

Microsoft Authorized Refurbisher Program

Transition to Digital MAR

Digital MAR is the new process for refurbishers to digitally order and receive product keys from Microsoft to enable software activation on specific hardware. The Digital MAR process is based on the OEM Activation (OA) 3.0 process, but newly adapted for MAR partners.

This communication is to remind MAR and Third Party Refurbishers (TPRs) that they will need to transition to Digital MAR no later than **June 30th, 2021**.

The refurbisher COA products listed below are scheduled to no longer be orderable after **June 30th, 2021**, and MARs and TPRs will need to transition to products for Digital MAR by then to continue ordering Windows.

Product ID	Licensable ID	Product Name and Version
26716	WV2-00001	Windows® 10 Home for Refurbished PCs
26712	WU7-00001	Windows® 10 Home N for Refurbished PCs
26713	QLF-00569	Windows® 10 Pro for Refurbished PCs
26715	QPF-00380	Windows® 10 Pro N for Refurbished PCs

The transition to Digital MAR began on August 1, 2020 with the expectation that MARs be fully transitioned to utilizing digital product keys for their own refurbishment and distribution by January 31, 2021 and TPRs be fully transitioned to digital product keys before June 30, 2021.

Note that Windows 10 Pro Citizenship & Office Citizenship COA licenses will continue to be available from Authorized Replicators (ARs), there are no changes to the current process for ordering and distribution of Citizenship products.

Next steps

1. Please share this information within your organization and assess the changes required to prepare for the transition from COA to digital product keys, and
2. Ensure existing down-level partners (e.g. TPRs) are aware of and prepared for the required transition from COA to digital product keys by June 30th 2021.

Additional information for onboarding to Digital MAR can be found on DPC:

[Microsoft OEM Activation \(OA\) and MDOS onboarding training for MAR](#)

[Business Management - Create business contact for TPR \(microsoft.com\)](#)

Questions?

If you have questions on any of these program changes, please contact your Microsoft account team.