



SALES ADVISOR

Partner Sales Battlecard Microsoft Office 365

Microsoft Office 365 – Office in the Cloud

Microsoft Office 365 is a subscription service that provides access to the Microsoft Office tools customers know and rely on from virtually anywhere, plus easy to administer business-class IT services. Office 365 is powered by the cloud, so customers can access up-to-date applications and files—on PC, Mac, and select mobile devices; and it combines the familiar Office desktop suite with Microsoft's most trusted communications and collaboration services: Exchange Online, SharePoint Online, and Lync Online.

WHY SHOULD A RESELLER CARE?

- Office 365 provides the opportunity for an ongoing relationship with your customers as well as increased up-sell and attach opportunities for additional customer needs such as end-user training or ongoing support.
- Office 365 enables recurring revenue streams and expands potential offerings through differentiated managed services.
- Office 365 can also be sold through multiple business models, offering flexibility so you can decide which one is right for your business and your customer.
- Microsoft's FastTrack program streamlines the deployment experience to accelerate the adoption of Office 365.
- Office 365 provides sales and deployment cycles that are usually shorter than those of traditional on-premises solutions freeing up valuable resources.
- Microsoft hosts, maintains, and manages all servers and software based upon industry best practices which can reduce support calls and IT costs.
- Office 365 can deliver customized solutions to a diverse range of businesses.
- Microsoft Premier Deployment offers qualifying partners deployment support for up to 160 hours for a maximum of three engagements.

WHY SHOULD A CUSTOMER CARE?

- More efficient management: With Office 365 customers get anywhere access to the latest technology, can collaborate easily, and spend less time and effort managing email and collaboration servers.
- Cost savings: Moving software and services off local machines and onto Microsoft-hosted servers can lower costs associated with hardware overhead, electricity, and software deployment, enabling IT budget predictability and simplified systems management.
- Enhanced security and financially backed uptime: Data exchanged between host and users is secured with 128-bit encryption (https) and offers 99.9 percent scheduled uptime with financially backed service-level agreements (SLAs).
- Compliance: Office 365 supports world-class industry standards like ISO 27001, EU Model Clauses, HIPAA-Business Associate Agreement (HIPAA-BAA), Federal Information Security Management Act (FISMA) and Data Processing Agreement.

THINGS TO KNOW

1. Office 365 provides technology that is always up-to-date, decreasing roll-out costs, and improving resource utilization.
2. Office 365 provides users with "anywhere access" to email, documents, contacts, and calendars on nearly any device.
3. Office 365 provides enterprise-grade data loss prevention tools, built-in malware protection, and integrated compliance functionality.
4. Office 365 provides enterprise-grade reliability with a 99.9% uptime Service Level Agreement that is financially backed by Microsoft.

TARGET CUSTOMERS

- Customers that are interested in migrating to a Microsoft solution.
- Customers that are evaluating a cloud-based solution.
- Customers seeking to upgrade their current infrastructure without up-front capital costs.
- Customers with a large number of "desk-less" workers, "hot-desk" employees, or employees who spend five to ten percent of their work time on a personal computer (PC).
- Customers with a large contractual or seasonal workforce needing expanded capabilities, but not the full suite or server access that full-time employees may require.

TRIGGERS, REALITIES, AND RESPONSES

Conversation Starters	What You Hear	The Business Challenge	Your Response
"How secure and reliable is your hosted mail?"	"We are worried about data protection and have had issues with unplanned downtime."	Security and reliability	"Office 365 offers a 99.9% financially-backed SLA and built-in security features and processes that monitor, anticipate, and mitigate threats to protect your data."
"What is your biggest obstacle to upgrading to the latest version of Office?"	"We have budget limitations and limited support for our mobile workers. They need better collaboration tools but our current capabilities can't provide that."	Use of older technology due to budget limitations and limited support for the organization's mobile workers.	"Office 365 is a subscription service which provides access to up-to-date technology to collaboration and productivity tools across multiple devices with a lower up-front investment. That means a lower upfront investment."
"How is your expanding organization dealing with growing IT needs?"	"We need to deliver the latest capabilities easily and quickly and need to improve our collaboration."	Growing productivity and collaboration needs associated with a rapidly expanding business.	"Office 365 delivers up-to-date enterprise-grade solutions and proven deployment methodology for transitioning to Office 365 quickly and smoothly."
"Are you using older software technology and older servers?"	"We're still using Exchange 2003 and server costs are preventing an upgrade."	Budget limitations which are restricting customers to the use of old technology and servers that are no longer effective.	"Office 365 is a subscription service that allows access to up-to-date technology at a lower up-front capital investment when compared with traditional solutions."

COMMON OBJECTIONS

What You Hear	Your Response
"I'm concerned about security with cloud-based solutions."	"Office 365 security includes: <ul style="list-style-type: none"> • 24-hour monitored physical datacenters • Logical isolation of data between tenants • Administrative access to Office 365, controlled by a role-based access control (RBAC) process • Segregation of the internal datacenter network from the external network, plus encryption of data transmitted across the networks • Encryption of email data at rest using BitLocker and SSL/TLS encryption of data in transit • Applications built by following the Security Development Lifecycle. Our secure development lifecycle ensures that security and privacy are incorporated by design—from software development to service operation."
"There are some cheaper options out there."	"Microsoft Office 365 is a comprehensive suite of cloud-based services that allows your organization to leverage a hybrid deployment model encompassing both on-premises and cloud solutions to minimize up-front investment costs and reduce total cost of ownership."
"I already have an on-premises solution. Why should I consider Office 365?"	"Office 365 provides the flexibility to provide your business productivity tools to employees without any of the hardware investment required by on-premises solutions. Building capabilities in IT appropriately allows you to remain competitive without requiring huge capital expenses. This means you can upgrade to the latest up-to-date technology with minimal costs and management requirements."
"It seems like Microsoft is new to hosted business services."	"Office 365 is based on the Microsoft communication and collaboration tools that businesses have been using for decades, and we've experienced significant success through hosted service offerings such as Lync, Exchange Hosted Services, Office Live, MSN, Windows Live, and Xbox LIVE. To date, we have more than 16,000 partners that have used components of our hosted platforms to bring Microsoft-based solutions to 9,000 business organizations and more than 500 government entities, including 50 percent or more from the Fortune 500. Plus, the predecessor to Office 365, Microsoft Business Productivity Online Services, has over 40 million paid seats."
"Will we have issues since we use [iPhone/Android]?"	In the U.S we've released Office Mobile for the iPhone and Android Phone in the Apple and Google App Store at no additional charge for Office 365 subscribers. Of course, Office Mobile for Windows Phone is the best mobile experience, but we're pleased to offer Office 365 subscribers the ability to use native apps to view, edit and share Office documents on every popular mobile phone."

Microsoft Office 365 – Office in the Cloud

HOW TO SELL OFFICE 365

- Through Office 365 Open for Midsize Business: Partners sell Office 365 directly to their customers and own the customer billing process.
- Through the Advisor model: Partners play the role of trusted advisor to their customer, managing the customer relationship and assisting the customer with purchasing decisions and deployment while Microsoft bills the customer directly. Due to limited capital requirements, the advisor model allows new partners to start selling Office 365 quickly. With the Advisor Model, partners don't need to invest in billing systems or complex CRM tools. Microsoft does not control the pricing of the product (beyond the cost to the distributor). This structure provides partners with complete pricing power.
- Through the Authorized Reseller model for Enterprise customers: Partners sell Office 365 to their Microsoft Volume Licensing Enterprise Agreement customers through Add-ons or Transitions.

MICROSOFT OFFICE 365 OPEN VALUE:

The Microsoft Office 365 Open Value offer enables Microsoft Open Value Organization-wide and subscription customers (commercial only) to license Office 365 at an adjusted price, based on their Microsoft Software Assurance for Volume Licensing investment. The offer applies to existing OV/OVS Customers with Organization-wide commitment on Office Professional and/or Client Access License (CAL) Suite.

Purchase Process via the Office 365 Open Model.

1. The partner first purchases the Office Product Key from their distributor. The customer and partner receive an email from the Microsoft Volume License Service Center. If this is a new customer that has never used the VLSC before, they will need to create a Microsoft Account and sign up for the Open license agreement.
2. After this has been completed, the customer or partner may retrieve the Office 365 Product Key(s).
3. The partner or the customer then activates the Product Key for the Office 365 Midsize Business service via www.Office.com/setup365

The Advisor Model: Due to limited capital requirements, the advisor model allows new partners to start selling Office 365 quickly. With the Advisor Model, partners don't need to invest in billing systems or complex CRM tools. Microsoft does not control the pricing of the product (beyond the cost to the distributor). This structure provides partners with complete pricing power.

Purchase Process via the Office 365 Advisor Model:

1. The order is initiated by the end customer who informs the reseller who then reaches out to their preferred distributor to place the order. The distributor then takes the necessary information from the reseller and places the order with Microsoft.
2. The billing process then flows backwards through this motion with Microsoft billing the distributor, the distributor billing the reseller and the reseller billing the end customer.

MICROSOFT OFFICE 365 THROUGH THE ENTERPRISE AGREEMENT:

Enterprise Agreement (EA) customers have two ways to incorporate Office 365 subscription services to their existing agreements: through "Add-ons" and through "Transitions". Office 365 Add-on SKUs for Enterprise Agreement customers allows customers to leverage their existing CAL Suite and Office Professional Plus licenses as a starting point to get great pricing on Office 365 through an easy Add-on purchasing model. The Add-ons are available to new, current and renewing EA customers with Core/ECAL Suites, or with Core/ECAL Suites and Office Professional Plus, including enterprise, corporate, and public sector accounts with CAL Suites in all countries where Office 365 is available. Add-ons are "additional products" and do not satisfy the underlying EA requirements.

Enterprise Agreement customers may also "Transition" select on-premises licenses to Office 365 licenses. Transitions provide the optimal long-term licensing option for customers committed to Office 365 services. EA customers can transition CAL Suite plus Office Professional Plus licenses to Office 365 User Licenses (USL) plus Bridge CALs. Office 365 USLs are Enterprise Online Services and satisfy the underlying EA requirements. Office 365 USLs licensed per user; customers only true-up Bridge CALs and Windows per EA Transition rules. A CAL Bridge is required when transitioning from a CAL Suite to an equivalent Online Service.

Enterprise Agreement Products Being Transitioned	Valid Transition options to Office 365
Core CAL Suite	<ul style="list-style-type: none"> • Office 365 (Enterprise E1, E2, E3 and/or E4)* • Windows Intune*
Enterprise CAL Suite	<ul style="list-style-type: none"> • Office 365 (Enterprise E3 and/or E4)* • Windows Intune*
Office Professional Plus	<ul style="list-style-type: none"> • Office 365 (Enterprise E2, E3 and/or E4)* • Office 365 Professional Plus
Office Professional Plus and Core CAL Suite	<ul style="list-style-type: none"> • Office 365 (Enterprise E2, E3 and/or E4)*
Office Professional Plus and Enterprise CAL Suite	<ul style="list-style-type: none"> • Office 365 (Enterprise E3 and/or E4)*

*For more information visit: <http://www.microsoft.com/licensing/licensing-options/enterprise.aspx>

ASSOCIATED TECHNOLOGIES

Microsoft	Features
Exchange Online	<ul style="list-style-type: none"> • Rich browser experience with new Outlook Web App (OWA) • Improved inbox management with conversation view • Integrated multi-mailbox search and retention policies
SharePoint Online	<ul style="list-style-type: none"> • New personal My Sites to store important documents and share expertise • Greatly improved team and project sites • New extranet sites to share information securely with customers and partners
Office ProPlus 2013	<ul style="list-style-type: none"> • Flexible service offering with pay-as-you-go, per-user licensing • The complete Office experience with services integration in Office 365 • Simplified user setup for preconfigured services
Lync Online	<ul style="list-style-type: none"> • Combines 1:1 text/voice/video chat with multi-party online meetings in a single application and service • Escalates conversations into ad hoc online meetings with audio, video, PowerPoint presentation upload, and desktop sharing

SYSTEM REQUIREMENTS

Microsoft Technology	Features
Operating System Requirements	Office 365 does not have an operating system requirement, except that the operating system you use must be supported by its manufacturer. There may, however, be advanced Office 365 configuration options, features, scenarios, and/or tools that have explicit dependencies on an operating system, or behave differently on different operating systems.
Office Client Requirements	<ul style="list-style-type: none"> • Any version of Microsoft Office in mainstream support
Browser Requirements	<ul style="list-style-type: none"> • Internet Explorer 10 or later; the latest versions of Mozilla Firefox, Apple Safari, or Google Chrome

ADDITIONAL RESOURCES

- Visit www.Office365.com for more information on available technologies and capabilities.
- Visit www.WhyMicrosoft.com for additional solutions and competitive information.
- Visit <https://portal.fasttrack.office.com/> for FastTrack program information
- Visit <http://aka.ms/online-services-incentives> to learn about Online Services Advisor incentives, which reward partners for selling, deploying, and managing online services