

Unlocks creativity

Built for teamwork

Integrated for simplicity

Intelligent security



# A universal toolkit built for teamwork

## Buyers

VP of Operations  
VP of HR  
VP of Communications  
CIO  
CISO  
Head of Digital

## Key customer concerns

- Multiple logins and difficulty sharing and discovering information (users).
- Shadow IT leads to security and compliance risk and limits agility (IT).
- Incomplete toolkit leads to disengaged employees and costly, duplicate tools (business).
- Teams have diverse needs for collaboration.



## Product value

### Communicate

(Email, Calendar, IM, Voice & Video)

- Options to choose the way you want to communicate depending on the project and the people, whether it be real time like IM or more traditional means like email.
- *Example:* With a single platform for calling, conferencing, video and sharing across almost any device, organizations can simplify their infrastructure and costs (*Skype for Business*).

### Coordinate

(Meetings, Hub for collab, Business process, Projects and tasks)

- Providing different environments for teams to choose what fits their purpose and style to actively work together.
- *Example:* Employees easily access info via dedicated hub designed for teamwork (*Microsoft Teams*).

### Connect

(Communities, Company meetings, Intranet and portals, Discussion groups)

- Providing multiple solutions that serve 1-to-1 connection, or 1-to-many.
- *Examples:* Employees can get answers to questions and discover subject matter experts to collaborate with. (*Yammer*). Traditional distribution lists replaced with Office 365 Groups to have more effective email conversations (*Office 365 Groups*).

### Create

(Co-authoring, Sharing documents, Ideation, Content discovery).

- Co-authoring across all our core apps in the desktop in addition to online.
- *Example:* Teams can easily share files and collaborate more cohesively via real-time co-authoring across the desktop, online and mobile. (*SharePoint, OneDrive, Office apps*).

*Collaboration capabilities are built on a secure, compliant infrastructure. Office 365 Groups provide a single identity for teams across different applications, and Microsoft Graph uses machine learning to infuse intelligence into all your application experiences.*



## Customer value

- Seamless experiences for users. Connected experiences enable sharing and discovery across applications.
- Simplify IT. Centralised management with intelligent, built-in security and compliance.
- Maximize productivity within the business. Complete toolkit drives employee engagement and enables rationalisation.
- Microsoft 365 provides a universal toolkit that meets the unique needs of every team in a highly secure way.



## DIFFERENTIATOR

Microsoft 365 offers a universal toolkit: an unmatched set of integrated capabilities that are highly secure and always evolving to changing workstyle trends.



## Targeting guidance



### Target Customer Profile

Organisations needing a productivity solution that will address their digital transformation journey.

- Dark to Cloud prospects.
- E1 customers for upsell.
- Existing Office 365 E3 customers.

### Offer Prioritisation

**Microsoft 365 E3**  
**Office 365 E3**

### Compelling Events

Renewal  
End of Life for 2010  
Customers undergoing digital transformation

## VDW scenarios

- Collaborate on documents real time or on your own time to simplify and ease the co-creation process.
- Harness collective knowledge and expertise by empowering people to discover, share and progress files, information and ideas across your organisation.
- Store and share files inside and outside your organisation to work seamlessly across organizational boundaries.
- Shape the company culture and break down silos by informing and engaging employees and connecting people across the organisation.
- Empower users to transform business processes and increase efficiency.

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## Steps to sell

1. Learn about current collaboration environment and obstacles and CISO’s security concerns about sharing company data in the cloud.
2. Share the Microsoft 365 vision and emphasize how secure collaboration capabilities align with digital transformation story.
3. Work with a partner to set up a PoC of Microsoft Teams and other collaboration workloads to demonstrate value.
4. Complete a business case to demonstrate cost savings or takeouts for third-party meeting and collaboration tools.
5. Deliver a high quality Customer Success Plan.

## Discovery questions:

- How do you work together among employees, contractors, others?
- How are you ensuring employee and customer information is secure?
- How many different tools do you use to share information?
- How do you cater to different collaboration styles in your company?

DISCOVER	ENVISION	VALIDATE	COMMIT	ONBOARD	REALISE VALUE
<a href="#">Unblocking Workplace Collaboration</a> <a href="#">Ultimate Guide to Chat Based Tools</a> Events <a href="#">Mechanics</a> <a href="#">GEP, Web</a>	<a href="#">Value Discovery Workshop</a> <a href="#">Collaboration pitch deck</a>	<a href="#">CIE</a> <a href="#">Value Calculator</a> <a href="#">Customer Evidence</a> SMC Stories* Forrester TEI* <a href="#">Forrester Wave</a> <a href="#">Gartner Industry Addressability Report</a>	Offers & Incentives* Win Room* <a href="#">Battlecards</a> End Customer Investment Funds (ECIF)*	<a href="#">FastTrack</a> and <a href="#">FastTrack Assets</a> <a href="#">Microsoft 365 Partner Portal</a> Modern Desktop Deployment Program*	<a href="#">Productivity Library</a>

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

## Best practices

- **Talk about business solutions in your customer’s language**- Rather talking about capabilities and products, focus discussions on understanding business needs and use their language. Actively listen and ask open-ended, clarifying questions. Tailor your questions based on the strength of your existing relationship – avoid asking invasive questions.
- **Tell the single platform story**- Tell the all-up Microsoft 365 story to show the full value of the stack to the customer. It’s hard to find one vendor that offers the products we offer that are interlocked and at the price we offer.
- **Test drive the capabilities**- Solutions like Microsoft Teams should be experienced by the customer. New capabilities like this are important for attracting younger workers.
- **Get them up and running**- If the customer is licensed for Office 365 but has not deployed, begin discussions at least 12 months before the renewal date to get on track for deployment.
- **Tell one story**- Align on one version of the business benefits and stay with that version throughout the sales cycle.

“I work on strategic planning with every department across the business, and there isn’t one meeting where we are not trying to connect with people all over the United States. With Office 365, we’ve finally answered a major pain point: collaboration across distance!” -Betsy Grider, Strategic Development, NASCAR



## How to tailor the conversation

Situation	Talk to... (Role)	Focus on helping the customer understand...
Retail	Sales and Marketing leaders	How to keep marketing teams in sync on campaign details. How to better analyze sales performance to optimize marketing decisions.
Manufacturing	Operations	How to collaborate better with experts, supply chain partners to solve problems faster and minimize disruptions. How to improve information sharing with access to portal, visual manuals. Demonstrate on different devices: Mobile, Surface, Surface Hub.
Public Sector	Government Leaders	How to reduce cost and improve agility while staying informed and connected with staff and citizens, in the office or on the road.
Financial Services	Managing Directors	How to manage a large multifunctional department in a complex organization. How to better collaborate with direct reports and their respective teams.
Education	Educators	How the world can be the classroom, reaching students and educators anywhere.
Healthcare	Clinicians	How to enhance care and improve health for populations with telehealth or virtual care. How to better collaborate with internal and external healthcare providers.

