



Top 10 Things You Should Know about Genuine Windows

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Windows® Top 10 Things You Should Know about Genuine Windows

You've purchased a Windows operating system or software through OEM or Volume Licensing, but is it 'Genuine'? Here are the top 10 things you need to know about being 'Genuine'.

1 What is activation?

- Product activation is the process of validating software with the manufacturer.
- Activation establishes a relationship between the software's product key and a particular installation of that software on a device.

2 Why is activation good?

- Activation helps ensure you are using Genuine Windows software, which gives you access to the latest features, innovations and support available only to systems running Genuine Windows.

3 Multiple Activation Options

- Two primary methods of activation for VL customers:
- Perpetual activation using Multiple Activation Key (MAK) with Microsoft hosted activation services
 - Renewable activation using Key Management Service (KMS), a customer hosted activation service

4 Validation

- Product validation allows you to verify that your copy of Windows is genuine.
- Validation failure is caused when using counterfeit software, a compromised product key or non-Microsoft issued key.

5 Compliance

- Avoid mislicensing issues and help ensure your Windows desktop is compliant by using the Get Genuine Windows Agreement ([GGWA](#)), a solution available through Microsoft Volume Licensing corporate programs.

6 Licensing

- Each PC must have an underlying full Windows desktop license purchased from retail or OEM.
- Licenses purchased through Volume Licensing (VL) for the Windows client operating system are upgrade licenses only.

7 Notification

- Persistent notification/reminders to activate and validate until resolution
 - Black desktop background
 - Reminder via logon dialog box
 - Balloon popup every 1 hour

8 Protection

- Businesses face [risks](#) when counterfeit software exists within their environments, including risks to reputations, penalties from enforcement, and risks to security and reliability.

9 Privacy

- Activation is designed to help protect user [privacy](#).
- Data sent to Microsoft during activation is not traceable back to the user (only configuration information to help validate your software is collected).

10 Deployment

- Transparent activation experience for end users
- Integrated into the deployment infrastructure and processes