do I know if I am allowed to use the embedded product line?**

The CLA addresses all specifics, however the primary purpose of the Windows Embedded product line is to enable OEMs selling specialized devices. Windows Embedded is not intended for general purpose PCs.

**3. What's the difference between Windows Embedded and regular Windows?**

Microsoft Embedded Software is Bit for Bit the same as the OEM or regular Windows versions of the product. The difference is in the licensing, Windows Embedded licensing is tailored to the needs of OEMs building embedded devices.

**4. How can I buy Windows Embedded licenses?**

Arrow can help you through every step, acquiring tools, licenses, and value added products and services.

**5. Are there any discounts if I purchase large quantities of licenses?**

Arrow offers customers discounts based on high volume annual commitments. Quantities vary based on product.

**6. Are there any addition resources to help with design?**

Arrow has dedicated engineer resources available to assist OEMs through their design cycle. In addition, the Arrow Aces program can accelerate your time to market through a broad range of concept to full turnkey solutions.

**7. What benefits are there to buying Windows Embedded licenses from Arrow?**

- All Microsoft Embedded products have a minimum of a 15-year life cycle.
- The Microsoft Embedded channel is the lowest cost channel from Microsoft.
- Ability to generate recovery media with application
- Access to OEM activation

**8. Is the support different for Windows Embedded?**

No. Since these products are identical to products available in other Microsoft channels, the same support is available. Arrow utilizes the Microsoft Premier Support Program to help customers with technical issues.

**9. Who do I contact for licenses?**

West Regional BDM- Jennifer Brand  
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