

## Get the full Office suite with Office 365...

When purchasing Office 365, customers receive an always up-to-date version of the full Office desktop applications including:



**Outlook:** Manage your email, schedules, contacts, and to-do items. Outlook is the one place to go to communicate with all of your important contacts.



**Word:** Create documents with style and polish, work with others easily – and enjoy the new reading experience on modern touch devices.



**PowerPoint:** Easily work with others and design beautiful presentations. Presenting tools help you deliver your ideas and impress your audience.



**OneNote:** All your notes together and with you anywhere. OneNote is your digital notebook for capturing to-dos, meeting notes and anything else you need to remember.



**Excel:** Excel gives you intuitive ways to explore your data. Quickly discover new ways to visualize your data, and see your information in new depths.



**Publisher:** Use familiar, simple tools to create and share professional-looking, personalized publications that make an impact.

## ...plus great new benefits provided by the cloud!

Office is delivered as a per-user subscription that is straightforward to download and install on your computer. No IT needed.



**Be always up to date:** With Office connected to the cloud, you always have the latest version of the desktop applications, with unobtrusive updates.



**Use Office on your smartphone and tablet:** Access your documents and make edits on the go with Office apps for iPad, Windows Phone, iPhone and Android phones.



**Use on 5 PCs and Macs:** Each user can use the Office desktop applications on 5 Windows PCs or Macintosh computers, at work or at home.



**Anywhere access to documents:** Office saves to your online storage by default, so your files are automatically backed up and linked to you virtually anywhere you go. No more heading back to the office to get a file or document.

## How can I buy Office in Office 365?

All of these Office 365 plans include the full Office suite as mentioned above and can be combined in a single Office 365 account. Here a few key differences between plans.

		Business	Business Premium	ProPlus	E3
Target customer	Price	\$8.25	\$12.5	\$12	\$20
	Seat Cap	300 (for each plan)		Unlimited	
	24/7 phone support from Microsoft <sup>1</sup>	Critical issues		All issues	
Office apps	Word, PowerPoint, Excel, Outlook, OneNote, Publisher on Windows PCs	●	●	●	●
	Office for Mac 2011	●	●	●	●
	iPad, Windows RT & smartphone apps	●	●	●	●
	Office Online	●	●	●	●
	Access			●	●
Advanced Office features	Active Directory integration	●	●	●	●
	Licensed for hybrid deployment			●	●
	Support for shared computer activation (RDS scenarios)			●	●
	Enterprise Excel BI features: PowerPivot, PowerQuery (enterprise data), PowerView, spreadsheet controls (compare/inquire)			●	●
	IT controls: group policy, app telemetry, update controls			●	●
Support for Enterprise voice			●	●	
Online services	1TB cloud storage (OneDrive for Business)	●	●	●	●
	Email, calendar (Exchange)		●		●
	Online meetings, instant messaging (Lync)		●		●



## With Office 365, you get the latest Office applications – and much more.

At its heart is Office itself—the familiar Office applications businesses use everyday—now offered as a cloud service, so it’s always up to date. But Office 365 is also so much more. It’s about bringing enterprise-grade services to organizations of all sizes, from online meetings to sharing documents to business-class email.



- Always up-to-date.** Never buy a new version of Office again!
- Each user can install Office on **up to 5 PCs or Macs.**
- Save to the cloud** for backup and anywhere access.
- Use Office on your **smartphone and tablet.**

**Business-class email** Large, 50GB mailboxes that can send messages up to 25MB in size, with contacts, shared calendars and spam and malware protection that stays up to date. Built with Exchange email technology, the leading email solution for business around the world. Use your own custom domain for your email address, connect with Outlook for fully featured offline support, and access via the web through any modern browser. Available on your PC or Mac, as well as Windows Phone, iPhone, Android and Blackberry devices.

**Online meetings** Hold scheduled or ad hoc online meetings for up to 250 participants, with screen sharing, audio & video, virtual whiteboards, polls and shared notes. Partners and customers can fully participate through any HTML-5 browser

**Online document storage and file sharing** 1TB of space in the cloud to store, backup and easily share files. Files are accessible from almost any device, also synchronized offline and available without an internet connection.

**Private social networking and collaboration** A social network that helps your company stay connected, share information across teams and make faster, more informed decisions.

**Technical support** Telephone support for setup and deployment issues, as well as online answers, how-to resources, and connections with the Office 365 customer community for additional help.

**Simplified IT Management** Reduce headaches by reducing your IT infrastructure. Content lives safely in globally distributed datacenters with continuous backup & disaster recovery abilities.

**Financially backed SLA** Get peace of mind knowing your services are available with a financially-backed 99.9% uptime service level agreement.

## Office 365 & the cloud changes how work is done...

**Get work done from anywhere** Wherever your people are, online or offline, they can get to—and work with—the most up-to-date versions of the files and tools they need to get things done. And they can do it on virtually any device.

**Work better together—simply** Office 365 offers business-class email, shared calendars, IM, web conferencing, and access to the most up-to-date documents stored in the cloud. You can work together in real time without compromising security.

## ...and how companies consume IT.

**Reduce your capital expenditure** Office 365 is available as a simple monthly subscription. Avoid large up-front costs for new software while moving the cost of IT from capital to operating expense.

**Be always up to date** Since Office 365 is in the cloud, it is always up to date. No patches or software upgrades necessary. Microsoft is adding new value and capabilities on a monthly basis.

**Cut hardware and energy costs** Without servers to run for email, websites and document storage, you can reduce energy costs and save by no longer purchasing new server hardware.

**License per user** Simplify licensing while providing each user access to business critical technology on 5 PCs/Macs and 5 mobile devices. Save money when compared to traditional, per device licensing.

**Scale your business quickly** Office 365 grows with you - adding a new user is as simple as buying an additional license.

**License what you need** Office 365 provides many plans to fit the right capability needs and price points for each user in an organization.

## Customer buying scenarios

When customers are buying a productivity suite, they are doing so to solve a few key pain points they are experiencing. These questions will help you guide the customer conversation, identify the key pain points and provide the relevant selling messages.

	Customer using an older version of Office	Customer not using Office
Pitch	<b>Be even more productive with game changing new capabilities, provided by the cloud.</b>	<b>Your business deserves the best tools to get work done.</b>
Profile	<ul style="list-style-type: none"> <li>Customer is using an older version of Microsoft Office, likely Office 2003 or 2007.</li> <li>They may think their version of Office is good enough for what they use it for, are not educated on what they are missing.</li> </ul>	<ul style="list-style-type: none"> <li>Customer is likely using Google Apps or OpenOffice.</li> <li>May also be using Corel WordPerfect Office, or not currently using a productivity suite.</li> </ul>
Qualify the customer	<ul style="list-style-type: none"> <li>Are you using Microsoft Office? Which version of Office do you have?</li> <li>What are you using to create business documents, spreadsheets and presentations?</li> <li>Are you using a computer running Windows 7, Windows 8 or Mac OS X 10.6 or later? (see objection section for details)</li> </ul>	
Questions to identify pain points	<ul style="list-style-type: none"> <li>Have you considered upgrading to a newer version of Office?</li> <li>If yes, what has prevented you from doing so? If no, why not?</li> <li>Do you have remote or mobile workers? How do they access their work tools and documents on the go?</li> <li>Are your documents and business data only accessible from the office? Does that prevent you from responding to customers and partners as quickly as you would like?</li> </ul>	<ul style="list-style-type: none"> <li>Do you spend a lot of time creating professional looking and high impact business, sales and marketing materials?</li> <li>Do you wish you had better tools to get your work done?</li> <li>Do you experience difficulty when sharing documents with your suppliers, customer and partners?</li> <li>Do your current tools lack essential features like the ability to work without an internet connection?</li> </ul>
#1 Pain point and selling points	<p><b>It is difficult to get things done when traveling or on the go?</b></p> <ul style="list-style-type: none"> <li>Office automatically saves to the cloud, so your documents and important business info is available from virtually anywhere.</li> <li>Further, Office 365 allows you to access, edit and work on all those devices, and even devices that don't have Office installed on them with the Office Web Apps.</li> <li>In addition to Office, Office 365 includes business class email, online meetings tools for screen sharing and audio &amp; video as well as online document storage and sharing.</li> </ul>	<p><b>I need to be able to create more professional, higher impact documents more easily and in less time.</b></p> <ul style="list-style-type: none"> <li>Excel's tools allow for deeper analysis to gather better insights from you data, with intuitive and powerful formatting for sharing and making decisions from findings.</li> <li>Word allows users to open and editing PDF documents as if they were created in Word.</li> <li>PowerPoint builds beautiful and impactful presentations with professionally created templates, timed transitions and animations, plus the ability to embed video -&gt; put the best face forward during sales proposals and other presentations.</li> </ul>
#2 Pain point and selling points	<p><b>Upgrading Office is time consuming and technically difficult.</b></p> <ul style="list-style-type: none"> <li>By installing from the cloud, customers can now download and install with a few simple clicks, and get working quickly. Office also works side by side with older versions of Office, without compatibility issues.</li> <li>Never buy Office again, as Office in Office 365 is always up to date. Microsoft will unobtrusively provide updates to Office in the background, so you don't have to worry about installing new versions again in the future.</li> </ul>	<p><b>I have trouble sharing with and receiving files from customers, suppliers and partners and I waste a lot of time reformatting and fixing my documents</b></p> <ul style="list-style-type: none"> <li>Over 1 billion people use Office today, likely including your suppliers, customers and partners. Using Office means your shared documents arrive with their intended formatting and effect.</li> </ul>
#3 Pain point and selling points	<p><b>Buying Office is a big up front expense.</b></p> <ul style="list-style-type: none"> <li>Office 365 is purchased as a low cost subscription, rather than a large up-front payment. Office works on 5 PCs and Macs (work and home), and your tablet and smartphone, with just 1 license per user.</li> <li>In addition to the full Office desktop applications, Office 365 Business Premium provides you additional cloud services for one simple price.</li> </ul>	<p><b>I can't work with my documents unless I am connected to the internet (for Google Apps customers).</b></p> <ul style="list-style-type: none"> <li>Office has rich offline support and the ability to work on online or shared documents.</li> <li>Google requires specific browsers, only works for certain file types, and is not recommended for documents that are shared.</li> </ul>

## Common questions and objections

### I am also looking at Google Apps. Why is Office 365 better?

More than 1 billion people use Microsoft Office products, including your suppliers, customers and partners. File sharing fidelity and quality of work are important for your professional image as a business. Further, Google Apps is oversimplified and lacks the professional features and capabilities that your business needs (e.g. grammar check, thesaurus, full offline support).

### I don't want to subscribe to Office.

Subscribing to Office 365 provides the benefits of the cloud, including being always up to date and the ability to access your data virtually anywhere from almost any device.

### Can I use Office and Office 365 on my computer?

Office and Office 365 works on computers running Windows 7, Windows 8 and Mac OS X 10.6 or later. Windows XP, Windows Vista and older Mac OS version are not supported.