SALES ADVISOR

Partner Sales Battlecard

Microsoft® Office 365

On Premises and Online Solutions

Microsoft Office 365 delivers "anywhere access" to e-mail, documents, contacts, and calendars, on almost any device, for businesses of all sizes—helping to save time and money and freeing up valued resources. Office 365 combines the familiar Office desktop suite with the next generation of our most trusted communications and collaboration services: Exchange Online, SharePoint® Online, and Lync™ Online.

WHY SHOULD A RESELLER CARE?

- New customer sales are forecasted to comprise up to 70% of Microsoft Office 365 sales.
- Office 365 enables Partners to build new recurring revenue streams and expand potential offerings through differentiated managed services.
- Office 365 sales and deployment cycles are shorter than those of traditional on-premises solutions.
- Microsoft hosts, maintains, and manages all servers and software based upon industry best practices, which reduces support calls and IT costs.
- Office 365 extends solutions to a diverse range of businesses, customized with the tools they need.
- Microsoft provides deployment support for up to 160 hours through Microsoft Premier Deployment to Partners for up to three engagements.
- Partners are eligible to receive the 12/6 payment fees for online service customers.

WHY SHOULD A CUSTOMER CARE?

- More efficient management – Office 365 eliminates the time and effort that users must spend managing their e-mail and collaboration servers, while keeping the user in control.
- Cost savings – By moving software and services off local machines and onto Microsoft-hosted servers, Office 365 can lower hardware overhead costs, decrease electricity costs, enable IT budget predictability, and simplify IT system management.
- Enhanced security and financially backed uptime – Data exchanged between host and users is secured with 128-bit encryption (https) and offers a 99.9% scheduled uptime with financially backed service-level agreements.

THINGS TO KNOW

1. Simplified IT management ensures that technology is always up to date, decreases rollout costs, and improves resource utilization.
2. Office 365 provides users with "anywhere access" to e-mail, documents, contacts, and calendars on nearly any device.
3. Office 365 provides business-class security and reliability that uses server-level antivirus, enterprise-grade reliability, disaster recovery capabilities, and geo-redundant datacenters.

TARGET CUSTOMERS

- Customers interested in migrating to a Microsoft solution
- Customers evaluating a cloud-based communications solution
- Customers seeking to upgrade their current infrastructure without up-front capital costs
- Customers with a large number of deskless workers and hot-desk employees, and with employees who spend 5% to 10% of their work time on a personal computer (PC)
- Customers with a large contractual or seasonal workforce that needs expanded capabilities, but not the full suite or access that full-time employees receive

TRIGGERS, REALITIES, AND RESPONSES

Conversation Starters	What You Hear	The Business Challenge	Your Response
"Are you aware of hosted e-mail and collaboration services that don't require purchasing a new server?"	"We've invested heavily in an existing on-premises collaboration solution."	Customer is concerned with integrating hosted solution and previous investments in a coexistence situation.	"Office 365 works seamlessly with Microsoft Outlook® 2010 and the other Office programs your users already count on."
"How do your remote employees sync their e-mail and calendars with their mobile devices?"	"My boss keeps asking me to get a new BlackBerry smart phone, but I don't know how to sync it with our mail system."	Customer doesn't have the IT support to figure out new phone solutions.	"Office 365 offers the capability to sync with any mobile device that has Exchange Sync technology, including Windows® Phone, BlackBerry, iPhone, and others."
"Did you know that many companies have lowered their IT costs through cloud-hosted Exchange and SharePoint solutions?"	"We're interested in SharePoint, but we don't want to take on the cost of setting up a new server."	Customer doesn't have the administrative support or budget for SharePoint.	"We can provide SharePoint and Exchange capabilities without the administrative burden and at a lower cost through Office 365 cloud-hosted solutions."
"What, if any, second- or third-generation-old messaging technology do you use?"	"We're still using Exchange 2003."	Customer can't afford to upgrade to newer technology.	"Office 365 is a subscription service, and it allows access to up-to-date technology at a low up-front capital investment compared with traditional solutions."
"When you look at adding new capabilities, have you considered cloud-based solutions?"	"We're not sure if we're ready for a cloud solution."	Customer is not familiar with cloud power or does not fully understand the capabilities of a cloud solution. Security or reliability may also be a concern.	"Office 365 protects your e-mail environment with server-level antivirus, and it's backed by a 99.9% uptime, money-back service-level agreement."
"How do you currently extend messaging capabilities to your internal and external employees?"	"We're leveraging two different solutions for the two worker types."	Customer needs to extend messaging capabilities for different worker types.	"Office 365 gives customers the ability to use both on-premises and cloud solutions in a hybrid approach."

COMMON OBJECTIONS

What You Hear	Your Response
"I'm just not sure that cloud solutions are secure."	"Office 365 uses an always-up-to-date antivirus and antispam solution from Forefront® Online Protection for Exchange. It uses server-level antivirus scanning to protect against viruses across the hosted solution, and it leverages layers of antispam technology and multiple antivirus engines to remove spam and viruses from e-mail and documents."
"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 approach of 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 flexibility to extend your business capabilities 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. The updated enterprise agreement (EA) provides an easy transition to move all users online with a single agreement."
"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 services offerings such as Live Meeting, Exchange Hosted Services, Office Live, MSN®, Windows Live™, and Xbox LIVE®. To date, we have more than 16,000 Partners who have used components of our hosted solutions to bring Microsoft-based offers to 9,000 business organizations and more than 500 government entities, including 50% or more from the Fortune 500. Plus, the predecessor to Office 365, Microsoft Business Productivity Online Services, has over 40 million paid seats."

TRIAL INFORMATION

Visit www.office365.com for trial information.

LICENSING

MICROSOFT ONLINE SUBSCRIPTION PROGRAM

Customers are considered "new" to the Microsoft Online Subscription Program. All purchases that they make through the program are licensed through the Microsoft Online Subscription Agreement, which they sign online to complete their purchase.

There is no change in pricing for customers to name a Partner with their order. Customers can benefit from working with a qualified Microsoft Online Services Channel Partner to review their online services requirements and help configure a solution that meets their specific business needs.

Subscriptions to online services are paid monthly. Customers can use a credit card for payment.

Subscriptions are for a period of 12 months and automatically renew. For details on term length, renewal, and cancellation, please download the Microsoft Online Subscription Program Licensing and Business Policy Guide.

VOLUME LICENSING

Updated Enterprise Agreement (EA) Program

Microsoft updated the Microsoft Enterprise Agreement (EA) to provide online and on-premises Microsoft-licensed products through a single agreement. Microsoft is expanding its portfolio of online services offerings to include Office 365, Windows Intune, Windows Azure™, and SQL Azure technology platforms, among others. The EA is the best and most cost-effective licensing vehicle for customers buying more than 250 licenses.

What are the new changes to the EA Program?

The updated EA provides new **flexibility** to transition users online in a **single-agreement** Microsoft Online Services Channel Partner. Changes include the following:

- Customers transition to cloud services at their own pace.
- Users move back and forth between on-premises and online services.
- Customers match and adjust online service plans to meet user needs.
- Customers can respond to additions and variations in their workforce size.
- There's no incremental online service costs in the year that a user transitions.

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 www.quickstartonlineservices.com for Partner-specific information.

ASSOCIATED TECHNOLOGIES

Microsoft Technology	Features
Exchange Online	• Rich browser experience with new Outlook Web App • Improved inbox management with conversation view • Integrated multi-mailbox search and retention policies • New personal e-mail archiving and compliance capabilities • Greater IT control with new GUI and Remote PowerShell
Office SharePoint Online	• 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 • New intranet sites to stay up to date on news and information • Creation of simple public-facing websites • Expanded storage – 10GB/tenant + 500 MB/user
Office Professional Plus	• Flexible service offering with pay-as-you-go, per-user licensing • The complete Office experience with services integration in Office 365 • Simplified user setup to preconfigure services • Always the latest version of the Office applications, including Office Web Apps • Familiar Office user experience to access services
Lync Online	• 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, PPT upload, and desktop sharing • Simplified access for external meeting participants • Contact photos and activity feeds • Federation with Windows Live Messenger • Streamlined user experience

SYSTEM REQUIREMENTS

Microsoft Technology	Features
Platform Requirements	
Operating System Requirements	• Service connector with .NET 2.0 or later (highly recommended) • Windows XP SP3, Windows Vista® SP2, Windows 7, Mac OS X 10.5 (Leopard) or 10.6 (Snow Leopard)
Office Client Requirements	• Office 2007 SP2 and above, Office 2008 for Mac and Entourage Web Services Edition, Office 2011 for Mac and Outlook 2011 for Mac, Microsoft Lync 2010, Communicator for Mac
Browser Requirements	• Internet Explorer® 7, Firefox 3.x, Safari 4.x

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