



SALES ADVISOR

Partner Sales Battlecard

Microsoft® Office SharePoint® Server 2010

On Premises and Online Solutions

SharePoint 2010 is a comprehensive information-management system that unifies portal and content management, business insight, search, and business-process capabilities.

WHY SHOULD A RESELLER CARE?

- SharePoint 2010 offers a potential long-term revenue stream for partners.
- SharePoint 2010 is tightly interoperable with familiar client desktop applications, e-mail, and Web browsers to provide a seamless user experience. This tight integration makes it a logical choice for customers already running Microsoft desktop applications.

WHY SHOULD A CUSTOMER CARE?

- With increasing pressure for companies to gain better control over content, Microsoft brings simple and familiar enterprise content management to the desktop to help regulate management costs and address the challenge of content management.
- SharePoint 2010 gives users access to both structured and non-structured business networks for finding the information and expertise they need to make effective decisions.

THINGS TO KNOW

1 TIGHT INTEROPERABILITY
SharePoint 2010 works with familiar desktop applications and tools.

2 TAILORED DEPLOYMENT
SharePoint 2010 gives organizations a choice of deployment models to scale and develop solutions as needed.

3 CUSTOMIZED SECURITY
SharePoint 2010 enables customers to increase protection of their sensitive business information by specifying security settings, storage policies, auditing policies, and expiration actions.

TARGET CUSTOMERS

- The target audience segment for SharePoint 2010 is upper-midsize and enterprise organizations with 250 or more computers. However, there is a growing demand for it in the 250 and less space too.
- Target roles include both business decision makers (BDMs) and technical decision makers (TDMs), especially those responsible for collaboration and information management tools.
- In priority order, here are the top target customers and customer scenarios:
 - Currently own two of the three Core Client Access License (CAL) suite components. The customer may own the Windows Server® operating system and Microsoft Exchange Server, but do not own any SharePoint version.
 - Own or are looking to purchase the Microsoft Core CAL or Enterprise CAL suite, but do not own SharePoint Server.
 - Own only one SharePoint Server and may or may not have deployed the existing SharePoint Server.
 - Own or have deployed Microsoft Office SharePoint Portal Server 2003.
 - Have either terabytes of disparate data, or need to organize their Microsoft SharePoint Foundation team sites.
 - Own Windows Server 2003 or Windows Server 2008 and have Microsoft SharePoint Foundation, but do not have SharePoint Server.
 - Are looking for a solution that spans business intelligence, social computing and collaboration, and organizational information management, either across the entire organization or as a departmental solution.
 - Own competing information management systems, such as Hummingbird (Open Text), FileNet (IBM), or Stellant (Oracle).

TRIGGERS, REALITIES, AND RESPONSES

| Conversation Starters | What You Hear | The Business Challenge | Your Response |
|---|--|---|---|
| "Are parts of your organization still using manually completed paper forms or storing them in file cabinets and desks? Do you feel like your inventory or physical-evidence handling is out of control and might expose the organization to unwanted liability or attention?" | "Our IT doesn't have the resources to create and modify all the solutions for SharePoint." | "We need a collaboration platform that is end-user friendly." | "SharePoint 2010 enables all users (end users, power users, designers, and professional developers) to customize the out-of-box platform and deploy solutions that meet their business needs." |
| "Is your organization putting off investments in staff training to save money because the classes or software would be too expensive? Is your organization under pressure to cut costs due to budget stress?" | "We are interested in SharePoint, but we don't want to take on the cost of setting up a server." | "We don't have the administrative support for SharePoint." | "SharePoint 2010 has the ability to deploy any of the integrated capabilities and enterprise-class management tools in either an on-premises or hosted service." |
| "Has your organization spent significant funds on big enterprise software in recent years that is now not working as advertised? Is your staff in rebellion; frustrated with big bet applications that are a hassle to use?" | "I'm having problems compiling all the data from all the different sources. By the time a decision is made on that data, information is outdated." | "Information is in silos and not easily or quickly accessible." | "SharePoint 2010 provides out-of-the-box capabilities for business intelligence, like instantaneous access to all the information from multiple business applications to make decisions on the latest information." |
| "Do you regularly hear feedback that certain core service or work processes are inefficient or difficult to navigate for customers? Are there internal or external customer complaints? Is a lot of your information locked inside corporate e-mail and several stove pipe intranet systems?" | "I'm tired of people sending me documents that I can't access because they are saved on other hardware." | "We don't have a central document repository." | "SharePoint and Office integration provides cross-device and cross-browser read and write access." |

COMMON OBJECTIONS

| What You Hear | Your Response |
|--|--|
| "I have heard that SharePoint does not work with other development platforms." | "SharePoint 2010 is built on a scalable architecture, with support for web services and interoperability standards including XML and Simple Object Access Protocol (SOAP). Office SharePoint Server 2010 also has rich, open application programming interfaces (APIs) and event handlers for lists and documents. This enables interoperability with existing systems and provides the flexibility to incorporate new non-Microsoft IT investments. LDAP integration support for other pluggable authentication providers makes it easier to work with non-Active Directory® services sources. The out-of-the-box WSRP Consumer Web Part enables integration with other WSRP-compliant portal solutions." |
| "What should I use to help me search through my SharePoint documents?" | "Enterprise Search in SharePoint 2010 has great relevance and incorporates enterprise content such as people and business data, along with documents and Web pages, to provide comprehensive results. Enterprise Search is ubiquitous in SharePoint 2010, with tight integration into SharePoint sites, Web Parts, SharePoint lists, people profiles, and more. This enables users to easily connect to the information they need wherever they navigate within the portal. Enterprise Search has the capability to search through business data, and the search results can be highly customized like surfacing specific metadata elements from back-end records." |

UPGRADE INFORMATION

There is extensive information about the requirements, customizations, and how-to's to upgrade to SharePoint 2010. Leverage these TechNet and Microsoft Developer Network (MSDN) resources to understand how to build a unique upgrade path:

- <http://msdn.microsoft.com/en-us/library/bb954662.aspx>
- <http://technet.microsoft.com/en-us/library/cc262747.aspx>

LICENSING

To view detailed licensing information and additional sales aids for SharePoint 2010, please visit the Partner Learning Center.

- https://training.partner.microsoft.com/learning/contentserver/20100324_132311_2475/SCO1/Course.htm

TRIAL INFORMATION

Register today to download SharePoint 2010 Beta. Find out how this integrated suite of server capabilities can help an organization by providing comprehensive content management, enterprise search, accelerating shared business processes, and facilitating information sharing across boundaries for better business insight.

Please review the preliminary system requirements to prepare for the beta release. For a comprehensive list of readiness resources and the right steps to take today, check out the SharePoint 2010 Beta Resource Center.

- <http://sharepoint2010.microsoft.com/try-it/Pages/Trial.aspx>

ONLINE SOLUTION

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|------------------------------------|---|
| Portal | Audience targeting lets information owners decide how SharePoint groups get information. Site Manager feature allows changes to a SharePoint site's navigation, security access, and general look and feel using an easy drag-and-drop tool. |
| Collaboration and Social Computing | Interact with SharePoint sites using Microsoft 2007 Office programs and Office SharePoint Designer. |
| | Users create and control collaborative workspaces using standard meeting and team site templates. |
| | Coordinate teamwork with shared calendars, e-mail alerts, and notifications. |
| Content Management | Capture best practices and expertise using blogs, wikis, Really Simple Syndication (RSS), and surveys. |
| | Document review workflow helps users collaborate on documents and manage project tasks by applying specific business processes to SharePoint site documents and items. |
| | A what-you-see-is-what-you-get (WYSIWYG) editor and the Office Information Panel and Action Bar streamline site content authoring. |
| | Pre-built page layouts let content contributors focus on their jobs rather than publishing. |
| Search | Retention and auditing policies can define document retention and expiration periods, provide access control and security, and enable tracking. |
| | Users can locate content that is stored in lists, document libraries, and other locations in a SharePoint collection with security-trimmed search results displayed. |
| Standard Parameters | 100 site collections. |
| | There are 250 megabytes (MB) per user, aggregated across the organization. |
| | HTTPS connections help keep Internet access more secure. |
| | Virus filtering is provided with Microsoft Forefront Security for SharePoint. |
| | Single sign-on capability is provided with the Sign In application. |
| | Constant Web-form and phone-based tier-2 support is provided for IT administrators. |
| Client Support | There is a lower cost "deskless worker" offer for users who do not currently have collaboration capabilities or use a personal computer (PC) on a limited basis. |
| Retention and Auditing Policies | Internet Explorer® 6.0 or later, Firefox 3.0 or later, Safari 3.1.2 Logs all actions on sites, content, and workflows. Audits log reporting. |
| Data Protection Service | Provides a self-service document restore with a 30-day Recycle Bin recovery period. |
| | Business continuity and disaster recovery provisions are built into service delivery systems. |
| Security | There are regularly scheduled security assessments. |
| | There is continuous intrusion monitoring and detection. |
| Service Level Agreements | Provides a 99.9 percent scheduled uptime with a financially backed service level agreement (SLA). |
| Directory Synchronization Tool | This Microsoft tool can synchronize your on-premises Active Directory® with the Microsoft Online Active Directory. |
| Administration Center | There is centralized, Web-based access for configuration and administration of SharePoint Online and a centralized location for directory synchronization, migration, and sign-in tools. |