SALES ADVISOR

Partner Sales Battlecard

Microsoft® Office 2010

Microsoft Office 2010 is a productivity suite designed to help customers express ideas, solve problems, and connect with people across personal computers (PCs), phones, and browsers.

WHY SHOULD A RESELLER CARE?

- Microsoft has reduced the number of Office suites from eight to five, which translates to a simplified product line and easier sales process. This can help save time, effort, and money by reducing complexity and shortening sales cycles.
- Microsoft is heavily investing in advertising and marketing campaigns to help drive customer demand through upgrades or attachments to new PCs.
- A clear up-sell path and clear cross-sell opportunities to other products helps provide additional revenue opportunities.

WHY SHOULD A CUSTOMER CARE?

- With Office 2010, customers can create, edit, and post documents online to gain access from virtually any computer with an Internet connection using the Office Web Apps.
- Office 2010 includes added layers of security (BitLocker® and BitLocker to Go™) to help reduce the risk of information leakage and infiltration.
- Office 2010 can help customers save time and money by providing one-click communication through unified communications technology and real-time document sharing from within Microsoft Word, PowerPoint®, and Excel® without the need to switch applications.

THINGS TO KNOW

1 USE OFFICE VIRTUALLY ANYWHERE

Customers can access, review, and edit documents from a PC, smartphone, or Web browser with Office Web Apps, giving users the freedom to access, edit, and share documents when away from their PC with only a browser and Internet connection.

2 BRING IDEAS TO LIFE

Office 2010 provides tools for improved creation and presentation of data.

3 WORK BETTER TOGETHER

Team members can create and edit documents simultaneously.

TARGET CUSTOMERS

Technical decision makers, Productivity specialists, Line-of-business owners, and Chief information officers

TRIGGERS, REALITIES, AND RESPONSES

Conversation Starters	What You Hear	The Business Challenge	Your Response
"How effectively do your productivity tools enable collaboration within your organization?"	"My team is not connected enough."	Productivity tools are not providing efficient enough collaboration.	"Office 2010, in connection with SharePoint, helps drive productivity through efficient collaboration and day-to-day productivity."
"How effectively do you feel your organization utilizes the technology in Microsoft Office?"	"I'm frustrated with the general lack of technology usage."	"I need a better return on investment."	"The improved, fluent user interface provides a single location for functionality that is visible in a relatively small space."
"How effectively are your work teams using Microsoft Office to collaborate across the infrastructure?"	"When we think of collaboration, Office isn't the solution that comes to mind."	"We are more concerned about integration of our business applications."	"Office 2010 is the day-to-day interface driving productivity and collaboration, while SharePoint is the back end of the infrastructure."
"How effectively are you deploying Office for productivity?"	"We are satisfied with our desktop productivity. We need better remote productivity."	"We need to empower our mobile and remote employees."	"Office 2010 delivers capabilities that help provide access and functionality across the PC, phone, and browser."

COMMON OBJECTIONS

What You Hear	Your Response
"I'm more concerned about data security than upgrading to a new Office productivity suite."	"Microsoft has made improvements to protect your documents in Office 2010. These improvements include encryption, data protection, enterprise management, and collaboration between users."
"I've just finished upgrading to Office 2007, why should I consider deploying Office 2010?"	"As business needs and requirements for Office have shifted over the years, Microsoft has worked to provide solutions and enhancements that meet the current and future needs of information technology (IT) in business. Microsoft Office 2010 delivers innovative capabilities and intuitive tools that offer a better productivity experience across the PC, phone, and browser."
"We are working to improve our organization's collaboration. Another desktop solution isn't what we need."	"Co-authoring tools in Office 2010 help make it easier for teams to work on shared documents simultaneously while reducing the headaches of input consolidation and version control."

Microsoft® Office

FEATURE COMPARISON

	Home, Small Business, and School					Enterprise and Mid-sized Business	
Product	Office Professional	Office Professional Academic	Office Home and Business	Office Home and Student[1]	Office Starter[2]	Office Standard	Office Professional Plus
Word 2010	■	■	■	■	Word Starter 2010	■	■
Excel 2010	■	■	■	■	Excel Starter 2010	■	■
PowerPoint 2010	■	■	■	■		■	■
OneNote® 2010	■	■	■	■		■	■
Outlook® 2010	■	■	■			Outlook 2010 with Business Contact Manager	
Publisher 2010	■	■				■	■
Access® 2010	■	■					■
Office Web Apps[3]						■	■
InfoPath® 2010							■
SharePoint Workspace 2010							■
Communicator 2007 R2[4]							■
Server Integration Features							■

[1] Not for use in any commercial, nonprofit, or revenue generating activities, or by any government organization.
[2] Office Starter is included as part of the Office 2010 preloaded image installed by participating original equipment manufacturer (OEM) licenses.
[3] Office Web Apps include Word Web App, Excel Web App, OneNote Web App, and PowerPoint Web App, deployed on SharePoint for manageability and control.
[4] Microsoft Office Communicator 2010 is scheduled for release in the second half of 2010.

UPGRADE PATH

The Microsoft Office 2010 Technology Guarantee is a program designed to ensure that customers who purchase Office 2007 between March 5, 2010 and September 30, 2010 may be eligible to upgrade their qualifying Office 2007 product to a corresponding Office 2010 product when it is available. Customers can find information at www.office.com/techg.

MIGRATION PATH

Product	Migration Path
Office Enterprise 2007	Office Professional Plus 2010
Office Professional Plus 2007	Office Professional Plus 2010
Office Small Business 2007	Office Professional Plus 2010
Office Standard 2007	Office Standard 2010

TRIAL INFORMATION

The beta version of Office 2010 will continue until June 2010. Users can choose to download the trial or buy the full version of Office 2010 at that time. The beta version of Office 2010 is available at www.microsoft.com/office/2010/en/default.aspx.

LICENSING

For mid-sized and large enterprise businesses, Office Standard 2010 and Professional Plus 2010 are available through volume licensing.

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