

Unlocks creativity

Built for teamwork

Integrated for simplicity

Intelligent security



The best way to experience Microsoft 365 (Microsoft 365 powered devices)

Buyers

CIO
ITDM
CISO
Desktop Infrastructure Manager (influencer)

Key customer concerns

- Upgrading the employee desktop infrastructure is too expensive and takes too long.
- Keeping up with modern security threats against my existing infrastructure.
- Simplifying my desktop infrastructure via cloud services.
- Integrating old technology with new cloud services while running a business.
- Managing the frequency of desktop updates is too daunting.



Product value

Intelligent security, built in

- Provide employees with the latest protection from advanced threats.
- Configure policy options to harden the platform further and help prevent access from malicious attackers.
- Powered by the Microsoft Intelligent Security Graph.



Easy to deploy and manage

- Save time by leveraging lower-cost self-service deployment via Windows AutoPilot.
- Rely on FastTrack program to plan deployment and accelerate user adoption.
- Ease transition to cloud-based management and let IT focus efforts on enabling employee productivity and protecting company data.

Always up to date

- Aligned update model and cadence for Windows 10 and Office 365 ProPlus.
- Provide employees with the latest Office apps for their PC, Mac, mobile, or from their browser.
- Latest security technologies protect against threats and potential vulnerabilities by keeping systems updated.

Proactive insights

- Diagnose and fix-issues before they happen with telemetry-driven data.
- Confirm readiness and compatibility for all your apps and add-ins using information from your environment, deep expertise from Microsoft, latest reports from ISVs.

Customer value

- Delivers the latest features and security to ensure productivity and protect against modern threats.
- Make any new PC enterprise-ready via a simple self-service experience.
- Transition to cloud-based management at your pace while staying in control via a unified admin console.
- Get ongoing proactive insights to diagnose and fix PC issues before they happen.



DIFFERENTIATOR

The always up-to-date, secure, and easy to manage way for your employees to experience Microsoft 365.



Targeting guidance

Target Customer Profile

Non Cloud customers taking the first step or the next step (e.g. Exchange online customers without ProPlus, Windows 7/Windows 10 Pro customers, ProPlus only).

Non Cloud customers looking for a premium experience—may be looking to use technology as a differentiator.

Offer Prioritisation

Microsoft 365 E3

Microsoft 365 E5

Compelling Events

Renewal
Office 365 ProPlus required to connect to Office 365 services (Oct 13, 2020)
End of Support for Windows 7 (Jan 14, 2020).

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VDW scenario

- Work securely from anywhere, anytime on any device to achieve more while maintaining a flexible workstyle.
- Harness collective knowledge and expertise by empowering people to discover, share and progress files, information and ideas across your organisation.

The best way to experience Microsoft 365

Steps to sell



1. Understand customer’s desktop infrastructure concerns (e.g., OS EOL, provisioning new PCs, managing updates, etc.).
2. Share Microsoft 365 vision and emphasize how a modern device infrastructure eases management and helps address security threats.
3. Set up demos that showcase the ease, security, and integration of running Microsoft 365 powered devices.
4. Build the business case and include frequency and cost of updates and upgrades, hardware purchase cycles, etc.
5. Develop a high quality Customer Success Plan.

Discovery questions:

- How do you protect your data and devices against today’s modern threats?
- What concerns you about the cloud?
- What is your strategy to reduce the time IT spends on maintenance vs. focusing on growth?

DISCOVER	ENVISION	VALIDATE	COMMIT	ONBOARD	REALIZE VALUE
Events* Mechanics GEP, Web	Value Discovery Workshop FastTrack Success Plan	CIE Value Calculator Customer Evidence FastTrack Architect	Offers & Incentives* Win Room* Battlecards End Customer Investment Funds (ECIF)*	FastTrack and FastTrack Assets Microsoft 365 Partner Portal Modern Desktop Deployment Program* EMS Deployment ECIF*	Productivity Library

*NOTE: Engage with your Territory Channel Manager for more information

Best practices

- **Emphasize digital transformation-** Some stakeholders will resist the cloud, but overcome this by aligning to business objectives and transformation.
- **Leverage End of Life scenarios for sales conversations-** identify cases where customer organizations will be impacted by Windows 7 and/or Office EOL scenarios and leverage that to drive conversations.
- **Showcase how Microsoft 365 powered devices address modern security threats-** Capabilities in EMS, Windows 10, and Office 365 can replace third-party security products.
- **Identify cost savings of Microsoft 365 powered desktop infrastructure-** Including IT administration, user training, elimination of third-party products. Use the Value Calculator.
- **Leverage FastTrack early to help develop a rollout plan-** Get resources involved early to overcome deployment concerns.
- **Ensure cloud terms are signed before the deal closes** to avoid potential deployment blockers.

WillisTowersWatson

[Willis Towers Watson](#) – “By globally adopting Secure Productive Enterprise solutions, we can increase business agility and productivity, while delivering integrated technology in support of our business objectives.” –Eoghan Doyle, Global Head of Infrastructure and Operations, Willis Towers Watson

How to tailor the conversation

Situation	Talk to... (Role)	Focus on helping the customer understand...
EOL Customers	CIO, CTO	Strategy to replace operating systems and productivity apps that are nearing EOL. Consider completing business case for staged rollouts.
Manufacturing	Operations	Collaboration capabilities (co-authoring & real-time typing) help improve productivity. Windows Ink, Voice, Touch & Gesture enable natural interactions.
Financial Services	Chief Compliance Office	Microsoft is a compliance leader. Windows Defender and Advanced Threat Protection (ATP) enables quick detection and response. Data Loss Prevention and Information Rights Management in Office helps secure data.
Healthcare	CEOs	Merger integration can be accelerated with the ease with which new employees can be added.

